TACTICAL AND STRATEGIC POTENTIAL IN SHAPING AMERICAN ESTABLISHMENT'S ATTITUDE TOWARD THE RUSSIAN-UKRAINIAN CONFLICT: A LEXICAL-SEMANTIC ANALYSIS

INTRODUCTION

In contemporary information society, mass media transcends its traditional role as a mere channel of data transmission, emerging as a powerful instrument for shaping public opinion and collective consciousness. The media landscape has become the primary source for constructing social reality, through which individuals form their perceptions of the world, socio-political processes, and cultural phenomena.

The comprehensive analysis of media discourse as a complex socio-linguistic phenomenon has been extensively explored in the seminal works of leading Critical Discourse Analysis scholars (T.A. van Dijk[1], N. Fairclough[2], R. Wodak[3]) and media linguistics researchers (P. Chilton[4], R. Fowler[5], D. Schiffrin[6]). Their theoretical contributions have established a robust methodological foundation for subsequent investigations into the peculiarities of language functioning within the media space.

Modern media discourse analysis draws particular attention to the ways in which linguistic choices and discursive strategies contribute to the construction and representation of social reality. This approach recognizes that media texts

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[1] Dijk T. A. van. Discourse and Context: A Sociocognitive Approach. Cambridge University Press, 2008.

[2] Fairclough N. Critical Discourse Analysis: The Critical Study of Language. 3rd Edition, Routledge, 2020.

[3] Wodak R. Pragmatics and Critical Discourse Analysis: A Cross-Disciplinary Inquiry. *Pragmatics & Cognition*. 2007. 15(1). Pp. 203–225.

[4] Chilton P. Analysing Political Discourse: Theory and Practice. L., N.Y. : Routledge, 2004.

[5] Fowler R. On Critical Linguistics. *Texts and Practices: Readings in Critical Discourse Analysis* / ed. by Carmen Rosa Caldas-Coulthard and Malcolm Coulthard/ L.: Routledge, 1996. Pp. 3–14.

[6] Schiffrin D. Approaches to discourse. Cambridge, MA & Oxford : Blackwell, 1994.

are not neutral conveyors of information but rather complex linguistic artifacts that reflect and shape power relations, ideological positions, and social constructs. The theoretical framework developed by these scholars enables researchers to examine how language use in media contexts influences public perception, political discourse, and social action.

The significance of this research is underscored by the growing recognition of media discourse as a pivotal instrument in shaping public opinion and influencing political decision-making, particularly within the context of international conflicts such as the Russian-Ukrainian conflict. The information sphere has emerged as an increasingly powerful tool for influencing political consciousness, notably in the United States, where media plays a crucial role in shaping the establishment's perspective on international events. Contemporary linguistics has witnessed an increased focus on examining the strategies and tactics employed in media discourse, alongside analyzing the linguistic devices that implement these strategies to achieve specific impacts.

Research Objectives and Scope

The primary objective of this study is to identify and systematize the linguistic devices employed in American media discourse to implement strategies of information delivery, persuasion, and manipulation in coverage of the Russian-Ukrainian conflict. Furthermore, the research aims to analyze their influence on shaping the American establishment's stance toward this conflict.

To achieve these objectives, the following research tasks have been formulated:

–   to examine the conceptualization of media discourse in contemporary linguistics and its role in communicative processes;

–   to investigate the theoretical foundations for analyzing strategies and tactics in media discourse, including their classification and functions;

–   to identify linguistic means of implementing information, persuasion and manipulation strategies in American media discourse concerning the Russian-Ukrainian conflict.

Research Framework

The object of study encompasses media discourse that shapes the American establishment's attitude toward the Russian-Ukrainian conflict.

The subject of study focuses on the linguistic means implementing strategies of information delivery, persuasion, and manipulation in American media discourse through the lens of the Russian-Ukrainian conflict. The research concentrates on lexical, stylistic, and semantic techniques that facilitate communicative goals, as well as the mechanisms through which these means influence audience attitudes.

Methodological Approach

The research employs a comprehensive methodological framework including:

–   contextual-interpretative method for revealing implicit meanings and pragmatic directives in media messages;

–   discourse analysis aimed at uncovering the mechanisms through which linguistic means shape social attitudes;

–   descriptive method for systematizing and classifying identified linguistic phenomena.

This integrated approach enables a thorough examination of how media discourse constructs and transmits meanings while influencing public perception and political decision-making processes.

The study contributes to the growing body of research on media linguistics and discourse analysis, offering insights into how language shapes international conflict perception and political response in the contemporary media landscape. The findings have implications for understanding media influence on political discourse and decision-making processes in international relations.

1. Theoretical foundations of media discourse analysis
1.1. Media discourse in contemporary linguistics

In contemporary linguistics, media discourse is understood as a complex socio-communicative phenomenon characterized by an intensive interaction between textual content and communicative intentions tailored to the needs of a broad audience.

A. O'Keeffe[7] emphasizes that media discourse refers to interactions that take place through a broadcast platform, whether spoken or written, in which the discourse is oriented to a non-present reader, listener or viewer. Though the discourse is oriented towards these recipients, they very often cannot make instantaneous responses to the producer(s) of the discourse. Crucially, the written or spoken discourse itself is oriented to the readership or listening/viewing audience, respectively. In other words, media discourse is a public, manufactured, on-record, form of interaction. It is not ad hoc or spontaneous; it is neither private nor off the record. Obvious as these basic characteristics may sound, they are crucial to the investigation, description and understanding of media discourse.

Media discourse is marked by significant variability in styles and genres, including news, analytical, entertainment, and journalistic materials, each employing specific linguistic tools to achieve communicative goals[8]. A key feature of media discourse is its pragmatic function: linguistic resources are

[7] O'Keeffe A. Media and discourse analysis. *The Routledge Handbook of Discourse Analysis.* Taylor and Francis. 2013. Pp. 441–454. https://doi.org/10.4324/9780203809068-42

[8] Бацевич Ф. С. Нариси з лінгвістичної прагматики : монографія. Львів : ПАІС, 2010.

selected not merely for conveying objective information but to construct desired narratives and evoke emotional responses in the target audience[9].

