US Media Diplomacy Role in International Disputes and Shaping International Attitude during Russian-Ukrainian Conflict 2022

"A case study of the US "media diplomacy "by analyzing content of US Secretary of State Antony Blinken's tweets that discuss the Russia-Ukraine war only in period (February 24, 2022 - April 7, 2022)"

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Abstract:

The study discussed a concept of media diplomacy which includes various government-sponsored efforts aimed at communicating directly with foreign publics, through a case study using content analysis methodology of a deliberate sample of 155 tweets over the course of 43 days by US Secretary of State Antony Blinken who discussed the issue of the Russian-Ukrainian war only. The study relies on illustrating how the United States used media diplomacy as one of the tools of American diplomacy to achieve some of foreign policy goals. Which includes drawing and shaping an image of Russia and Ukraine, by using "non-provocation policy" towards Russia, so that it does not go into a world war in which Russia could have a chance for using its nuclear weapons. Through analysis of the data, it illustrated how Antony Blinken used mental framing and manipulation linguistic in the delivery of desired messages in indirect manipulated way.

The study is based on two main pivots:

- **The first pivot is "media diplomacy":** how it can be a tool for the state during war, and how countries use it to manage the conflict and shape its dimensions.

- **The second pivot "the international attitude":** it is the view of the majority of the world on something, and it is what is dealt with in this research, but in reverse, as people tend to believe the news emanating from a country with power and political influence. "This research sheds light on the United States" more than that do not have that power and that influence.

This research discusses the role of the United States in controlling the formation of Russia's international attitude in people's minds out of the United States usage of media as a weapon of the new era by making media as an instrument for its diplomacy strategies through the approaches of the war coverage of the Russian war path and Putin's decisions through the U.S. media diplomacy using. This research is about a case study of Twitter account of a U.S. diplomat "Antony Blinken" the United states secretary of the states; consequently, the research mention an hypothesis of the changing in international attitude that is mentioned in Americans Trends Panel (ATP) [18] which is clarify Russia's low rating in the international attitude direction of the spring 2022 survey, relates in some way to the media diplomacy approaches and strategies to promote US foreign policy.

Key words: (media diplomacy, Twitter, social media, international attitude, War, Russia-Ukraine conflict, united states, foreign policy, political media)

الملخص:

يناقش الدراسة مفهوم الدبلوماسية الإعلامية الذي يتضمن جهودًا مختلفة ترعاها الحكومة بهدف التواصل المباشر مع الجماهير الأجنبية، من خلال دراسة حالة باستخدام

منهجية تحليل المحتوى لعينة عمدية من ١٥٥ تغريدة على مدار ٤٣ يومًا من قبل وزير الخارجية الأمريكي أنتوني بلينكن و التي ناقش فيها قضية الحرب الروسية الأوكرانية فقط. تعتمد الدراسة على توضيح كيفية استخدام الولايات المتحدة للدبلوماسية الإعلامية كأحد أدوات الدبلوماسية الأمريكية لتحقيق بعض أهداف السياسة الخارجية و التي تتضمن رسم وتشكيل صورة لروسيا وأوكرانيا، باستخدام "سياسة عدم الاستفزاز" تجاه روسيا، حتى لا تدخل في حرب عالمية يكون لروسيا فيها فرصة لاستخدام أسلحتها النووية. من خلال تحليل البيانات، اتضح كيف استخدم أنتوني بلينكن التأطير العقلي والتلاعب اللغوي في إيصال الرسائل المرغوبة بطريقة غير مباشرة.

<u>تستند الدراسة إلى محورين رئيسيين:</u>

- **المحور الأول هو "الدبلوماسية الإعلامية":** كيف يمكن أن تكون أداة للدولة أثناء الحرب ، وكيف تستخدمها الدول لإدارة الصراع وتشكيل أبعاده.

- **المحور الثاني "الموقف الدولي":** وهو رأي غالبية العالم في شيء ما ، وهو ما يتم تناوله في هذا البحث، حيث يميل الناس إلى تصديق الأخبار الصادرة عن دولة لديها السلطة والنفوذ السياسي. "هذا البحث يسلط الضوء على الولايات المتحدة" أكثر من التي لا تملك تلك القوة وهذا التأثير.

يناقش هذا البحث دور الولايات المتحدة في السيطرة على تشكيل الموقف الدولي لروسيا في أذهان الناس ، حيث تستخدم الولايات المتحدة الإعلام كسلاح للعصر الجديد من خلال جعل الإعلام أداة لاستراتيجياتها الدبلوماسية من خلال مناهج تغطية مسار الحرب الروسية وقرارات بوتين من خلال الدبلوماسية الإعلامية الأمريكية. يدور هذا البحث حول دراسة حالة لحساب تويتر للدبلوماسي الأمريكي "أنتوني بلينكن" وزير خارجية الولايات المتحدة. وبالتالي ، يشير البحث إلى فرضية التغيير في المواقف الدولية المذكورة في استبيان الاتجاهات الأمريكية (ATP)[18] التي توضح التصنيف المنخفض لروسيا في الموقف الدولي لاستطلاع ربيع ٢٠٢٢، وتتعلق بطريقة ما بنهج الدبلوماسية الإعلامية و استراتيجياتها لتعزيز السياسة الخارجية الأمريكية.

