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**COMPARATIVE ANALYSIS OF KEYWORDS AND KEY  
COLLOCATES IN MEDIA COVERAGE OF LATVIA, ESTONIA  
AND LITHUANIA 100-YEAR CELEBRATIONS**

**ATSLĒGVĀRDU UN TO VĀRDKOPU TEMATISKA ANALĪZE  
LATVIJAS, IGAUNIJAS UN LIETUVAS SIMTGADES SVINĪBU  
ATSPOGUĻOJUMĀ PLAŠSAZIŅAS LĪDZEKĻOS**

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# ANOTĀCIJA

Notikumu atspoguļojums plašsaziņas līdzekļos ir svarīgs, ne tikai lai informētu par notiekošo, bet arī reklāmas nolūkos. Mūsdienās, kad lielākoties informācija tiek saņemta izmantojot tiešsaistes kanālus, ir svarīgi nodrošināt tās pieejamību un iespēju šajā informācijā viegli orientēties.

Veiksmīga atslēgvārdu izvēle un lietojums palīdz nodrošināt teksta sasaisti un saskaņotību, kā arī meklētājprogrammu optimizāciju. Tādēļ šī pētījuma mērķis ir noteikt atslēgvārdus un blakusesošās leksēmas, kas izmantoti Latvijas, Igaunijas un Lietuvas simtgadu svinību atspoguļojumā plašsaziņas līdzekļos. Pētījums veikts trīs kārtās, pielietojot kontentanalīzes kvalitatīvās un kvantitatīvās pētījuma metodes. “Google Trends”, trīs valstu simtgadēm veltītu oficiālu mājaslapu un izvēlēto ziņu rakstu analīze uzskatāmi parāda, ka pastāv atslēgvārdi, kas ir saistīti ar valsti un tās vēsturi un tradīcijām, kamēr citi atslēgvārdi ir vispārīgi saistāmi ar simtgades svinībām, nenorādot uz kādu konkrētu valsti. Secināts, ka atslēgvārdi un to vārdkopas var būtiski ietekmēt valsts koptēlu, līdz ar to, to izvēlei jābūt rūpīgi izvērtētai.

**Atslēgvārdi:** atslēgvārdi, atslēgvārdu kopas, Latvija, Igaunija, Lietuva, simtgade, plašsaziņas līdzekļi.

## ABSTRACT

Mass media coverage of any event is important not only for informative but also for promotional purposes. Nowadays, when people mostly receive information from online channels, the ease to track the needed information is highly important and thus, the choice and use of keywords become decisive not only for the purposes of cohesion and coherence but also for search engine optimization. Therefore, the goal of this research is to identify the keywords and key collocates which are used in the media coverage of Latvia, Estonia and Lithuania's centennial celebrations. The research is conducted on three levels by applying qualitative and quantitative methods of content analysis. The analysis of "Google Trends", three official websites of centennials and selected news articles demonstrate that there are keywords, that are linked specifically to each country, its history and traditions, and other keywords, that are relevant to the centennial celebrations in general, irrespective of the country. It has been concluded that keywords and key collocates can contribute to the image of a country and thus, should be selected accurately by content generators.

**Key words:** keywords, key collocates, Latvia, Estonia, Lithuania, centennial, mass media

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# INTRODUCTION

More than seven billion people are the citizens of 195 countries worldwide and each of these countries celebrates the proclamation of its freedom and independence domestically and internationally. Even though, each year counts, proclamation anniversaries gather more media coverage.

In 2018, all three Baltic countries celebrated the 100-year anniversaries of their independence. In the name of the significant celebration, each country's government launched a wide range of projects for the year-long events and activities. These events were and currently are promoted worldwide via means of different media channels.

It is rather easy to reach everyone interested in a specific subject within seconds through a wide range of media outlets if the content is presented efficiently. However, nowadays, with the information overload, it is a challenge to be noticeable. One of the solutions used by website content developers is the efficient and effective use of keywords and key collocates relevant to the subject. The efficient use of and successful research methods to be applied for keywords and key collocates have been discussed by various scholars, such as Bondi (2010), Baker and Ellece (2010).

The **goal** of this research is to determine the keywords and key collocates in the media coverage of Latvia, Estonia and Lithuania 100-year celebrations. The research is motivated by the following **research question**: what country images are created through the dominant semantic fields in the media coverage of Latvia, Estonia and Lithuania 100-year celebrations?

The **enabling objectives** to achieve the research goal are the following:

- to analytically review theoretical publications on media discourse and media research methods;
- to analytically review theoretical publications on keywords and key collocates;
- to compile a corpus of articles related to the anniversaries of all three Baltic countries;
- to do a content analysis of the keywords and key collocates in the media coverage of Latvia, Estonia and Lithuania 100-year celebrations;
- to draw conclusions.

The analysis is organized on three levels, where the first level of analysis allows to establish general profiles of the countries in terms of the interest they attracted and conducted by applying "Google Trends". The second level of analysis focuses on the official websites set to promote the

celebratory events in each country and the third level of analysis allows to study keywords and collocates on the basis of the corpus represented by the articles related to centenaries in Latvia, Estonia and Lithuania and available on four official news websites, namely, the Baltic News Network, Lsm.lv, Baltic Review and Baltic Times. The time frame was also adjusted to the respective level, for instance, the first level of analysis is set at February 2018 – April 2019, the second level of analysis focuses on the material posted since the sites were set and by April 2019, while the third level of analysis is set at January 2017 – November 2018.

To reach the aim and answer the research question, quantitative and qualitative content analysis methods supported by various tools, viz. Google Trends, Tag Cloud, online-utility.org and textalyser.net were used.

The first chapter is largely devised for the discussion of mass media (Phelan 2016; Goffman 1981; O’Keefle; Hirst 2018). The second chapter is concerned with the notion of keywords, key collocates and determiners, their use and research approaches (Baker and Ellece 2010; Bondi 2010; Stubbs 2010). The third chapter focuses on the existent research on keywords and collocates in media coverage of various topics to establish the niche for the present research by showing that there is no research done on the value of keywords and key collocates in the coverage of centennial celebrations. The fourth chapter deals with the notion of content analysis and the quantitative and qualitative approaches. The fifth chapter is concerned with the use of keywords and key collocates on the media coverage of the 100- year celebrations of Latvia, Estonia and Lithuania in the English language. This chapter also deals with the research of the google search tendencies of several key collocates that are related to the centennials of the Baltic countries and the way the use of keywords and key collocates in the media influences the image of the country.

# 1 MEDIA DISCOURSE

Chapter 1 focuses on the notion of media discourse in terms of media communication and discourse per se and as such aims to provide theoretical background based on the theories by Gee (2010), van Dijk (1998,1995,1997), Mills (2004) and Bednarek (2012) to mention some. The chapter starts by emphasising the participatory environment of the modern mass media to later dwell on news discourse as the empirical analysis of the present research is conducted on the basis of media content.

## 1.1. Mass media communication

The mass media, according to various dictionaries (Cambridge, Collins, Merriam-Webster), is a medium of communication that serves to reach large numbers of people over a short period. However, Phelan (2016) challenges this claim by seeing it to be too simplistic and suggests that it would be easier to define what media discourse is not, rather than to describe what it is. Since media discourse is not a face-to-face communication, it is a type of an ongoing process integrated into our daily communications through intermediaries.

Considering that the media is far-reaching, world-wide player, it is not surprising that it attracts the attention of researchers from various fields and disciplines. The use of language in newspapers, advertisements, and other printed forms of mass media, has been researched by numerous scholars, for example, Biber (1988; 1995), Toolan (1988), Wallace (1977), Bathia (1993). However, the traditional ways of media research rapidly become outmoded, largely, because of the changes on the concept of the written mass media. Nowadays the reader is invited to participate in presenting the news (O’Keeffe).

The term “participation framework” is discussed by Goffman (1981) and refers to the communicative environment where the media discourse occurs. O’Keeffe develops Goffman’s argument by claiming that the new participation framework gradually will replace the basic participation framework. Basic participation framework consists of an author who presents the information through the written medium to a reader (Figure 1.1). On the other hand, the new participation framework is more complex and detailed (Figure 1.2). The audience shares their opinions about the presented news as well as about others’ opinions on the subject through the

social networking, which offers a possibility to connect more viewers than any television, radio or newspaper article on its own (O’Keeffe).

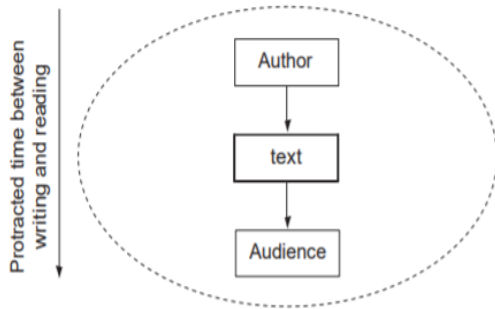


Figure 1.1 Basic participation framework for written discourse

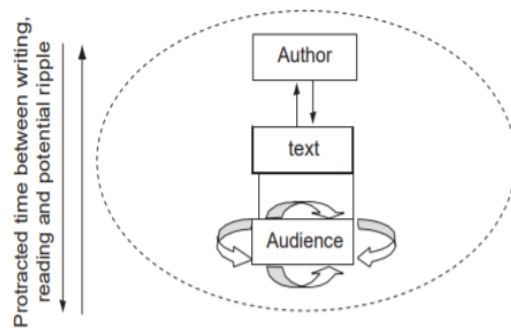


Figure 1.2 New participation framework for written discourse

The present research does not focus on the participatory communication, but the expanded framework undeniably influences the quality of the produced media texts.

There are four functions of the mass media – surveillance of the environment, the correlation, cultural transmission and influencing societal norms, and, education and entertainment (Emma, 2019). Firstly, the media informs about the occurrence of any natural disasters (hurricanes, blizzards, etc.) and provides relevant announcements, warnings and instructions for the viewers. Secondly, news outlets select the information they present to the public and a proper way to do that. Thirdly, the media transmits cultural messages, teaching the public societal norms and acceptable forms of behaviour. Fourthly, media educates and entertains the public with activities, live events, etc. (ibid).

## 1.2. News discourse

The subchapter aims to bridge two notions, that of discourse and of news. The fuzziness of the term “discourse” allows to accommodate it in various fields of science, but the most commonly known and accepted definition introduces it as a “language which has been produced as the result of an act of communication” (Richards, Platt and Weber, 1992: 83), thus foregrounding the importance of language analysis.

The scholars discuss both spoken and written discourse (van Dijk, 1997, Gee 2010, Mills, 2005), where the spoken form of discourse is conversation-bound (monologue, dialogue, etc.),

and the written form of discourse is represented by letters, news articles, books, academic texts, etc. (van Dijk, 1997).

As introduced above, the news media is discussed in terms of the process of creation, and thus, the expanded framework of participation frame and in terms of the outcome of the news story (Cotter, 2001). The linguistic analysis of discourse allows to elucidate the ideologies and value frames embedded in media texts (ibid.).

The concept of news has also undergone transformation. Thorne (2019) mentions a well-known concept of field reporters and correspondents, so typical of the mid previous century, but now hosted only by large media companies. However, currently the main principle is that the news are gathered from newswire services (e.g. Associated Press), or similar reliable sources with reporters and photographers in the field (ibid.). are published in the media and communicated to large audiences worldwide. As mentioned above, there are many forms of intermediates to present the news and thus, there are various types of news discourses. Four large groups of news discourse, indicated by Bednarek and Caple (2012), are – televisual, radio, online and print. The present research is done on online media.

Each discourse has lexical and syntactic features that are characteristic of it. For example, news discourse often is used in the past tense, often contains many nouns and noun phrases, which act as premodifiers of other nouns. Most importantly, news discourse, both spoken and written, tends to avoid repetition, where and if possible (Bednarek and Caple, 2012). This leads to rather long and complex sentences that are supplemented with formal jargon, nominalization, figures and numbers (Van Dijk, 1988).

The discourse of news is based on facts, some of the news articles are accompanied by suitable images, yet, the major pull factor to attract the attention of the target audience is the headline. The headline may serve various functions – informative, interpersonal, news value and framing (Bednarek and Caple, 2012). The informative function is used to summarize the story of the article; the interpersonal function serves to stir the readers interest. To maximize the newsworthiness, the headline functions as the news value, moreover, to specify a small part of a story, the framing function of the headline is used (ibid.) However, despite the seemingly clear functions of the headlines, the scholars often refer to the confusion that occurs as a result of excessive wish to attract attention (Reah, 2002).

In comparison to printed media, the online news are continuously updated. When the new information appears the previous message to the reader can be updated, instead of publishing a new article on the same subject (Paltridge, 2012).

As interim conclusion, it might be mentioned that, the analysis of the discourse of news is not limited to the headlines or the contents of the news. As a part of written discourse type, news discourse has its specific characteristics, such as, detailed, fact based structure and complex sentences. Finally, the printed news are fixed once they are printed while online news are continuously updated, when new information appears.

A biggest question that media faces nowadays is whether or not it fulfils its purpose and is publicly heard at all, due to the fact that there are many media outlets from which to choose. Before the expansion of mass media, there were less media channels, which were able to reach large audiences. However, nowadays it is necessary to broadcast the same message through many sources, in order to reach and inform different viewers, which very often is attributed to information overload (ibid.).

## **2 THEORETICAL BACKGROUND OF KEYWORDS, KEY COLLOCATES AND DETERMINERS**

Chapter 2 focuses on the discussion of keywords and key collocates and refers to determiners in the context of keywords and key collocates, thus establishing the basis for the empirical part of the research.

### **2.1. Notion of keywords and key collocates**

There are various approaches to defining the concept of keyword and key collocate, but the present research adopts the perspective offered by corpus linguistics. In corpus linguistics, the process of comparing the relative frequency of a linguistic item in a text (or corpus) by means of statistical tests of significance is known as keyness (Baker and Ellice, 2010). Keyness tests allow to derive individual keywords (Baker and Ellice, 2010: 66).

Baker and Ellice (2010) suggest analysing keywords from two perspectives. The first perspective considers cultural background, by assuming that there are cultural keywords, which are used in a particular culture or society and usually these keywords are represented by nouns or adjectives, which mainly are subjectively identified by the researcher (included in keyword category based on person's decision). However, not necessarily the keywords should be viewed as a key to culture. As it was mentioned above, the present research adopts the corpus linguistics perspective, where a keyword is any word that frequently appears in one text or corpus, statistically more times than in another text or corpus (ibid.) and as such is not expected to be culturally loaded.

Any word can potentially be a keyword if it is frequent enough in the given text or corpus. A keyword list prepared on the basis of the selected corpus may allow to draw relevant conclusions and deduce implicit information (Baker and Ellice, 2010, Baker, 2005). Keywords that are represented by proper nouns can provide information about the content of a corpus or a text, others can reveal stylistic choices, and some can still trigger cultural assumptions. Baker and Ellice (2010) base their argument on the discussion of keywords as developed by Baker (2006) and McEnery (2006:

[..] members of parliament who wanted to ban fox hunting used the keyword "barbaric" (to argue that hunting was cruel) in debates, whereas those who wanted to keep hunting used the keyword "illiberal" (to argue that people should have freedom to hunt if they wanted to) (2010:67).  
and

[.. ]word “and” was key in texts which wanted to ban swearing in the media because the word was used so often to create associations between swearing and other negative phenomena (such as drunkenness and sin) (2010:67).

A comprehensive research, despite the element of subjectivity, can prove that any word can become a keyword to highlight a specific aspect of the text and its idea. However, simple identification of words that are used more often than others in one text does not equal an analysis or interpretation of the text itself (Bondi, 2010). To provide for the qualitative analysis, corpus linguistics analyses the co-occurrence of keywords with other words in the text, which allows to discuss the ideological and cultural implications (ibid.).

One of the purposes of the keywords is to help to locate and identify a text in structured databases, for example, in library resources. Within pre-defined fields: title, author, abstract, subject descriptors or the text itself, textual databases can be searched via the use of keywords (Bondi, 2010). Yet, not in every case, the titles can be considered as the best indicators of the subject matter of the given text (or corpus) (ibid.)

Keywords in the form of one or several words are always connected to the content of the text (or corpus). They are included in the corpus with an intention to draw attention or emphasize the subject matter (Bondi, 2010). However, it is possible to differentiate two lines of reasoning, an deductive approach, whether the keywords are included in the text to specifically target certain thematic threads and promote the recognisability of the text on the net. In terms of search engine optimization (SEO), keywords are the words and phrases that are entered into search engines (also known as search queries) by the searchers. Semantic clustering, when words, phrases and sentences are group into clusters based on their common meaning is commonly used in software building to ensure that the information can be easily traced. The clusters are not selected at random, they are calculated via semantic similarity calculation method (Ma, 2014). Another line of reasoning applies inductive approach, when the keywords and key collocates are not included in the text with a special purpose, but acquire the status of the keywords because they have been used in the specific text more than other words.

Keywords are used as the pointers of certain texts, for example, on the internet, the effective use of keywords on the website, creates a better chance to reach the intended audience (Shivar, 2018).

Stubbs (2010) divides keywords into three categories. The first is associated with cultural studies, the second with comparative quantitative corpus analysis that is related to identification

of words that are statistically prominent in the text and the third derives from lexico-grammar, which focuses on the cultural meanings of the human communication (ibid.).

According to Stubbs (2010), keywords and collocates help the reader to remember the described event better and, while a keyword serves to remind the subject and major themes, longer expressions act as better filtering and mnemonic devices.

## **2.2. Notion and use of the determiners**

To specify the reference to a noun and to avoid misunderstanding a determiner shall be used (Collins Dictionary). The determiners can be divided into eight classes – the indefinite article (a or an), the definite article (the), the demonstratives (this, that, these, those), the possessives (my, your, his, her, its, ours, their). Then there also are - the quantifiers (such as some, any, enough, no, all, etc.), the number (cardinal (one, two, three...) and ordinal (first, second, third...)), distributives (each, every, either, neither) and the exclamatives (what, such) (ibid).