In A. Belova's research[10], contemporary media discourse is characterized by virtualization, reflecting a substantial dependence on digital platforms where both verbal and non-verbal communicative strategies are actively employed. This facilitates effective message dissemination among diverse audiences. Media discourse adapts communication to various modes of perception, ranging from traditional texts to video materials and brief text messages, which are fundamental to communication in social networks.

Moreover, media discourse serves as a means of constructing reality in the minds of recipients, where communicative strategies play a crucial role in achieving control over the perception of events. As emphasized by F. Batsevych[11], this is realized through a dynamic combination of informational and manipulative functions, particularly evident in themes related to conflicts and political events.

In contemporary linguistics, media discourse is examined through the lens of communicative strategies and tactics aimed at achieving varying objectives depending on context, topic, and audience specificity. As noted by N. Dyachenko and V. Khalin[12], the primary task of media discourse extends beyond merely informing the audience; it also seeks to exert psychological and social influence through a variety of linguistic techniques that help structure perceptions of specific events and phenomena within established interpretative frameworks. This is particularly crucial in political and conflict-related topics, where the use of rhetorical devices can amplify or alter public attitudes towards certain issues[13].

A significant aspect of media discourse is the strategy of manipulation, which is particularly prevalent in the context of political and social conflicts. N. Voitsekhivska[14] explains that this strategy is aimed at subconsciously shaping the positions and attitudes of recipients by imposing specific semantic emphases that evoke emotional reactions and diminish critical engagement with the information. Manipulative techniques in media discourse rely on the

[9] Безугла Л. Р. Лінгвістична прагматика і дискурсивний аналіз. *Філологічні студії.* 2012. Вип. 1. С. 95–100. http://nbuv.gov.ua/UJRN/stfil_2012_1_20

[10] Бєлова А. Д. Віртуалізація комунікативного простору. *Мовні і концептуальні картини світу.* 2015. Вип. 1. С. 86–97. http://nbuv.gov.ua/UJRN/Mikks_2015_1_10

[11] Бацевич Ф. С. Основи комунікативної лінгвістики. Київ: Академія, 2004.

[12] Дяченко Н. М., Халін В. В. Комунікативні стратегії в сучасному українському політичному дискурсі. *Вісник Житомирського державного університету імені Івана Франка.* 2019. № 1 (89). С. 56–62. DOI 10.35433/philology.1(89).2019.56-62

[13] Кондратенко Н. В., Стрій Л. І., Билінська О. С. Лінгвопрагматика політичного дискурсу: типологія мовленнєвих жанрів: монографія; за заг. ред. Н. В. Кондратенко. Одеса : Астропринт, 2019.

[14] Войцехівська Н. К. Конфліктний дискурс: структурно-семантичний і комуні-кативно-прагматичний аспекти. Київ : Видавничий дім Дмитра Бураго, 2018.

use of emotionally charged vocabulary, implicit evaluations, and imagery that can trigger associative responses in recipients.

Another critical issue within media discourse is the resilience and reliability of information. According to F. Batsevych[15], the development of modern media has led to the emergence of new genres that combine factual foundations with interpretative elements, thereby influencing the emotional state and reactions of the audience. This can enhance the subjectivization of news presentation, particularly through the emphasis on certain details while omitting others, creating a manipulative framework for perceiving reality.

Overall, media discourse in today's world is a multifaceted phenomenon that encompasses various levels of communication and employs a rich arsenal of linguistic tools aimed at informing, persuading, and manipulating. Researchers S. Christian[16], W. Potter[17] indicate that media not only reflect reality but actively construct it, impacting social interactions and communicative strategies among discourse participants. As a result, media discourse emerges as a powerful tool of influence, capable of altering socio-cultural norms and adapting public opinion to political and social realities.

Thus, media discourse serves not only as a means of information transmission but also as a mechanism for shaping societal norms and perceptions aligned with the strategic goals of communication agents. It integrates traditional communication methods with cutting-edge information technologies, adapting influence strategies to the needs of a digital society and fostering interaction between language and social-political contexts. This makes it an indispensable element of the contemporary communication landscape.

According to the research of L. Zaval'ska[18], media discourse operates at the intersection of linguistic activity and social practice, enabling it to effectively influence the formation of societal perceptions and values. The information transmitted through media is not neutral; it always carries a specific context in which political, social, and economic interests are realized. This context determines how information will be perceived and interpreted by the audience.

A crucial aspect of media discourse is its dynamics, which prompts constant changes in communication strategies. A. Zagnitko[19] emphasizes that in the rapidly evolving media environment, traditional formats of news and

[15] Бацевич Ф. С. Основи комунікативної лінгвістики. Київ : Академія, 2004.

[16] Christian, Sue Ellen. Everyday Media Literacy: An Analog Guide for Your Digital Life. N.Y. & L. : Routledge, 2020.

[17] Potter, W. James. Media Literacy. 9th edition. L.A. : SAGE, 2020.

[18] Завальська Л. В. Комунікативні стратегії і тактики в політичному інтерактиві: лінгвопрагматичний аспект : дис. … канд. філол. наук : 10.02.01. Одеса, 2017.

[19] Загнітко А. П. Сучасна лінгвістика: погляди та оцінки: науково-аналітичне видання. Донецьк : ДонНУ, 2014.

informational messages are giving way to interactive forms of communication, such as social networks. This shift leads to new forms of citizen participation in information exchange, where consumers of information become active participants in the discourse.

M. Karpenko[20] highlights the specific characteristics of internet discourse, which are marked by new linguistic features arising from interactivity and communicative activities in the digital environment. Such discourse not only facilitates the dissemination of information but also creates new formats of interaction, contributing to the formation of new norms and values.

Social networks, according to the research of K. Kogan[21], are becoming an important element of a new social environment where communication takes on novel forms. They serve as platforms for discussing societal issues, shaping public opinion, and implementing communicative strategies by various actors, including politicians, activists, and media outlets.

Thus, media discourse, with its flexibility and adaptability, is a powerful tool for societal influence. It not only informs but also shapes perceptions and values, responding to the challenges of modernity. The communicative strategies employed in this discourse are developed with consideration of the socio-political context, highlighting their significance in shaping public opinion and societal norms.