الكلمــات المفتاحيــة: (الإعـلام الدبلوماسـي، تـويتر، وسـائل التواصـل الاجتمـاعي ، الموقـف الـدولي ، الحـرب، الصـراع بـين روسـيا وأوكرانيـا، الولايـات المتحـدة، السياسـة الخارجيـة، الإعلام السياسي)

Introduction:

Media diplomacy has grown in importance as a weapon of foreign policy, and social media platforms are increasingly and deeply

involved in political events and procedures. They may even launch diplomatic operations, in other words media can aid or hamper diplomacy in a variety of ways; moreover, The media serves as both an autonomous player and a tool in the hands of authorities and diplomats.

The Russian-Ukrainian war contributed in reshaping the scene of the world system to some extent, which can be studied in light of the diplomatic media's adaptation to modern media tools, including technological means and social media, which in turn led to revealing the role of the media diplomacy in manipulating events and mobilizing minds towards specific issues without the other, and covering the same crisis from different points of view according to the country's foreign policy; therefore, the strength of the state can be represented in the majority of the people believing in the narrative that they are promoting for the war. With the departure of the Russian-Ukrainian war, the United States had an opportunity to charge public opinion against Russia to overthrow it from the polarity of the world and prevent it from leading the world, in which the research examine the media diplomacy role in this fight which US used to ensure its presence , foreign policy and objectives.

The study dealt with a case study of the Twitter account of the US State Department's Antony Blinken in the period (February 24, 2022 to April 22, 2022) to analyze the contents of a tweets speech in light of the hidden linguistic contents, which falls under the category of media uses of language, implicit frameworks and verbal choices of its phrases in describing the suffering The Ukrainians, because of Russia's actions during the war, and how the United States showed solidarity with its allies for the sake of humanity, to put Russia under accusation and imposition of sanctions against it with the approval of many countries and international organizations, but that is not the main goal of the United States, but rather its nominal goal is to expel the Ukrainians. Russia about the polarity of the world and its leadership,

and for the United States to ensure that it remains in its position as the greatest power in the world. The study discusses the correlation between the result that showed in Americans Trends Panel (ATP) [18] which is clarify Russia's low rating in the international attitude of the spring 2022 survey and the uses of US media diplomacy during the war including numerous factors that led to this result.

Literature review

The previous studies are divided into two parts:

- Part one (independent variable): Media Diplomacy
- Part two (dependent Variable): International Attitude

1st part: Media diplomacy

The study of (**Vanessa Bravo and Mara De Moya, 2021**)[1] focuses on the topic of candidacy, and post-election of U.S. president Donald Trump, there's an emphasis on depicting Mexican immigrants as criminals and building the wall between the United States and Mexico. This story reignited the debate in international media about the treatment of immigrants and immigration. This study examines the building of the image of the Mexican migrant to the United States by both (former) President Enrique Pea Nieto and President Donald Trump during the first 100 days of the latter's presidency, using news pieces published in two US newspapers and two Mexican media. Findings reveal that news reports portray Mexican migrants in contradictory ways, ranging from criminals (in the US framing) to good migrants (in the Mexican attempts), and both frames are picked up by the dissemination, undermining long-standing public diplomacy efforts in both countries.

The study of (**Roni Danziger and Mia Schreiber,2021**)[2] shows how Twitter is viewed as a valid medium for international actors, and they examine how the sociopragmatics framework demonstrates that, while public diplomacy is addressed to foreign publics, its

beneficiaries are international actors. It was discovered that the three MFAs mostly tweeted on interstate cooperation and international issues (52%), with the primary function of their tweets being to present the state's positive face (45%). Researchers examine how each state's Ministry of Foreign Affairs utilises its Twitter account to communicate with other international entities and manage face. The three accounts, however, differed in their interpretation of the digital platform and the interactional method they wanted to employ in advancing their foreign policy objectives. By contrasting three governments that are actively attempting to appeal to the world community while keeping their freedom of action: Israel, Russia, and Turkey, we may better understand digital diplomacy. As a result, Twitter allows for the implementation of a state foreign policy while addressing multiple audiences. Assuming that states can be regarded as social, deliberate, and communicating actors, this work approaches the study of states from a sociopragmatic standpoint.

This study of **(Chris alden & kenddrick chan, 2021)**[3] illustrated the 'Wolf Warrior diplomacy,' has been notable for its proclivity to call out and forcefully respond to perceived criticism of China. Faced with growing global criticism for allegedly purposely misleading the globe by concealing the true magnitude of the coronavirus, China has now tried to actively counter such criticism. Twitter, the popular microblogging service, is where this new kind of Chinese diplomacy is most visible. The COVID-19 outbreak proved to be a watershed moment for China.

This study (**Shen Jun, 2022**)[5] examine China's mainstream media play an incredibly significant guiding role in the overall strategic layout of media diplomacy as the major medium for foreign dissemination of information and the official platform for encouraging international exchanges and dialogue. This article uses data mining and content analysis to investigate the dimensions of both contents and contexts in English news reports from China's Mainstream Media,

with the goal of revealing how China's Mainstream Media build up the news layout in the grand national narrative, and how to arouse cross-border empathetic of global audiences through rhetoric devices. It makes helpful recommendations for China's mainstream media in terms of developing a national image, dominating foreign public opinion, and promoting public diplomacy.

