

Panel 1. Cross-border cooperation of the EU

within the framework of the Eastern Neighbourhood Policy and the Eastern Partnership

UKRAINE IN PERCEPTIONS AND IMAGES OF SELF AND OTHERS: A CROSS-BORDER COOPERATION PROJECT

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Designing efficient policies targeted at international security requires understanding how political actors, with the citizens as their allies, imagine the world where they live and where they have to overcome political crises (Zhabotynska and Velivchenko 2019). *Images and perceptions* are pivotal for international relations (IR) because they "serve to justify a nation's desired reaction or treatment toward another nation" (Alexander *et al.* 2005, p. 25). Images and perceptions relevant for IR are discussed in the *image theory* as a part of political science (Herrmann 2013). In the image theory, the terms "image" and "perception" can be used interchangeably, although, in a strict sense, perception implies both the perceiving process and its result, while image means the result (Ametbeck 2017).

Perceptions and images of political actors and events are enacted through *narratives* as particularly structured texts intended to shape public attitudes and behavior. Formed by political elites, such narratives are transmitted to the public mostly through *media*. Therefore, contemporary *media studies* converge with the narrative studies and the image theory employed by political science. Such convergence has been practiced in a number of international projects headed by the University of Canterbury, New Zealand, and aimed at exposure of the EU's

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perceptions of self and its perception by other countries in different regions of the world. Among the recent projects was the one concerned with the EU perceptions in Ukraine¹. The methodologies applied in processing the collected empirical data within this and other projects can be further elaborated with precise techniques used by cognitive linguistics for structuring information presented verbally and non-verbally (Zhabotynska 2016; Zhabotynska 2018; Zhabotynska and Velivchenko 2019 among others). An updated methodology may be instrumental in fulfilling a new cross-border cooperation project that hosts an interdisciplinary research team of participants from different countries.

The new project is presumed to focus on the image of UKRAINE as it is featured in Ukraine's relations with its various international partners. For instance, the topic UKRAINE – POLAND RELATIONS may be studied bilaterally: (a) Ukraine about its relations with Poland (Ukraine about itself and about Poland); (b) Poland about its relations with Ukraine (Poland about itself and about Ukraine). The *data* for (a) come from Ukrainian mainstream and new media. The data for (b) come from Polish mainstream and new media. The data are collected and processed by the Ukrainian and Polish teams respectively. The existing methodology enables the exposure of (1) the conceptual ontology that arranges the topic UKRAINE – POLAND RELATIONS and serves as *tertium comparationis* in the comparative study. The latter aims to reveal similarities and differences in the two versions of the ontology with regard to (2) its constituents, (3) the factual salience of these constituents, (4) their emotive salience, and (5) the ways to create a positive or negative bias of the constituents via various techniques of "playing with facts" (Zhabotynska and Chaban 2019). The same relations may be studied trilaterally, when a third party is involved, for example, the EU (Canada, the US, etc.) about UKRAINE – POLAND RELATIONS.

Theoretically, the designed project, due to its updated methodologies, substantially contributes to the interdisciplinary study of political images and perceptions. Practically, this project is beneficial for IR, where policy-making

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requires understanding of the partners' perceptions of self and others. These perceptions may demonstrate misalignment which is to be considered in diplomatic relations and, if necessary, removed through particular steps (reported in the media that may amend the image).

¹ Crisis, Conflict and Critical Diplomacy: EU Perceptions in Ukraine, Israel and Palestine, 2015-2017 (C3EU). URL: <https://www.canterbury.ac.nz/ncre/research/euperceptions/c3eu-eu-perceptions-in-ukraine--and-israel-palestine-2015-18/>

***MODELING THE PROCESS OF FOREIGN LANGUAGE
ACQUISITION: A COMMUNICATIVE AND COGNITIVE DIMENSION***

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Present-day bilingual pedagogy is determined by communicative and cognitive paradigms, each directed at solving its specific problems. Their integration has induced the nascence of the title approach to teaching a foreign language targeted at fostering students' communicative and cognitive competence. The approach offers a relevant model that promotes a spiral way of cognition. It signifies that in the course of learning students progress from perception of the subject matter to speech production through such stages as reproduction, apperception, knowledge incubation, and creative reproduction. At stage one (perception of new information) subjects are introduced into the overall context of communication, created by a basic text, which they perceive simultaneously through visual and auditory sensory channels. Hence, multisensory perception is conducive to creating holistic mental images, or percepts

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of the new subject matter. At stage two (initial reproduction of new information) students reproduce segmental speech patterns from the subject matter on the superficial level in single-type invariant situations. At stage three (apperception of new information) learners conduct a many-faceted analysis of the perceived material, construct on its basis conceptual models, thus actualizing the schemata of their mental spaces and eliciting new knowledge. Stage four (incubation) is transitional; it implies converting external knowledge units into internal images or turning explicit information into implicit. At stage five (creative speech reproduction) subjects reproduce the new material on a creative level in variant situational settings. This stage is instrumental to stage five (independent speech production) at which students utilize the imbibed material in individual meaningful speech output. It is obvious that this stage is similarly creative and is characterized by diversified communicative settings.

***IS EU NEW REGIME MAKER OF INTERNATIONAL MIGRATION IN
EASTERN EUROPEAN NEIGHBORHOOD COUNTRIES? GAME THEORY
ANALYSIS OF EU-UKRAINE PASSENGER NAME RECORDS AGREEMENT***

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The ultimate ambition of the paper is to explore whether EU can be the new international migration regime maker by initiating the multilateralism through its effort to push EU Passenger Name Records as the global standard to govern the international migration. EU-Ukraine case will be analyzed to see whether the EU's