1.2. Theoretical foundations of strategy and tactic analysis in media discourse

The theoretical foundations of analyzing strategies and tactics in media discourse reflect a complex interplay between linguistic means, social context, and the communicative goals pursued by communication agents. In contemporary linguistics, the concepts of strategy and tactic have become integral components of discourse analysis, as they elucidate how specific communicative objectives are achieved through language.

The analysis of strategies in media discourse is typically associated with attempts to influence recipients by shaping their perceptions, emotions, and attitudes. As S. DellaVigna and M. Gentzkow[22] note, this is one of the key mechanisms of persuasion within the media space, where communication occurs through the intertwining of facts and evaluative judgments.

A primary objective of media discourse, particularly in the context of socio-political messages, is to achieve either a manipulative or persuasive

[20] Карпенко М. Ю. Лінгвістичні особливості інтернет-дискурсу. *Мова.* 2016. № 26. С. 5–11. http://nbuv.gov.ua/UJRN/Mova_2016_26_3

[21] Коган К. М. Соціальні мережі як елемент нового соціального середовища. *Міжнародний науковий форум: соціологія, психологія, педагогіка, менеджмент.* 2014. Вип. 16. С. 61–71. http://nbuv.gov.ua/UJRN/Mnf_2014_16_8

[22] DellaVigna S., Gentzkow M. Persuasion: Empirical Evidence. *Annual Review of Economics.* 2010. Vol. 2, № 1. Pp. 643–669.

effect. An important aspect of influence strategies is the formation of the linguistic persona of communicators, especially politicians, within the media space. Political figures utilize various etiquettal devices in their speech to leave a positive impression on recipients, foster a specific image, and meet the social expectations of the audience. The formation of an image and personal status is contingent upon tactics that include adapting tone, emotional coloring, and levels of formality to the context, allowing for various social and psychological effects.

Persuasion and manipulation strategies differ primarily in that the former is built on argumentation and the provision of evidence to convince, while manipulation often employs emotionally charged yet poorly substantiated claims. As emphasized by O. Yaschenkova[23], the strategy of persuasion is grounded in logical-argumentative structures that provide recipients with sufficient grounds for adopting a particular viewpoint.

However, in contemporary media strategies, persuasion frequently intersects with manipulation tactics, which involve deliberately selective presentation of information, the creation of generalizations, and the use of rhetorical questions that compel recipients to unconsciously perceive the provided information as objective truth.

Researchers G. Jowett and V. O'Donnell[24] highlight that propaganda in media discourse exemplifies the use of influence strategies and tactics. It operates through repeated assertions, hyperbolization of certain events, and the creation of "enemy" images, which distract from the real causes of events and manipulate public opinion. This is often combined with visual imagery that enhances emotional impact.

Analyzing strategies in propagandistic discourse enables researchers to uncover how communication agents shape and manage public perceptions, emphasizing certain themes while suppressing others. This goes beyond mere information dissemination and aims at constructing social narratives[25].

Contemporary methods of discourse analysis enable the uncovering of a multi-layered structure of communication aimed at constructing a particular worldview. This is achieved through complex strategies that adapt the content and form of messages to the psychological and cultural characteristics of the target audience.

The theoretical foundations of analyzing strategies and tactics in media discourse emphasize the multi-faceted nature of communicative influence, which combines various methods of informational, emotional, and behavioral

[23] Ященкова О. Основи теорії мовної комунікації. Київ : Видавничий центр «Академія», 2010.

[24] Jowett G. S., O'Donnell V. J. Propaganda and Persuasion. L.A. : SAGE Publications, Inc., 2012.

[25] Бєлова А. Д. Комунікативні стратегії і тактики: проблеми систематики. *Мовні і концептуальні картини світу*. Київ : КНУ імені Тараса Шевченка, 2004. С. 11–16.

manipulation. Modern linguistics and pragmatics view communicative strategies in media discourse not only as tools for persuasion but also as means to create cultural and ideological concepts that enhance the effectiveness of interaction with the audience.

Media outlets employ various tactics corresponding to specific strategies, such as omitting certain information, focusing on specific details, or repeating key messages to amplify the effect and long-term impact of their communications. This enhances the so-called "framing effect," which shapes recipients' perception by highlighting selected aspects of events and, consequently, influencing public opinion. In this context, S. DellaVigna and M. Gentzkow[26] assert that an empirical approach to analyzing persuasion allows for the identification of effective tactics based on the social and cognitive characteristics of the audience.

Another noteworthy aspect is the use of conceptual and linguistic metaphors in media discourse, which also form part of persuasive and manipulative strategies. According to W. Yang and Y. Sun[27], metaphors help create specific images or ideological representations that are more easily grasped by the audience due to their symbolic and associative power. This not only influences the perception of information but also reinforces certain values and beliefs in the minds of recipients. For example, metaphorical expressions can solidify images of enemies or heroes in political texts, fostering biased or even aggressive attitudes.

O. Yaschenkova[28] emphasizes that a deep understanding of influence tactics in media discourse enables the development of effective counter-measures against manipulation, thereby enhancing the information literacy of the audience – a concern that is increasingly vital in today's information landscape. Concurrently, this expands opportunities for researching linguistic creativity, where the strategic use of language becomes a tool for shaping public consciousness.

Thus, the theoretical foundations of analyzing strategies and tactics in media discourse entail a profound understanding of how language is employed to construct ideological and emotional frameworks that impact the worldview of the audience. Strategies of persuasion and manipulation, adapted to the specifics of modern media, become powerful means of constructing social reality. Such analysis allows researchers to gain deeper insights into the processes of public opinion formation and contributes to the development

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[26] DellaVigna S., Gentzkow M. Persuasion: Empirical Evidence. *Annual Review of Economics*. 2010. Vol. 2, № 1, pp. 643–669.

[27] Yang W., Sun Y. Interpretation of 'Discourse' from Different Perspectives: A Tentative Reclassification and Exploration of Discourse Analysis. *Language Society and Culture*. 2010. № 31. Pp. 127–138.

[28] Ященкова О. Основи теорії мовної комунікації. Київ : Видавничий центр «Академія», 2010.

of new approaches for assessing the effectiveness of communication within society.