The study of (**Nisha Garud-Patkar, 2022**)[6] seeks discussing the subject of whether digital diplomacy is an useful tool for achieving a nation's foreign policy agendas is frequently debated in the literature. Studies on this topic have either taken a theoretical approach or have solely examined government-generated content. The content receivers have received very little attention. This paper examines India's digital diplomacy toward South Asia in order to fill a vacuum in the literature. The study investigates the following topics from an agenda-building standpoint: the agendas developed by the Indian government on social media, and (ii) the ranking of these agendas in relation to the agendas of its South Asian followers, 6000 tweets and status updates from the 15 Indian diplomatic accounts were subjected to quantitative content analyses, and 387 followers were polled. To evaluate well-known agendas, content metrics were also taken into account. The findings indicated an agenda-building role, with a few well-known Indian policy agendas on social media correlating with the agendas of their 'foreign' South Asian followers. The main social media agendas also matched India's priorities for its foreign policy in South Asia, demonstrating the effectiveness of digital diplomacy at action. A few notable content metrics corresponded with the goals of the foreign followers, but none did so with the social media priorities of the Indian government.

The study of (**Daniel Oloo Ong'ong'a,2021**)[4] examine major areas of interest for future research on digital diplomacy based on the study findings. While there were no formal theories to research digital diplomacy, the major online digital platforms that were explored as a

tool for digital diplomacy were Twitter and Facebook. As a result, this study fills a large research gap and serves as a continuing reference for digital diplomacy. The purpose of this research is to conduct a systematic review of the current literature on digital diplomacy studies. Different scholars have defined digital diplomacy differently depending on their context and content of interest. Most countries and MFAs have attempted to streamline their services and communicative contexts by implementing strategies that allow them to articulate their position in the digital diplomatic sphere. In recent years, digital diplomacy has come under increased scrutiny and public interest. It claims that prior research employed a qualitative methodology to analyse countries in Europe, America, Asia, and the Middle East, with little attention paid to African countries.

The study of **(Zhao Alexandre Huang,2022)**[7] seeks to call China's "wolf warrior public diplomacy" into question. This expression not only explains China's current foreign policy efforts and the transition of its diplomatic communication strategy from a soft, defensive, and convergent tone to a progressively harsh, offensive, and aggressive tone, but it also enables Beijing to manage and employ nationalist public opinion at the domestic level by creating a heroic image in order to disseminate a vision of Chinacentrism, even Chinese chauvinism. "Wolf fighter" comprises a strong nationalist attitude that creates methods and conditions for the Chinese Communist Party to preserve its dominant authority in Chinese society and conquer discursive influence on the international stage.

This study of **(YANQIN LU, TANJA VIERRETHER, QIANXI WU MORGAN DURFEE and PEIQIN CHEN, 2022)**[9] focuses on the trade conflict between the United States and China and investigates the mechanisms underlying the association between social media news consumption and political consumerism using data from a national poll of American adults. The results show that social media news consumption (Stimulus) is indirectly related to political

consumerism (Response) through opinion expression (Reasoning), and that positive attitudes toward tariffs imposed on China (second Orientation) are directly related to engagement in political consumerism. This study addresses the implications for the role of social media involvement in public opinion formation about foreign policy issues and contributes to the theory development of the O-S-R-O-R model.

2ⁿᵈ part: International attitude:

Researchers **(Liam Kneafseya and Aidan Regan, 2020)**[10] discover that media frames play a crucial influence in molding citizens' perceptions using an unusual and novel survey experiment of the European Union's judgment against Apple in Ireland. Respondents exposed to treatments that call into question the morality and justice of Ireland's assistance of Apple tax dodging are more likely to recognize the detrimental impact on Ireland's EU neighbors. The more nationalistic the media frame, the more likely respondents disagree with the EU ruling against Apple. This article investigates the role of the media in shaping views regarding corporate tax evasion. These results are largely robust to the inclusion of control variables for ideology, age, previous voting behaviour, and gender.

This study of **(ANITA GOTTLOB and HAJO BOOMGAARDEN, 2022)** [11]examines how people's inclination for risk and information about migration as presented in the media relate to views toward immigration. The findings imply that while abstract risks have no impact on attitudes toward immigration, concrete risk frames do. Over the past few years, countries in Europe have witnessed widespread public anxiety and unfavorable sentiments about immigration. Migration has drawn more attention as a risk to recipient societies since it is intangible and uncontrollable. According to statistics, most people are unlikely to personally experience tangible risks.