Determiners can function as pre-determiners, post-determiners and central (main) determiners (Halliday, 2004). A pre-determiner is always only one word and used in front of a main determiner, for example, *all these* children and *half* my size. Usually pre-determiners are multipliers (e.g. twice, three times), fractions (e.g. half, one fourth), intensifiers (what, such, rather, quite) and others (e.g. both and all).

However, post-determiners are always used after a main determiner and it is possible to use more than one post-determiners at a time, for example, *the next* time or *my first two* jobs. Post-determiners include cardinal numbers, ordinal numbers, general ordinals (e.g. last), and quantifiers (ibid.).

A synonymous term of modifier is used by Thomson (2014), when the scholar claims that the nominal group comprises three units: premodifier, head and postmodifier (Thompson, 2014). The head as the central component of the group, might, but not always, be preceded by the premodifier and/or succeeded by postmodifier (ibid.). The frequency and distribution of modifiers is genre bound, for instance, Biber, Comrad and Leech (2003: 267) maintain that spoken texts tend to have a lower rate of premodifiers, while academic texts feature high informational density and new information is introduced through modification (ibid.).

Halliday (2004) discusses functional qualities of modifiers: deictic, numerative, epithet, classifier and qualifier. The present analysis does not intend to differentiate among the four

functional groups and aims to consider the semantic qualities of pre-determiners when these add extra information and semantically situate the keyword or key collocate.

The chapter introduced the corpus linguistic perspective on keyword analysis, thus contributing to the methodological assumptions to be used in the present research.

### 3 RESEARCH ON KEYWORDS AND COLLOCATES

The present chapter holds the review of the existent body of research on keywords and key collocates in media.

Multiple studies were carried out into the use of keywords and key collocates in various mediums and contexts. This includes, but is not limited to contrastive analysis of keywords and collocations in a specific field, as was done by León (2015) in the maritime transport field, as well as corpus-based analysis of keywords and collocations, as was done by Khampharion and Tangpijaikul (2012). However, while some fields and topics were used as a basis for research and studies related to keywords and collocations, there seems to be a lack of the same amount of attention in relation to keywords and collocations in the media field. However, there are some studies that come close to analysing keywords in media. An example of this can be found in the research conducted by Katie Wales (2007), which concerns keywords in media with a small case study. At the same time, other researchers (Scott, 1997, Ensslin, 2006, Leist, 2018, Patel, 2017) discuss the use of key words and collocates for the optimization of search engine and analyse how to choose and use the correct keywords for the text to be easily traced by the intended target audience.

Nowadays, there are many available tools for the writers, journalists, bloggers and others for efficient keyword research. These tools are the key to connect the written text to its intended audience. Some of these research tools are available on the internet free of charge and are rather simple, while those that are available for a fee provide more information on the chosen keywords (popularity and competition on the web), and contain other analytical tools.

Hayden (2013) provides an example of a blog writer and the steps that have to be taken in order to choose the most effective and efficient keywords. The author suggests six steps for the research on the keywords – selecting the initial keywords to research, then to research the organizing tips for these keywords and discover the related keywords via Google Keyword Tool. The next step, would be to use the tool of Google Trends, which shows the use of these particular keywords. Another important task is to see how these initial keywords appear in other texts on the social networks. The final step for this research is to examine the outcome of the research, taking into account the competition and reaching out to the potential audience, only then to optimize the text for those keywords. However, this only one example of the various options and tools that are described by such scholars as, Dean (2019), Patel (2018), and others.

While there is an impressive body of research on the use of keywords for successful marketing and advertising, there is no available data on the keyword research regarding the use of keywords on the media coverage of a country's centennial.

The research on the news articles, interviews and commentaries published in online news portal "Delfi" written by Golubeva (2005) by means of content analysis emphasises the frequency of the appearance of the same thematic collocations in the news articles and edited readers' commentaries published on the site.

As previously mentioned, there is a body of research done on the keywords and key collocates, however, there is no similar keyword research on the media coverage of specific events conducted by applying online tools selected for the present research.

## 4 CONTENT ANALYSIS

Chapter 4 is devised to introduce the method of content analysis as the method is to be used for the purposes of the given research.

Kerlinger (1986) suggests that content analysis aims to study and analyse communication along semantic, objective and quantitative axes by measuring variables. Content analysis by Kerlinger rests on three premises, it is systematic, objective and quantitative. However, while the content analysis is considered to be one of the most efficient ways to research mass media, it cannot serve as a basis to make any definite statements about the effects of the content on the audience, thus additional research methods should be applied to reach a successful outcome of the research (Wimmer, Dominick, 1991:160).

The method of content analysis is defined by Krippendorff (2004) as ‘a research technique for making replicable and valid inferences from texts (or other meaningful matter) to the contexts of their use’, which basically means that it is a text-driven analysis (Krippendorff, 2004: 18).

This research method is a technique to investigate the socio-cultural meaning of texts with a focus on the development and use of coding frames (Caliandro and Gandini, 2017). Baker and Ellece (2010) notes that content analysis of texts ensures the opportunity to process large amounts of data quickly and accurately. Therefore, it is often used to locate and compare the frequencies of certain types of keywords (ibid.). Most commonly, this analysis is carried out on the texts that are electronically coded and in order to have the findings rather quickly, it is efficient to use computers (Krippendorff, 2013).

By and large, content analysis can be distinguished into two main approaches: quantitative and qualitative.

### 4.1. Quantitative content analysis

Several scholars imply that quantitative content analysis is an objective and outcome oriented research method, which ensures that all gathered data is reliable. It puts an emphasis on the quantification of the symbolic units that are used to compose texts and implementation of “valid measurement rules” in order to develop these operations of quantification (Caliandro and Gandini, 2017).

The quantitative content analysis defined by Riffe, Lacy and Fico (2014) as follows:

“The systematic and replicable examination of symbols of communication, which have been assigned numeric values according to valid measurement rules, and the analysis of relationships involving those values using statistical methods, to describe the communication, draw inferences about its meaning, or infer from the communication to its context, both of production and consumption.” (2014:19)

Being a systematic type of research, it gives an opportunity to generalise and focus on multiple case studies at the same time.

## **4.2. Qualitative content analysis**

Qualitative research method allows for interpretive, naturalistic approach to the research subject (Denzin and Lincoln, 1994). The analysis is carried out on the collection of empirical materials (such as, personal experience, introspective, life story interview, observational, historical, interactional and visual texts) (idib.).

Nunan (1992) explains the differences between the quantitative and qualitative research methods. While the quantitative research method is always based on facts, and thus is objective, controlled and outcome oriented, qualitative research method is rather subjective and process-oriented, and as such tends to assume that all knowledge is relative.

In addition, the data collection for quantitative and qualitative content analysis is different. Berg (2001) proposes that to ensure the validity of statistical inference, the quantitative content analysis requires the data to be selected at a random sampling, the samples for the purpose of the qualitative content analysis are selected with a purpose that the texts under the analysis are related to the prior set research questions.

It is crucial to remember that content analysis is limited to the framework of the categories and definitions used by the researcher, in that particular analysis. Several other limitations of content analysis include, for example, the lack of relevant corpus material for specific cases and content analysis is time-consuming research, if performed without the help of technologies (Wimmer and Dominick, 1991).

The present chapter introduced content analysis as it is the leading method to be used in the empirical part of the research. It is used to identify and categorize key words and key collocates and further to analyse their semantic environment.

## **5 COMPARATIVE ANALYSIS OF KEYWORDS AND KEY COLLOCATES USED IN MEDIA COVERAGE**

The final chapter holds the empirical research and is introduced by the discussion of the selected research methodology to later focus on the analysis of keywords and key collocates identified in the manually compiled corpus.

### **5.1. Research methodology**

The research aims at determining the keywords and key collocates in the media coverage of Latvia, Estonia and Lithuania 100-year celebrations and as such is largely motivated by the research question set at the onset of the study, namely: what country images are created through the dominant semantic fields in the media coverage of Latvia, Estonia and Lithuania 100-year celebrations? In order to achieve the aim and answer the research question, qualitative and quantitative methods of content analysis are applied.

The analysis is performed on three levels, the initial stage of analysis conducted by applying statistical method of “Google Trends” to create the profiles of the five key collocates determined by preliminary skimming of media content. The second level of analysis is performed on the official websites launched to inform on the celebratory events in each country by “Tag Cloud” and the third level of analysis is performed on the corpus represented by the articles that are related to the celebrations of centenaries in Latvia, Estonia and Lithuania and available on official news websites. The Baltic News Network (a media outlet founded in 2010 to report for and about the Baltic region), Lsm.lv (a unified news portal of Latvia's broadcasting services founded in 2014), Baltic Review (a daily newspaper reporting on the Baltic, based in Vilnius and founded in 1995) and Baltic Times (a monthly newspaper reporting on the topicalities in Estonia, Latvia and Lithuania, founded in 1996 as a result of the merger of The Baltic Independent and The Baltic Observer) official news websites were selected after surveying their content and based on the assumption that these news channels will provide relevant information about all three centenaries and discuss those in terms of preparations, celebrations and overall plans for the years to come. The selected material proves that some articles even cover a historical background of the processes that have led to gaining independence. In order to identify the keywords and key collocates in the selected articles, a statistical method is used via “Google Trends”. The identified material is further subjected to quantitative content analysis to determine

which words shall be considered as keywords and key collocates for each of the centenaries. Finally, a qualitative content analysis is applied to explain how the specific keywords and key collocates contribute to the image-making of the country. The Baltic countries have their own national languages and the news in the English language are less represented, which should be mentioned among the limitations of the present research. Moreover, it is important to note that only online media serves as the basis of this research.

All collected data from the selected corpus is provided in Appendix 1 and Appendix 2 to prove the validity of the research. Appendix 1 displays “Google Trends” statistics of the search trends of several key collocates used in relation to the centenaries of Latvia, Estonia and Lithuania. Appendix 2 displays 19 different articles or extractions from articles from online news websites, such as Baltic News Network, Lsm.lv, Baltic Review and Baltic Times.

In order to ensure the reliability, the following steps were taken in the research:

- 1) identifying a research problem, aim, research question and enabling objectives;
- 2) studying sources on media discourse and the relevant research methods, as well as keywords and their use;
- 3) conducting “Google trends” analysis of key collocates;
- 4) establishing the corpus;
- 5) studying content of the corpus material related;
- 6) applying the selected research methods on the findings;
- 7) comparing the results;
- 8) discussion of the research findings.

Keywords, as the term suggests, are important either in individual texts or in a given culture. There are several keyword calculators that allow to determine the keywords of any text, their frequency in the text and the percentage of their occurrence (also known as density). However, for the purposes of the present research, the density of keywords is calculated to prove the number of times when a keyword appears in the given text. To calculate the density of each news article or content of a webpage under analysis, two automatic keyword-searching tools were used. To compare the results, the first three keywords are also calculated using the following formula:  $(\text{number of keywords} / \text{total number of words}) * 100$ .

In order to compare the research results, the study of keywords and key collocates was conducted with a focus to all three countries at the same time, depending on the source of the news. The time frame for the first level of analysis is set at February 2018 - April 2019, the time

frame for the second level of analysis is not fixed but the selected websites allowed for the analysis of the material posted there since the sites were launched by April 2019, however, it should be mentioned that the time frame is not fixed as the keyword list in the Cloud Tag is modified promote the forthcoming events. The time frame for the third level of analysis is set at January 2017 - November 2018 because after November the topic is barely touched in any of these sites.

## **5.2. Analysis of keywords and key collocates**

The focus of this research is the use of keywords in the articles about 100-year celebrations of the independencies of all three Baltic countries. The year 2018 is marked in the history as the year when all three Baltic countries celebrated their 100 years of independence, starting with Lithuania on February 16<sup>th</sup>, then Estonia on February 24<sup>th</sup>, and afterwards Latvia on November 18<sup>th</sup>. Undeniably, the coverage of the anniversaries in the respective national languages is more represented and would have provided a richer material for the analysis, but the present research focuses exclusively on the coverage secured by media outlets in English and targeting the Baltic states.

The analysis is performed on three levels. The first level of analysis considers the behaviour of key words and collocates by applying a well-known tool “Google Trends”, which allows to analyse the environment of any word searched on the net, by specifying a selected time period, by filtering according to the region and 5 related topics/ queries to the word or phrase. The time period can be set at – an hour, 4 hours, a day, 7 days, 30 days, 90 days, 12 months, 5 years or from the year 2004 to the present or any other time frame according to the researchers’ interests. All summarized data collected from “Google Trends” can be viewed in Appendix 1.

The “Google Trends” tool was applied to determine the environment of five collocates, namely, *Latvia 100*, *Estonia 100*, *Lithuania 100*, as well as the word “*independence*” co-joined with the name of the respective country and the word “*centenary*” co-joined with the name of the respective country. The decision to study the environment of these specific collocates was taken on the basis of the preliminary media skimming. The use of the above mentioned collocates was observed over the period from February 1, 2018 till April 28, 2019.

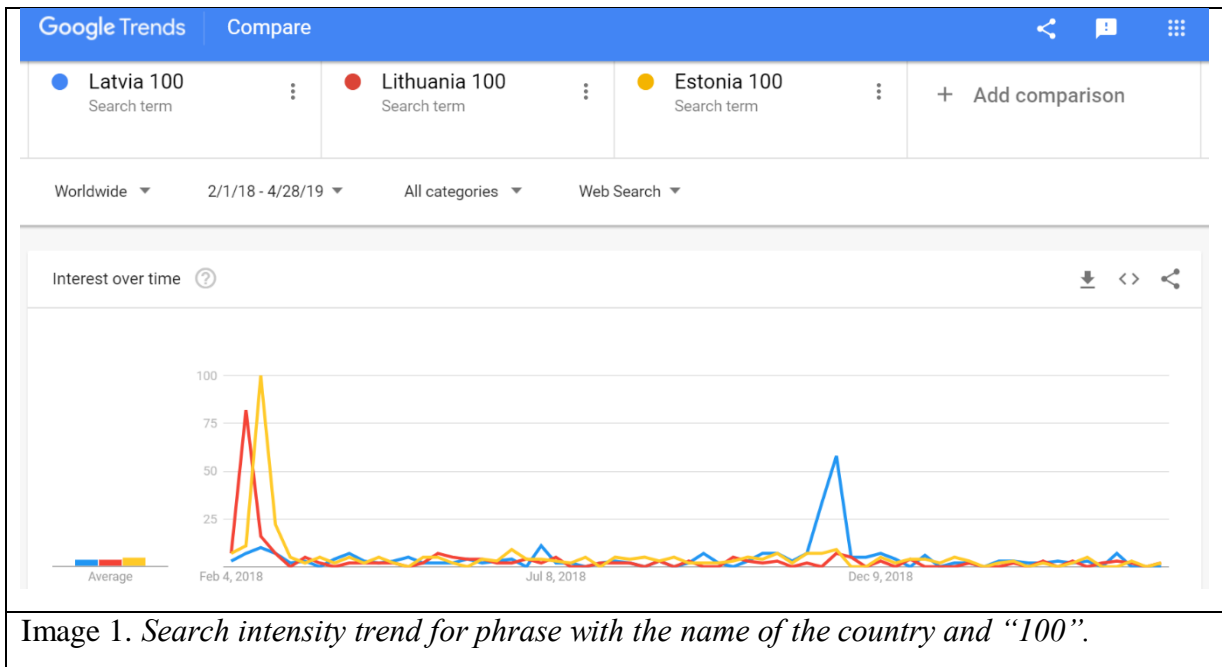


Image 1. Search intensity trend for phrase with the name of the country and “100”.

The statistical data shows that “Latvia 100” was searched the most on the week of the centennial celebration – 11<sup>th</sup> -18<sup>th</sup> November, 2018. The search was analysed across eight regions and the top three regions, where this collocate was searched are Latvia, Estonia and Lithuania. The collocate “Lithuania 100” is used in a rather similar environment – the most searches appear to be on the week when the most events occur and the exact date when the signing of the “Act of Independence of Lithuania” is celebrated, which is the week of 11<sup>th</sup>-17<sup>th</sup> February, 2018 (see Appendix 1). Similarly, as with “Latvia 100”, the key collocate has been predominantly searched by the citizens of the Baltic countries. In case of the collocate “Estonia 100”, the most searches appear to be on the week of 18<sup>th</sup> -24<sup>th</sup> February 2018 and hold the same geographical profile as “Latvia 100” (see Appendix 1).

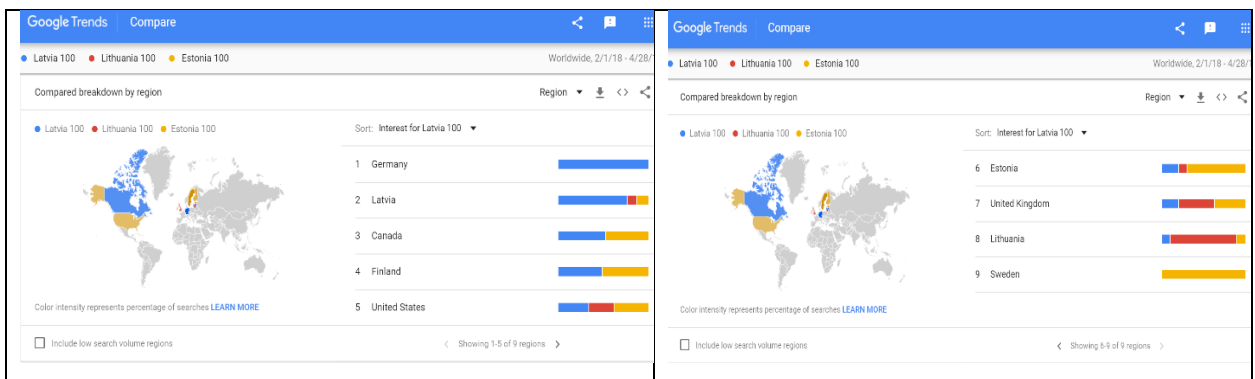


Image 2 and Image 3. Nine regions that searched the key collocate.