2. Linguistic means of implementing strategies in media discourse in the context of shaping the American establishment's attitude toward the Russian-Ukrainian conflict

In the contemporary information landscape, media acts not merely as news transmission channels but as active participants in shaping public opinion and political positions. The linguistic tools employed in media discourse serve as crucial instruments for implementing information strategies, particularly in the context of complex international relations such as the Russian-Ukrainian conflict. Analysis of these linguistic means provides insight into how the American establishment's attitudes toward this conflict are formed, what values and ideologies they reflect, and how media influences public perception of the situation.

As noted by T.A. van Dijk[29], media discourse analysis reveals complex patterns of information presentation that go beyond simple news reporting. Similarly, N. Fairclough's research[30] demonstrates how linguistic choices in media coverage can significantly influence public perception of international conflicts.

The systematic application of these tactics in American media coverage of the Russian-Ukrainian conflict demonstrates sophisticated information management strategies that reflect both journalistic standards and geopolitical considerations. This approach aligns with E. Herman and N. Chomsky's propaganda model[31], which emphasizes the role of media in shaping public understanding of international conflicts.

E. Herman and N. Chomsky begin by proclaiming that "the mass media serve as a system for communicating messages and symbols to the general populace. It is their function to amuse, entertain, and inform, and to inculcate individuals with the values, beliefs, and codes of behaviour that will integrate them into the institutional structures of the larger society. In a world of concentrated wealth and major conflicts of class interest, to fulfil this role requires systematic propaganda"[32].

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[29] Van Dijk T. A. News analysis: Case studies of international and national news in the press. New Jersy, NJ : Routledge, 2013.
[30] Fairclough N. Critical Discourse Analysis: The Critical Study of Language. 3rd Edition, Routledge, 2020.
[31] Herman E.S., Chomsky N. Manufacturing Consent: The Political Economy of the Mass Media. Pantheon Books, 1988.
[32] Herman E.S., Chomsky N. Manufacturing Consent: The Political Economy of the Mass Media. Pantheon Books, 1988. P. 1.

2.1. Linguistic means of information strategy implementation

The information strategy in media discourse is implemented through several tactics, including:

– Neutral reporting;
– Clarification;
– Specification;
– Authoritative source reference;
– Repetition;
– Detailed elaboration;
– Statistical data implementation.

Each of these tactics employs specific linguistic means that facilitate effective information transmission and create an objective understanding of events for the recipient.

The neutral reporting tactic focuses on presenting facts without additional evaluations or emotional coloring. Its lexical means are characterized by the use of neutral vocabulary devoid of expressive or evaluative elements, allowing for an objective tone. For instance, in BBC News coverage of military aid to Ukraine, lexemes such as *confident* and *aid package* convey factual information about funding while avoiding emotional undertones[33]. Stylistically, this tactic employs simple sentences emphasizing facts, enabling the recipients to focus on the message's essence without emotional influence.

The given example demonstrates the use of bureaucratic terminology (*aid package*) and measured adjectives (*confident*) that maintain professional distance. The syntax typically follows the Subject-Verb-Object pattern, avoiding complex subordinate clauses that might introduce subjective interpretations.

The clarification tactic aims to reveal the content of certain phenomena or processes by adding details to remove potential ambiguities. The lexical means of this tactic include words and phrases that specify and explain. In WION's media coverage[34] discussing potential North Korean troop deployment, the use of lexemes like *deployment* and *very dangerous* helps clarify the U.S. government's position and provides the recipient with a clear understanding of the situation. Syntactically, this tactic often employs additional explanatory constructions and parenthetical phrases such as *specifically* or *in the case of*.

The exemplified lexemes represent specialized military terminology (*deployment*) combined with evaluative compounds (*very dangerous*), creating a balanced presentation of technical and accessible language. The discourse

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[33] Howard J. Biden 'confident' on $60bn Ukraine war aid package vote. BBC News. 18 February 2024. URL: https://www.bbc.com/news/world-europe-68330570

[34] Russia-Ukraine War: Biden Says, Deployment of North Korean Troops «Very Dangerous». WION. URL: https://www.youtube.com/watch?v=aJ0Y8iZ0lQY

structure frequently utilizes appositive phrases and relative clauses for elaboration.

The specification tactic ensures clear focus on specific aspects of information, helping avoid misunderstandings through high detail. In PBS NewsHour's coverage[35] of the U.S. Secretary of State's visit to Saudi Arabia, constructions are used that detail not only events but also their causes and consequences. Using specific names and terms like *Secretary of State Antony Blinken* provides precision and specificity, allowing the recipient to easily grasp the context of the event.

Thus, the discourse exhibits extensive use of proper nouns, official titles, and institutional terminology. The syntactic structure often employs complex sentences with multiple qualifying clauses to provide comprehensive context.

The authoritative source reference tactic aims to strengthen message credibility by citing authoritative individuals or institutions. The linguistic means here include proper nouns and references to official positions, which add objectivity and weight to the message. For instance, in news reports about the U.S. Congress's demands regarding actions related to North Korean troops in Ukraine[36], the use of lexemes like *Congress* and *President* emphasizes the formality and importance of the information, thereby strengthening its credibility.

The linguistic means include institutional nominatives and official terminology. The syntax often employs passive voice constructions to emphasize institutional actions over individual actors.

The repetition tactic emphasizes key message aspects, creating a sense of importance and urgency. In high-ranking officials' speeches, such as President Joe Biden's addresses[37], phrases like *support of Ukraine* and *fight against aggression* are frequently repeated, reinforcing the message in the audience's consciousness.

The repetitive discourse structure employs: parallel syntactic constructions; anaphoric references; strategic lexical chains; semantic field repetition focusing on security and alliance terminology.

The detailed elaboration tactic facilitates deeper understanding of complex events, particularly military conflicts. In Ukraine war coverage (BBC, WION, PBS NewsHour), media utilize specific terminology such as *military strategy*, *tactical strikes*, and *humanitarian aid*, examining events from multiple perspectives.

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[35] Secretary of State Antony Blinken discusses the war in Ukraine and Biden's trip to Saudi Arabia. PBS NewsHour. URL: https://www.youtube.com/watch?v=Hyw0QHkGcBo

[36] US has to strike on North Korean troops in Ukraine: Congress demands this from President. Kanal13. URL: https://www.youtube.com/watch?v=7yH5aNOYHLE

[37] Russia-Ukraine War: Biden Says, Deployment of North Korean Troops «Very Dangerous». WION. URL: https://www.youtube.com/watch?v=aJ0Y8iZ0lQY

Thus, the discourse demonstrates: military register deployment; technical terminology integration; hierarchical information structuring; domain-specific collocations; specialized compound nouns.

