

МІНІСТЕРСТВО ОСВІТИ І НАУКИ УКРАЇНИ
НАЦІОНАЛЬНИЙ УНІВЕРСИТЕТ БІОРЕСУРСІВ
І ПРИРОДОКОРИСТУВАННЯ УКРАЇНИ



Матеріали Міжнародної науково-практичної конференції

**ПРОДОВОЛЬЧА ТА ЕКОЛОГІЧНА БЕЗПЕКА
В УМОВАХ ВІЙНИ ТА ПОВОЄННОЇ ВІДБУДОВИ:
ВИКЛИКИ ДЛЯ УКРАЇНИ ТА СВІТУ**

*присвяченої 125-річчю Національного університету
біоресурсів і природокористування України*

**Секція 4. Якість освіти та гуманітарна наука в умовах війни
та глобальних викликів**

**25 травня 2023 року
Київ, Україна**

Організатор конференції:

Національний університет біоресурсів і
природокористування України

Продовольча та екологічна безпека в умовах війни та повоєнної відбудови: виклики для України та світу: мат. Міжн. наук.-практ. конф., секція 4: Якість освіти та гуманітарна наука в умовах війни та глобальних викликів (м. Київ, 25 трав. 2023 р.). Київ, 2023. С. 358.

Матеріали конференції подано в авторській редакції.

У збірнику подано результати обговорення актуальних проблем, перспектив і шляхів забезпечення продовольчої та екологічної безпеки в умовах війни, плану відновлення України, сталого розвитку світу в контексті глобальних і регіональних викликів, трансформації суспільства та формування нової парадигми розвитку.

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Ніколаєнко С. М. (відповідальний редактор), Кваша С. М., Кондратюк В. М., Ткачук В. А., Шинкарук В. Д., Барановська О. Д., Баль-Прилипка Л. В., Братішко В. В., Глазунова О. Г., Гриценко І. С., Діброва А. Д., Євсюков Т. О., Каплун В. В., Коломієць Ю. В., Кононенко Р. В., Васишин Р. Д., Мельник В. І., Остапчук А. Д., Отченашко В. В., Рудик Я. М., Ружило З. В., Савицька І. М., Тонха О. Л., Цвіліховський М. І., Яра О. С.

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Відповідальний за випуск: **Отченашко В. В.**

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WARTIME [RUSSIAN] PROPAGANDA IN ENGLISH TRANSLATION

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Throughout human history, propaganda has played a significant role in the conduct of conflicts. While war is often considered a violent means of attaining specific objectives, propaganda is a nonviolent means of achieving similar results through carefully directed messages (Chaika et al., 2023; Jowett & O'Donnell, 2006). In the English language, propaganda refers to the deliberate use of various media and communication techniques to influence the attitudes and actions of foreign audiences in support of a certain ideology or government. Countries have used propaganda throughout history to manipulate popular opinion and international relations. Modern propaganda techniques have become more sophisticated, reaching wider audiences through social media and digital platforms.

Russian propaganda is a form of communication intended to influence foreign audiences' attitudes, beliefs, and actions. Propaganda has been a weapon of the Russian government for many years, with efforts often increasing during times of war or conflict (Forest, 2021). Rather than changing the meanings of words, Russian propaganda replaces their negative connotations with positive ones. For instance, the term "clap" is used in place of "explosion" because explosions have a negative connotation associated with terrorism, fatalities, death, and war. In contrast, the word "clap" is associated with a sound, perhaps even a holiday, but not war. As a result, the term "clap" has replaced "explosion."

In the realm of Russian propaganda, the term "clap" has been used as a substitution for "explosion" due to the negative connotations associated with the latter, such as death, war, and terrorism. The word "clap" instead has positive associations, such as sounds related to celebration or joy. Following the invasion of Ukraine on March 4, 2022, the Russian government prohibited the use of the term "war" and instead used phrases like "special military operation," "liberation mission," and "special operation" to avoid creating panic among the population. Similarly, terms like "captured" or "taken under control" were replaced with "liberated" to create positive associations with Russian military actions. Three tactics are evident in Russian propaganda efforts: avoidance of risky subjects, selection of words unrelated to death and war, and vilification of the enemy.

Russian propaganda has also portrayed the Ukrainian government as a fascist regime that endangers the safety and security of ethnic Russians living in Ukraine. This message has been frequently repeated in Russian state media to justify Crimea's annexation and support for pro-Russian separatists in Eastern Ukraine. Furthermore, Russian propaganda emphasizes the need to protect the

rights and interests of ethnic Russians in Ukraine, alleging that they face persecution and discrimination under the Ukrainian government. The Russian government also claims that the war in Ukraine is a result of Western interference in the region and seeks to delegitimize the Ukrainian government's attempts to establish closer ties with the West. According to Russian state media, the United States and the European Union are supporting a "coup" in Ukraine to advance their own geopolitical interests.

"Ukraine is a failed state": Russian propaganda frequently portrays Ukraine as a "failed state" incapable of providing its people with security and stability. This message is intended to justify Russian intervention.

According to researcher Claire Wardle, some of the most "problematic content within our information ecosystem" includes:

- False connection: When headlines, visuals, or captions do not support the substance or content of the story itself;
- Misleading content: Misleading use of information to frame an issue or individual;
- False context: When genuine content is shared with false contextual information;
- Imposter content: When genuine sources are impersonated;
- Manipulated content: When genuine information or imagery is manipulated to deceive;
- Fabricated content: New content is 100 percent false and designed to deceive and do harm (Wardle, 2017).

Each of these forms of "problematic content" plays a role in achieving an influence warfare strategy. Similarly, as we know, Russia uses equivalent tactics in its military campaign, employing the latest technological approaches. Media outlets like Sputnik and RT view themselves—according to Margarita Simonyan, chief editor of RT—as equal in importance to the Defense Ministry, using "information as a weapon." Russia has made significant investments in online troll farms, legions of automatic bot accounts, cyber hacking teams, and other strategies to further their aims of influence abroad using the most cutting-edge tools at their disposal.

In conclusion, the purpose of Russian propaganda in English adaptation is to reach a global audience and advance its goals and policies. We can better understand the motivations behind this method of communication and its effects on international relations by examining the tactics of Russian propaganda. No matter how hard Russian propaganda tries to deceive someone, the entire world will not believe in these fabrications.

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