

UDC 316.772.5:004'364'(045)

DOI <https://doi.org/10.32447/2663-340X-2023-13.6>

DIGITAL COMMUNICATION IN THE WARTIME

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The study is devoted to the strategy of effective communication in wartime. In particular, we analyze President Zelensky's rhetoric in his appeals to world leaders asking for their support. Communication strategies actualize the communicative influence on the audience to cause a particular psychological state and form emotions that lead to specific actions. The purpose of our research is to create a communicative portrait of a leader in the conditions of war, informational in particular, namely countering enemy narratives and messages. Research in cognitive semantics has found that we think in terms of systems of concepts that fit together and make sense. So our conceptual systems are used to understand what is said openly. G. Lakoff in his book "Political Mind" explores narrative and war, arguing that when you accept a certain narrative you ignore or hide the reality that contradicts it. The article's novelty is the analysis of the state leader's rhetoric from the point of view of informative opposition to the narratives of the aggressor, the result of which is emotional resonance in the mass media. Let us note that the rhetoric of state leaders becomes a powerful stimulus for deploying narratives important to society, which are a behaviorally oriented toolkit for the political development of society and cognitive support in the information war. At the same time, the leader's speech is a set of personal qualities that allow him to adapt to a crisis, predict the resonance of communicative behavior, and bear responsibility for its result. In addition, the components of the leader's rhetoric are inherent oratorical talent (charisma), the dynamism of pragmatic tension, and the art of actualizing rhetorical techniques in a specific situation and audience. The work focuses on the expressive means in Zelensky's speeches (metaphors, metonymies, allusions, similes, antitheses, hyperboles), which contribute to successful communication. In addition, among the stylistic devices in his speeches, the functional-semantic category of modality is used, which expresses probability or improbability, possibility or impossibility. We analyzed the leader's speech on the examples of the speeches of the President of Ukraine, V. Zelensky, in which communicative strategies aimed at countering the narratives of the aggressor country were studied. The result of these strategies can be considered undeniable support from the leaders and parliaments of the world's leading countries, as well as a powerful emotional resonance in the media sphere.

Keywords: *communicative strategies, stylistic means, rhetoric, leadership communication, orator merits, charisma.*

Introduction. The work aims to present a communicative portrait of a political leader during the war and analyze the effectiveness of communication through emotional resonance in the media space. The problem was dealt with by O. Morozova, who studied a communicative

leader's verbal organization of speech, understood as his unique social role as an interlocutor in dialogic communication. S. Zhabotynska studied media technologies of verbal influence, particularly the war for consciousness. H. Pocheptsov focused on studying information wars as a product of

hybrid reality. L. Nagorna studies the phenomenon of political linguistics from the aspect of political leader's communication (Nagorna, 2005).

Therefore, the language of a leader is the sum of personal qualities underlying the ability to navigate across different language situations, predict the consequences of one's communicative behavior, and take responsibility for its results. Its components are the innate qualities of the speaker (charisma), dynamism, and the art of implementing the laws of rhetoric. Dynamism refers to the degree to which audience members perceive a speaker to be outgoing and animated (Mongeau, Stiff, 2016). Two components of dynamism are charisma and energy. Energy is pace – a large number of words per minute. Charisma is a mixture of abstract and concrete qualities that make a speaker attractive to an audience.

The problem setting. Rhetoric is a complex science of eloquence, the theory of oratorical art. It integrates knowledge and competencies from philosophy, logic, linguistics, psychology, ethics, literary studies, and stage skills. In the history of rhetoric, there are two traditions of defining the subject of rhetoric: a) the science of ways to persuade with words (according to Aristotle); b) the science of means of refined speech (according to Quintilian) (Levytska, Prybluda, 2020). The subject of the study of modern rhetoric is the general regularities of language behavior, which discloses in various situations of communication.