The statistical data implementation tactic serves as a crucial tool for information substantiation. Media frequently reference numerical data regarding casualties, financial aid volumes, or population displacement statistics[38].

The linguistic means include quantitative expressions; numerical modifications; statistical collocations; data-driven discourse markers; objective modality markers.

Thus, this analysis demonstrates that the linguistic elements employed in the implementation of an information strategy consist of meticulously chosen lexical, stylistic, and syntactic devices that align with particular tactics. These elements are essential for effectively conveying information, enabling recipients to develop a clear understanding of events. Consequently, they enhance the reliability, clarity, and neutrality of media messages. The findings are presented in Table 1.

Table 1

Linguistic means of implementing information strategy tactics in media discourse

Tactics	Description	Example
Neutral reporting	Presenting facts without emotional coloring.	**BBC News:** *"Ukraine receives military aid, with a new aid package confirmed"*.
Clarification	Revealing the essence of a phenomenon through the addition of details.	**WION:** *"The potential deployment of North Korean troops is very dangerous, indicating the government's position"*.
Specification	Focusing on specific aspects of information.	**PBS NewsHour:** *"Secretary of State Antony Blinken's visit to Saudi Arabia was aimed at discussing energy policies"*.
Authoritative source reference	Citing authoritative figures to support the information.	**CNN:** *"Congress has urged the President to take action regarding North Korean military movements"*.
Repetition	Emphasizing key aspects to enhance memorability.	**Joe Biden:** *"We will continue our support of Ukraine and the fight against aggression"*.
Detailed elaboration	Deeper understanding of complex events through specific terminology.	**Reuters:** *"Military strategy includes tactical strikes and humanitarian aid efforts"*.
Statistical data implementation	Supporting information with numbers and facts to create an illusion of objectivity.	**UNHCR:** *"Over 7 million people have been displaced due to the conflict in Ukraine, according to UN estimates"*.

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[38] Russia-Ukraine War: Biden Says, Deployment of North Korean Troops «Very Dangerous». WION. URL: https://www.youtube.com/watch?v=aJ0Y8iZ0lQY

The linguistic means implementing information strategy in media discourse manifest through multifaceted tactics incorporating lexical, stylistic, and pragmatic components, forming structured and comprehensible information for the audience. The application of diverse tactics enhances message effectiveness, making complex issues more accessible and understandable, thereby promoting better public awareness of international conflicts and humanitarian crises.

2.2. Linguistic means of persuasion strategy implementation

The persuasion strategy in communication serves as a crucial instrument across various contexts, from political speeches to media discourse. Successful persuasion encompasses both clear thought articulation and effective deployment of linguistic means capable of influencing recipients' attitudes and behaviors.

Linguistic means of implementing persuasion strategy are an integral part of effective communication in today's media landscape, where content and form are interconnected. Persuasion tactics encompass a wide range of lexical and stylistic devices that enhance the credibility of speeches and encourage action.

The persuasion strategy in media discourse is implemented through several tactics, including:

– Emotional appeal;
– Authoritative source reference;
– Call-to-action formulations;
– Danger emphasis;
– Positive feedback construction.

The importance of these linguistic means in media discourse cannot be overstated, as they shape not only thoughts but also emotions that influence public opinion and political decisions. The use of various tactics and linguistic means in the statements of American officials indicates a carefully planned strategy for shaping attitudes toward the conflict, taking into account the context and needs of the target audience.

Emotional appeal tactic, in particular, involves using vocabulary that evokes strong emotions in listeners or readers. For instance, Joe Biden states, *"We cannot let tyranny prevail"*[39]. The use of the lexeme *tyranny* aims not only to convey information but also to provoke feelings of outrage and responsibility among the public.

Lexical means that realize persuasion tactics often rely on emotionally charged language. For example, President Biden states, *"We must support*

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[39] Secretary of State Antony Blinken discusses the war in Ukraine and Biden's trip to Saudi Arabia. PBS NewsHour. URL: https://www.youtube.com/watch?v=Hyw0QHkGcBo

Ukraine at all costs"[40]. The phrase *at all costs* emphasizes the urgency and importance of support, evoking feelings of duty and patriotism among listeners. This choice of words instills a sense of responsibility and compels the audience to align with the speaker's position.

Stylistic devices, such as metaphors and comparisons, effectively perform the function of persuasion. For instance, U.S. Secretary of State Antony Blinken asserts that *"The invasion of Ukraine is a cancer that must be eradicated"[41]*. Here, *cancer* serves as a metaphor to describe the threat, creating a negative association that prompts listeners to support aggressive actions. This metaphor not only conveys the seriousness of the situation but also frames it in a way that calls for decisive measures.

Rhetorical questions can engage the audience's attention and stimulate critical thinking. For example, the statement *"How can we stand by while innocent lives are at stake?"[42]* urges listeners to take an active position, eliciting an emotional response. This technique effectively encourages the audience to consider the moral implications of inaction, fostering a sense of urgency.

Authoritative source reference tactic is another crucial element of persuasion. Joe Biden frequently references the support of the international community, stating, *"NATO stands united against aggression"[43]*. This creates a sense of collective responsibility and legitimacy around U.S. actions. Similarly, Blinken's remark, *"We stand united with our allies,"[44]* not only reaffirms solidarity but also appeals to feelings of community and reliability.

Call-to-action formulations tactic also plays a significant role realizing the pragmatic aspect of communication. Speakers often employ calls to action, such as *"Join us in supporting Ukraine,"[45]* which directs the audience toward specific actions and promotes a proactive stance. This direct appeal encourages engagement and mobilization, enhancing the effectiveness of the message.