The data allows to conclude that there are altogether nine regions, where from the information using a key collocate with the name of the country and “100” was searched. These countries are Germany, Latvia, Canada, Finland, United States, Estonia, United Kingdom, Lithuania and Sweden. It is evident that not all regions were equally interested in all three countries, for example, Germany searched information regarding the celebrations in Latvia, while Sweden – in Estonia.

It was decided to choose the word “independence” co-joined with the name of the country as another collocate to look for in Google Trends. The site displays that within the mentioned period, the collocates for each country have rather similar temporal profile with the peak of interest on the weeks of the respective anniversaries. The comparative analysis of the search occurrence between 2018 and 2019 for Lithuania and Estonia, shows that the frequency of the searches in 2018 was almost twice as high as in 2019. It is evident that only the United States and the United Kingdom were interested in all three Baltic Countries (see Image 4).

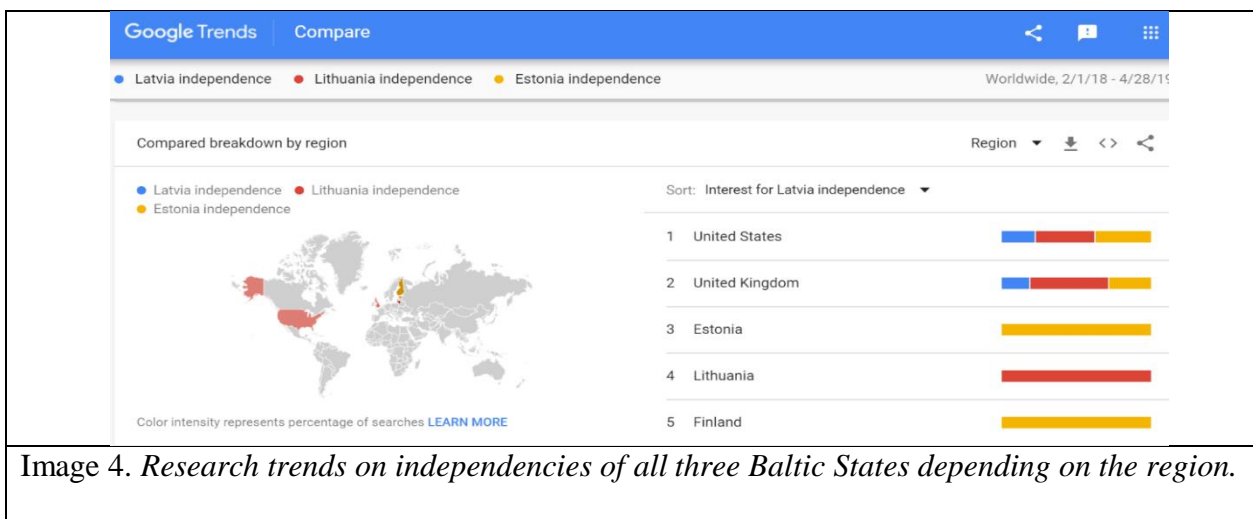


Image 4. Research trends on independencies of all three Baltic States depending on the region.

The fifth collocate of “centenary” co-joined with the name of the country was analysed only for Latvia (see Appendix 1) as despite being a seemingly obvious search, according to “Google Trends” data, there is not enough data to be displayed in charts for Lithuania and Estonia. This finding leads to the assumption that apparently other synonyms were used to track the events on the search engine.

The second level of analysis focuses on the information available on three official websites devoted to the centennial celebrations, namely, [www.lv100.lv](http://www.lv100.lv), [www.ev100.ee](http://www.ev100.ee), [www.lietuva.lt](http://www.lietuva.lt). The websites of Latvia and Estonia’s centennials are created to serve as the first

place to look for the information about all the celebratory events over a period of almost five years. For both of these countries, the celebrations started in 2017, one year before the actual centennial. The celebrations for Latvia’s independence will take place until 2021, while for Estonia until 2020. However, Lithuania does not have a specific website dedicated to its centennial, only a section in the official website of the country. The reason for not having a website presumably is that Lithuania celebrates its hundredth anniversary of independence only for a year, instead of five.

The official site of Latvia’s hundredth anniversary of independence is [www.lv100.lv](http://www.lv100.lv). This website aims to inform everyone interested in the reflections on the events that have already been launched to celebrate the centennial of Latvia’s independence, and invites to the upcoming events as well. The celebrations are planned for five years and each year is given a keyword, these keywords are associated with the events from 100 years ago when the country’s independence was declared. These keywords are as follows: Will, Birth, Courage, Freedom and Growth. However, despite the fact that these words are given in relation to the historic events, it does not necessary mean that the thematically all the events during that exact year are related to this keyword, in addition, these keywords do not appear in any of the studied articles.

There are websites that have advanced the option to search the information on a specific subject, already giving a set of possible keywords or key collocates a person might be searching information on. This particular website offers a list of keywords and key collocates. This list is named as the “Tag Cloud” (see Table 5.1.), and each of these keywords within the list, directs the researcher to a list of articles on the website, relevant to the given word or phrase.

**Table 5.1. The “Tag Cloud” of keywords and key collocates**

Keywords	Key Collocates	Keywords and Key Collocates in Latvian Language
Art, Bank, Books, Centenary, Children, Cinema, Concert, Concerts, Conference, Conferences, Dance, Economics, Estonia, Event, Events, Exhibition, Families,	18 November, Baltic States, Centenary Coin, Centenary Magazine, Financial History, For Everyone, I am Latvia, Latgale Congress, Latvia Lithuania, Latvia’s	Izstāde, Muzejs, Satori, Simtgades Burtņieki.

Festival, Film, Films, Finland, Folklore, Guests, History, International, Latvia, Museum, Museums, Music, Nature, Performance, Program, School, Science, Sports, Theatre, Transcript, Vidzeme, Youth	Independence Restoration Day, Latvian Central Bank, Latvians in the World, LV 100, LV 100 International, LV 100 world, LV 98, May 4, Song and Dance Festival, Traditional Culture, Valka 1917, White Tablecloth Celebration	
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In total, there are 64 words and phrases, including four in the Latvian language, which are presented as keywords and key collocates.

The list of the keywords contains groups of semantic clusters, that are the keywords and key collocates, which can be related to the same date or happening, in this case – “May 4”, “Latvia’s Independence Restoration Day” and “White Tablecloth Celebration”. All three of these keywords lead to one article, which serves as an invitation to celebrate Latvia’s Independence Restoration Day. Only the third key collocate related to this event leads to another article, which informs the readers that the centennial celebrations of the next five years shall be launched on the 4<sup>th</sup> of May, 2017. This is a very significant celebration for Latvia, and is celebrated since 1990 on 4 May, in a form of family gathering around a white-clad table. However, often the citizens of Latvia refer to the Latvia’s Independence Restoration Day, only by “White Tablecloth Celebration”, or even not so rare cases of ““4 May” – a national holiday”. This example leads to the assumption that a different interpretation of keywords and key collocates for the same information via semantic clusters ensures the relevant information search efficiency.

It is evident that several of the keywords are used in a plural form in this list, for example, “event” and “events”. Although, it might seem that both of these keywords will lead the search to the lists of the very same articles, this assumption is not entirely accurate. At first, there are articles that include the exact expression and only then, they are followed by proper topics. The keyword “event” targets the articles that either contain this word in the title, for example, “The Launch Event of the Latvian School Bag Programme Receives International Recognition”, or as in the case of the plural form “events” in the body of the articles that describe various options of events, for instance, on a specific weekend or all year long.

The singular and plural forms of the keyword “museum” lead to different information content too. While “museum” leads to several articles, which invite everyone who might be interested to visit the Latvian National Museum of Art and see the new exhibitions, “museums” leads only to one articles, which informs the citizens that more than 200000 pupils will have an opportunity to have integrated learning programme with a possibility to attend centenary celebration events under the project named the “Latvian School Bag”.

The “Tag Cloud” is updated accordingly to the centennial celebrations, meaning that the amount of keywords and key collocates related to the events that have already happened, is reduced in this list. However, those that are still planned to take place are interpreted in a form of semantic cluster to ensure an effortless lookup to find the relevant information on the website.

Latvia is not the only of the Baltic States that has created a special website to present its centennial events. Estonia has created a website in a very similar manner and the official name of this website is [www.ev100.ee](http://www.ev100.ee). The purpose of this website is to describe the historical events of the independence declaration and restoration, to promote the events to celebrate the hundred years since Estonia was declared an independent country.

The website specifically emphasises that all festivities are shaped by Estonian citizens and meant as the celebration for everyone who is interested to celebrate the centennial of Estonia’s independence, regardless of the nationality or citizenship. These festivities of five years consist of five different thematic stages: our land, our state, our people, our freedom and our future. In comparison to Latvia’s celebration plan, where each stage was dedicated to a past event and that event, linked to one of the years of the celebration, the five stages for Estonia’s festivities are not divided by years.

Estonian website the same as Latvian website contains keywords, only in this case, they are presented not as an identical total set at the bottom of every page, but as a follow-up for every article and thus, these keywords or key collocates are connected to the respective article, for example, the article “Estonia’s first poetry festival”, is supported by four keywords and key collocates – “performing arts”, “community and citizen’s initiative”, “cultural heritage” and “literature”. These keywords can be used on the search option and they will lead the searcher to all articles related to the specific word or phrase, the only concern with a system as such, is that the person has to know what they are looking for.

Keywords and key collocates which are provided under the articles are less concrete and communicate more abstract notion of the articles (see Table 5.2.). Each keyword or key collocate

included in the list of Latvia’s events and happenings targeted a specific date or occasion, while in the case of Estonia, the keywords gather information of various events on different dates. The fact that these keywords are not compiled in a specific list can make a research more complex, at the same time giving an opportunity to find new interesting events, which are similar but not the same as on Latvia’s site.

**Table 5.2. Examples of keywords and key collocates**

Keywords	Key Collocates
Literature, Music, Media, Art, Innovation, History, Technology, Design, Education, etc.	Performing Arts, Community and Citizen’s Initiative, Cultural Heritage, Movies and Photos, Estonian Communities Abroad, Digital Technologies, Science and Research, etc.

The third Baltic State country that celebrated its hundredth anniversary of independence is Lithuania. Compared to the previously mentioned countries, Lithuania did not create a new website for the informative purposes. The official site of the country ([www.lietuva.lt](http://www.lietuva.lt)) was used instead. Undeniably, there might be several reasons for that, for example, the decision to celebrate the centennial only for a year, instead of five or the possibility to promote already existing website rather than trying to attract the viewers’ attention to a new site.

The centennial programme was designed as an invitation to *learn, create and celebrate*. The main target audience of the programme are the citizens of Lithuania, Lithuanians who currently are living outside the country, and international mass media. These three words “*learn, create and celebrate*” are the keywords for the celebratory events. At the same time, each of these words is related to a colour of the Lithuania’s flag. The keyword “*learn*” is linked to the red colour of the flag and all the activities are devoted to learning about the past and the present. The keyword “*celebrate*” is related to the activities of the centennial celebration on 16 February and to the green colour of the flag. Finally, the colour yellow of the flag is associated with the keyword “*create*” and the activities for the future.

It should be mentioned that the site serves a rather informative purpose and there are no articles related to the celebration activities, as it was in the previous two cases with Latvia and Estonia. By May 2019, the latest news available on the site in the English version are presented

on September 2018, regarding Pope Francis's visit to Lithuania. This website is rather disappointing and does not provide much information about the celebrations of so important anniversary for the country.

For the third level of the analysis, two online tools are used to calculate the keyword density in the news articles. The first tool is [online-utility.org](http://online-utility.org) and the second one is [textalyser.net](http://textalyser.net). These tools are designed to calculate the total symbol, word and sentence count, other factors, such as, sentence length and readability, etc., more importantly, these tools calculate the word frequency in the given text. The frequent words are ranked by the occurrence in the text and the frequency in percentage, compared to the all words used. Considering spotted inaccuracies in the data processed by the online tool, to ensure the validity of findings, the manual calculations were done and the obtained results are organized into graphs and tables provided further in the chapter.

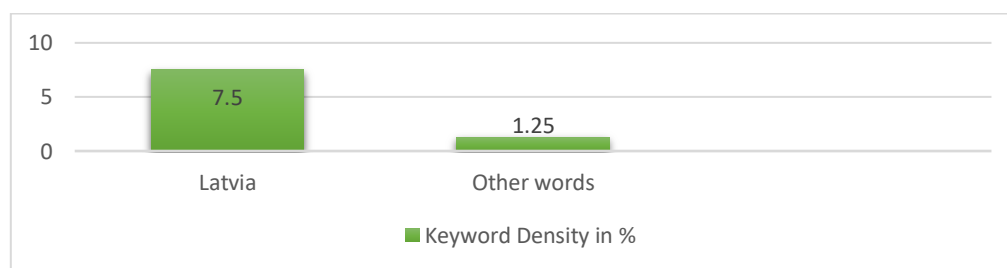
The articles selected for the research were collected from four online news websites Baltic News Network, [Lsm.lv](http://Lsm.lv), Baltic Review and Baltic Times. The articles under discussion can be viewed on the Appendix 2. These articles have been selected for the research because their content contains at least a paragraph of relevant information regarding the preparation, events and celebration of at least one centennial of all three Baltic States.

Baltic News Network is a business news portal, created in Latvia and launched on 1 September 2010. The website aims at providing objective information on economic, social and political events in Latvia and globally ([www.baltic-news-network.com](http://www.baltic-news-network.com)). The next news website under the discussion is a news portal [Lsm.lv](http://Lsm.lv). The English version of the portal was launched in 2014. It is a publicly founded portal of Latvia's public radio and television services that is operated by Latvian Television and Radio Latvia. The aim of this website is to deliver local news, analysis, culture and entertainment content, which is produced by either Latvian Television, Radio Latvia or the portal's editorial personnel ([www.lsm.lv/en](http://www.lsm.lv/en)). The Baltic Review is an independent online newspaper, founded in Lithuania, in 1995. This website covers the news stories from around the Baltic States and the world ([www.baltic-review.com](http://www.baltic-review.com)). Lastly, the Baltic Times is an independent newspaper, which is published once a month. The articles are focused on the latest political, economic, business and cultural event in three Baltic States. This news portal is proud to be referred as "the only pan-Baltic English language newspaper" that aims to cover all regional events. ([www.baltictimes.com](http://www.baltictimes.com)).

The research on the corpus material of articles of different online news sites focuses on the research of keywords and key collocates, and the use of premodifiers with these keywords and key collocates. Halliday's (2004) classification of grammatical components was used to point the use of the specific components in the articles.

Initially, the Baltic News Network articles related to the centennials of all three Baltic State countries were researched, considering the sequence - Latvia, Estonia and then Lithuania, rather than the dates of issue of these news articles. Article 1 (see Appendix 2) is an extraction of the weekly report which covers the information not only about the centennial of independence but other events within the past week. The focus of analysis is only the extraction of the relevant paragraph, and thus the calculation of the keyword density regarding only the celebration of Latvia's centennial. The paragraph consists of 80 words and the article "the" is used most frequently (6 times), noun "Latvia" (6 times) and prepositions "as" and "to" (each 3 times). In the article, only once the full name of the Republic of Latvia is used. However, in the rest of the cases, "Latvia" is used with verbs "celebrates" and "congratulate", then with a noun "flag" and a noun phrase "National Theatre", a predicative adjective "dear". Further the indefinite and definite articles will not be considered as the keywords, due to the fact that they shall always be used most frequently in any text.

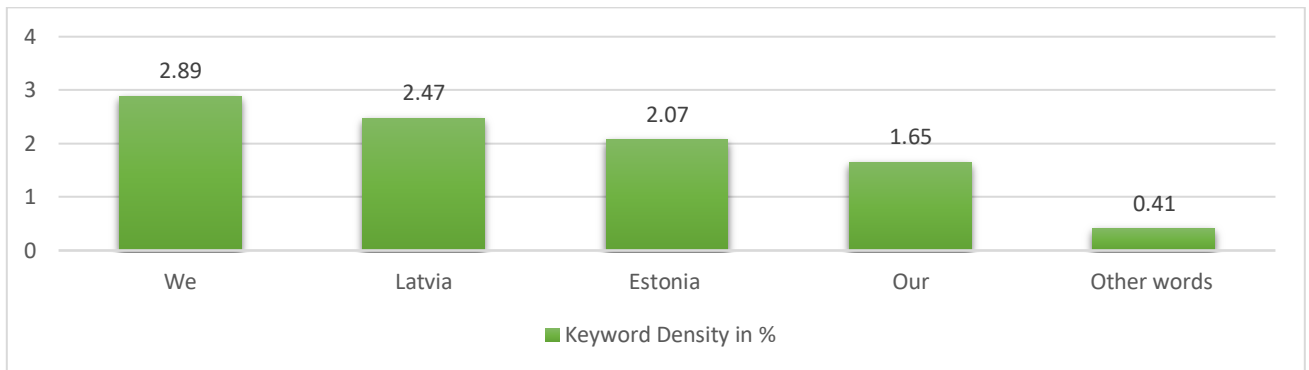
*Graph 5.1. Keyword density in Article 1.*



The next article, an official congratulation to Latvia on its 100-year anniversary, from the ex-president of Estonia - Mr. Ilves. Article 2 (see Appendix 2), is 242 words long, and there are keywords and key collocates that are used several times. The phrase "the 100<sup>th</sup> anniversary of", is used twice, meaning that the emphasis is on how important this year is for Latvia and other two Baltic States. Then an emphasis is put on the collocation "Estonia and Latvia", which appears three times and stresses the idea and the drive of both countries to be united in the future. Personal pronoun "we" is used seven times in this article, meaning that the focus is to be

more united than ever before. Finally, “Latvia” appears in the article six times, while “Estonia” – five, this leads to the assumption that Mr. Ilves has targeted Latvia and its celebration of the centennial rather than Estonia’s. Such words as an adverb “together” (6 times), personal pronoun “we” (7 times) and possessive pronoun “our” (4 times), are used to emphasise the future plans for both of these countries and that this relationship is significant to both of these Baltic countries.