During different eras, the attitude towards rhetoric changed depending on the view of its purpose and research subject. Rhetoric was perceived as the art of eloquence in Ancient Greece and persuasion and defense of one's interests in Ancient Rome. In the Baroque era, rhetoric was considered the art of beautifying a speech. Modern times treated rhetoric as a theory of text creation and decoration; at present, it is perceived as a means of manipulating public consciousness and influencing listeners. In different historical periods, rhetoric was regarded as either an art or a science, while today, it has turned into a kind of information weapon.

Effective communication is based on the following laws of rhetoric:

– The first law (conceptual) forms and develops in a person the ability to comprehensively analyze the subject of research and build a system of knowledge about it (idea and concept).

– The second law (the law of auditor modeling) forms and develops in a person the ability to study three groups of features in the system that determine the "portrait" of any audience.

– The third law (strategic) forms and develops in a person the ability to develop a program of activities based on the created concept, taking into account the psychological portrait of the audience.

– The fourth law (tactical) forms and develops in a person the ability to work with facts and arguments, as well as to activate the thinking activity of the interlocutor (audience), that is, to create an intellectual and emotional co-creation.

– The fifth law (speech law) forms and develops in a person the ability to master speech ("clothing" one's thoughts in an effective verbal form).

– The sixth law (the law of effective communication) forms and develops in a person the ability to establish, maintain and consolidate contact with the audience as a necessary condition for the successful implementation of the product of thought-speech activity.

– The seventh law (systemic-analytical) forms and develops in a person the ability to reflect, i.e., identify and analyze one's feelings in order to learn, draw conclusions from mistakes and build up valuable life experience, and evaluate the activities of others, i.e., determine how to help others carry out their activities more effectively, as well as how to learn to assimilate the valuable experience of another (Sahach, 2000).

The presentation of the main material. Today, Ukraine is going through a difficult time of warfare. For hundreds of years, the Ukrainian nation has been oppressed by other states, thereby demoralizing the people. Ukrainians lived differently at different times, but we always made the invaders remember themselves as a sovereign nation living on their God-given land. The struggle for independence has lasted from the fall of Kievan Rus to the present day.

Strategies of effective communication during the war implement a communicative influence on the audience to create certain psychological states that arouse emotions and feelings because language is a window into the world of feelings.

The main tasks of rhetoric during the war are:

– to search for optimal methods of communication: and persuasive strategies that effectively influence audience members' beliefs, attitudes, and values. They are ethos, logos, pathos, positive motivation, negative motivation, cognitive dissonance, appeal to safety needs, social needs, and self-esteem needs;

– enhancement of mechanisms of mutual understanding between the communicators based on trustworthiness. Trustworthiness refers to the degree that audience members perceive a speaker to be presenting accurate, credible information in a nonmanipulative way. Perceptions of

trustworthiness come from the speech's content and the speaker's personality. In terms of content, trustworthy speakers consider the audience throughout the speech-making process, present information in a balanced way, do not coerce the audience, cite credible sources, and follow the general principles of communication ethics. Regarding personality, trustworthy speakers are also friendly and warm (Mongeau, Stiff, 2016).

Concerning the structure of a public speech, which according to the laws of rhetoric, consists of an introduction, central and final parts, the most important structural element is the address. Thus, in the speech to the representatives of the Parliament of Canada, President of Ukraine Volodymyr Zelensky addresses the speaker, members of parliament, Prime Minister Justin Trudeau, and all friends and guests. Moreover, the speaker needs to attract the audience's attention in the introduction. For this, the president of Ukraine, for example, used a rhetorical device – identification, with the help of which he conditionally transferred all current military actions to the territory of Canada. According to Robert Danish, Canadians needed to share the experiences of Ukrainians, identifying themselves with them (Vermes, 2022).

Despite the generally moderate tone of the speech, President Zelensky shows his emotionality and appeals to the audience's feelings, which allows classify him as a synthetic type of speaker.

The central part is the most significant component of the speech, in which one needs to pronounce and convey the main idea to the audience. In the president's speech, one can observe first an expression of gratitude for the assistance provided, then a call for more effective actions, and a request to close the sky over Ukraine.