This study of **(Y Xie and Y Jin, 2022)**[13] examines the China's global influence has grown during the last few centuries. What is the rest of the world thinking about China's rise? One approach to answering this topic is to examine popular views regarding China. This article analyses data from opinion polls taken from 2005 to 2018 to explore the trends, tendencies, and factors of popular views about China in other nations. The analyses in this paper are guided by two motivating hypotheses. First, public opinions toward China in emerging or less-developed countries are economic in nature, with China's engagement in a regional industry contributing to a more favorable view of the country. Second, in industrialized countries, popular opinions toward China are ideological, with a concentration on belief systems and values. According to the report, public sentiment toward China has been declining generally, particularly in wealthy and democratic countries. Furthermore, Chinese Investment in a given country is connected with favorable opinion, whereas Chinese exports to other countries are inversely associated with favorable view.

The study of **(R Al-Jarf, 2022)**[14] discuss the study on freshmen students, a class blog was built and used as a complement to in-class English writing teaching. The instructor offered topics about current global issues such like Ramadan in Islamic countries, the Tsunami in Japan, the Royal Wedding, and migrants in Eu. Students were asked to find videos, images, or articles regarding the assigned event and create a brief paragraph (blog post) describing the photo, summarising the film and article content, or discussing the occasion in their own words. They were also required to write their reactions to the incident and remark and provide feedback on their classmates' blog postings. Individually, in pairs, or in small groups, the teams work on their blog postings. When the posttest scores of learners who tweeted about current world events were compared to those of learners who used paper-and-pencil assignments on the same topics, there were substantial variances in writing progress in favour of the blog group.

Furthermore, students in the blog group showed favourable sentiments toward the blogging practise. They loved talking and collaborating with their peers, as well as reflecting on their own writing in response to feedback and comments from other blog participants. Blogging on current world events was found to be useful in increasing students' global awareness and improving their English writing skills.

The study of **(KE Powers, JD Kertzer, 2022)**[15] illustrate how the different types of Americans think about fairness in different ways, and that these fairness concerns shape foreign policy preferences: individuals who emphasise equity are far more sensitive to concerns about burden sharing, are far less likely to support US involvement abroad when other countries aren't paying their fair share, and frequently support systematically different foreign policies than those who emphasise equity. How do considerations about justice influence foreign policy choices? In this essay, they demonstrate that fairness has two faces: equity and equality, and that considering both can offer insight on the structure of significant foreign policy issues. As long as IR scholars focus only on the equality dimension of fairness, they miss much about how fairness concerns matter in world politics.

The study of **(SW Webster, B Albertson, 2022)**[16] discuss the emotional nature of contemporary politics is notable. Partisan polarization, public sentiment, and political attitudes all shape and are shaped by emotions. The researchers describe recent studies in the topic of emotion and politics in this article, with a focus on the connection between emotion and polarization, issue opinions, information processing, and perspectives on democratic administration. They also emphasize a growing body of research on racial and gender disparities in emotion's power to influence political conduct. They finish with a discussion of unanswered questions and recommendations for future avenues for academic researchers in this rapidly growing field.

The study of **(OS Kiratli - Political Studies, 2022)**[17] illustrate the factors that influence popular support for two major intergovernmental organizations, the United Nations and NATO. More specifically, the researcher examine the effects of two sets of predictor factors on applicants' subjective evaluations of residential market situation and the gap between the home country's foreign policy priorities and the mean preference within the said intergovernmental organization on individual support for security intergovernmental organizations. For the empirical study, the researcher use cross-sectional survey data from Pew Global Attitudes Surveys spanning 37 countries and 10 waves from 2007 to 2017.

Theoretical framework:

Critical Discourse Analysis: Van Dijk's Socio-Cognitive Approach[12]

Van Dijk argues that CDA should not restrict itself to the study of the interaction between discourse and social structure but rather that language usage and discourse constantly assume the intervening mental models, intentions, and general social representations (knowledge, attitudes, ideologies, norms, and values) of the language users.

The macro level of social order refers to power, dominance, and inequality amongst social groups, whereas the micro level pertains to language use, discourse, verbal engagement, and communication. Additionally, CDA Van Dijk's strategy is focused on comprehending the ideological structures and power dynamics that are rooted in speech.

The socio-cognitive method proposed by Van Dijk sees speech as a type of social practice, in line with Fairclough's critical perspective. According to him, socially shared representations of societal structures,

social groupings, and relationships, as well as mental processes like interpretation, deliberation, and learning, are all examples of social cognitions. He regards ideas as "the basis of the social representations of groups" and defines "social power" in terms of control. As is seen from the majority of Van Dijk's studies, his critical examination of texts frequently highlights the ideological dimension of "Us" vs. "Them" and exemplifies the discursive frameworks and tactics employed in the exercise of the dominant power.

According to him, CDA must take into consideration the multiple social cognitions that social collectivities (groups, organizations, and institutions) share. Van Dijk focuses more on social cognition as the mechanism that links texts to society. Because of this, he contends, "groups have (more or less) power if they can (more or less) influence the behaviors and minds of (members of) other groups." He also highlights how ideological discourse is typically structured using a basic approach of positive self-presentation (boasting) and negative other-presentation (derogation). In other words, the three pillars of the study of discourse are cognition, discourse, and language.

- **Communication theory (Propaganda model of media control)[8]**

A conceptual model that have been developed by Harold D. Lasswell and Edward L. Bernays, that is considered one of the media concepts in the political economy, in which it portrays the media actions and strategies that is usually are leaded by the state's government for manipulating and leading the people's attitude towards specific vital concepts and issues, it is as a systematic pre-established ideology to be used systematically in specific events and issues in order to shape or influence attitude of public to any notion, occasion or perception in way of media coverage, this model is revealing how economic, political and social attitude is indirectly created in people's mind.