**Graph 5.2. Keyword density in Article 2.**



Article 3 is a short publication on the Baltic News Network regarding Estonia’s centennial celebrations on 24 February 2018 in Tallinn. A short and concrete article of 67 words, is used as an introduction to a photo gallery of the events in the capital city of Estonia. The most frequent word (4 times) appears to be “Estonian”. However, an interesting finding is that the name of the country appears only in the title and not even once on the body of the article. The Table 5.3., shows that when the percentage against the same frequency is calculated for shorter and longer texts, the density in a shorter text would be higher in comparison to longer texts.

**Table 5.3. Keyword density in Article 3.**

<b>Keyword and how many times it has been used on the article</b>	<b>The keyword density in percentage ((number of keywords/total number of words) *100).</b>
Estonian (4 times)	5.97%

The next article as well as previous one is dedicated to Estonia’s centennial (Article 4, see Appendix 2). Similarly, as in the previous case, the most frequent keyword is “Estonian”,

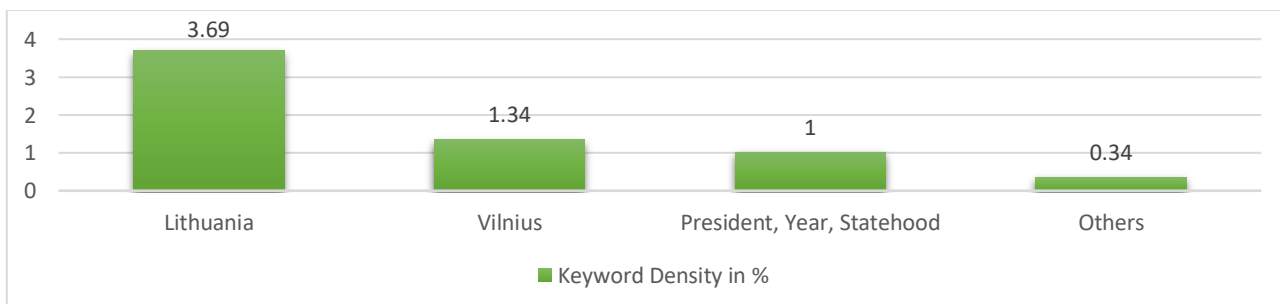
which appears in the text seven times in such phrases as “Estonian Independence Day”, “the Estonian General Consulate”, “Estonian public broadcaster”, “Estonian Foreign Affairs Ministry”, “the Estonian Ministry” and “Estonian centennial”. These phrases are the official names of the events, media or government’s institutions. The key collocate - “the Estonian centennial” is used twice to emphasise which event was not allowed to be celebrated in Pskov Oblast, in Russia.

**Table 5.4. Keyword density on Article 4.**

<b>Keyword and how many times it has been used on the article</b>	<b>The keyword density in percentage ((number of keywords/total number of words) *100).</b>
Estonian (7 times)	3.74%

The next news article was published in relation to the week of Lithuania’s celebration of its centennial of statehood (Article 5, Appendix 2). In the article with the total amount of 298 words the keyword “Lithuania” is used 11 times. This keyword is used not only to highlight that Lithuania is the first country of the Baltic States that proclaimed its independence in 1918, but also in such phrases as “Lithuania’s President” and “the Council of Lithuania”. The next keyword “Vilnius” is used four times with the preposition “in”, to refer to the main location of all significant events and happenings during the celebration week. This article list of keywords contains “independence” and “February” (both appear four times). These two keywords are related to the date and the significant event of 1918, when Lithuania became an independent country. Keywords, “president”, “years” and “statehood” appear in the text three times, and are directly related to the event of Lithuania 100-year independence celebrations

**Graph 5.3. Keyword density in Article 5.**



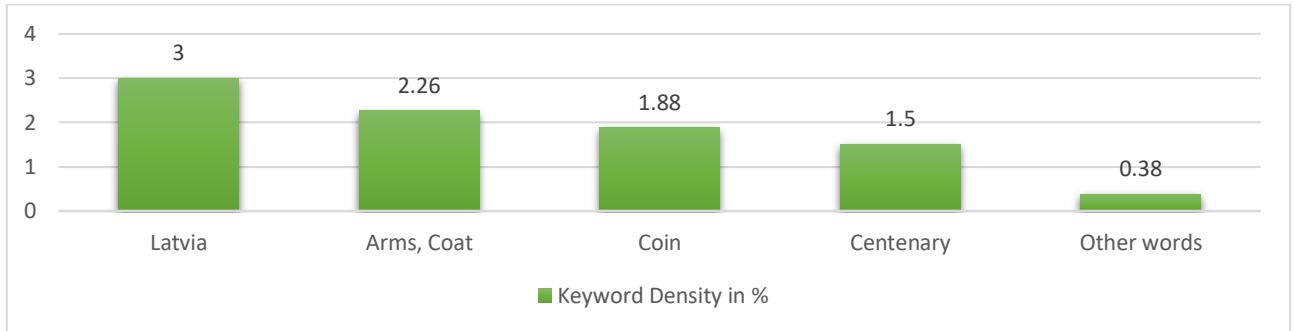
The excerpt from the article, (Article 6, see Appendix 2), is the last text under the analysis that covers one of the celebrations of the centennials on the Baltic News Network official website. It is an interview, which is related to the predictions of how would the future of Lithuania look and develop within the next 100 years. The most frequently used keyword of this interview is “Lithuania” which appears four times and its density compared to the whole text is at 3.9%. However, out of 180 words, there are several qualitatively selected keywords, despite the fact that they are used only twice. These words are - hundred, political, years and act, and the density of their use, against the whole article, is at 1.9%.

The following news articles, which are Article 7 – Article 15 are published on the official Latvia’s united news portal. These nine articles are researched on the pattern of their publication date by the same sequence of countries - starting with Latvia, and then followed by Estonia and Lithuania. Article 7 (see Appendix 2) contains 359 words and is aimed to inform the readers about the estimated budget for the centennial celebration events for the upcoming five years of celebrations in Latvia. An emphasis is put to the key collocate “the state budget”, which appears to be used three times in the text and serves as an explanation who will cover the expenses for all the events. One of the top four keywords of this article appears to be “centenary”, which is used eight times (with the density of 2.23%). Initially, the keyword is used with a verb “founded” in present participial form with a function to inform the reader of the particular event and the estimated costs to celebrate it for five years. Afterwards, a singular form of the noun “project” and the plural forms of the nouns “festivities”, “events” and “films” together with the keyword “centenary” are used to emphasize that the budget is used for the events that raise awareness of the centennial and its celebration. However, the noun phrase “state budget” used with the same keyword, strictly points at the funds of the celebration to avoid any confusion. The keyword “state” is used five times (with the density level at 1.4%).

Article 8 (see Appendix 2) aims to inform the readers about a new special coin to be issued to honour Latvia’s centennial. The reverse of the two-euro coin illustrates the coats of arms of Latvia’s cultural and historical regions and, predictably, the most frequent key collocate of this article, which is used four times, is “the coat of arms”. The keywords of the article under the analysis are “Latvia”, “arms”, “coin”, “coat” and “centenary”. All four of these keywords are connected with the title, which states that the Latvian Central Bank has issued yet another centenary coin. These words are appropriately used to indicate that a new coin will be issued,

and then the reason for a new coin to be issued and what is the meaning of the symbol that will be issued on this coin.

**Graph 5.4. Keyword density in Article 8.**



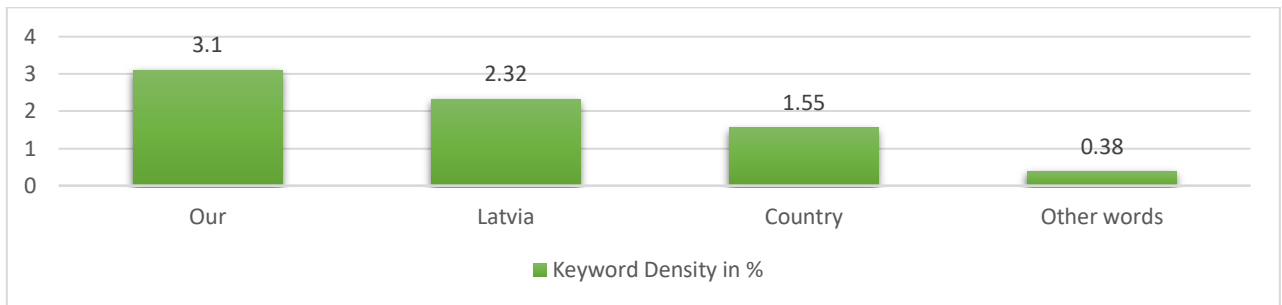
Next four articles under the discussion are published on the week of the Latvia’s Proclamation of Independence. The first one, Article 9 (see Appendix 2) contains a list of all the events and their timings, available for the public in Latvia’s capital city Riga. The most popular key phrase used in the article is “the centenary of Latvia”, which appears only twice in the text. Keywords of the article are “Latvia” (with the density at 2.53%), “Latvian” (1.58%) and “centenary” (1.26%).

While the previous article emphasizes the events and happenings in Latvia, in November 2018, the following Article 10 (see Appendix 2) is dedicated to the celebrations of hundredth anniversary of Latvia’s independence all around the world. The phrase, which is used as a key to refer to events, is “on the other side”. This key phrase is used to mark that not only the centennial of Latvia is celebrated in Latvia and its neighbouring countries, but also in the countries like the United States and Canada. The top four keywords of the article are “Latvia”, “celebrations”, “Latvian” and “you”. While the other three keywords are frequently used in all previous articles as well, the keyword “you” in this news article is used to create a contact with everyone who might be interested to follow all the events of the celebration and that it is available on a special online television channel.

The next article (Article 11, see Appendix 2) is the official message from the President of the Republic of Latvia – Raimonds Vējonis. The article consists of several citations from the presidents’ official speech and a small background information of altogether 258 words. The three keywords of the article are “our” (8 times), “Latvia” (6 times) and “country” (4 times). Personal pronoun “our” (at the keyword density level at 3.09%) is used to refer to the country, its

president and citizens united at all times, because the country would not exist without its nation. While in the speech the full name of the country does not appear even once, Latvia appears to be used six times, several times with the personal pronoun “our”. As regards the third keyword of the article - “country”, there are several cases an alternative noun has been used - “state”. It is possible to assume that if no alternative options would have been used, and only one word would be present, the most frequent keyword of the article would be either “country” or “state”.

*Graph 5.5. Keyword density on Article 11.*



The third article (Article 12, see Appendix 2) of the celebration week is a short summary telling that on this day Latvia marks its centennial and a short introduction of the main events of the day is included in the article as well. The keywords of the article are “events” (3 times), “years” (2 times) and “world” (2 times). The keyword “events” is used once as a noun to inform the reader that there are several happening planned on the date when Latvia proclaimed its independence. Then the same keyword appears to be used with the determiner “all” to mark that every single of the events on this day will be available to watch online. In the third case, the keyword is used with an adjective “full”, which in this case also appears as a predeterminer for the phrase “program of events”, indicating that the following list details all events related to the celebration of Latvia’s centennial.

The final article (see Article 13, Appendix 2) of the four articles on the week of Latvia’s independence celebration, serves as a conclusion on the day after Latvia marked its 100-year anniversary since the proclamation of its independence. The article serves also as the reminder for the readers that the celebrations are still not over and are planned to continue for some time. Keywords of this short summary are “Rīga”, “future” and “November”, however, each of them appear only twice on the article. The keywords “Rīga” and “November” are used similarly as in the case of Lithuania, in the study of Article 5. The purpose is to specify the name of the capital

city for the main events to take place at and the month of the year, when these festivities occur. “Future” as a keyword appears to create the idea that these events of the past twenty-four hours will be well remembered by those who have either participated or seen them and connect them to those events which are still ahead.

The news portal provided four rather short articles on Latvia’s centenary but they were published before, during and after the official date of the proclamation. While, Estonia and Lithuania were given only one article for each on the day of their proclamation. However, both of these articles were a lot longer than each of the articles that covered the events of the celebrations of Latvia’s independence (Article 14 and Article 15, see Appendix 2).

The author for both of these articles, Šiliņš (2018), not only informs the readers that Lithuania celebrates its hundredth anniversary of independence on 24 February 2018, but also introduces the readers to the very significant historic events that have led to Estonia’s independence. The author (Šiliņš, 2018), describes the historical events which have lead Estonia to gaining its independence back in the year 1918. The article has four sections, which indicate the days before and after the proclamation of independence and the overall reaction to these changes.

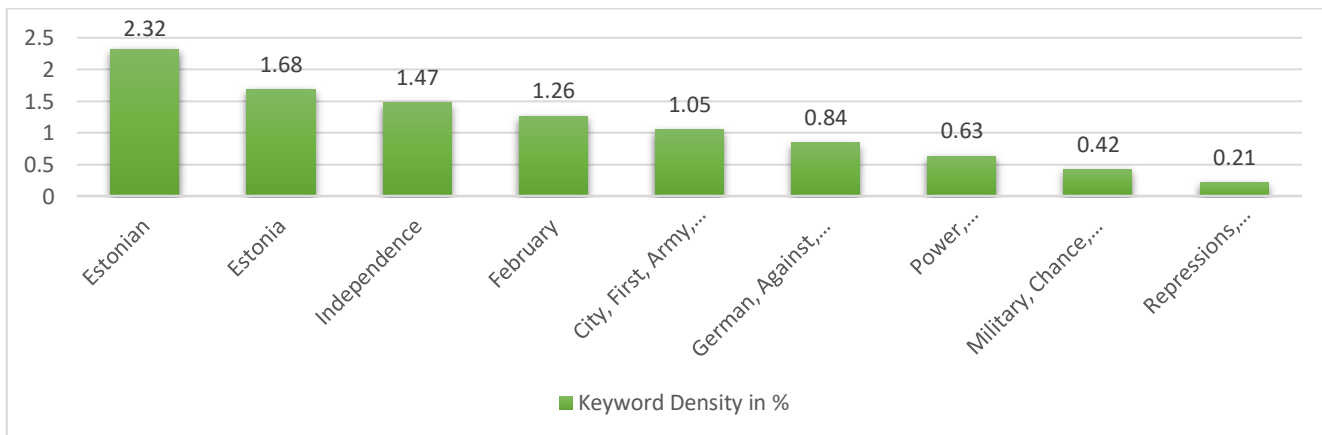
The most frequent key collocates of the Article 14 is “Salvation Committee”. This key collocate appears in the article five times. The key collocate is referred to the executive body of Estonian Provincial Assembly, which in 1918 issued the Estonian Declaration of Independence. Therefore, it is crucial to mention that this committee played a very significant role in Estonia’s history. Keywords of the article are “Estonian” and “Estonia”, respectively, 11 and 8 times. The next in the line of keywords is “independence” (7 times), followed by “February” (6 times), and five times such keywords as “city”, “first”, “army”, “Tallinn”. The density of these five keywords of the article is presented in a table and the comparison between words that appear in the text less than five times in a graph (see Table 5.5. and Graph 5.6.).

**Table 5.5. Keyword density in Article 14.**

<b>Keyword and how many times it has been used in the article</b>	<b>The keyword density in percentage ((number of keywords/total number of words) *100).</b>
Estonian (11 times)	2.32%
Estonia (8 times)	1.68%
Independence (7 times)	1.47%
February (6 times)	1.26%
City, First, Army, Tallinn (5 times)	1.05%

All of these keywords are not only the keywords of the article they are the keywords of Estonia’s history. These keywords mark the country and the city of the main events, the purpose of these events, the date and the participants. However, there were also words that appeared in the article two, three or four times, and few of them are included in the graph (see Graph 5.6).

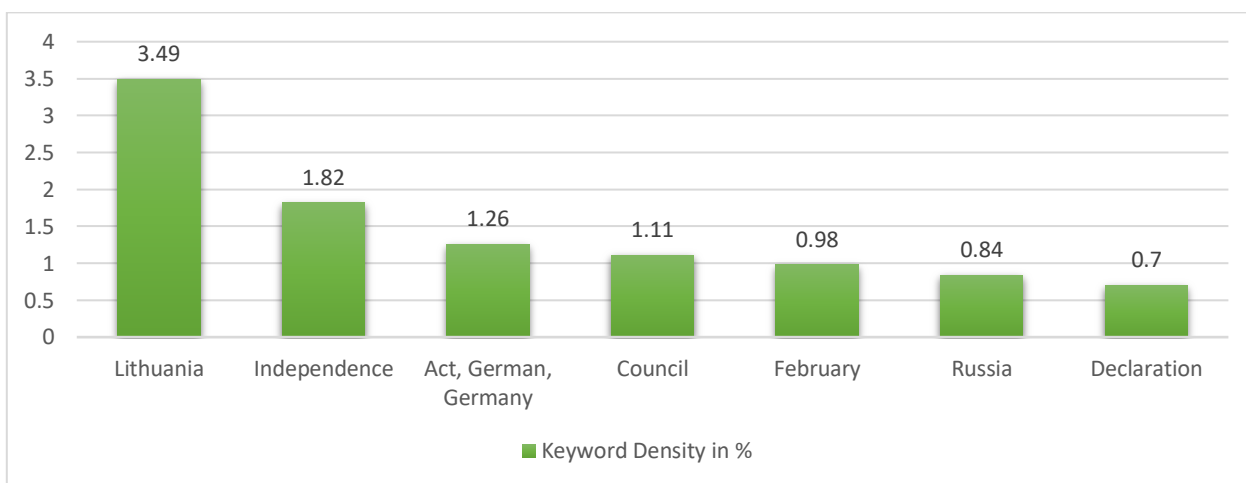
**Graph 5.6. Keyword density in Article 14.**



Article 15 (see Appendix 2) similarly to Article 14, covers the historical aspects of the events that lead to a free and independent country. This time the focus is on Lithuania and its way to the status of being an independent country. There are key phrases that appear in the description of the events six times - “the council of Lithuania” and four times – “Act of December 11”. In the article there are several notable keywords, such as “Lithuania” (25 times), “independence” (13 times), “act”, “German” and “Germany” (9 times), “council” (8 times),

“February” (7 times), “Russia” (6 times) and “declaration” (5 times). The usage of these keywords is contextually similar to the publications on Estonia - these keywords are linked to the history of Lithuania. The words, which appear to be used in the text less than 5 times are not considered as the keywords in this case. As it is evident in the Graph 5.7., despite the fact that at first it seems that these words are quite extensively used in the text, the density level does not reach even 3.5%.