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[40] Russia-Ukraine War: Biden Says, Deployment of North Korean Troops «Very Dangerous». WION. URL: https://www.youtube.com/watch?v=aJ0Y8iZ0lQY

[41] Secretary of State Antony Blinken discusses the war in Ukraine and Biden's trip to Saudi Arabia. PBS NewsHour. URL: https://www.youtube.com/watch?v=Hyw0QHkGcBo

[42] Howard J. Biden 'confident' on $60bn Ukraine war aid package vote. BBC News. 18 February 2024. URL: https://www.bbc.com/news/world-europe-68330570

[43] Russia-Ukraine War: Biden Says, Deployment of North Korean Troops «Very Dangerous». WION. URL: https://www.youtube.com/watch?v=aJ0Y8iZ0lQY

[44] Secretary of State Antony Blinken discusses the war in Ukraine and Biden's trip to Saudi Arabia. PBS NewsHour. URL: https://www.youtube.com/watch?v=Hyw0QHkGcBo

[45] Russia-Ukraine War: Biden Says, Deployment of North Korean Troops «Very Dangerous». WION. URL: https://www.youtube.com/watch?v=aJ0Y8iZ0lQY

Danger emphasis is another effective tactic. For example, Joe Biden remarks, *"The deployment of North Korean troops is very dangerous"*[46]. This statement employs lexical means that underscore the threatening nature of the situation, prompting listeners to take the information seriously. By emphasizing risk, the speaker cultivates a sense of urgency and concern.

Positive feedback construction is an important tool in the persuasion strategy. When American officials discuss support for Ukraine, they use phrases like *"Our support has been unwavering"*[47]. This not only underscores the stability of the American position but also fosters a positive image in the eyes of the public. Such affirmations enhance credibility and build confidence in the actions taken.

This comprehensive analysis demonstrates how linguistic means in persuasion strategy operate at multiple levels, creating a sophisticated network of meaning-making resources. The integration of various linguistic devices serves not only to convey information but also to shape public opinion and influence political decision-making processes.

The findings reveal a nuanced application of linguistic techniques across several dimensions:

Lexical choices*:* The use of emotionally charged vocabulary, specialized technical terminology, and evaluative language enhances the persuasive impact of communication.

Syntactic structures*:* The deployment of complex sentence structures, rhetorical devices, and modal constructions contributes to the depth and sophistication of arguments presented.

Pragmatic elements*:* Context-dependent meanings, implied messages, and techniques for engaging the audience play crucial roles in enhancing the effectiveness of the communication.

Thus, this analysis reveals that the linguistic components utilized in the execution of persuasion strategy in mass media are characterized by carefully selected lexical, stylistic, and syntactic devices that are aligned with specific tactics. These components play a crucial role in the effective transmission of information, allowing audiences to achieve a nuanced understanding of events. As a result, they contribute significantly to the reliability, clarity, and neutrality of media messages. The detailed findings of this study are summarized in Table 2.

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[46] US has to strike on North Korean troops in Ukraine: Congress demands this from President. Kanal13. URL: https://www.youtube.com/watch?v=7yH5aNOYHLE
[47] US has to strike on North Korean troops in Ukraine: Congress demands this from President. Kanal13. URL: https://www.youtube.com/watch?v=7yH5aNOYHLE

Table 2

Linguistic means of persuasion strategy implementation

Tactics	Description	Examples
Emotional appeal	Deontic modality expressing moral obligation; absolute quantifier *all* emphasizing urgency; idiomatic expression *at all costs* conveying determination.	**President Biden:** *"We must support Ukraine at all costs"*.
	Disease metaphor creating negative associations; personification of abstract concepts; medical terminology in political context.	**Antony Blinken:** *"The invasion of Ukraine is a cancer that must be eradicated"*.
	Rhetorical question structure; presupposition triggers; emotional lexis (*innocent lives*).	**BBC:** *"How can we stand by while innocent lives are at stake?"*
Authoritative source reference	Collective agent representation (*NATO*); present simple for permanent states; metaphorical use of *stands*.	**Joe Biden:** *"NATO stands united against aggression"*.
Call-to-action formulations	Direct imperative; collective pronoun *us*; gerund phrase indicating ongoing action.	**WION:** *"Join us in supporting Ukraine"*.
Danger emphasis	Evaluative adjective *dangerous*; intensifier *very*; present simple for factual statements.	**Joe Biden:** *"The deployment of North Korean troops is very dangerous"*.
Positive feedback construction	Present perfect continuous aspect; metaphorical adjective *unwavering*; possessive pronoun establishing ownership.	**CNN: "***Our support has been unwavering"*.

Overall, this analysis highlights the complex strategies through which language can be deliberately employed to influence and engage audiences across diverse contexts. The utilization of linguistic techniques – such as emotional appeal, authoritative source reference, call-to-action formulations, danger emphasis, and positive feedback construction – proves critical

in executing persuasion strategy within media discourse concerning the Russian-Ukrainian conflict. These elements not only serve to inform but also play a significant role in shaping the attitudes of the American establishment regarding the situation. By employing carefully constructed language, communicators can effectively sway public perception and foster support for particular policies.

2.3. Linguistic means of manipulation strategy implementation

Analyzing the linguistic means of implementing manipulation strategy in media discourse requires particular attention to the diverse lexical and stylistic elements that influence public opinion regarding the Russian-Ukrainian conflict. These means are employed to shape the emotional background, highlight specific aspects of the conflict, and impact political decisions.

The manipulation strategy in media discourse is implemented through several tactics, including:
– Emotional appeal;
– Authoritative source reference;
– Urgency and dynamic discourse;
– Enemy image creation;
– Call-to-action formulations;
– Illusion of consensus;
– Dichotomous choices;
– Rhetorical figures;
– Distorted facts and statistics;
– Danger emphasis;
– Exaggeration and Generalization.

Emotional appeal tactic.

Stylistic devices, such as metaphors, serve as powerful instruments of manipulation. For example, Blinken states: *"Russia's aggression is a dark cloud hanging over Europe"*[48]. Here, *dark cloud* is a metaphor that evokes feelings of fear and danger, underscoring the gravity of the situation. This figurative language not only enhances the emotional appeal but also frames Russia's actions in a negative light.

Authoritative source reference tactic.

References to authority figures are also critical in manipulation. Biden notes, *"The international community stands with Ukraine"*[49], which creates a sense of legitimacy around actions taken, suggesting that support for Ukraine

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[48] Secretary of State Antony Blinken discusses the war in Ukraine and Biden's trip to Saudi Arabia. PBS NewsHour. URL: https://www.youtube.com/watch?v= Hyw0QHkGcBo

[49] Secretary of State Antony Blinken discusses the war in Ukraine and Biden's trip to Saudi Arabia. PBS NewsHour. URL: https://www.youtube.com/watch?v= Hyw0QHkGcBo

is a widely accepted position. This appeal to authority can reinforce the audience's alignment with the communicated message.