Conceptual framework:

(International Attitude)

"Extremely hostile attitudes about Russia"

Based on the results **of PEW RESEARCH CENTER research** [18], JUNE 22, 2022, it has proven the decline in the international trend towards the state of Russia regarding the war that it waged on the state of Ukraine in 2022, as the majority of individuals from a large portion of the 18 nations have a very undesirable impression of Russia, with an overall negative view of Russia expressed by 85% on average.

- **Research problem:**

Based on the results of PEW RESEARCH CENTER research [18], JUNE 22, 2022

"the research use causal research problem in order to find out the effect of (US usage of media diplomacy) during 1st stage of (Russian-Ukrainian war) in order to maintain and support US foreign policy objectives, which represented in (combating Russia's attack on Ukraine for sake of global peace and stability) as a contribution on shaping there (international attitude)".

The problem of the study is determined by discussing the effective role of media diplomacy in time of crisis and conflicts on the international board which can contribute to shaping people's attitude and opinion during a particular crisis, and this extends to diplomats' use of social media, which is what is known as digital diplomacy. This research discusses the case of Antony Blinken, and how he dealt with the Russian-Ukrainian war on his Twitter account and what his tweets showed, directly and indirectly as a real example for media diplomacy.

- **Research significance:**

❖ This research will provide new insights about United States media diplomacy usage to dominant the scene of Russian-Ukrainian conflict.

❖ Regarding this, this research will give the society a comprehensive awareness and knowledge about the US media diplomacy role in portraying the Russian-Ukrainian conflict.

❖ The findings and approaches of this study will be useful to clarify further media diplomacy actions during the conflict.

❖ In addition, the approach of the research will push to new further investigation in this field of media diplomacy through the continuous analysis of the Russian-Ukrainian conflict.

- **Research primary objective:**

"Examine the role of the US media diplomacy as a tool of digital diplomacy in the 21st century as a new generation of US soft powers to ensure the US presence on the scene of international conflicts and to maintain the US media's ability to dominate and shape the people's international attitude and to construct an international collective mind of the essence of the Russian-Ukrainian war".

- **Research secondary objectives:**

1. The study aims at monitoring the impact of media diplomacy on international attitude.

2. The study aims to analyze the content of Antony Blinken's tweets of the Russian-Ukrainian war in terms of content and methods.

3. Recognize the importance of digital diplomacy to promote the country's foreign policies through digital diplomacy in case of US.

4. Figuring out how Blinken use Twitter features to promote his message directly or indirectly.

5. Explain implicit intention that are promoted by Blinken through his tweets including framing package, lexical and grammatical features.

6. The study seeks to determine the global role played by the U.S. media diplomacy of the United States of America in shaping the Russian-Ukrainian conflict in the minds of peoples.

7. The study seeks to identify the convergence between U.S. media diplomacy coverage and strategies and international attitude.

- **Research questions and hypotheses**:

1. **Question 1:** Is there a correlation between US media diplomacy approach and Russia's international attitude desired by US?

   Hypothesis 1: countries with great power use media diplomacy to make a great opportunity to influence the international attitude.

2. **Question 2:** Does the United States' media diplomacy strategies seeks to make an impact on international attitude of Russia?

   Hypothesis 2: media diplomacy of US mediated relationship between usage of US foreign policy objectives and Russia's international attitude

3. **Question 3:** How did the United States use social media to promote its foreign policy in dealing with the Russian-Ukrainian war?

   Hypothesis 3: united states promote its foreign policy of the Russian-Ukrainian conflict by portraying itself as an "empowered agent" to help Ukrainians in a humanity perspective.

4. **Question 4:** Does the international attitude have already negatively changed about Russia and Putin after the first stage of the war?

   Hypothesis 4: The negative international attitude towards Russia has been mediated by several reason including US media diplomacy portrayal of the conflict.

Practical framework:

Research design: Analytical research design

❖ Analytical research is a subset of research that requires reasoning skills as well as the interpretation of evidence and facts topic under study.

● **Research approach:**

The methodology that this research use is (case study), which is usually used in social science field for figuring out a specific complicated issue within its real-life context; moreover, it considered as a depth studying of a topic to test theories implications in real world.

A "case study" was carried out on the Twitter account of the diplomat Antony Blinken, Secretary of the United States, and his account presents the diplomatic agenda of the United States of America, which he promotes through the use of digital diplomacy strategies through social media.

Data collection tool:

Content analysis:

● Regarding the tweets that include the issue of the Russian-Ukrainian war only, which totaled 155 tweets over a 43-day period, through Measuring frequency of presence of modality and personal pronouns and their implications; moreover, counting number of mentions and hashtags and analyzing the framing of the most contained frames within tweets, and analyzing the lexical features by Antony Blinken, and the intention behind using Twitter features such as mentions and hashtags.

Research sampling:

All tweets of Antony Blinken which targets only the Russain-Ukrianian war, "**155 tweets** between 24th of February, 2022 to 7th of April, 2022".