Although the finale is a short part of the speech, it is essential at the same time. At the end of the speech, Volodymyr Zelensky addresses the members of the parliament and the Ukrainian diaspora in Canada and urges them not to stop in their actions because only with the help of joint actions can victory be achieved.

Speakers use stylistic devices to enrich their speech and give the text more expressively. For example, Volodymyr Zelensky's speech used metaphors, metonymy, evaluative vocabulary, antithesis, and others.

Metaphor

– *But who are these doors for (we are talking about the open door to NATO – author's note), and where do they lead if they tell us that they won't take us?*

– *So that there is not a single dollar for the war (about the cooperation of Canadian companies with the Russian Federation – author's note).*

– *And you must prove by your steps that you are a part of the history of Ukraine, the living history of Ukraine (the Ukrainian diaspora plays an important role in creating a new history of Ukraine – author's note).*

– *Imagine that you are looking for words (choose the right words) to explain this to the children.*

– *They say that Ukraine is not in NATO now. Although "the door is open" (we are talking about the open door to NATO – author's note).*

Metonymy

– *That Kyiv will be hit by rockets.*

– *Canada is already showing the necessary leadership!*

Allusion

– *To protect Ukraine and protect Europe from this total evil that destroys everything (a hidden reference to the political catchphrase of US President Ronald Reagan, "evil empire," which characterizes the terrible policy of the USSR): memorials, churches, schools, hospitals, residential areas, and all our enterprises.*

Evaluative vocabulary

– *Explain to them that a large-scale war has begun.*

– *That with Canada, our anti-war coalition, which we are strengthening, will definitely give results.*

– *It is at this historical moment that we need your effective help.*

– *Terrible explosions.*

– *20 days of the full-scale invasion of the Russian Federation after eight years of war in Donbas.*

– *In dozens of other places throughout the territory of your beautiful country, the territory of Canada.*

– *And then a terrible night...*

– *Canada has always been, is, and, I am sure, will be our reliable partner of Ukraine.*

Comparison

– *You see that our cities: Kharkiv, and Mariupol, are not protected in the same way as your Edmonton and Vancouver.*

Antithesis

– *Thousands, thousands who enter your land. First – small towns, then larger ones.*

– *And who does not see the obvious? Who is honest, and who is a hypocrite?*

– *Who is strong? And who is weak?*

Hyperbole

– *We are asking for real support that will help us survive and protect our lives. The life of the whole world.*

In addition, the functional-semantic category of modality, which expresses probability or improbability, possibility or impossibility, is presented among linguistic means.

– *Can you imagine this with your Bruce Station in Ontario?*

– *You can influence it. I think so.*

– *But we predict every day how many more missiles can hit our TV towers.*

Also, in the speech, one can observe the use of performative words, namely constatives, directives, and satisfactives. Example:

A) directives

– *Therefore, I am asking you: do not stop. Don't stop helping Ukraine. In leadership and efforts to restore peace to our peaceful land;*

– *It doesn't matter how; just do it.*

– *We are not asking for much. We ask for justice. We are asking for real support to help us survive and protect our lives.*

B) constatives

– *I am sure that together – and only together – we will defeat all enemies.*

C) satisfactives

– *I thank you for your support. To everyone present in this hall of the parliament. To every Canadian citizen. I am grateful to you, Justin. Grateful on behalf of the entire Ukrainian people.*

The syntactic structure of rhetoric.