Urgency and dynamic discourse tactic.

Creating a sense of urgency is another common tactic. For example, the phrase *"The clock is ticking for Ukraine"*[50] uses the metaphor of a ticking clock to highlight immediate threats, inducing a feeling of urgency among listeners. Another statement, *"Time is of the essence in our response to Russian aggression,"*[51] emphasizes that hesitation could lead to severe consequences, pushing people to act quickly and decisively.

Enemy image creation tactic.

Manipulative language may also involve constructing an *enemy image*. For instance, Blinken states, *"Putin seeks to destabilize not just Ukraine but the entire region,"*[52] which portrays Russia negatively, framing it as a threat not only to Ukraine but to Europe as a whole. This tactic aims to galvanize public support for military and political responses.

Call-to-action formulations tactic.

The use of action-inducing phrases further facilitates manipulative tactics. For example, in the statement, *"We cannot afford to lose this battle for freedom,"*[53] the lexeme *battle* imbues the conflict with emotional significance, underscoring the importance of personal involvement in this struggle. This rhetoric invokes a sense of duty and urgency among the audience.

Emotionally charged vocabulary is widely used to implement manipulation strategy. For instance, in Biden's comment: *"We must not turn a blind eye to the atrocities happening in Ukraine,"*[54] the lexeme *atrocities* creates a strong emotional weight, compelling listeners to feel compassion for the victims and call for action. This choice of word evokes a visceral reaction that aligns the audience's emotions with the desired narrative.

Illusion of consensus tactic.

Another common manipulative tactic is creating the illusion of consensus. Blinken often asserts, *"The world is united in its condemnation of Russian actions,"*[55] which fosters the impression that the majority share a single

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[50] Russia-Ukraine War: Biden Says, Deployment of North Korean Troops «Very Dangerous». WION. URL: https://www.youtube.com/watch?v=aJ0Y8iZ0lQY
[51] Russia-Ukraine War: Biden Says, Deployment of North Korean Troops «Very Dangerous». WION. URL: https://www.youtube.com/watch?v=aJ0Y8iZ0lQY
[52] Secretary of State Antony Blinken discusses the war in Ukraine and Biden's trip to Saudi Arabia. PBS NewsHour. URL: https://www.youtube.com/watch?v= Hyw0QHkGcBo
[53] US has to strike on North Korean troops in Ukraine: Congress demands this from President. Kanal13. URL: https://www.youtube.com/watch?v=7yH5aNOYHLE
[54] US has to strike on North Korean troops in Ukraine: Congress demands this from President. Kanal13. URL: https://www.youtube.com/watch?v=7yH5aNOYHLE
[55] Secretary of State Antony Blinken discusses the war in Ukraine and Biden's trip to Saudi Arabia. PBS NewsHour. URL: https://www.youtube.com/watch?v= Hyw0QHkGcBo

viewpoint, pressuring individuals to conform to this perceived collective consciousness.

Dichotomous choices tactic.

An important aspect of manipulative communication is presenting a choice between two extremes, creating an illusion of alternatives when, in reality, the options are limited. For instance, the statement *"We either stand with Ukraine or we allow tyranny to prevail"*[56] presents a black-and-white choice that can compel individuals to support aggressive actions.

Rhetorical figures tactic.

Rhetorical figures are also utilized in media discourse to manipulate audience emotions. For example, stating *"Imagine a world where freedom is crushed"* (BBC) engages listeners' imaginations and compels them to visualize negative outcomes, thereby amplifying emotional impact.

Rhetorical questions act as a manipulative method that directs listeners' thoughts along a desired path. For example, the question *"How can we allow such aggression to go unanswered?"*[57] prompts the audience to feel a necessity for active engagement, framing inaction as unacceptable. This technique encourages individuals to support interventionist policies.

Distorted facts and statistics tactic.

Moreover, the use of specific facts or statistics, which may be presented out of context to manipulate thoughts, is prevalent. Comments often include phrases like *"Thousands of innocent lives are at stake,"*[58] which, while possibly true, are presented without context to elicit emotional responses and support the speaker's position.

Danger emphasis tactic.

Employing concepts that activate emotions and feelings of anxiety is also crucial. For example, the comment *"The invasion of Ukraine represents an existential threat"*[59] prompts listeners to perceive the situation as critical and necessitating urgent action. This activates fear, as the sense of immediate danger can drive people to support harsher political measures.

Ambiguous or vague formulations create an impression of threat without specificity, allowing speakers to evade responsibility for their statements. For instance, *"We must prepare for any eventuality"*[60] can evoke anxiety but lacks

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[56] Russia-Ukraine War: Biden Says, Deployment of North Korean Troops «Very Dangerous». WION. URL: https://www.youtube.com/watch?v=aJ0Y8iZ0lQY

[57] US has to strike on North Korean troops in Ukraine: Congress demands this from President. Kanal13. URL: https://www.youtube.com/watch?v=7yH5aNOYHLE

[58] Howard J. Biden 'confident' on $60bn Ukraine war aid package vote. BBC News. 18 February 2024. URL: https://www.bbc.com/news/world-europe-68330570

[59] US has to strike on North Korean troops in Ukraine: Congress demands this from President. Kanal13. URL: https://www.youtube.com/watch?v=7yH5aNOYHLE

[60] Howard J. Biden 'confident' on $60bn Ukraine war aid package vote. BBC News. 18 February 2024. URL: https://www.bbc.com/news/world-europe-68330570

concrete information, which can be used to justify further actions. This tactic keeps the audience in a state of apprehension while avoiding accountability.

Exaggeration and Generalization are frequently employed tactics. In the statement, *"If we do nothing, we risk losing the entire continent,"*[61] the catastrophic consequences described, while plausible, are exaggerated to strengthen the argument. Such hyperbole can incite urgency and fear, motivating the audience to support decisive action.