- **Causes for choosing the sample:**

Since media diplomacy discusses diplomats' use of media and social media, the most prominent diplomat of the United States was Antony Blinken, who appeared through his tweets of the diplomatic ideology of the United States, which is exactly what is meant by the use of social media for the purposes of diplomacy.

- **Time period of data collection**:

The sample is the tweets of the Secretary-General of the United States on his Twitter account, specifically from February 24, 2022 to April 7, 2022, "which is considered the first stage of the Russian invasion,"

❖ **Chronology of the battle**

"**Phase 1**: Ukraine Invasion (24 February – 7 April)"

Phase 2: Southeast front (8 April – 5 September)

Phase 3: Ukrainian counteroffensives (6 September – present)

Data analysis (qualitative analysis)

Analysis Blinken's Tweets content analysis:

1- Key factors:

- Who are the Agent "**empowered**": US considered itself as an agent of defending Ukrainians rights during the crisis

- Who are discovered as a "**affected**": Ukraine is affected by Russia's actions

- **Ideological aspects:**

Direct: Humanity perspective as US try to cooperate with its allies for sake of Ukraine's

Indirect: make use of the conflict to promote anti-Russia ideology and excel Russia from the world polarity

2- Vocabulary: Frequency percentage of some keywords

- War 38.7%

- Attack 17%

- Unjustified 18%

- Unite with Ukraine 18%

- Support 39%

- Together 10%

- Allies 14%

Which include frames like: (unity, unjustified attack, Ukrainian rights and strong support of United stated and its allies to Ukraine)

3- Modality:

- **Modality analysis :(Which define of the modal verbs presence in the Blinken's tweets)**

Table (1): modal verbs frequencies

Modal verbs	will	must	Can	Need	Should
Number	23	4	6	5	1
Frequency	58.9%	10.2%	15.3%	12.8%	2.5%

➤ **Generally according to modal-verbs type:**

- Percentage of medium modal verbs (can & will): 74.3%

- Percentage of high-modal verbs (should, need, must): 25.6%

- Which means the majority of using medium modal verbs which is reflect the sender **"goals and objective that are need to be done".**

➢ **Qualitative evidence "Tweets" quotes:**

- "the United States **can** support the Ukrainian people and hold Putin and Russia accountable for their increasingly brutal bombardment of Ukraine"

- "we **will** impose severe costs to hold Russia"

- "President Egils Levits @valstsgriba Latvia's support for the people of Ukraine has been tremendous. We **will** continue to work together to stop Russia's violent aggression against Ukraine"

- **"Will** continue to provide security, economic, and humanitarian assistance to Ukraine."

- "I reaffirmed U.S. condemnation of Russia's actions and emphasized that we **will** continue our close coordination in support of Ukraine"

- "@NATO Ally and an important partner, and we will work together to respond to Russia's"

- "Countries **can** work together to increase the cost to Russia."

- Your bravery and dedication to your country, culture, and democracy is an inspiration to the world. We have been, and **will** remain, #UnitedWithUkraine"

- "Together we **can** aid the 1.5 million Ukrainians fleeing the Kremlin's violence"

- "The U.S. **will** do all that it can to help Moldova care"

- "We stand #UnitedwithUkraine and our assistance **will** continue to flow."

Interpretation: Objectives of using medium-modal verbs: (Goal is to save Ukraine "humanity perspective")

- Reflecting U.S. goal to construct an image of "Ukraine" by illustrating how countries and international organizations are willing to help Ukraine, indirectly framing Russia as an "accuser" of this crisis.

- Promote feel of a strong willing, strengths and ability against Russia actions.

4- Pronouns existence:

- **Frequency of personal pronouns:** (Which is reflect the interpersonal communication function and sender's attitude towards the receiver; moreover, it is usually used for expressing sender character, prestige and attitude).

Table (2): personal pronouns frequencies

Personal pronoun	First Person		Second Person		Third Person	
	I/my/me	*we/us/our*	*you*	*your*	*He/she/her/ him/his*	*They/them /their*
Number	217		11		50	
Frequency	78%		3.9%		17.9%	

- The mostly used pronouns is first person pronoun which reflect the sender's message humanity and proximity to the audience and make the viewer feel the most important person who thinks in the same way, her presence is indicative of the tendency to emotionally influence the audience and that is to unconsciously integrate the audience with the idea contained in the message and the belief that everyone looks like the same person.

➢ Qualitative evidence "Tweets" quotes:

- "Today, G7 FMs and **I** spoke with Ukrainian FM @DmytroKuleba"

- **"I** welcome actions by Switzerland, the ROK, and Singapore to implement further economic measures on Russia for its aggression against Ukraine."

- **"I** visited the Ukrainian Catholic National Shrine to the Holy Family. Ukrainian Americans are leading phenomenal efforts to support their homeland from abroad. **I** was grateful to hear some of their stories and show our solidarity for the people of Ukraine."

- **"My** thoughts are with all Ukrainians."