At the syntactic level, the following tools are used:

Inversion

– *But then give us planes, we say to our partners.*

Repetition (Anaphora)

– *I thank you for your support. To everyone present in this hall of the parliament. To every Canadian citizen. I am grateful to you, Justin. Grateful on behalf of the entire Ukrainian people.*

– *We are not asking for much. We ask for justice. We are asking for real support to help us survive and protect our lives.*

Rhetorical questions

– *What about the National Holocaust Monument in Ottawa? Will it withstand the impact of three or five missiles?*

– *Can you imagine this with your Bruce Station in Ontario?*

– *How many more rockets will fall on our cities?*

Rhetorical exclamation

– *They have already killed 97 Ukrainian children!*

– *Canada is already showing the necessary leadership!*

– *Glory to Ukraine!*

Parceling

– *Remember this – live. Because we want to live. And we long for peace.*

– *This is a war to destroy everything that makes Ukrainians Ukrainians. Against our future. Against our character. Against our will.*

– *The second week under shelling, completely without electricity, almost without food, definitely without water. In the basements.*

– *They want to block them all. And they block.*

– *In dozens of other places throughout the territory of your beautiful country, the territory of Canada. Cruise missiles. Until dawn.*

Gradation (anticlimax)

– *Canada has always been, is, and, I am sure, will be our reliable partner of Ukraine. A partner of our land, our people of Ukraine, and each of our families.*

Gradation (climax)

– *I believe, I know that this is to your advantage. (CNN, 2022).*

Frames as schemes of influence, as a struggle between good and evil. A language gets its power because induces us to filter our perceptions of the world, constructing particular point of view with the help of frames, concept, symbols and visual images. Since frames tend to structure a huge amount of our thought, so if we hear the same predications over and over again we will think in terms of frames and metaphors activated by speech patterns. Metaphors conveying images in a simplistic manner between good and evil and frame is a central organising idea for making sense of relevant events and suggesting what is at issue. Hence framing precedes strategic narration and often strategic narration can evoke very general frames. Because the mentioning of "war" activates a fear response, and fear activates the emotional resonance, in which there is a powerful leader, willing to use his strength, who offers protection and security (Lacoff, 2009).

The frame of Zelensky's political rhetoric reflects the views and thinking of the hero of the President – the Leader, who, according to the structure of the myth, must go through adverse circumstances (a country at war) and thanks to his efforts in foreign policy, will receive a reward. The leader is called to be an innovator who combines historical values, and on the other hand, he is an innovator who is forced to form new values by enlisting the support of his people. Such frames reflect and shape attitudes, values, and ideas about good and evil, which are activated by **universal ideologemes**:

– *And how would you feel if you saw your flag in every city where they pass, how your flag in*

Montreal is taken down... Taken down to be thrown away and replaced with a Russian one.

The ideologeme of "resistance" through the words "life", "live", and "alive" has acquired a special meaning for every Ukrainian.

– *We felt how we want to live. And how we want to win.*

– *Win for life.*

– *We are asking for real support that will help us survive and protect our lives. The life of the whole world.*

– *And you must prove by your steps that you are a part of the history of Ukraine, the living history of Ukraine.*

– *Remember this – live. Because we want to live.*

– *That's how it was with us. Bombs? A minute ago, there were people alive. There was a family that just came there. They were alive. (CNN, 2022).*

So, Volodymyr Zelensky's speech before the Canadian Parliament was to thank them for their assistance and call for more effective actions. His speech resulted in encouraging words and words of support from the representatives of the parliament. To sound convincing and motivating, Volodymyr Zelensky used stylistic techniques, including metaphor, metonymy, allusion, hyperbole, comparison, and antithesis. At the syntactic level – rhetorical questions and exclamations, inversion, parcellation, repetition, and gradation. The speech was clear and concise. In addition, the use of gestures, correct intonation, and rhythmic oscillation of the sound tone allowed the president of Ukraine to create the image of a confident speaker.

We analyzed the media as to the communicative effect of his speech on resolving the conflict and concluded that it found a positive emotional resonance:

It is worth noting that foreign tabloids emphasize the power and emotionality of the speech.

In addition, the Canadian newspaper "The National Post" published a detailed analysis of the Ukrainian president's speech. Professor Robert Danish notes that the speech used a classic strategic technique in the context of rhetorical

speech – identification – to set the correct emotional mood of the audience (Vermees, 2022).