**Graph 5.7. Keyword Density on Article 15.**



Article 16 was published by the Baltic Review and covers a noteworthy meeting between four presidents of Latvia, Estonia, Lithuania and United States. This meeting was held at the White House in Washington, D.C. to honour the 100 years of Baltic independence. The article is rather long (559 words) containing a common historical background of all four countries and several quotations from the speech of the president of the United States. The top two keywords are “Baltic” and “president” these words appear in the news article 12 times. The extensive use of these keywords can be explained by the situational context, the word “president” shall always be used in front of the name of the country one serves as the president for. The keyword “Baltic” in several cases in the article is used in order not to use Latvia, Estonia and Lithuania all the time. In case the Baltic States would not have been referred to as a one region of the Europe but mentioned throughout the article separately, the article would be a lot longer and the connection that links these countries would be lost.

The last three articles under the discussion are published by the Baltic Times. Article 17 informs the readers that the US Senate official congratulates the Baltic countries on hundred

years of their independence. This article is built on five keywords “Senate” (5 times) and the rest four keywords appear four times on the article – “Lithuania”, “Latvia”, “Estonia” and “States”. While in this article, each of the Baltic States is referred separately, the most common keyword is “Senate”. The rest of the keywords of the article emphasise which countries are congratulated and for what reason.

Article 18 covers the descriptive part of the poll related to what Latvians think about the Latvia’s centennial celebration. As this article is descriptive regarding the results of the poll, the most frequent keyword appears to be “percent”, which has been used 10 times with the density of use at 3.83%. The next three most frequent words of the article are “Latvia”, “they” and “said”, each of them appears in the article seven times at the density level of 2.68%. The personal pronoun “they” is used in order to avoid a frequent repetition of the noun “respondents”, which already is used in the text five times. The past tense of the verb “said” is used to refer to the collected data and prove the validity of the gathered material.

Finally, the Article 19 (see Appendix 2), is concerned about the future of Lithuania’s cooperation with Sweden. The plan for this cooperation is to activate culture exchange between these countries. The article is published at the beginning of the year of the centennials of all three Baltic countries, and it serves informational purposes as regards the initiative of Sweden, aimed to celebrate the centennials of Latvia, Estonia and Lithuania. While this article mainly serves to inform about the cooperation between Sweden and Lithuania, the keywords, according to the keyword density calculators, are “Lithuania” (5 times), “people”, “foundation”, “Sweden” and “Lithuanian” (all 4 times). The keywords “Lithuania” and “Sweden” introduce the countries, that plan to participate in cultural exchange, while “people” is used to refer to whom it is planned and “foundation” explains the intended outcome of this cooperation between Sweden and each Baltic country.

The present research was conducted to study “Google Trends” key collocate search tendency, to survey three websites created to inform about the centennial celebrations and to analyse the use of keywords and key collocates in the articles, which cover different aspects of celebrations of the centennials of all three Baltic countries. The research on “Google Trends” explained several approaches to search for the information related to the centennials of the Baltic States and it also demonstrated the most common key phrases that were used to search the relevant information. This analysis covered the period when these searches occur most frequently and explains the possible reasons for that.

The second part of the empirical research covered the websites created to inform everyone about everything linked to the celebrations, starting with the historic introduction and continuing with the estimated costs for the celebrations and finally, all the events – before, during and after, as complemented by photos and videos. This analysis of the websites and the keywords and key collocates served as an introduction to the third part of the research. The final part of the research held the analysis of most common keywords and collocates in the corpus established by the articles selected from four leading news channels in the Baltic.

The research allowed to conclude that the most common keywords used in reference to Latvia's centennial are Latvia, Latvians, November, Riga, you, our and country. The celebrations of 100-years of independence of Estonia are mostly associated with Estonian, February and Tallinn. Finally, the century of Lithuania's independence is represented by such keywords as, Lithuania, Vilnius, statehood and February. While the key collocates for each country and every article are different, the common keywords used in the media coverage of the 100-years of independence of Latvia, Estonia and Lithuania are – independence, celebrations, events and president.

## CONCLUSIONS

The present study was designed to research the use of keywords and key collocates in the media coverage of centennial celebrations in three Baltic countries. The research also examined the content of the media coverage, the manner how these keywords were used in the context and what image these keywords and key collocates create for the centennial celebrations and the countries that celebrate their 100 years of independence. The research was motivated by the following research question – What country images are created through the dominant semantic fields in the media coverage of Latvia, Estonia and Lithuania 100-year celebrations? To answer this research question, the relevant theories on media and mass communication, keywords and key collocates, and content analysis were examined.

The conducted research allowed to derive several conclusions.

While keywords and key collocates are short, they carry a message significant to the whole text and can be used to guide readers towards the information of their interest, as was suggested in the first part of the analysis.

The research also showed that there are several approaches to attract the attention of potential readers and these approaches are specifically considered for search engine optimization. Some of the users are looking for a specific information, while others only have some abstract ideas of what they might be interested to read. To make it possible for any person to locate the relevant information they are looking for, there should be used various clusters that are connected to the same articles. Therefore, an opportunity for different interpretation of keywords and key collocates for the same information via semantic clusters ensures the effectiveness of information search.

The first centennial of a relatively young country is a very important event in the country's history. Three Baltic countries celebrated their 100-years of independence in 2018 and worked hard to be seen and acknowledged worldwide. Undeniably, the simplest way nowadays to inform large audiences is via media and internet. Even more, to attract attention of those who do not speak Latvian, Estonian or Lithuanian, the news articles are available in not only the country's official language but also in at least two other languages - English and Russian, in some cases even in German.

The present analysis demonstrates that there are keywords and key collocates that are common to the publications covering all three centennials of the Baltic countries. It also shows

that there are keywords and key collocates, which refer not only to the articles on the latest news concerning the celebrations but also pull in the information space of the historic events that led to the proclamations of these countries. The methods applied in the current research are both, quantitative and qualitative. The quantitative analysis allowed to determine that there are several keywords and key collocates which appear in almost all articles related to the centennials of the Baltic States. The qualitative analysis of the use of keywords and key collocates and the respective determiners related to these keywords and key collocates, allowed to conjure the intended image of the countries.

The Tag Cloud tool was particularly helpful to determine the semantic fields of key words and collocates related to Latvia. As it is seen in the Table 5.1. and supported by the third level of analysis, Latvia is largely represented by the semantic domain of culture, science, education and future associated with its people as well as a strong idea of statehood developed by related collocates.

A close survey of the site promoting Estonia 100 and the articles chosen for the third level of analysis forefront the semantic fields, which are similar to Latvia's profile; the country is represented by culture, science, education and national spirit but in comparison to Latvia the idea of the future is incorporated in all these semantic fields.

As the official website promoting Lithuania 100 did not offer sufficient material for the analysis, the data acquired through qualitative analysis of the articles selected for the third level of analysis, allows to conclude, the Lithuania is represented by its by culture, economy and education, however, it should be mentioned, that in comparison to other two countries, Lithuania's profile is inward centred, keeping the celebration oriented to its nation.

Thus, the research question set for the present research has been answered. All three Baltic states present an image of solidarity, importance of the state and respect towards history. Even considering that the full country's name and historic background of the events how the countries gained their independence are displayed only in a few cases, the cases that were presented are visible enough for readers to see the image intended to be seen by the authors.

The analysis demonstrates that the celebration of Latvia's 100-years of independence has gathered the greatest share of the media coverage, which was followed by Estonia and, the smallest amount of the information regarding the country's centennial celebrations was about Lithuania. The decision to choose only the news articles, which were presented in the official websites for the celebrations limited the potential corpus and lead to unbalanced representation

of the selected countries, as for instance there was a big difference in the amount of data available on Lithuania and Latvia, where Lithuania had only few publications and the news about Latvia were extensive and detailed with several updates on every event. It has been observed that there is a tendency of the news websites to present more information about the country where the headquarters are located, however, it might be linked with the fact that the information available in the same locale is easier to research in detail and results in more data to present.

The value of the present research is in the highlighting of how keywords and key collocates contribute to the creation of country image in the media representation of celebration events of Latvia's, Estonia's and Lithuania's centennials.

The present research paper has explored the use of keywords and key collocates in the media coverage of the centennials of the Baltic states. The current study has examined the material available in the English language, however, it might be assumed that the analysis of the keywords and key collocates used in the media coverage in the national languages, by and large, might produce similar findings. The size of the corpus used for the third level of analysis is definitely one of the limitations and should the research be continued, it is advisable to establish a bigger corpus to provide for more balanced representation of the countries and richer base for county image profile.

## THESES

1. Mass media is a medium of communication aimed to reach large audiences.
2. The linguistic analysis of news discourse allows to expound the ideologies and value frames embedded in media texts.
3. Online media channels are dependent on the ability of content creators to choose keywords and collocates that would optimize information search.
4. Keywords and collocates can be generated by applying qualitative or intuitive and quantitative approaches.
5. Qualitatively and intuitively selected keywords and collocates are indicative of certain cultural and ideological preferences of the writer and are usually represented by nouns or adjectives.
6. Quantitatively selected keywords and collocates point to the individual thematic threads in the text and their relations as well as help to determine lexical patterns.
7. Keywords and key collocates help to logically organize the text and ensure coherence.
8. All three Baltic countries celebrated their 100-years of independence and the media outlets covered the history of these countries, their preparations for the events and the celebrations, thus inviting the readers to join the celebration.
9. The analysis of five collocates, namely, *Latvia 100*, *Estonia 100*, *Lithuania 100*, as well as “*independence*” and “*centenary*” co-joined with the name of the respective country conducted with “Google Trends” tool allows to conclude that there are altogether nine regions, where from the information using a key collocate was searched. These countries are Germany, Latvia, Canada, Finland, United States, Estonia, United Kingdom, Lithuania and Sweden.
10. While the key collocates in individual country profiles differ, the keywords generated from the joint corpus of media coverage of the 100-years of independence of Latvia, Estonia and Lithuania are – independence, celebrations, events and president, thus signalling the importance of statehood.

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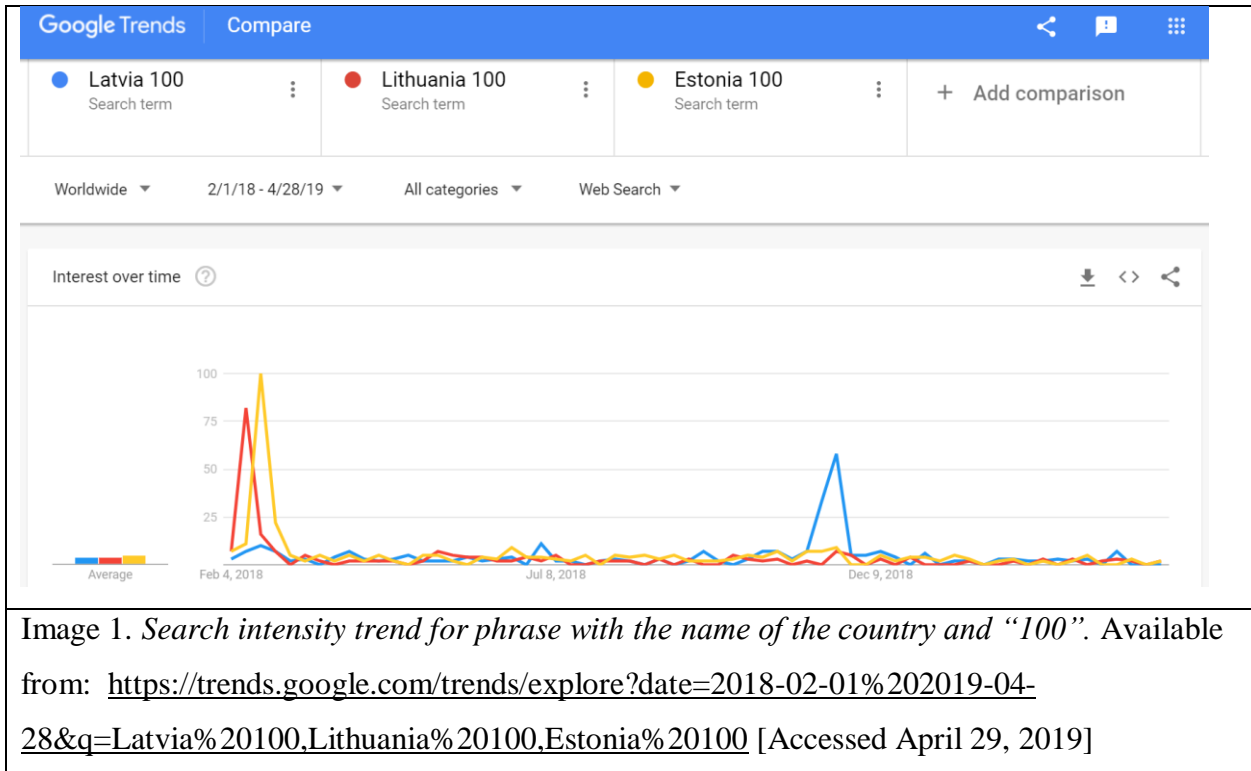
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**Article 19.** “Lithuanian government approves participation in foundation for cooperation with Sweden”. Published on 5 January 2018. Available online: <https://www.baltictimes.com/lithuanian-government-approves-participation-in-foundation-for-cooperation-with-sweden/> [Accessed on 7 May 2019]

# Appendix 1



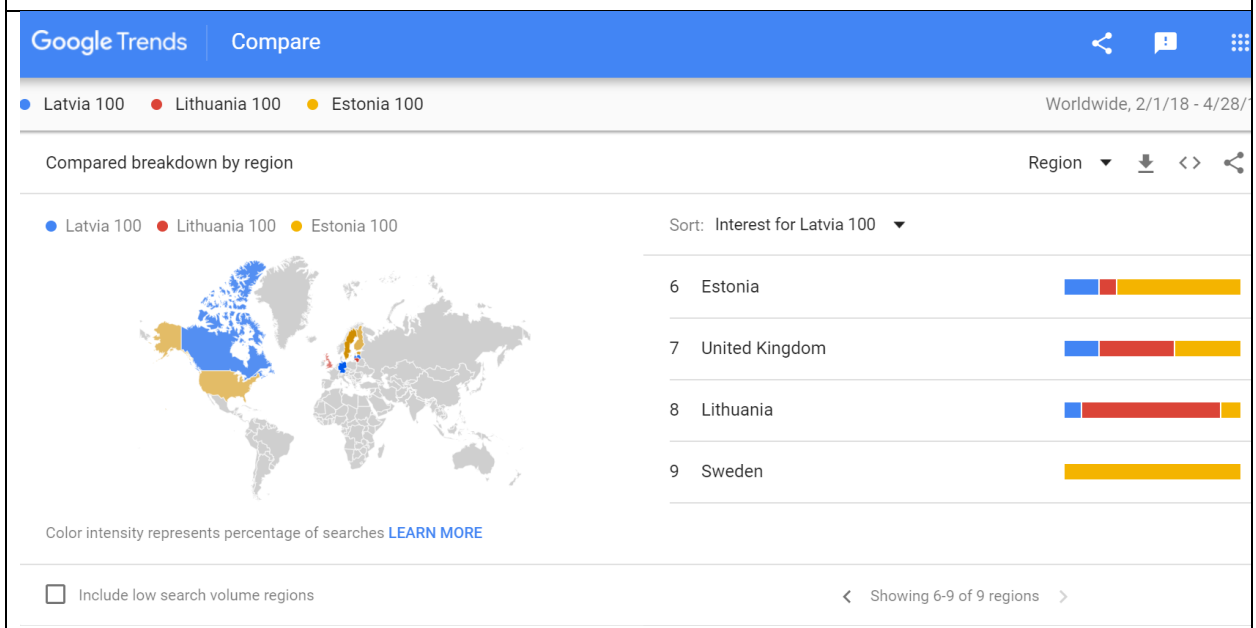
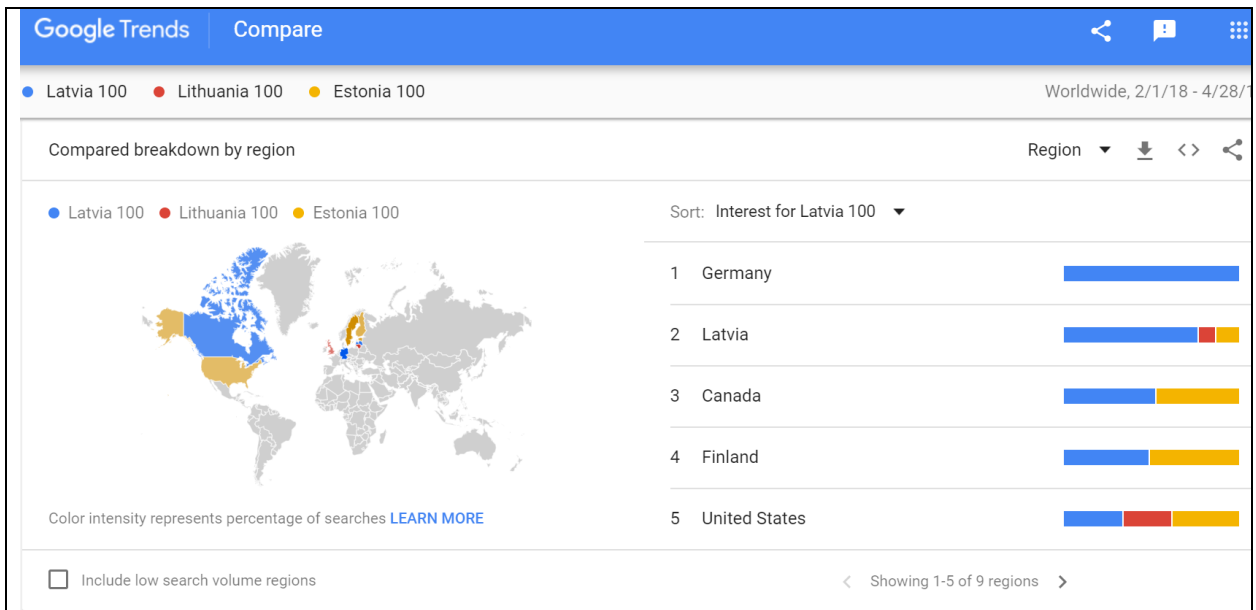