- **"I** spoke with my counterparts in Central Asia to condemn Russia's attack on Ukraine**"**

- **"My** deepest condolences and wishes for a speedy recovery to our @StateDept"

- **"We** join Côte d'Ivoire in the worldwide condemnation of Russia's invasion of Ukraine**"**

- **"We** reaffirm Ukraine's right to exist as a sovereign, democratic country -- free to choose its own future"

- **"We** remain #UnitedWithUkraine**".**

- **"we** are focused on Ukraine's urgent humanitarian needs"

- "Foreign Minister Chung today about how **our** Allies and partners are working together to impose severe costs and consequences on Russia"

- **"I** spoke today with Foreign Minister @MarisePayne to discuss **our** mutual efforts to hold the Russian government"

5- Presuppositions:

By analyzing the contexts of Blinken's tweets, the researcher found that there is that Blinken intuitively and clearly assumes that the only offender in this conflict is Russia, and that the United States and its allies are cooperating for humanity to help the Ukrainians.

6- Topicality: (Help Ukraine-untied with Ukraine)

Attempts to help the Ukrainians get out of that crisis by referring Blinken to the officials who meet them and enter into meetings with them for a diplomatic solution to that crisis.

7- Tweeter technological feature analysis

- *Hashtags: (33 Hashtag used)*

Hashtags icon # on Twitter, is used to categorize keywords or subjects in which people may simply follow topics they are interested in using hashtags in one tweet it means linking this tweet to another one, which is used by Blinken to make a connection of people who use the same hashtag to share same point of view.

➢ **Qualitative evidence "Tweets" quotes:**

#UnitedWithUkraine

#SlavaUkrain

#StandWithUkraine

Interpretation:

➢ Which is obviously include empathy and collectiveness with Ukraine which make the audience consider the Ukraine as a victims, so audiences minds indirectly will consider Russia as a country who make them victims.

❖ *Mention: (140 mention used)*

The mention @ icon in Twitter is used to indicate the accounts of other people or organizations to include within the context of the tweet.

Which is what Blinken used to make the audience receiving his message realize that the content of his message is rather the policy and ideology of many other countries who are trying to prevent Russian harm from destroying the victim's Ukraine, country and

people, thus making the viewer sympathize with Ukraine and alienate Russia.

➢ **Qualitative evidence "Tweets" quotes:**

@DmytroKuleba

@NATO

@JensStoltenberg

@JosepBorrellF

@eucopresiden

@EU_Commission

@RauZbigniew

@MorawieckiM

@NatGavrilita

@OSCE

@SanduMaiaMD

@NicuPopescu

❖ **Results:**

❖ **Interpreting results:**

1ˢᵗInterpret the results in this section according to TWO aspects (consistent) with the PREVIOS STUDIES

*The results of this research coincided with the results of research for example(*OS Kiratli[17], (Liam Kneafseya and Aidan Regan,2020)[10] *, which stated that the use of all kinds of media in political affairs can be a "factor" to manipulate and to shape the international position of peoples for something.*

2ⁿᵈ Results in light of theoretical framework:

According to the statical percentage of modal verbs and pronouns presence analysis and the objective of those usage

it agree with the **Van Dijk's Socio-Cognitive Approach**[12] which mean "groups have (more or less) power if they can (more or less) influence the behaviors and minds of (members of) other groups."

3rd The researcher interpret the results in this section according to (Qualitative results)

1. The United States used the media diplomacy to shape international attitude and views towards Russia, through an indirect method by giving a human view of America and its allies that they are together and are mainly interested in saving Ukraine from what is happening in it from a human perspective to manipulate the emotional side of the public.

2. Given that the United States adopts a policy of non-provocation of Russia and non-military intervention that could lead to a war in which Russia uses its nuclear weapons, it has dealt with the crisis in reverse, not from the perspective of entering into a war with Russia, but from the perspective of sympathy for what is happening in Ukraine because of Russia. Which intuitively gives a negative view of Russia.

4th Research results according to research questions
❖ RQ1 & RQ3:

Q1: Is there a correlation between US media diplomacy approach and Russia's international attitude desired by US?

Q3: How did the United States use social media to promote its foreign policy in dealing with the Russian-Ukrainian war?

(Conceptual finding: "framing concept")

Based on previous studies, especially studies (**Vanessa Bravo and Mara De Moya,2021 & Chris alden & kenddrick chan,2021**), this showed that the diplomatic media is used by the state in many cases to

convey information or form a mental image or as a tool to achieve one of its foreign policy goals.

This can be clearly seen from the process of analyzing the content in this research. The United States targeted the issue of the Russian-Ukrainian war in one 155 tweets over 43 days, through which the United States drew a frame of mind represented in two main frameworks:

Who are the Agent Empowered?" United states "according to humanity aspect"

Who are discovered as an "affected "Ideological Aspects? Ukraine "passive" by Russia.

❖ RQ2 & RQ4:

Q2: Does the United States' media diplomacy strategies seeks to make an impact on international attitude of Russia?

Q4: Does the international attitude have already negatively changed about Russia and Putin after the first stage of the war?

(Correlational finding :)

Based on the ATP [18] research (spring 2022) survey findings, which showed the low rating of Russia in the international position which is used in this research to investigate a hypothetical correlation between result of this research and this result of ATP[18] survey., which elicits a relationship between the activity of US diplomacy and this questionnaire towards Russia, including many other reasons of course.

