Медіатизація питань альтернативної енергетики в європейських ЗМІ

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1. Introduction

Problem statement. The triangle of sustainable development “economy — ecology — society” needs a powerful media component that would ensure a balanced interaction of the society, government and business structures in the implementation of green technologies. Their implementation requires public support and political legitimacy, which is usually achieved by getting on the “news agenda” and maintaining a consistently high level of media presentation. The transition to renewable energy in most countries is accompanied by opposition from traditional business and certain political circles, and, therefore, requires public discus-
sion and representation in the leading national media. This process is taking place both in European countries, which have already worked out certain algorithms for ensuring public consensus on alternative energy, and in our country, where it has not been possible to legitimise green technologies yet.

In particular, in Ukraine, the adoption of the law “On Amendments to Some Laws of Ukraine to Improve the Conditions for Support of the Production of Electricity from Alternative Energy Sources” (July 21, 2020) was accompanied by powerful political battles. And even a year after its adoption, this document still has significant problems with implementation, which indicates an insufficient level of media popularisation of the evolutionary and systemic prospects of “Energiewende” among the general public, political circles and business representatives. Therefore, there is a practical need to generalise the Western European experience of representation of alternative energy technologies to society in terms of key media topics, guidelines and messages. Consequently, the study of mediatisation of alternative energy issues in the media of European countries is on time.

**Analysis of recent research.** The importance of the topic of the study is confirmed by the relevant media discourse (issues of alternative energy technologies, green energy and energy turnaround are constantly on the news agenda), as well as a strong representation in the research of leading German (T. Göllinger, O. Kühne, F. Weber, S. Giacovelli, B. Klagge), British (A. Genus, M. Iskandarova, G. Goggins, F. Fahy, S. Laaksod, D. Elliott, Christopher A. Simon) and French (Y. Lautre, J.P. Birat, D. Lapostolle, J. Haentjens, A. Marrec, P. Teissier) scientists.

The media aspect of the energy turn in the context of solutions journalism was studied in the national discourse by O. Hondiul, T. Slotiuk, and H. Budivska. The phenomenon of mediatisation and the influence of the media on the formation of the news agenda were studied by N. Habor, N. Horbenko, V. Ivanov, L. Nahorna, and H. Pocheptsov.

**Purpose of the paper.** The purpose of the study is to generalise the trends, problems and prospects for the development of alternative energy in Germany, France and Great Britain, which are presented in the discourse of leading quality newspapers, as well as identify some key messages focused on the socio-political legitimisation of the energy turn.

**Research object.** The object of the research is the media discourse of problematic issues of alternative energy in the European mass media.

**Research methods.** Diversification of energy sources, new technological solutions in the field of energy, their political legitimacy and social support are the issues presented in the media. That is why content monitoring of leading media has been chosen to study the European experience of introduction of alternative energy technologies. The authors focused on the newspaper articles selected with the help of online search using relevant keywords such as “alternative energy”, “alternative energy sources”, “energy diversification”, “energy transition”, “energy markets”, “green energy”, “renewable energy “, etc. The general sample of publications is the following: 334 articles in German, 501 in French and 386 in British newspapers.

When forming a sample, the priority was given to interviews with energy experts and forecasts for the transition to new energy, presented by relevant research institutions.

The sample was formed with the articles from leading German (Die Zeit, Die Welt), French (Le Monde, Le Figaro) and British (The Guardian, The Independent) newspapers. The chronological boundaries of the sample covered the years 2020-2021. A total of 287 articles were processed (82 in German, 108 in British, and 97 in French newspapers). The appeal to the most relevant publications is due to the rapid changes in the field of alternative energy, its political, economic and social background. The choice of countries is determined by their role in energy transition in Europe. Germany is a world leader in the alternative energy segment. According to the latest data from the International Renewable Energy Agency IRENA, Germany ranks 4th in the top ten countries which are the largest producers of renewable energy in the world (Country rankings, n.d.). Britain is breaking records in the development of offshore wind energy due to its special geographical location. France has a 25 % share of renewable energy and is showing success in wind and hydropower. The country invests in the development of solar energy in developing countries.