The online edition of the Canadian television and radio broadcasting company "CBC" notes the comments and reactions of various Canadian figures, which were said after:

• *"Dominique Arel, chair of Ukrainian studies at the University of Ottawa, said Zelensky effectively illustrated to Canadians the consequences of Ukraine losing this war."*

• *"President Zelensky, we do not want to let you down," Elizabeth May said. "We fear we may inevitably let you down, but we will find every tool we can find, and where there are not adequate tools, by God, let's invent them."*

• *Interim Conservative leader Candice Bergen said that while the images coming out of Ukraine are "heart-breaking and painful," the courage shown by ordinary Ukrainians defending their homeland is inspiring. "Putin's brutal attack on Ukraine is an attack on all of us," Bergen said. "That is the lesson history has taught us and one we cannot ignore" (Brewster, 2022).*

Conclusion. So, we have analyzed the narratives of the president as the leader of the nation, which act as counter-narratives of the aggressor country, which in turn become a powerful stimulus for the deployment of narratives important for society, which are a behaviorally oriented toolkit for the political development of society, cognitive resistance and resistance in the information war. The primary communicative strategy of the leader is to change the informational picture imposed by the aggressor country and prevent the enemy from suppressing the will to resist and succumb to informational chaos. The toolkit in his political narrative is the framing of the course of the war following the laws of rhetoric. The result of Volodymyr Zelensky's speech is unquestionable support from members of the World's Parliaments and emotional resonance in media. We claim that mindful communicator achieves communication goals, avoids stereotypes, and contributes to reducing conflict. All of these depend on leadership communication competence.

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Дослідження присвячено стратегії ефективної комунікаційній у воєнний час. Зокрема, проаналізовано риторичку президента Зеленського у його зверненнях до світових лідерів з проханням про підтримку, оскільки комунікаційні стратегії актуалізують комунікативний вплив на аудиторію, щоб викликати певний психологічний стан і сформувати емоції, що, у свою чергу, призводить до певних дій. Метою нашого дослідження є створення комунікативного портрета лідера в умовах війни, інформаційної зокрема, а саме протидії наративам та меседжам ворога. Дослідження базується на засадах теорії когнітивної семантики, яка доводить, що ми мислимо системами понять, які корелюють між собою і мають сенс та використовуються аби зрозуміти сказане. У воєнному наративі наявний феномен сприйняття єдиного наративу і відмови від реальності, яка йому суперечить (Дж. Лакофф, «Політичний розум»). Тому новизною статті є аналіз риторичку лідера держави

з точки зору інформативного протиборства наративам агресора, результатом чого є емоційний резонанс у ЗМІ. Зауважимо, що риторика лідерів держав стають потужним стимулом для розгортання важливих для суспільства наративів, які є поведінково-орієнтованим інструментарієм політичного розвитку суспільства, когнітивним опором в інформаційній війні. В той же час мовлення лідера – це сукупність особистих якостей, які дозволяють йому адаптуватися до кризової ситуації, передбачати резонанс комунікативної поведінки та нести відповідальність за її результат. Крім того, складовими риторики лідера є притаманні ораторський талант (харизма), динамічність прагматичного напруження, мистецтво актуалізації риторичних прийомів у конкретній ситуації та аудиторії. У роботі зосереджено увагу на засобах вираження експресії у промовах Зеленського (метафори, метонімії, алюзії, порівняння, антитези, гіперболи), які сприяють успішній комунікації. Крім того, серед стилістичних засобів у його промовах вживається функціонально-семантична категорія модальності, яка виражає ймовірність чи неймовірність, можливість чи неможливість. Дослідження мовлення лідера було проведено на прикладах промов президента України В. Зеленського, в яких вивчалися комунікативні стратегії, спрямовані на протидію наративам країни агресора. Результатом цих стратегій можна вважати беззаперечну підтримку з боку лідерів і парламентів провідних країн світу, а також потужний емоційний резонанс у медійній сфері.

Ключові слова: комунікативні стратегії, стилістичні засоби, риторика, лідерська комунікація, ораторські заслуги, харизма.