Research recommendation:

1. Mass communication studies syllabuses should include a greater presence of diplomatic media and its role.

2. The governments of countries should give great importance to the media diplomacy as one of the most important tools for employing the foreign policy of countries.

3. Official newspapers should devote a special section to the analysis of media diplomacy discourse on social media.

Discussion:

The study investigate a hypothetical correlation between result of this research and the result of this survey.

Overwhelmingly negative views toward Russia
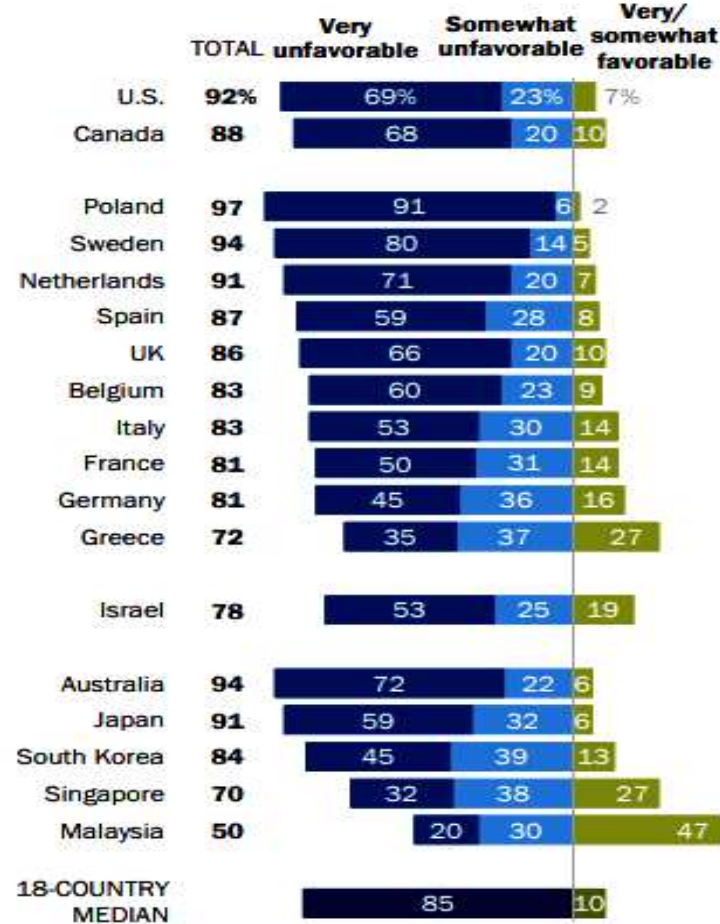
% who say they have a ___ opinion of Russia

	TOTAL	Very unfavorable	Somewhat unfavorable	Very/ somewhat favorable
U.S.	92%	69%	23%	7%
Canada	88	68	20	10
Poland	97	91	6	2
Sweden	94	80	14	5
Netherlands	91	71	20	7
Spain	87	59	28	8
UK	86	66	20	10
Belgium	83	60	23	9
Italy	83	53	30	14
France	81	50	31	14
Germany	81	45	36	16
Greece	72	35	37	27
Israel	78	53	25	19
Australia	94	72	22	6
Japan	91	59	32	6
South Korea	84	45	39	13
Singapore	70	32	38	27
Malaysia	50	20	30	47
18-COUNTRY MEDIAN		85	10	

Figure (1): ATP[18] **survey of Russia's international attitude**

Conclusion:

The study focuses on identifying the mechanisms of media diplomacy during wars and conflicts in order to enable the country to implement its foreign policy, through a case study of the activity of the Twitter account of the United States Secretary of State Antony Blinken for his tweets that is mentioned only issue of Russia and Ukraine in the period from February 24, 2022 to the period of April 2022 "first stage of invasion", in which indicates the United States' attitudes towards Russia appeared, and how the United States was shaping international attitude and mobilizing people's feelings by drawing a mental image of Russia and a mental image of Ukraine, so that the United States was among the main controllers in the arena the war is to control how people view each of the two conflict countries, Russia and Ukraine.

It comes first, that Blinken used the unity, unjustified attack, Ukrainian rights and strong support of United stated and its allies to Ukraine to describe the crisis. The conflict was described as war, attack, and conquest, not as Russia's media portrays that it is a military operation. The tweets indicated many times using of the word refugees, together, peace and help which mean unity of world with humanity for Ukrainians. Second, Blinken used modal verbs, which implicitly reflect the desire or goal of the United States. Also, the pronoun was significantly used in terms of the pronoun type for the first person, to get closer to the reader and and main topics that involves in the in the tweets contexts are (Help Ukraine-untied with Ukraine), in addition to use Hashtags and mentions to get his tweets promoted .

Also, since the Americans Trends Panel (ATP) [18] which is clarify Russia's low rating in the international attitude of the spring 2022 survey, and of course that was for many reasons, including the method of media diplomacy approaches of the Russian-Ukrainian war, this study imposes a link between American media diplomacy and the decline in international attitude of Russia as one of the influential means that Contributed to the outcome of this survey.

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