Image 2 and Image 3. *Nine regions that searched the key collocates.* Available from: <https://trends.google.com/trends/explore?date=2018-02-01%202019-04-28&q=Latvia%20100,Lithuania%20100,Estonia%20100> [Accessed April 29, 2019]

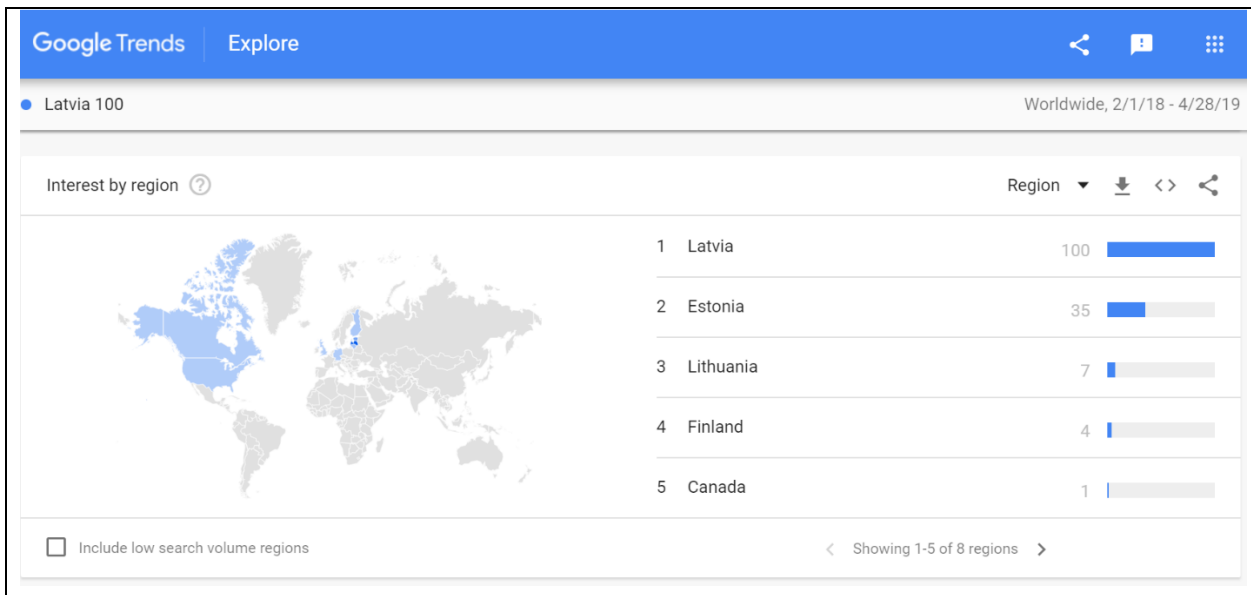


Image 4. *Regions form where the information with the key collocates about Latvia was searched.* Available online: <https://trends.google.com/trends/explore?date=2018-02-01%202019-04-28&q=Latvia%20100> [Accessed April 29, 2019]

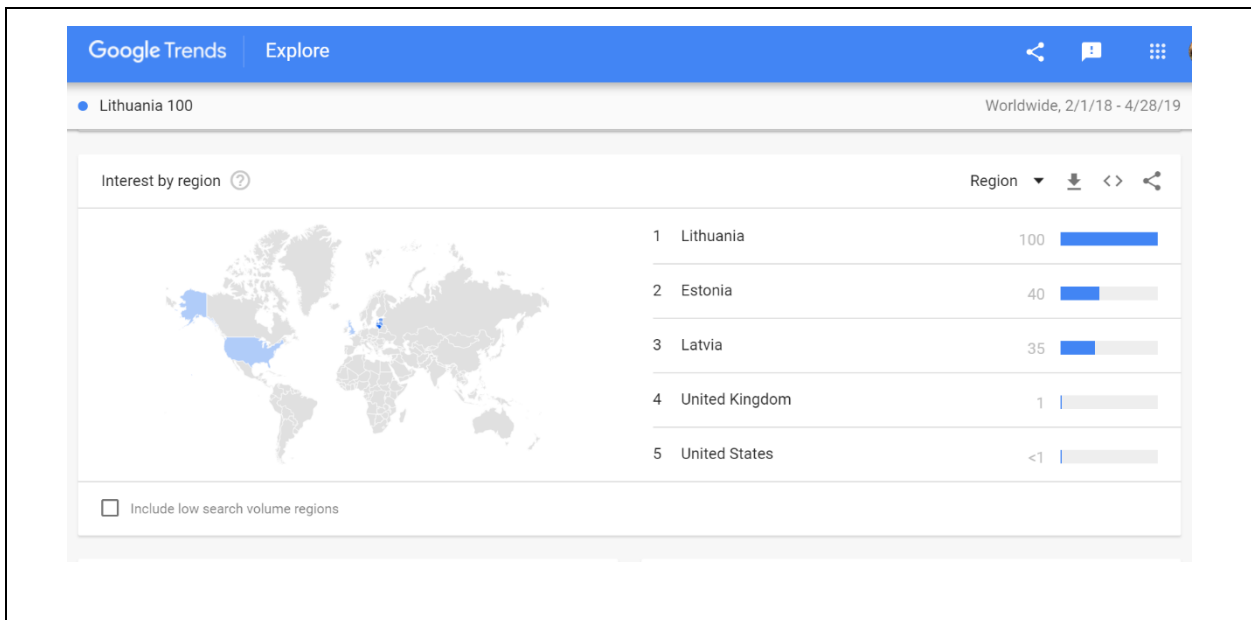


Image 5. *Regions form where the information with the key collocates about Lithuania was searched.* Available online: <https://trends.google.com/trends/explore?date=2018-02-01%202019-04-28&q=Lithuania%20100> [Accessed April 29, 2019]

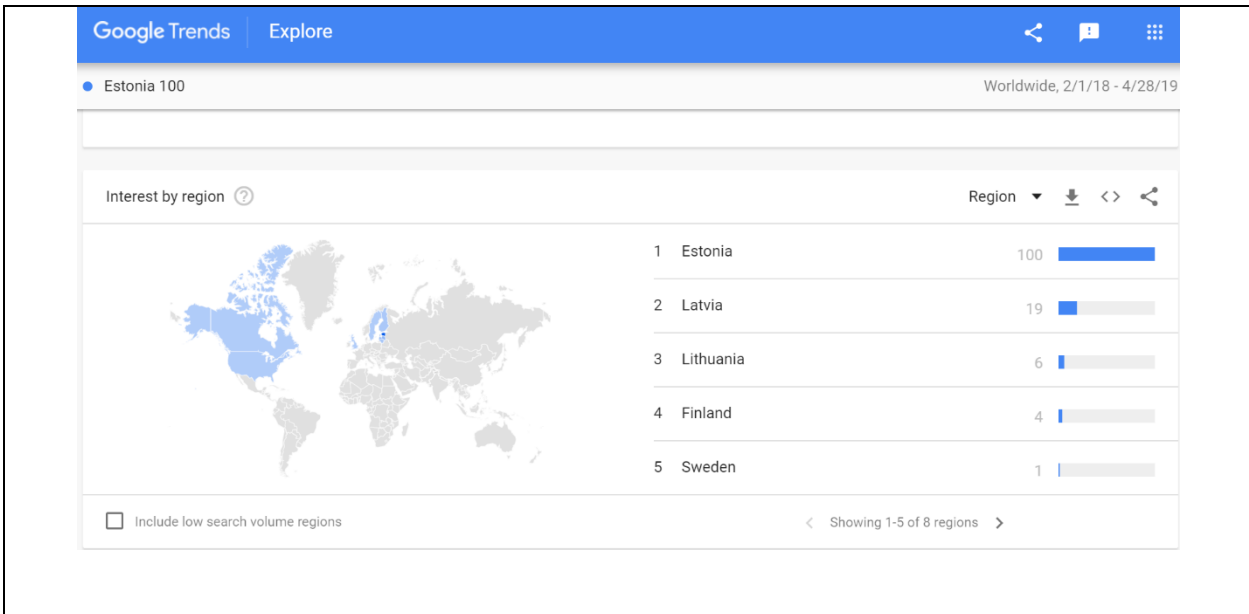


Image 6. *Regions from where the information with the key collocates about Estonia was searched.* Available online: <https://trends.google.com/trends/explore?date=2018-02-01%202019-04-28&q=Estonia%20100> [Accessed April 29, 2019]

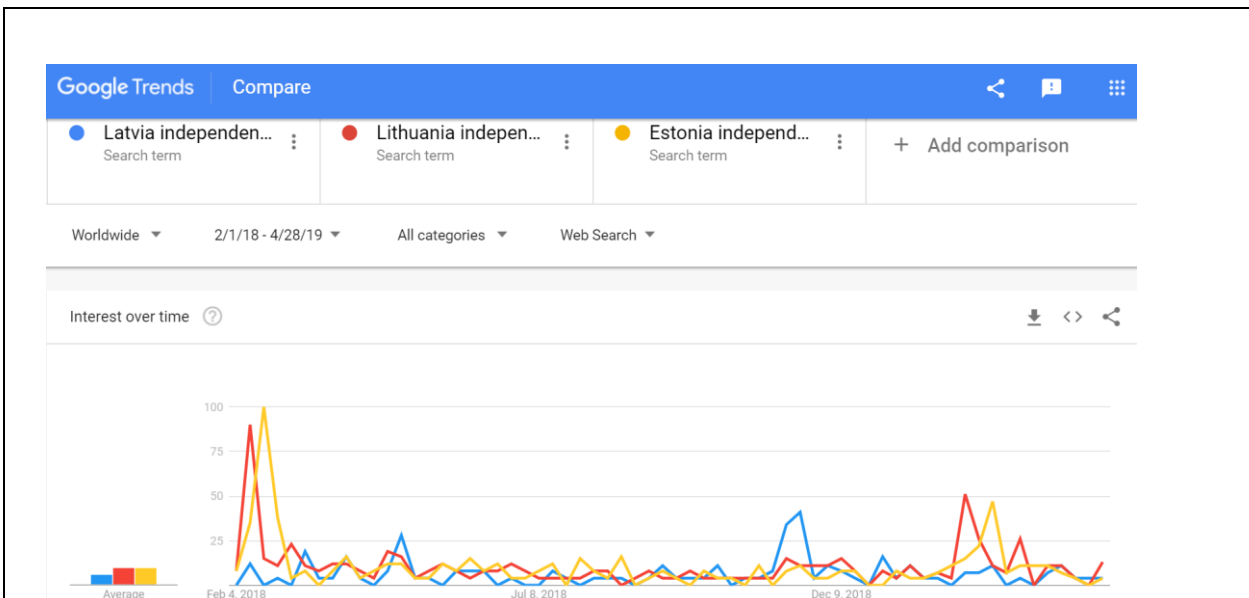


Image 7. *Research trends on independencies of all three Baltic States.* Available online: <https://trends.google.com/trends/explore?date=2018-02-01%202019-04-28&q=Latvia%20independence,Lithuania%20independence,Estonia%20independence> [Accessed April 29, 2019]

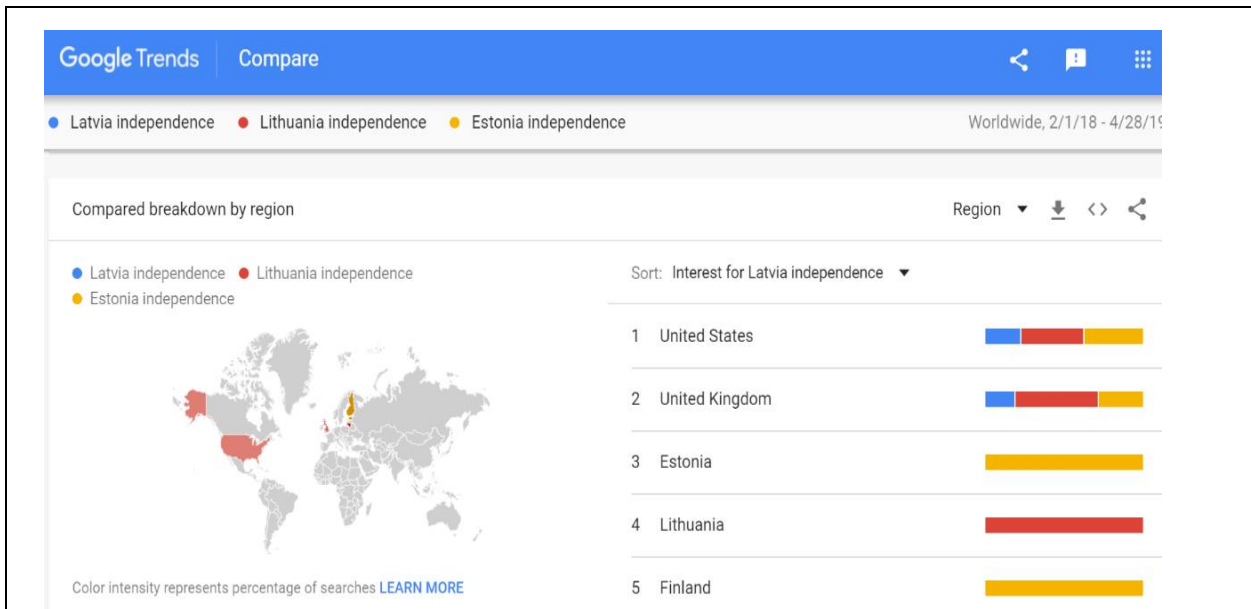


Image 8. *Research trends on independencies of all three Baltic States depending on the region.* Available online: <https://trends.google.com/trends/explore?date=2018-02-01%202019-0428&q=Latvia%20independence,Lithuania%20independence,Estonia%20independence> [Accessed April 29, 2019]

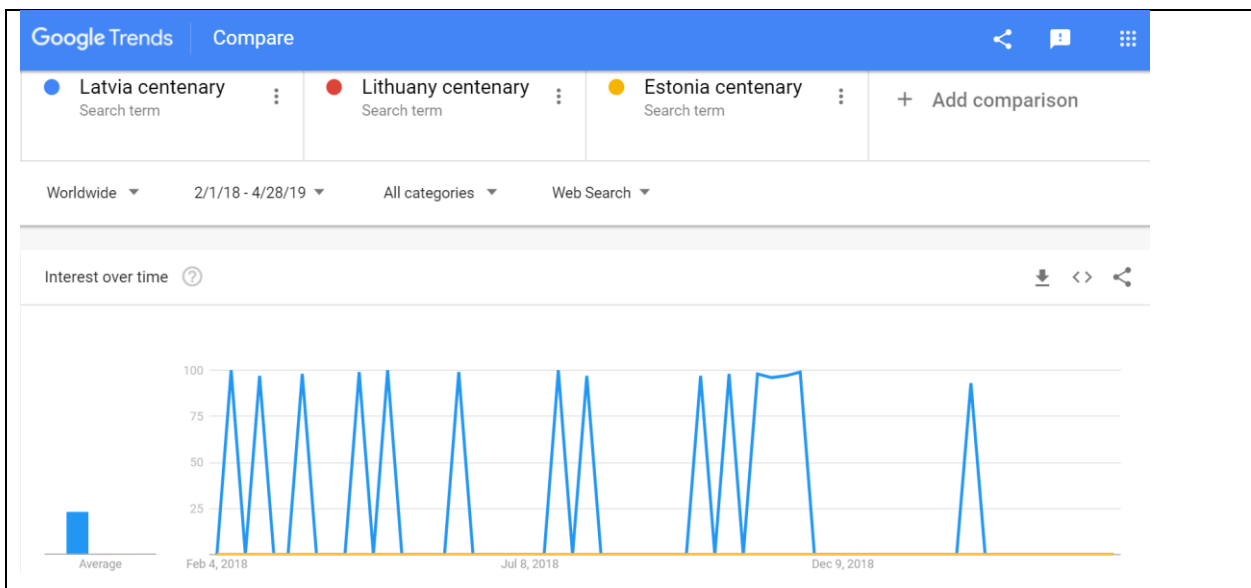


Image 9. *Research trends on centenaries of all three Baltic States.* Available online: <https://trends.google.com/trends/explore?date=2018-02-01%202019-04-28&q=Latvia%20centenary,Lithuanu%20centenary,Estonia%20centenary> [Accessed April 29, 2019]

