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## **ANALYSIS OF MESSAGE FRAMING OF PRESIDENT ON THE X PLATFORM**

In the contemporary world, social media has become a vital instrument of influence, and politics as a sphere is one to harvest its benefits. As such, Ukrainian President Volodymyr Zelenskyi utilizes platforms such as Twitter to inform inside and outside audiences on the Ukraine-Russia war updates and create the needed outside image of the country.

### **Aim of Work**

This study focuses on analyzing the war-pertaining message farming techniques used by President Zelenskyi in his tweets.

### **Topicality**

The relevance of the study is highlighted by the global recognition of President Zelenskyi as a competent speaker and a good war-country leader in the international arena. As such, we are to study the techniques Zelenskyi utilizes, to better understand the working speech patterns of crisis communications.

### **Research Problem**

The study analyzes President Zelenskyi's tweets about the conflict, examining the message frames used.

### **Research Object**

The study analyses President Zelenskyi's tweets related to the war, which are posted on his official X account.

### **Research Questions**

1. How does President Zelenskyi frame war-related messages in his tweets, using the Message Framing Approach?
2. What are the dominant framing strategies employed by Zelenskyi in his war-related tweets?

### **Theoretical approach**

In the realm of political communication, social media transformed the way political leaders convey messages. And even in such forms of messages, we can see that political leaders utilize persuasive methods to plant an image of their desire. One of the techniques used is the Message Framing Approach rigorously studied by Levin, Schneider, and Gaeth (1998). In short, it explores the way the presentation of the information influences audience judgments. Among the frames analyzed are (Levin et al., 1998; Khajavi et al., 2020 ):

- Risky Choice Framing - emphasizing the potential risks of the situation.
- Attribute Framing - presenting aspects or characteristics of the object in a way that influences how people perceive it.
- Goal Framing - emphasizing on achieving objectives or discussing the purposes of the actions.
- Spatialization - association actions with specific places
- Functionalization - referring to people in terms of their functions in society.
- Positive self-representation - pertaining oneself in a positive light.
- Negative other-representation - pertaining to others in negative light.

It is vital to emphasize the importance of persuasion with factual verifiable information. (Titova, 2021) Effective persuasion requires an understanding of the complexities involved in framing effects and the strategic choices made when crafting persuasive messages.

### **Methodology**

The methodology used in this study is mixed content analysis. Qualitative analyses adhere to the established principles and align with the insights from professional literature, which includes singling out the keywords and creating descriptive codes, breaking the content down into units, and organizing them into categories, based on the similarities. (Kleinheksel et al., 2020; Lindgren et al., 2020)

For the quantitative content analysis part, the methodology involved employing statistical techniques to analyze the patterns within the data. Thus, providing insights into communication dynamics.

### **Research results**

**The general aggregate** for this research is the tweets made by President Zelensky on the X platform (<https://twitter.com/>) in the period of 20.04.2024 - 31.04.2024. The number of analysed tweets - 87.

**Categories** of analyses became the following frames: spatialization, functionalization, positive self-representation, negative other-representation, goal framing, attribute framing, and risky choice framing.

*Table 1*

<b>Categories</b>	<b>Frame Description</b>	<b>Key Words</b>	<b>Citations examples</b>
Spatialization	Framing the conflict in spatial terms, highlighting the geographical location, and emphasizing the impact made on the specific region.	"Kyiv," "Kharkiv," "Dnipro," "Odesa," "Kherson," "Sumy," "Poltava," "Zaporizhzhia," "Vinnytsia," "Ivano-Frankivsk," "Crimean Tatar Mejlis," "Moshchun," "Black Sea," "Danube region," "Russian-occupied territories," "occupied Crimea"	"Russian terrorists launched ballistic missiles at Kyiv." "Every terror attack carried out by Russia demonstrates that global sanctions against Putin's regime remain insufficient." "New Russian missile attack on Kyiv."
Functionalization	Presenting the conflict in functional terms, emphasizing the role and effectiveness of various entities and actions.	"Unity," "solidarity," "defense forces," "rescuers," "police," "utility workers," "medical professionals," "air defense systems," "artillery," "sanctions," "diplomatic cooperation,"	"I am grateful to Ukraine's State Emergency Service rescuers, police, utility workers, and all other services involved in rescue and recovery." "We discussed Ukraine's need for more air defense during