**2. Results**

The transition to green energy is not just a technical and technological process. It also envisages certain worldview changes and socio-cultural transformations which should be initiated by the authorities at the state level and implemented in the relevant information campaigns. Renewable energy is one of the goals of sustainable development proposed by the UN member states and enshrined in the relevant presidential decree “On the Sustainable Development Goals of Ukraine until 2030”. The promotion of ideas that provide this initiative in the European media space is due to solutions journalism. Functionally, this type of journalism differs from traditional media practice, which only points to social problems, exaggerates the dark sides of life and has a destructive effect on the mass consciousness. Solutions journalism is a constructive format used for implementation of the progressive experience of solving the problems of a globalized society. It outlines ways out of crisis situations, updating relevant precedents, as well as initiates informational projects of an educational nature, resorts to participatory measures to attract the widest possible audience to participate in the implementation of sustainable development goals.
In this regard, Ukrainian researcher O. Hondiul calls solutions journalism a “value-added journalism” (Hondiul, 2019).

T. Slotiuk notes that solutions journalism differs from traditional one by the fact that “Journalists can act here not as passive observers, but as constructive critics, offering such solutions to problems that have already been tested in other communities” (Slotiuk, 2021).

Researchers K. Lough and K. McIntyre regard solutions journalism as journalism that performs a contextual interpretive function. For this type of journalism, it is extremely important to demonstrate the effectiveness of certain decisions in the life of the community, to indicate the relevant national contexts, preconditions and opportunities. In fact, in the context of a contextual approach, we study the media experience of Western countries in the representation of the energy transition.

Germany

Germany is making significant progress in the use of alternative energy sources. Every year, it holds a leading position in the EU in the field of renewable energy (Bozhydarnik et al., 2017).

Talks about the “energy transition” (“Energiewende”), which is a long-term restructuring of the energy production system, intended to be completed in the middle of this century, began in Germany in March 2011. The country is moving to low-carbon, environmentally friendly, reliable and affordable energy sources. The new system provides for reliance on renewable energy sources, energy efficiency and energy demand management. Researchers at the University of Tübingen, Olaf Kuhne and Florian Weber, in their work “Building Energy Transition Building Blocks”, call the energy transition “one of the major political, planning and social challenges of the last few years and one of the coming decades” (Kühne & Weber, 2017).

The issues of “Energiewende” in the scientific discourse of German researchers cover a wide range of aspects that are part of the public debate on the transition to green energy. Most authors point to constant tensions that arise between the idea of change and the inertia that accompanies the process of such a transition. T. Göllinger in his work “Energiewende in Deutschland” notes that “the abandonment of nuclear energy and coal energy production not only sets requirements for the energy system, but also raises important issues related to problem-oriented political control over these processes” (Göllinger, 2021). E. Wojciech considers “Energiewende” as a cultural challenge to German society, pointing out the need for Germany’s long-term adaptation to alternative energy sources (Wojciech, 2020).

A. Luczak considers “Energiewende” in the field of socio-political tension (Luczak, 2020). The dilemma of climate and economic goals in terms of alternative energy is actualised by B. Klagge (Klagge, 2021). S. Giacobelli notes that it is the media that demonstrate all the advantages and disadvantages of “Energiewende” to German society, inform about the consequences of decisions, risks and the scale of the energy turn (Giacovelli, 2016).

It is worth noting that the energy transition has not become a fundamentally new direction for Germany. The production of electricity from renewable sources has been going on here for more than 20 years — since the adoption of laws on electricity and the restoration of energy sources.

Electricity generation in the context of Germany’s climate goals is constantly in the focus of public debate, which is reflected in the articles of national newspapers. In particular, the agenda of the energy issue is formed by the following items: a new ambitious law on climate protection, which will allow Germany to maintain its leading position in the field of alternative energy; a new EU “climate” law, according to which the European Union plans to intensify efforts to protect the climate and reduce CO2 emissions by 55 % by 2030; the US energy innovation that the country has resorted to since Joe Biden came to power; and discussions on types of alternative energy, their political support and social approval.