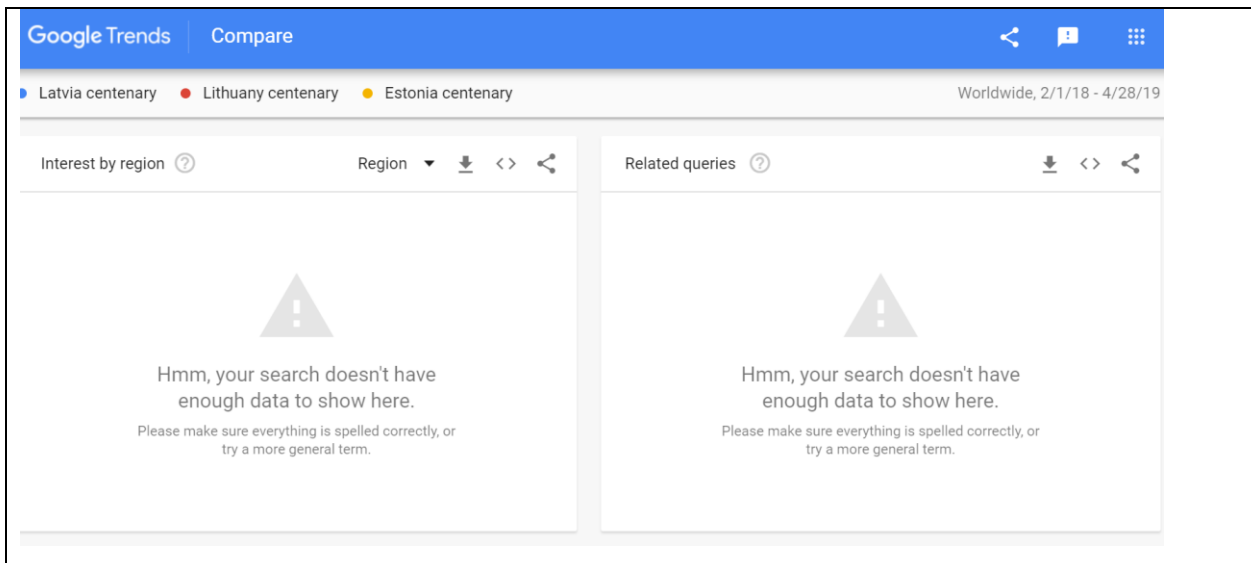


Image 10. *Research trends on centenaries of all three Baltic States.* Available online:

[https://trends.google.com/trends/explore?date=2018-02-01%202019-04-](https://trends.google.com/trends/explore?date=2018-02-01%202019-04-28&q=Latvia%20centenary,Lithuania%20centenary,Estonia%20centenary)

[28&q=Latvia%20centenary,Lithuania%20centenary,Estonia%20centenary](https://trends.google.com/trends/explore?date=2018-02-01%202019-04-28&q=Latvia%20centenary,Lithuania%20centenary,Estonia%20centenary) [Accessed April 29, 2019]

## Appendix 2

**Article 1.** “BNN summary of the week: government formation in Latvia, Brexit plans and Latvia’s birthday”. Published online on 18 November 2018. Available online: <https://bnn-news.com/bnn-summary-of-the-week-government-formation-in-latvia-brexit-plans-and-latvia-s-100th-birthday-193980> [Accessed on 6 May 2019]

This year Latvia celebrates its one hundredth birthday. The Republic of Latvia was proclaimed in Riga City Second Theatre, which is now known as Latvia’s National Theatre, on 18 November 1918.

Residents and guests to the country, as well as people all over the world congratulate Latvia. Canada has even decided to light the Niagara Falls with colours of Latvia’s flag. The team at BNN also extends their heartfelt congratulations to every person in the world who finds Latvia dear!

**Article 2.** “Ilves urges to celebrate things uniting Latvia and Estonia on centenary”. Published on 20 November 2018. Available online: <https://bnn-news.com/ilves-urges-to-celebrate-things-uniting-latvia-and-estonia-on-centenary-194025> [Accessed on 6 May 2019]

The ex-President of Estonia, Toomas Hendrik Ilves, has congratulated Latvia on the 100th anniversary of its statehood and urged to look back at the historical ups and downs experienced by Estonians and Latvians since the Middle Ages that have united the two peoples.

In a statement published in English by Estonia public broadcaster ERR, Ilves wrote:

“There are few peoples with ties as strong as those between Estonia and Latvia. The roots of the ties which enmesh us may be harsh, but together they create an enduring bond.

Livonia intertwined the destinies of both Estonia and Latvia for some eight centuries. We are different peoples, but we are both Livonians. Our spiritual closeness finds its expression in a similar world view, a common history, similar political and economic challenges, and also a common treasury of folk proverbs and sayings, shaped by our perceptions.

We have also been fellow travellers in our recent history. Together we fought for freedom, together we lost it, and regained it together too. We joined the EU and NATO together.

Crises come and go, but neighbours remain. Knowing we have a neighbour who shares our values and supports us is a great confidence boost in foreign policy, for instance.

Today, with the 100th anniversary of the birth of the Republic of Latvia, there is every reason to celebrate all that unites Estonia and Latvia, uniting as both as citizens and as people.

Happy birthday, Latvia! Forward, together.”

**Article 3.** “In pictures: Estonia’s centenary marked in Tallinn”. Published online on 26 February, 2018. Available online: <https://bnn-news.com/in-pictures-estonia-s-centenary-marked-in-tallinn-180549> [Accessed on 6 May 2019]

One hundred years ago, on February 24 1918, for the first time in Baltic history the independence of the Estonian state was declared. BNN offers an insight into the official ceremony and military parade devoted to the 100th anniversary.

The crowds attending the events in Tallinn were greeted by Estonian President Kersti Kaljulaid, Estonian Prime Minister Jüri Ratas and the Commander of Estonian Defence Forces Riho Terras.

**Article 4.** “Russian authorities ban Estonian 100th anniversary event in Pskov Oblast”. Published on: 27 February 2018. Available online: <https://bnn-news.com/russian-authorities-ban-estonian-100th-anniversary-event-in-pskov-oblast-180635> [Accessed on 6 May 2019]

Local authorities in the Pskov Oblast in Russia, which borders Estonia, have barred an Estonian Independence Day reception in Pechory to be organised on March 2 by the Estonian General Consulate in St. Petersburg.

Estonian public broadcaster ERR reported on Monday, February 27, citing the Estonian Foreign Affairs Ministry that elsewhere abroad such problems have not been encountered as diplomats hold events linked to the centennial.

The Setos, an ethnic group living both in south-eastern Estonia and the Pechorsky District of Pskov Oblast, has been saddened by the decision.

In a comment to ERR, Aare Hõrn, the chief of the Seto Congress Elders Council, evaluated the district powers’ decision was a sad one, at the same time that the Seto people have a number of exhibitions to offer Pskov Cultural Centre and seek to hold a clean-up day at the local Lutheran graveyard.

The Estonian Ministry's adviser Sandra Kamilova added: «The Chancery of St. Petersburg's Consulate General in Pskov is planning various events celebrating the Estonian centennial throughout the year within its consular district, and so the celebration of the Estonian centennial thus certainly won't be cancelled».

**Article 5.** "Week in Lithuania. Lithuania celebrating centennial of statehood". Published online on 18 February 2018. Available online: <https://bnn-news.com/week-in-lithuania-lithuania-celebrating-centennial-of-statehood-180277> [Accessed on 6 May 2019]

Leaders of European countries gathered in Vilnius on Friday, February 16, to celebrate the 100-year anniversary of restored statehood, and festive events were taking place in many cities and towns of Lithuania.

At noon, Lithuania's President Dalia Grybauskaitė was joined by the presidents of Germany, Poland, Ukraine, Latvia, Estonia, Finland, Iceland and Georgia in the congratulatory message to the people Lithuania, as well as Sweden's Crown Princess Victoria and top-ranking officials of the European Union (EU). The event culminated in the sound of bells of churches across Lithuania, with strokes heard at the same time when the Independence Act was signed in Vilnius 100 years ago.

On February 16 of 1918, the Independence Act was signed by 20 members of the Council of Lithuania. A copy of the document was last year discovered in the Berlin diplomatic archive by the Vytautas Magnus University's professor Liudas Mažylis. The act was lent to Lithuania for five years and is currently on display in Vilnius.

Lithuania finalised its statehood through independence fights with the bolsheviks, Russian volunteer troops and Poland in 1918-1920. [..]

### **U.S. President thanks Lithuania for contribution to NATO**

The United States President Donald Trump has congratulated Lithuania on the centennial anniversary of restored statehood, thanking the country for its contribution to NATO. In the congratulatory message, the U.S. leader said the United States were "proud of our long friendship with Lithuania and the many years of partnership in addressing challenges to the values we share." [..]

### **Landsbergis in hospital, to miss centennial celebrations**

Lithuania's first post-independence leader Vytautas Landsbergis is in hospital being treated for flu complications and will miss February 16 centenary celebrations, his son Vytautas V. Landsbergis confirmed on Thursday, February 15. He said that his father was in stable condition in Vilnius' Santaros Clinic. [...]

**Article 6.** Jegelevičius, L. "How will Lithuania look like in another 100 years?" Published online on 15 February 2018. Available online: <https://bnn-news.com/how-will-lithuania-look-like-in-another-100-years-180167>[Accessed on 6 May 2019]

In order to tell it, one needs to know the past and the presence. Yet the predicting how the centennial celebrations-engulfed Lithuania will look like in another hundred years is not easy at all even for political and business pundits.

'We should still be around, but with the pace of the technological and societal developments, the next one hundred years will see Lithuania, Europe and the entire world change beyond recognition,' the analysts pondered.

'Indeed, the establishment of the state of Lithuania was a result of sweeping changes of geopolitics in early 1900. Let's remember dissolution of the Austro-Hungarian empire in 1918 and the dethroning of the Russian tsar and the October revolution in Russia in the previous year. Then there was the rising understanding that power comes from bottom up, not in the opposite way. Against that backdrop, all the efforts by the signatories of the Act of Reinstating Independence of Lithuania, or Act of February 16, 1918, were very thought-out, goal-oriented and far-reaching,' Vytautas Dumbliuskas, a Lithuanian political analyst and associate professor of humanitarian sciences, told BNN. [...]

**Article 7.** Rauhargere, L. “Latvia’s centenary party to last five years, cost €60m”. Published on 6 January 2017. Available online: <https://eng.lsm.lv/article/society/society/latvias-centenary-party-to-last-five-years-cost-60m.a217893/> [Accessed on 6 May 2019]

Latvia's founding centenary in 2018 will cost around €60m within five years, with close to half the funding coming from outside the state budget, reported LTV Thursday.

The hefty price tag has been compared unfavorably with that of Finland, which is celebrating this year.

“Finns will spend just €19m on centenary festivities, featuring films, festivals and even unveiling a new national park.”

However the Culture Ministry said that Finland will celebrate for one year instead of five. Latvia is warming up this year, celebrating the most important events in 2018 and continuing to party for three more years after.

€32m from the figure, actually closer to €59m, is made up by funds directed from the state budget while the rest will come from funds already earmarked, as well as municipal funding, EU money, and funds from patrons and other sources.

2018 will be the most expensive year as €11m is to be spent from the state budget and €14m coming from other sources.

"We think that with the Latvian state centenary budget we are making investments. As a result we get several centenary films, we get literature translations into foreign languages and expand the market..." said Culture Minister Dace Melbārde.

While composer Jānis Lūsēns is irate about the proposed costs, stressing that this is a time for solidarity and volunteering. He is organizing a free concert tour to be performed throughout the centenary.

"Culture workers, artists - those who want to of course - [...] [can perform] concerts for free or anything else that doesn't involve money. There are countless little collectives performing, like guitarist trios and similar small bands with whom we can go and simply play these sets in the remotest corners of Latvia," said Lūsēns.

At the same time the state is holding a contest for regional centenary events with €550,000 earmarked for organizations and companies willing to manage a centenary project of their own.

As reported previously, the money to be spent on the centenary also includes some events that are held on a regular basis and would have taken place anyway, like the €6.5m for organizing the National Song and Dance Festival in 2018.

**Article 8.** “Latvian central bank produces another centenary coin”. Published on 18 October 2018. Available online: <https://eng.lsm.lv/article/economy/economy/latvian-central-bank-produces-another-centenary-coin.a296444/> [Accessed on 7 May 2019]

Tuesday, 23 October will see the Latvian central bank, Latvijas Banka, issuing another special coin with a centenary theme.

The silver collector "Coats of Arms Coin" is dedicated to Latvia's centenary and minted by UAB Lietuvos monetų kalykla in Lithuania.

The obverse of the coin depicts the coat of arms of the Republic of Latvia, with the logo of Latvia's centenary featured below it. The reverse of the coin bears the coats of arms of Latvia's cultural and historical regions, and the inscriptions KURZEME, VIDZEME, ZEMGALE and LATGALE against the background of the lion, griffin and elk, heraldic symbols.

The coat of arms of Latvia was approved by the Constitutional Assembly on 15 June 1921. The author of its sketch was Vilhelms Krūmiņš (1891–1959), but the official version was developed by Rihards Zariņš (1869–1939). The basic elements used in the creation of the coat of arms of Latvia were the sun as well as the lion and griffin, the classical heraldic symbols related to the history of Latvia's heraldry. The three stars above the shield embody the idea of incorporating the cultural and historical regions of the country into unified Latvia. The coat of arms is supplemented with a stylised wreath of oak leaves, the symbol of strength and independence of the Latvian nation, and a red-silver-red ribbon having the proportions of the Latvian national flag.

The 2-euro coin will be on sale from October 23 priced at 53 euros. A maximum of 3,000 examples will be minted.

Over the last year, the bank has produced several other coins that reference the centenary theme.

**Article 9.** “A selection of events for Latvia’s centenary”. Published on 16 November, 2018. Available online: <https://eng.lsm.lv/article/culture/culture/a-selection-of-events-for-latvias-centenary.a299909/> [Accessed on 7 May 2019]

Here's a selection of the most important events for celebrating the centenary of Latvia, as provided by the kurpes.lv event platform.

- 16th to 19th of November - festival of light Staro Rīga

There are 43 light objects exhibited every evening from 17:00 to 23:00. Attendees can take a look at the objects with their friends and family by just strolling through Riga. Meanwhile, as this is the centenary of Latvia, the event is going to be even grander and related to all things Latvian.

- November 18th

18:00 Multimedial dance performance “Abas Malas”

Music, dance and modern artistic technologies are intertwined in order to create a unique story about Latvia. On a special 2000 square meter projection more than 450 ballet, contemporary dance and traditional dance performers will show the story of Latvia in a new light.

18:45 Musical performance “18.11.” and speech of the president of Latvia

The basis of „18.11” consists of poetry and songs that are deeply rooted in the history of Latvia. It will be presented by diverse set of Latvians – sportsmen, artists, students and many more. The president will give his speech by the Monument of Freedom at 20:00.

20:10 Latvian centenary celebration at 11. novembra krastmala

20:10–21:00 concert “Two sides of Daugava”

21:00–21:02 singing of the Latvian anthem “Dievs, svētī Latviju!”

21:02–21:20 firework performance – the main character will be the Sun. It tells a story about the the time from the creation of Latvia to the contemporary times.

- November 19th

18:30 First concert of the new centenary “In the name of love. 18+” next to the National Library of Latvia

18 beloved Latvian songs in a brand-new sound. Event features the best known Latvian musicians - Alise Joste, Cosmos, Instrumenti, Matīss Čudars, Reinis Sējāns, Renārs Kaupers u.c. mūziķi. Free entry.

**Article 10.** “Weekend of Latvian celebrations under way around the world”. Published on 17 November 2018. Available online: <https://eng.lsm.lv/article/culture/history/weekend-of-latvian-celebrations-under-way-around-the-world.a299999/> [Accessed on 7 May 2019]

With Latvia marking the centenary of its founding on November 18, events and celebrations to mark the historic occasion are taking place all around the world, with social media recording many of them for posterity.

Visitors to Times Square in New York, USA got an unmissable reminder about the centenary taking place on the other side of the Atlantic.

Also in the U.S., the hallowed halls of the library of Congress echoed to the sounds of Latvian voices.

There was also a memorable night closer to home in Estonia.

Rīga mayor Nils Ušakovs provided a reminder that the annual Staro Rīga festival of lights is now underway, featuring 43 different light installations and illuminations around the Latvian capital. People viewing the sights provided a steady stream of spectacular images with weather conditions seemingly perfect for the spectacle. No less spectacular are the illuminations in Canada, with the Niagara Falls set to turn the colors of the Latvian flag.

On the other side of the globe, celebrations are also under way in Japan, which has seen a notable surge in tourists coming to Latvia in recent years.

In Italy too, the once-per-century chance to celebrate was not being passed up.

Nor should we forget our southern neighbors and fellow Balts in Lithuania.

Earlier in the week a special concert in London, UK featured some of Latvia's most talented performers. It was broadcast live on national radio in the UK and Latvia and remains available to listen to online for a month at the BBC website.

The full program of events planned for the weekend is available at the official LV100 website and numerous more examples of the ways in which people are celebrating can be found by searching for the #LV100 hashtag.

And we should also remind you that wherever you are in the world you will be able to follow the November 18 celebrations live at the special Visiem LTV online television channel.