		"humanitarian assistance," "global cooperation," "negotiations," "bilateral agreements," "diplomatic engagement"	our conversation."
Positive Self-Representation	Portraying Ukraine and its leadership positively, highlighting strengths, achievements, and resilience.	"Grateful," "proud," "heroic," "meaningful call," "meaningful meeting," "strong support," "important decisions," "appreciate," "thankful," "gratitude," "firm belief," "meaningful and focused," "vital leadership," "meaningful cooperation," "meaningful discussion"	"I am grateful to all SSU employees who work tirelessly for Ukraine." "It is vital that American leadership in protecting international order remains firm."
Negative Other-Representation	Depicting the adversary (Russia and Putin) negatively, highlighting aggression, deceit, and harm caused.	"Russian terrorists," "Russian aggression," "Putin's system," "terror," "terrorism," "aggressor," "beasts," "cynical creature," "insane person," "sick," "brutal," "inhuman," "destructive," "violent," "humiliating," "scums," "duffer"	"Putin spoke to himself again today, which was broadcast on television." "Every terror attack carried out by Russia demonstrates that global sanctions against Putin's regime remain insufficient."

<p>Goal Framing</p>	<p>Framing the conflict in terms of goals or desired outcomes, emphasizing the need for specific actions or achievements.</p>	<p>"Putin must lose," "end the war," "restore peace," "protect human lives," "ensure safety," "save lives," "defend homeland," "strengthen security," "counter enemy operations," "support Ukraine," "promote peace," "defeat aggressor," "restore normal life," "achieve victory"</p>	<p>"Putin must lose. This is a life or death situation for the democratic world." "We must defeat Putin rather than allowing doubts about the West's resolve to benefit this insane man."</p>
<p>Attribute Framing</p>	<p>Describing entities or actions using specific attributes or qualities, shaping perceptions of their significance.</p>	<p>"Courageous," "focused," "meaningful," "strong support," "significant," "important," "heroic," "long-range capabilities," "effective," "vital," "unwavering," "resilient," "just," "fair," "positive perspective," "reliable," "coauthors of reliability"</p>	<p>"Every effort is being made to restore power to every city and community." "It is vital that American leadership in protecting international order remains firm."</p>
<p>Risky Choice Framing</p>	<p>Presenting choices or decisions as involving risk or uncertainty, emphasizing the consequences of</p>	<p>"Russian terror," "Russian missiles," "Russian drones," "risk of aggression," "threat of violence," "challenging task," "humiliating," "life</p>	<p>"We must prove that terror is always the loser." "Putin must lose. This is a life or death situation for the democratic world."</p>

	certain actions.	or death situation," "insane man," "fragility," "unacceptable," "loss of trade," "economic pressure," "cost of war"	
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The results of the content analysis of tweets by elements of selected categories are presented in Table 2.

*Table 2*

<b>Message Frame</b>	<b>Number of Tweets Having the Frame</b>
Spatialization	49
Functionalization	52
Positive Self-Representation	79
Negative Other-Representation	28
Goal Framing	66
Attribute Framing	57
Risky Choice Framing	40

By analyzing the 87 tweets we can conclude that out of 7 frames chosen, President Zelensky utilizes positive self-representation the most (79), followed by goal framing (66), attribute framing (57), functionalization (52), spatialization (49), risky choice framing (40), negative other-representation (28).

The findings can be attributed to the need of the Ukrainian government, represented by Zelensky, to create an external image of Ukraine as a country, that fights for not only their freedom, but for the freedom of the whole world, and to an extent, succeeds at it. (Khorishko,

2022) As well as paint Russia as a world aggressor and describe the potential consequences the world may face in case of Ukraine losing the war.

### **Conclusions**

In conclusion, the analyses of Zelenskyi's tweets show that the President of Ukraine uses positive self-presentation, goal framing, and attribute framing the most in his tweets. Framing his messages this way, Zelenskyi creates an image of a resilient country fighting for world peace.

Despite the relevance of the research, it is also important to acknowledge its limitations such as potential subjectivity in coding and constantly changing media space. Further research could dive into Zelenskyi's tweets over a broader time frame and compare them to the speeches of leaders in similar positions.

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