The newspapers provide a platform for discussion of current energy issues to climate researchers and relevant experts. For example, Die Zeit has a regular column called Energiewende, which publishes materials on specific strategies and tactics of the country’s transition to alternative energy sources.

Die Zeit presents the “Climate-Neutral Germany 2045” study conducted by the Prognos institute in collaboration with the Öko-Institut and the Wuppertal Institute, pointing out that key theses of the research are fully in line with the draft of the new climate law proposed by the German government. It is underlined that by 2030 emissions should be reduced by 65 % compared to 1990, and by 2045 Germany should become climate neutral. The study describes specific steps to achieve the goals. In particular, the necessary emission reductions are distributed between the sectors of electricity, transport, industry, heat supply and agriculture, and specific measures for each sector are indicated. It is noted that in parallel with the abandonment of coal, Germany will have to build much more solar and wind power plants than it has built so far. Such a step needs broad social and political support (Endt & Erdmann, 2021).

It is known that the governments of Germany and the EU want to promote hydrogen projects more actively. It is emphasised that not all hydrogen is the same. Die Zeit offers an analysis of different types of coloured hydrogen, focusing on the features of environmental friendliness, profitability of production and compliance with the “Energiewende” concept. Moreover, it is noted that blue hydrogen can play an important role in the decades-long transition from fossil fuels to a CO2-free energy economy. The newspaper
writes, “Like grey hydrogen, blue hydrogen is produced from natural gas by steam reforming. However, the CO2 generated in the process is not released into the atmosphere. It is captured and pumped into the relevant geological formations deep underground, for example, in depleted offshore natural gas fields” (Asendorpf, 2020). Instead, grey hydrogen is assessed as environmentally hazardous and economically unprofitable. “Grey hydrogen is expensive and is used only as a basic material in the chemical and metallurgical industries, as a refrigerant or for the production of fertilizers, if there is no cheaper alternative”, says Die Zeit. Green hydrogen is defined as environmentally hazardous only under certain conditions: “if the electricity used comes exclusively from renewable sources, i.e., wind, solar, hydroelectric or geothermal power plants” (Asendorpf, 2020). This type of hydrogen is proposed to be produced at offshore wind farms, and then transported by tankers or pipelines. It is pointed out that turquoise hydrogen, in the production of which “not climate-damaging CO2, but solid carbon that can be reused in the chemical and electronics industries” is formed by high-temperature pyrolysis of methane, is promising for Energiewende (Asendorpf, 2020).

Hydrogen projects are being discussed in the German public space in connection with the Renewable Energy Law. Die Zeit quotes Gernot Klepper, a climate economist at the Kiel Institute of World Economy, who believes that the law should be passed as soon as possible, as it will “establish the minimum and maximum number of wind and solar power plants that can be built every year” (Endres, 2021). The climate policy expert believes that “the German government should support investment in climate technology, in particular hydrogen” (Endres, 2021).

As part of Germany’s achievement of environmental goals, an increase in the production of electric vehicles is being considered. “According to the Federal Road Transport Administration, the number of newly registered electric vehicles in Germany tripled last year”, states Die Zeit ("Elektromobilität: Elektroautoabsatz in Deutschland hat sich verdreifacht," 2021). This fact relates to the high level of subsidies of the German government for electric cars and the release of new models by manufacturers, among which are the leading Volkswagen, Mercedes and Renault.

In the context of Energiewende, Die Zeit examines “clean energy” policy and the specific energy steps of newly elected US President George W. Biden, who returned the United States to the Paris Agreement on Climate Change, from which his predecessor D. Trump withdrew. According to the newspaper, “the US government has approved the construction of an offshore wind farm with 84 turbines. The Vineyard Wind power plant located near the north-east coast of Massachusetts is expected to provide 800 megawatts of electricity" ("US-Regierung genehmigt ersten großen Offshore-Windpark," 2021). The government plans that this will be enough for 400,000 households and companies. In addition, the Vineyard Wind project will create 3,600 new jobs. Joe Biden’s government is planning to build offshore plants with a total capacity of 30 gigawatts by 2030 (US-Regierung genehmigt ersten großen Offshore-Windpark," 2021).