Thus, this analysis illustrates that the linguistic components used in the execution of manipulation strategies within mass media are characterized by carefully selected lexical, stylistic, and syntactic devices that correspond to specific tactics. These elements are strategically employed to influence the emotional context, emphasize particular facets of the conflict, and affect political decision-making. Such linguistic means are vital for the effective communication of information, allowing audiences to attain a nuanced understanding of events. As a result, they contribute to the reliability, clarity, and perceived neutrality of media messages. The comprehensive findings of this research are detailed in Table 3.

Table 3

Linguistic means of manipulation strategy implementation

Tactics	Description	Examples
Emotional appeal	The metaphor *dark cloud* evokes feelings of fear and danger, underscoring the gravity of the situation.	**PBS NewsHour:** *"Russia's aggression is a dark cloud hanging over Europe."*
Authoritative source reference	The appeal to authority can reinforce the audience's alignment with the communicated message.	**Joe Biden:** *"The international community stands with Ukraine".*
Urgency and Dynamic Discourse	The use of the metaphor of a ticking clock to highlight immediate threats, inducing a feeling of urgency among the audience.	**WION:** *"The clock is ticking for Ukraine".*
Enemy Image Creation	This tactic aims to galvanize public support for military and political responses.	**Antony Blinken:** *"Putin seeks to destabilize not just Ukraine but the entire region".*

[61] US has to strike on North Korean troops in Ukraine: Congress demands this from President. Kanal13. URL: https://www.youtube.com/watch?v=7yH5aNOYHLE

Call-to-Action Formulations	The use of action-inducing phrases invokes a sense of duty and urgency among the audience.	**CNN:** *"We cannot afford to lose this battle for freedom".*
Illusion of Consensus	It creates the impression that the majority share a single viewpoint, pressuring individuals to conform to this perceived collective consciousness.	**Antony Blinken:** *"The world is united in its condemnation of Russian actions".*
Dichotomous Choices	It presents a choice between two extremes, creating an illusion of alternatives when, in reality, the options are limited.	**Joe Biden:** *"We either stand with Ukraine or we allow tyranny to prevail".*
Rhetorical Figures	It engages listeners' imaginations and compels them to visualize negative outcomes, thereby amplifying emotional impact.	**BBC:** *"Imagine a world where freedom is crushed".*
Distorted Facts and Statistics	Presenting statistics to elicit an emotional response, sometimes without complete context.	**UNHCR:** *"Thousands of innocent lives are at stake".*
Danger emphasis	It activates fear, as the sense of immediate danger can drive people to support harsher political measures.	**CNN:** *"The invasion of Ukraine represents an existential threat".*
Exaggeration and Generalization	The hyperbole can incite urgency and fear, motivating the audience to support decisive action.	**CNN:** *"If we do nothing, we risk losing the entire continent".*

Thus, the tactics employed in media discourse not only shape thoughts but also evoke emotions that influence public opinion and political decisions. The strategic use of diverse lexical and stylistic means, as demonstrated through examples from American politicians, illustrates how carefully planned manipulations can construct perceptions of the Russian-Ukrainian conflict, driving support for specific political decisions. Through these linguistic strategies, communicators effectively influence the emotional and cognitive landscape of their audience.

CONCLUSIONS

In analyzing the tactical and strategic potential in shaping the American establishment's attitude toward the Russian-Ukrainian conflict through a lexical-semantic lens, several key conclusions can be drawn regarding the linguistic means employed in three primary strategies: informative, persuasion, and manipulation.

The information strategy relies heavily on neutral language and factual reporting to convey essential information about the conflict. This approach is characterized by the use of precise terminology and straightforward syntax, which fosters clarity and objectivity. By employing neutral lexicon devoid of emotional connotations, communicators enhance the credibility of their messages, allowing the audience to form an accurate understanding of the situation. Such clarity is vital in maintaining public trust and ensuring that the information presented is perceived as reliable and authoritative.

The persuasion strategy employs emotionally charged language, rhetorical devices, and appeals to authority to influence the audience's beliefs and behaviors. Lexical choices that evoke strong emotions, such as terms associated with duty and urgency, play a crucial role in compelling the audience to take action or support specific policies. Stylistic elements, including metaphors and rhetorical questions, further engage the audience's emotions and prompt critical reflection. By strategically framing messages and emphasizing collective responsibility, communicators effectively align public sentiment with the desired stance on the conflict.

The manipulation strategy utilizes more subtle and often deceptive linguistic techniques to shape perceptions and influence public opinion. This includes the use of ambiguous language, exaggeration, and the creation of an "*enemy*" image that fosters fear and distrust. By employing emotionally loaded terms and constructing scenarios that imply dire consequences, communicators can steer the audience toward predetermined conclusions without overtly stating their intent. This strategy often blurs the line between informative content and emotional manipulation, raising ethical concerns about the responsibilities of communicators in the media landscape.

The interplay of these three strategies highlights the complex role of language in shaping public discourse regarding the Russian-Ukrainian conflict. Informative strategies provide a foundation of trust and clarity, while persuasion tactics actively engage and mobilize the audience. Conversely, manipulation strategies can undermine informed decision-making by exploiting emotions and biases. Understanding the linguistic mechanisms behind these strategies is crucial for both communicators and audiences, as it fosters critical engagement with media messages and promotes greater awareness of the implications of language in political discourse. As the American establishment

navigates its position on this critical issue, the effective and ethical use of language remains paramount in influencing public opinion and policy.

SUMMARY

The article investigates the linguistic devices used in American media discourse to implement strategies of information delivery, persuasion, and manipulation regarding the Russian-Ukrainian conflict. The study aims to analyze how these strategies shape the attitudes of the American establishment. Three primary strategies are identified: information, persuasion, and manipulation.

The information strategy relies on neutral language and factual reporting, enhancing clarity and credibility. In contrast, the persuasion strategy employs emotionally charged language and rhetorical devices to influence beliefs and prompt action. The manipulation strategy utilizes subtle linguistic techniques, such as ambiguity and exaggeration, to shape perceptions and foster distrust.

The interplay of these strategies underscores the complex role of language in public discourse. While information strategy builds trust, persuasion engages the audience, and manipulation risks undermining informed decision-making. Understanding these linguistic mechanisms is essential for fostering critical engagement with media messages and promoting awareness of their implications in political discourse.

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