



# Mainstream media no longer in trend in Ukraine



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**Mainstream media suffered a further bitter setback these days – this time typically enough, in Ukraine. The citizens of the country have less and less trust in the mainstream media ...**

Dear Ladies and Gentlemen, I want to welcome you to our media commentary dealing with mainstream media.

Mainstream media suffered a further bitter setback these days – this time typically enough, in Ukraine. The citizens of the country have less and less trust in the mainstream media.

Natalia Kostenko, head of the department for sociology, culture and mass communications at the Institute of Sociology of the National Academy of Sciences in Ukraine said the following in a press conference on Thursday, October 15th, 2014: “Today it was stated by the Institute of Sociology that the trust in the mainstream media fell significantly.” Since 1994 the Institute has regularly carried out surveys to learn more about the trust in media, politics, the authorities and the like by the population. While in 2013 most citizens of Ukraine still largely trusted the mainstream media – in 2014, for the first time in 20 years – a negative result has been noticed. Only 25% of the people surveyed trust the mainstream media while 47% have no trust in the media. In Donbass – meaning the Eastern regions Donetsk and Lugansk – the percentage of the non-trusting citizens even makes up 68%. This result is especially encouraging for all who are involved in the area of enlightenment and therefore provide a countervoice to the common reporting of the mainstream media.

Enlightenment is worth it!

We look forward to welcoming you again next time on Kla.tv! And keep in mind: Your countervoice counts as well!

from v.

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## Sources:

<http://ua.interfax.com.ua/news/general/229044.html>

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