Die Welt covers Energiewende on a regional scale, demonstrating how different countries are transitioning to alternative energy sources. Lower Saxony is positioned as the country that produces the most wind energy at sea and on land. However, it is emphasized that for the energy transition to be successful, it is necessary not only to increase the number of wind turbines but also electricity must come to the consumer via power lines ("Planungsstart für Stromtrassen in Nordwest-Niedersachsen," 2021). The newspaper quotes the Minister of Energy of Lower Saxony Olaf Lies, who calls “the projects of new power lines an important component of the energy transition” ("Planungsstart für Stromtrassen in Nordwest-Niedersachsen," 2021). With this in mind, new routes are being planned in northwestern Lower Saxony. In Thuringia, coastal wind energy is recognized as the central part of the energy transition. According to Die Welt, in order to accelerate the expansion of renewable energy sources, an amendment to the Renewable Energy Sources Law was adopted in late 2020. Wind turbines in Thuringia generated a total of 1,640 megawatts, providing more than a million households with renewable electricity.

Hydrogen is recognized as an important component of the energy transition in Saxony-Anhalt, which positions itself as hydrogen land. It is written in the newspaper that 20 percent of the hydrogen produced in Germany is produced in Saxony-Anhalt ("Sachsen-Anhalt will Vorräte bei grünem Wasserstoff werden," 2021). And today, according to Minister of Energy Claudia Dalbert, it is about converting grey hydrogen into green. Green hydrogen is recognized as an important source of energy in the energy transition. It is able to store energy in wind farms at night, when not much electricity is needed. Moreover, it can be used to power trucks or buses. The relevant hydrogen strategy has already been adopted by the government of the land ("Sachsen-Anhalt will Vorräte bei grünem Wasserstoff werden," 2021).

In the context of the energy transition, the main points of an interview with Markus Krebber, new CEO of RWE, which is Germany’s largest electricity producer, should be mentioned.

The energy company is developing through the transition to green energy and seeks to become a strong “partner for the decarbonisation of other sectors of the economy, especially industry” ("RWE-chef: Wir können Ja nicht anfangen, Strom Zu rationieren", 2021).

In particular, M. Krebber points to two main technologies for obtaining gas-fired power plants without CO2. First, it is about the reorientation of gas power plants to the use of green hydrogen in the future. This
involves the modernisation of gas pipelines and storage facilities for the transportation and storage of hydrogen. Secondly, in his opinion, in such coastal regions as the Netherlands or the United Kingdom, we can talk about the capture and storage of carbon, i.e., the underground storage of carbon dioxide. In Germany, on the other hand, the political and legal framework for this technology is not acceptable ("RWE-chef: „Wir können Ja nicht anfangen, Strom Zu rationieren,” "2021).

RWE prioritises the expansion of offshore wind farms, which can significantly accelerate the energy transition. "Floating offshore wind energy", as M. Kebber notes, is the next important stage of development. It will meet the huge needs for green energy in the future. International demand for it is huge ("RWE-chef: „Wir können Ja nicht anfangen, Strom Zu rationieren,” "2021).

**France**

In the French scientific discourse, “Energiewende” is seen as a roadmap for the changes needed to prepare the society for the transition to alternative energy sources. Considerable attention is paid to the individual territorial trajectories of such a transition. Socio-political and ideological obstacles on the way to acceptance of alternative energy by the society are analysed. In particular, J. Haentjens writes, “Above and beyond individual behavior, which certainly has to change (and which has to be encouraged to evolve), it is in fact at the level of transformations of socio-technical systems (transport, energy, agriculture etc) and their financing that the main obstructions occur” (Haentjens, 2020). According to the researcher, “Energiewende” cannot be carried out without the mobilisation of all the stakeholders, including the institutions in all sectors of the state (Haentjens, 2020).

Jean-Pierre Birat proposes to consider the energy transition as a complex, multi-purpose program of change and points to the problem of information asymmetry, which distorts key actors of the energy sector from the decision-making process (Birat, 2020).