**Article 11.** “President delivers Latvia’s centenary message online”. Published on 17 November 2018. Available online: <https://eng.lsm.lv/article/politics/president/president-delivers-latvias-centenary-message-online.a300034/> [Accessed on 7 May 2019]

Latvia's state president Raimonds Vējonis on November 17 posted a video message online in which he reflects on the significance of the centenary of the country's founding on November 18, 1918.

Speaking from Rīga Castle, Vējonis offers congratulations to Latvians everywhere. "I sincerely congratulate you on the 100th anniversary of Latvia's independence! During these hundred years we have fought and stood up for the independence of our state and the freedom to freely decide our fate. Today, we can be truly proud of the achievements of our country. We have done all this together," Vējonis said.

Faith and belief in the idea of a Latvian state kept it alive during periods of occupation and made it possible regain freedom later, he said, before turning to the issue of the large Latvia diaspora.

"After the restoration of Latvia's independence, many people have gone abroad. The chance to travel and strive for your hopes and fulfill your dreams anywhere in the world is one of the most important benefits of freedom. The knowledge and experience of the world will always be your wealth. This is the wealth that I invite you to share in order to bring our Latvia together as a modern and prosperous country," the President said before expressing the hope that the recently-elected Saeima would help persuade Latvians overseas to return home in the future.

"Let us celebrate the one hundredth birthday of our country! Let's go and do all or our work with pride, with our heads held high and love for our Latvia!" he concluded.

**Article 12.** “Latvia celebrates its centenary”. Published on 18 November 2018. Available online: <https://eng.lsm.lv/article/culture/history/latvia-celebrates-its-centenary.a300077/> [Accessed on 7 May 2019]

Latvia marked 100 years of statehood November 18 with events across the country and beyond to celebrate the historic occasion.

The Presidents of Estonia, Lithuania, Finland and Iceland are joining President Raimonds Vējonis to lay flowers at the Freedom Monument and see the traditional military parade along

the banks of the River Daugava before enjoying a concert at the Latvian National Theater, the very building where independence was proclaimed exactly 100 years earlier.

Good wishes have been pouring in from around the world from people of all types and even the internet search engine Google entered into the spirit of the day on its homepage.

All events can be watched live anywhere in the world via the Visiem LTV channel, so join us in celebrating the centenary!

Details of the full program of events can be found in English at the official LV100 website.

**Article 13.** “Latvia’s centenary marked in spectacular style”. Published on 19 November 2018.

Available online: <https://eng.lsm.lv/article/culture/culture/latvias-centenary-marked-in-spectacular-style.a300164/> [Accessed on 7 May 2019]

It has been a memorable twenty-four hours in Latvia with a fine selection of sights and sounds to feed future memories. One of the undoubted highlights must be a truly spectacular pyrotechnic display on the banks of the River Daugava in central Rīga.

According to Rīga city council estimates, around 100,000 people are believed to have been at the fireworks show, and while the small screen inevitably diminishes the full sensory experience, LTV's pictures still provide the next best thing to actually being there among the gasping crowd. We hope you enjoy it!

Though November 18 has passed, the celebrations continue. November 19 is a public holiday and the official program of [#LV100 events](#) extends in the future for days, weeks, months and in some cases even years.

**Article 14.** Šiliņš, J. “It’s 100 years since Estonia declared independence”. Published on 24 February 2018. Available online: <https://eng.lsm.lv/article/culture/history/its-100-years-since-estonia-declared-independence.a269088/> [Accessed on 7 May 2019]

Estonia's independence was declared on February 24, 1918, in Tallinn. The next day Estonia's independence drive was quashed by the invading Germans, who captured the city. Like Latvia and Lithuania, Estonia had to wait a further nine months to become fully independent.

- **German hopes**

The German offensive on February 18, 1918 caused great chaos and confusion among Soviet authorities and troops. Estonia's nationally-minded groups used it as an opportunity to set up an independent Estonia. Estonian troops in the Russian army refused to defend the Bolshevik regime. After the Bolsheviks tried to disarm the Estonian military formations, they joined the Germans. Estonians hoped that a joint battle against the Bolsheviks could help them set up an independent country.

- **Here comes the big chance**

The retreat of the Russian army and the lingering of the German army created a power vacuum in many places, and Estonians tried using it. The Estonian Salvation Committee sought for the chance to read the Estonian Declaration of Independence (also known as the Manifesto to the Peoples of Estonia) publicly. It fell through both in Haapsalu and Tartu. It was first read in Pärnu on February 23. At the eve of that same day, the Salvation Committee started openly acting in Tallinn, and Bolsheviks fled the city with great haste.

- **A day of independence**

The next day, February 24, the Salvation Committee, on behalf of the Estonian Provincial Assembly, proclaimed the Republic of Estonia and set up the first government. Konstantin Päts, a member of the Salvation Committee, became its chairman. On February 25, the German army entered Tallinn. Germany did not admit the existence of an Estonian state. They gradually disarmed the Estonian forces and carried out repressions against nationalist leaders, including Päts.

- **A Latvian man was the first hero of Estonian independence**

As the Salvation Committee took the reins of power in Tallinn, Estonian self-defense squads started patrolling the city. One of these, which was formed from pupils of the Tallinna Reaalkool and other schools, was lead by one Jānis Muižnieks. He was born in Rauna, Latvia, in a family of servants. In World War I, he advanced to the rank of captain.

Muižnieks' squad participated in the first skirmishes on the streets of Tallinn against the Bolsheviks, which tried to secure the center of the city from the docks. In the afternoon of February 24, several self-defense team members were wounded in a gun battle by the city's power station. A bullet ricocheted and landed in Muižnieks' chest, wounding him severely.

The 35-year-old officer died the next morning, becoming the first person to fall for Estonia's independence.

A year later, thousands of Estonian soldiers would fight for Latvia's independence. About 600 of them fall in battle against the Red Army, the Landeswehr, and the Iron Brigade. 145 Estonian soldiers receive Latvia's highest military honor, the Order of Lāčplēsis.

**Article 15.** Šiliņš, J. "It's 100 years since Lithuania declared its independence". Published on 16 February 2018. Available online: <https://eng.lsm.lv/article/culture/history/its-100-years-since-lithuania-declared-its-independence.a267739/> [Accessed on 7 May 2019]

On February 16, 1918 Lithuania declared its renewed independence, which had been interrupted by Russia in 1795. The event took place in German-occupied Vilnius, and was the second declaration of independence within a few months. In a key difference from the declaration that had been adopted in 1917, which was dictated by the German powers, the February 16 document stipulated that Lithuania is fully independent both from Germany and Russia.

- The first step towards independence

German policy in Eastern Europe during WWI could best be described as haphazard. In autumn 1917, as Russia underwent a social and political crisis, the Germans decided to subvert the principle of self-determination in Eastern Europe and to set up satellite states. From September 18 to September 22, 1917 Lithuanian politicians at the Vilnius Conference decided to set up the Council of Lithuania and declined to show loyalty to Germany. The occupying Germans forbid to publish the Council's Act of Independence of Lithuania and opposed its call for a constituent assembly to be elected.

- Act of December 11

After the Bolshevik revolution in Russia, which meant that peace talks would soon start, Germany pressured the Council of Lithuania to declare its independence from Russia on terms dictated by the Germans. Lithuania was forced to accept and declared its independence but in

reality it would have become a German protectorate. Furthermore, Lithuania would have had to become a monarchy (a nod to its medieval status as a Grand Duchy) instead of a democratic republic, the form of government preferred by the majority of the Council of Lithuania

- Against the German dictate

Antanas Smetona (1874-1944)

World War I marked the beginning of Antanas Smetona's career. An important activist during the Lithuanian national awakening, he would later become the authoritarian leader of Lithuania. In 1893 he started studying at the Jelgava Gymnasium, one of the most important Lithuanian national centers. He was expelled in 1896 for refusing to say prayers in Russian. Later Smetona was expelled from the University of St. Petersburg, and underwent several arrests. He also participated in publishing and spreading books in Latin script, which was banned in Lithuania. After the German occupation, he continued to campaign for Lithuania's independence, becoming the first chairman of the Council of Lithuania. He was one of the 20 members to sign the February 16 Act of Independence. In 1919 he was elected the first president of Lithuania. After the 1926 coup d'état, he was president up until the occupation of Lithuania in 1940.

The Act of December 11 had been conceived as a means of propaganda and an argument in peace talks with Russia. Germany did not implement any practical steps to actually make Lithuania autonomous. Meanwhile the Lithuanians used every chance they had to remind they want full independence. The Council of Lithuania Act of January 8, repudiated by Germany, likewise called for the election of a constituent assembly and did not mention any alliance between Lithuania and Germany. The Council's chairman Antanas Smetona, who had supported the Act of December 11, stepped down, to be replaced by Jonas Basanavičius, an important figure in Lithuania's national awakening.

- Act of February 16

After lengthy talks and disagreements the Council of Lithuania, on February 16, 1918 adopted a new text for the declaration of independence of Lithuania. It was based on the Act of January 8 and reinstated the independence of Lithuania based on the right of self-determination and the decisions of the Vilnius Conference.

Two days later it was published in the German press, and the parties of the Reichstag were introduced to the text as well. However, similarly to the February 24 Estonian Declaration of Independence, it only granted independence 'on paper'. Germany was not interested in setting up truly independent countries.

After the Brest-Litovsk treaty was concluded, Germany ignored the February 16 declaration and considered setting up a monarchy of Lithuania with a German ruler, as per the Act of December 11.

Like Latvia, Estonia and Lithuania set up national governments only in November 1918. Formally speaking, Lithuania was the first Baltic state to become independent. Its historic situation was better, as Germany was interested in cooperating with Lithuanian nationalist politicians, and Lithuania had no strong Baltic-German minority to speak of, one able to resist attempts of self-determination by the locals.

**Article 16.** Charles, A. “Presidents of Lithuania, Latvia, and Estonia marked 100 years of Baltic independence at the White House”. Published on 23 April 2018. Available online: <https://baltic-review.com/presidents-lithuania-latvia-estonia-marked-100-years-baltic-independence-white-house-us-president-donald-j-trump/> [Accessed on 7 May 2019]

“For a century, the United States has stood with the people of the Baltics in support of their independence, sovereignty, and self-determination”, said US President **Donald J. Trump** at the White House in Washington, D.C. recently.

President Trump honored **Dalia Grybauskaitė**, President of Lithuania, **Raimonds Vejonis**, President of Latvia, and **Kersti Kaljulaid**, President of Estonia, at the U.S. Baltic Centennial Summit.

Through the decades of brutal Soviet occupation, the United States never ceased to recognize the sovereignty of the Baltic republics. In our discussion today, I was proud to reaffirm America’s commitment to the Wells Declaration of 1940 and the U.S. Baltic Charter of 1998,said President Trump.These same principles lie at the heart of America’s approach to world affairs, honoring the right of peaceful citizens and nations to protect their interests and chart their own wonderful destinies.

US President Donald Trump mentioned, in particular, that “All three Baltic republics are committed NATO allies”, and said that “I want to express our gratitude to each of your countries for fulfilling your full obligations and meeting the 2 percent GDP benchmark for national defense this year.”

President Trump added, “that your commitment to burden sharing is an example, really, that other NATO nations and partners all around the world will have to get together and bear. Some of them do not make the same commitment. Hopefully, they soon will. When nations are committed to peace and to security, they have to pay their share. And we will all enjoy a much more safe and prosperous future.”

In addition, the President of the United States said that “the Baltic countries are also providing security assistance and training as part of the coalition to defeat ISIS. The coalition has liberated almost 100 percent of the territory once held by ISIS in Syria and in Iraq, and we will not rest until ISIS is gone.”

Concerning the economy, collaboration between the US and the Baltic countries is key. Here’s what the US President had to say on doing business with the Baltic countries of Lithuania, Latvia, and Estonia:

On economic matters, our cooperation continues to develop and grow, as you well know. We are excited about several new opportunities for collaboration, especially in science, medicine, and technology. And immediately following this summit, the Department of Commerce and the U.S. Chamber of Commerce will host a US Baltic Business Summit to expand mutual trade and investment between our nations., and they are really looking forward to seeing you.

The US President also stated that “the Baltic countries remain a key market for US aircraft, automobiles, machinery, and medical equipment, and we welcome increased bilateral trade with all three nations based on the principle of fairness and reciprocity. Finally, we are enhancing our cooperation on energy security. We’re all collaborating to diversify energy sources, supplies, and routes throughout the Baltic region, including expanding exports of U.S. liquefied gas, of which you’ve become a bigger and bigger user.”

All in all, “In the 100th year celebrating Baltic independence, President Trump made it clear that “from the very beginning of your countries’ independence, the United States never ceased to recognize the sovereignty of the three Baltic republics, even though, throughout the years, there’s been a lot of conflict, a lot of problems, a lot of difficulty, and we never let you down. And we won’t let you down.”

**Article 17.** “US Senate congratulates Baltic countries on centenary of independence declarations”. Published on 12 April 2018. Available online:

[https://www.baltictimes.com/us\\_senate\\_congratulates\\_baltic\\_countries\\_on\\_centenary\\_of\\_independence\\_declarations/](https://www.baltictimes.com/us_senate_congratulates_baltic_countries_on_centenary_of_independence_declarations/)[Accessed on 7 May 2019]

RIGA - The U.S. Senate has congratulated Estonia, Latvia and Lithuania on the 100th anniversary of their declarations of independence and praised the Baltic countries for their commitment to democracy and their increasing defense spending.

In a resolution adopted this week, the Senate "commends the Baltic states for their commitment to democracy and respect for human rights and for their leadership in furthering these values abroad".

The resolution commends the people and governments of Estonia, Latvia, and Lithuania for their successful reforms and remarkable economic growth since 1991, reforms of national defense and increasing its funding.

The Senate applauded "the productive partnership the United States enjoys with the Baltic states in many spheres, including NATO," and the determination of the governments of Estonia, Latvia, and Lithuania to strengthen transatlantic security through defense spending and host nation support for NATO deployments.

The Senate also reiterated the continued support of the Senate for the European Deterrence Initiative as a means for enhancing deterrence and increasing military capabilities on NATO's eastern flank.

The United States formally recognized Estonia, Latvia and Lithuania as independent countries in 1922.

**Article 18.** “Most Latvians regard centenary of their country as historic date - poll”. Published on 6 November 2018. Available online:

<https://www.baltictimes.com/most-latvians-regard-centenary-of-their-country-as-historic-date-poll/> [Accessed on 7 May 2019]

RIGA - A vast majority of Latvians, or 80 percent, regard the 100th anniversary of the proclamation of the Republic of Latvia as a historic date, with 77 percent feeling that this year’s Independence Day deserves a special celebration, according to survey conducted by Kantar TNS pollster.

Over a third of respondents in the poll, or 35 percent, said they would attend events dedicated to Independence Day on November 18 and 19, including the lights show The Life of the Sun. Meanwhile, 31 percent of respondents said they were planning to attend local events in their respective regions, and 30 percent said they were going to attend the annual lights festival Staro Riga.

Also, 27 percent of the polled Latvians said they would watch Latvia’s centenary celebrations on TV, 24 would celebrate Latvia’s centenary with family or friends, 21 percent of respondents said they wanted to see films of the Latvian Films for Latvia’s Centenary program and 16 percent were going to attend a musical or dance show.

As many as 15 percent of respondents in the poll said they were planning to attend events honoring the memory of the soldiers fallen in Latvia’s freedom battles.

Nine percent of the polled people said they were not going to mark Independence Day.

In the survey, Kantar TNS interview 800 respondents aged 16 to 60.

As reported, over 900 various events are planned across Latvia from November 17 to 19 to mark the centenary of the Republic of Latvia, with admission to most of them being free of charge.

**Article 19.** “Lithuanian government approves participation in foundation for cooperation with Sweden”. Published on 5 January 2018. Available online: [https://www.baltictimes.com/lithuanian\\_government\\_approves\\_participation\\_in\\_foundation\\_for\\_cooperation\\_with\\_sweden/](https://www.baltictimes.com/lithuanian_government_approves_participation_in_foundation_for_cooperation_with_sweden/) [Accessed on 7 May 2019]

VILNIUS - The Lithuanian government decided on Tuesday to accept Sweden's invitation to set up a foundation to promote cultural exchanges and people-to-people contacts between the two nations.

"This is a gift to mark Lithuania's centenary," Foreign Minister Linas Linkevicius said during the Cabinet's meeting.

Sweden will provide around a million euros as the founding capital of the Foundation for the Swedish-Lithuanian Cooperation Fund and Lithuania will consider contributing 200,000 euros in 2020.

At Sweden's initiative, similar foundations are being established to mark the independence centennials of Estonia and Latvia.

The Lithuanian government says in a note that the foundation will seek to promote closer bilateral co-operation in furthering people-to-people cultural, social and business ties.

Starting in 2020, the foundation, which will operate under Swedish law, will invest its capital and will use investment returns to fund projects and programs.

Sweden and Lithuania will each have four representatives on its board.

Lithuania will be represented by Marius Jurgilas, a board member at the central Bank of Lithuania, Rasa Antanaviciute, executive director of the Vilnius Academy of Arts' Nida Art Colony, Paulius Serapinas, coordinator of international affairs at the Lithuanian Youth Council, and Erika Sausverde, director of the Institute for the Languages and Cultures of the Baltic at Vilnius University.

## Dokumentārā lapa

Bakalaura darbs “Comparative Analysis of Keywords and Key Collocates in Media Coverage of Latvia, Estonia, and Lithuania 100-Year Celebrations” (Atslēgvārdu un to vārdkopu tematiska analīze Latvijas, Igaunijas un Lietuvas simtgades svinību atspoguļojumā plašsaziņas līdzekļos) izstrādāts LU Humanitāro zinātņu fakultātē.

Ar savu parakstu apliecinu, ka pētījums veikts patstāvīgi, izmantoti tikai tajā norādītie informācijas avoti un iesniegtā darba elektroniskā kopija atbilst izdrukai.

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