A. Marrec and P. Teissier propose to study the energy transition from the point of view of political, environmental, social and symbolic dimensions of energy (Marrec, & Teissier, 2020).

The topic of “environmental and social transition” is relevant and in demand in the French media. According to the Energy and Climate Law, which came into force in 2019, France must achieve “carbon neutrality” by 2050 by reducing greenhouse gas emissions, primary energy consumption of fossil fuels by 40% in 2030 and the share of nuclear energy in electricity production up to 50% by 2035 (Ifrap, 2019). As in previous laws and government projects, confusion persists between conflicting goals (reducing CO₂ emissions versus reducing nuclear energy) or not necessarily related (reducing CO₂ emissions versus reducing energy consumption) (Ifrap, 2019). Alternative energy issues are usually on the agenda: biogas plants as an alternative energy source, the use of hydrogen in vehicles, the use of solar power, the situation on the alternative energy market, etc.

Since 2017 Le Figaro has been reporting on work on biogas plants projects in France, pointing to existing objective obstacles: administrative delays, problems with permits and funding, and technical difficulties (Le Figaro.fr avec AFP, 2017). Compared to other European countries, where the process of authorization of the use of biogas plants takes about 6 months, in France it is much slower and is about two years, in particular due to the complaints from local residents (Le Figaro.fr avec AFP, 2017).

Despite the dominance of four major players in the French energy market, which experts estimate account for almost 98% of the market, dozens of small businesses that supply alternative energy are still refusing to leave the game. The state of small alternative electricity suppliers is significantly affected by the crisis. This is reflected in the fall in consumption and increase in corporate debt, the continuation of winter holidays for individuals, a period when electricians cannot turn off electricity, despite unpaid bills. Some of these companies have already united with more powerful players, while others are still waiting for such an opportunity. For example, in 2020 Butagaz sold its business to the Belgian Mega énergie; Électricité de Provence was acquired by the Austrian company “easy green energy”, and Mint Energy recently switched to the balance sheet of a renewable energy investment fund (Guichard, 2021). But this is only the beginning of consolidation in the energy sector, which is still marked by the presence of many small players. Very few suppliers have left the market since its liberalisation in 2007. Of course, EDF (French Electricity Company) still has the lion’s share of the market, providing 70% of households and 53% of businesses, followed by Engie and Total Direct (Guichard, 2021).

Significantly, in late 2020, Le Figaro reported that EDF (French Electricity Company), which was the world’s largest electricity producer in 2010, was gradually giving up and losing more than 100,000 customers per month, despite remaining ultra-dominant in the market. At the same time, alternative energy suppliers, led by Engie and Total, have already covered more than a quarter of the country’s energy market. CRE experts (French Energy Regulatory Commission) report that this situation in EDF as of 2020 has been persisting for more than a year (Guichard, 2020).

At the same time, according to the newspaper, EDF plans to participate in the energy project of Morocco, a country that relies on renewable energy sources (De Moncaulte, 2019).

The energy transition is seen by the French media in the context of the problem of global warming, initiation of a dialogue on “consumer society”, “planet saving” and “preserving of the environment” for future generations (Henry, 2020).
Le Monde presents pan-European energy transition trends. It cites the data from the Ember analytical centre, according to which in the year 2020 Europeans began to produce more electricity from renewable sources than from fossil fuels for the first time, which is encouraging in terms of sustainable development and energy transition (Le Monde avec AFP, 2020). The study conducted by the centre showed that in 27 countries of the European Union, renewable energy sources generated 40 % of electricity in the first half of 2020, and 34 % of fossil fuels, indicating an increase in demand for solar and wind power and a decrease in demand for traditional “hard” energy. The consequence of this transition was that CO2 emissions in the electricity sector fell by 23 %, and the use of renewable energy sources increased by 11 % compared to the first half of 2019: + 11 % for wind energy, and + 16 % for solar power. According to the Ember experts, such figures have become possible due to the commissioning of new facilities and the predominance of favourable weather conditions. Thus, wind and solar energy generate 21 % of all European electricity, which is unprecedented: 64 % in Denmark, 49 % in Ireland, and 42 % in Germany. In 2020, hydroelectric dams provided 13 % of energy, which is 12 % more than in the same period of 2019. The remaining 6% comes from bioenergy including a small part of wood biomass to replace coal in power plants (Le Monde avec AFP, 20).

Great Britain

Renewable energy in the UK currently accounts for 30 % of total energy supply. According to the most optimistic scenario, its development will continue in 2035 and will reach 50 %. The UK has come a long way towards its current energy priorities. Many of the first initiatives have been blocked, and there has long been controversy over the legitimisation of such energy technologies. Today, the process of institutional resistance to the new energy is underway, and political work is underway to position renewable energy sources as a priority in the country (Elliott, 2019).

Problems of implementation of a new energy policy in the UK are the subject of special research. In particular, scientists A. Genus, M. Iskandarova, G. Goggins, F. Fahy and Senja Laaksod point to the need for interdisciplinary research on the energy transition and highlight the importance of studying social practices that accompany energy production (Genus et al., 2021).

Researcher C. A. Simon proposes to consider alternative energy in the context of political science theories and raises the issue of social feasibility of renewable energy sources (Simon, 2020). The problems and prospects of the energy transition are covered by the leading British quality newspapers.

The Independent writes about the difficulties of energy reform implementation. Citing the industry and government officials, The Independent states: “Efforts to overcome the climate crisis are being undermined by the outdated energy grid and outdated planning rules that discourage investment in renewable energy” (Chapman, 2021).

Renewable energy sources developers warn that the aging of a network of pylons, transformers and cables designed for the era of large fossil fuel plants limits the spread of green energy. They explain the impossibility of creation of additional energy reserves in some parts of the country by the excessive cost of connection to the energy grid.

According to The Independent, the key issue of the reform is the fact that “gas-fired power plants usually have access to a set amount of energy grid’s capacity, regardless of whether they are currently producing energy or not. Therefore, renewable energy suppliers cannot use it, even if it remains idle” (Chapman, 2021).

With this in mind, the parliamentary committee on environmental audit asked the relevant ministry to review the planning rules to force local councils to interact with community energy groups and set priorities in local energy production (Chapman, 2021).

The newspaper writes about the significant prospects for the development of offshore wind energy due to the relevant geographical location of Great Britain.

The Independent defines the functionality of the world’s first floating wind farm as a huge potential. Referring to the words of the management of the energy company, the newspaper explains the peculiarities of the technology by the fact that “access to deeper waters allows to place turbines in areas with more stable wind speeds” (Cockburn, 2021).

The Independent describes what a power plant is: these are five huge wind turbines that rise 175 meters above the water surface, have a diameter of 154 meters, and each of them extends another 75 meters below the sea surface and has three suction anchors, holding them stable in stormy waters. They have become the most efficient turbines operating around the British Isles. For the third year in a row, the power plant demonstrates the highest “average power factor” among all wind power plants in the UK (“Cockburn, 2021).

The Guardian reports on aviation innovation in connection with the energy reform. In particular, the newspaper writes about the Faradair startup aimed to develop a revolutionary 18-seat bioelectric hybrid aircraft which is carbon-neutral. It is planned that the aircraft will use electric motors for takeoffs and landing. After flying at about 230 mph, the aircraft will switch to its biofuel turbogenerator which will charge the engines with solar panels ready to land (Tennant, 2021).

The Guardian writes about Britain’s appeal to the experience and possibilities of usage of “community batteries”, the principle of which is to allow households that produce their own solar energy to combine surplus electricity in a common storage for further use (Kurmelovs, 2021).

The Guardian updates the experience of other European countries in technological approaches to renewa-
ble energy. In particular, the newspaper writes about the installation of Spain’s first “solar pavement” or photovoltaic road panels in Barcelona in order to turn the city into a carbon-neutral one by 2050: 50 square meters of solar panels will produce 7560 kWh per year, which is enough to provide three of households (Burgen, 2021).

3. Discussion

The conducted content monitoring of the British, German and French quality press testifies to a wide range of opportunities of solutions journalism, with the help of which innovative energy projects are implemented. Although the media usually act as a means of politisisation of environmental issues and leveling of their social value, the trend of solutions journalism illustrates the constructive approaches of media organisations to the implementation of sustainable development goals. In particular, the precedent approach, which involves the transmission of a positive experience of the energy turn from country to country, has turned out to be fruitful.

Many countries are currently debating the issue of legitimisation of energy transformations which demand special effort from the media in terms of study and presentation of successful social practices in this area to the public. The promotion of green energy takes place in the stereotypical formats of “planet saving” and “protection of the environment”.

4. Conclusion

Thus, the ongoing energy transition in the European countries requires not only technological solutions, but also socio-political support provided by the media, talking about the benefits of renewable energy sources. Content monitoring of the European newspapers revealed key the trends in the development of alternative energy. Germany is the undisputed leader in the energy transition. The country plans to adopt a new law on climate protection, which will regulate the number of producers of renewable energy. It is stated in the law that by 2045, Germany must become climate neutral. In addition to the abandonment of coal, Germany plans to build many more solar and wind power plants than are being built today. German power engineers see the prospect of energy transition in the promotion of hydrogen projects. Preference is given to blue and turquoise hydrogen. In particular, hydrogen is recognised as an important component of the energy transition in Saxony-Anhalt, which positions itself as hydrogen land. In contrast, wind energy is most in demand in Lower Saxony and Thuringia. According to Le Figaro and Le Monde, France plans to achieve carbon neutrality by 2050. The energy transition here is somewhat complicated by the excessive bureaucratic procedures in the design of renewable energy production. This refers in particular to biogas plants. Nevertheless, French energy company EDF is gradually losing its leading position, giving way to alternative energy suppliers, which have already covered a quarter of the energy market. British newspapers state the difficulties in the process of energy reform implementation in the country. Measures aimed at overcoming the climate crisis are hampered by an outdated energy network, anachronistic approaches to planning, which makes it impossible to invest effectively in renewable energy. The UK has significant prospects for offshore wind energy. The country is constantly updating the experience of using “community batteries” and “solar pavements”.

Among the key approaches to legitimisation of energy innovations in the media, there are the following: turning to the expert community, providing forecasts, appealing to the productive experience of other countries, covering the political side of the issue and opportunities for savings through the transition to alternative energy sources, and promotion of green technologies.

The means, key messages and approaches to legitimisation of the energy transition identified in the Western European media are manifestations of solutions journalism, which is now gaining momentum in the context of sustainable development of the society. The tools presented in the study and aimed at promotion of green technologies and precedents can be of practical value for mediation and information support of alternative energy technologies in Ukraine.

References


The study presents the results of content monitoring of the European press on the subject of alternative energy. The data collected from the current newspaper articles and selected by keywords “alternative energy sources”, “diversification of energy sources”, “energy transition” and “energy markets” are summarised. Trends, problems and prospects of energy transition are revealed. Both pan-European trends and the dynamics of transition in specific countries (Germany, France and Great Britain) are presented. It is noted that the triangle of sustainable development, which is “economy — ecology — society”, needs a powerful media component to ensure public discussion and social approval of the latest energy technologies. It has been proved that the energy turn provides sufficient information support for society to adapt to alternative energy sources and allows key actors to make informed policy decisions.

The role of solutions journalism in the implementation of sustainable development goals, including the transition of the society to renewable energy, is pointed out. It is noted that solutions journalism, as a new direction of media activity, corresponds to the interpretive contextual function of journalism, which provides coverage of productive precedents for solving social problems in different countries. The role of the media in popularisation of such precedents is shown. The tools of solutions journalism used in the European countries are indicated, namely engaging the expert community, providing positive forecasts, appealing to the productive experience of other countries, covering the political side of the issue and opportunities for savings through the transition to alternative energy sources, and promotion of green technologies.

**Keywords:** solutions journalism; mediatisation of problems; energy transition; alternative energy; energy technologies.