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## WAR IN UKRAINE: Tactics Above and Below Media Ground

### **Introduction**

Russia attacked Ukraine in the week of 2/21 in an attempt to take back control, of which is part of an eight-year long war. It is the current trend in popular media and with modern technology gives a window into another world that spreads thousands of miles away from the home country, of which I live in the United States. And yet I gain videos—interviews and explosions of war, images, opinions, and news in matter of seconds. Modern war is fought on our phones and become trends of popular media instead of headlines and breaking news stories, however stories from far away garner millions of views in a matter of weeks or even days. People of social and mainstream media find news from thousands of miles away in seconds yet still find themselves differentiated from the actions occurring in faraway countries. As I was scrolling TikTok I noticed a video that almost trendified the war that was about to occur (before 2/21) by making it into a battle of epic proportion by comparing the allies of Russia to the ones of Ukraine. Showcasing the leaders and making an edit out of it. This sense of trendiness seems to find itself so disconnected to reality, yet it also finds itself to rake in millions of views. Is this the kind of content that popularizes stories in other worlds, trends and edits?

After reading “Rhetoric: Making Sense of Human Interaction and Meaning-Making” by Downs I would like to create a conversation of what has already been studied upon in the context of social and mainstream media, specifically the Ecology surrounding the creation of rhetoric—

the interactions of rhetors in a human environment, the Narratives that each use to drive rhetoric, and how each are remembered (Memory).

## Social (Public) Media

Ecology—In the online atmosphere, players designate themselves to produce to be reproduced. Such is that content made online can and will be re-used, adapted, and recomposed for the sake of improving or adapting the previous content to something entirely new. In the online space it should be understood the idea of “rhetorical velocity” as the “strategic theorizing for how a text might be recomposed (and why it might be recomposed) by third parties” (Ridolfo Velocity). In other words, it is the interpretation of how another player might re-use to create new knowledge. This creates the understanding that online spaces are environments where to survive and thrive one must adapt previous energy into new forms. Social media incorporates the idea of rhetorical velocity into its function of creation. For example, Twitter invites itself to revolve around the idea of rhetorical velocity. Given the limited character count per tweet (140 max), and the ability to “retweet” and comment upon another tweet—a direct “recomposition” and remix of another player’s work. Clicking upon a retweeted tweet can lead down a recursive thread of remixes and parodies. Scholars in the field have taken the opportunity to explore Twitter’s features of nurturing rhetorical velocity in the interviews of seventeen individuals involved in the Occupy Wall Street Movement (Penney et al.). After conducting these interviews, they found the protestors to have various jobs in the “counterpublic” of the OWS movement. Of these jobs found was “second-hand circulation” where players would employ themselves to link and retweet other players or other “media actors” in the attempt to “signal boost” and draw connections between other media coverage (Penney et al. 81-82). All in the goal

of widening the spread of the movement itself. This use of Twitter and rhetorical velocity created a news coverage network outside of traditional news media. It should be understood that an online space could be a direct opposition to the ecology of private media. How these online spaces converse—rhetorical recompose and develop a “counterpublic”—is important to understand the way they are rhetorically situated. The word ecology based on the idea of rhetorical situation creates a “sense of place defined by a network” (Downs 378) of interconnected online users.

Narrative—The online narrative creates itself to be closer to real life with the connection of sensory details like images or videos, shared quickly to be the early bird. These images find themselves to generate new rhetoric and change the narrative surrounding certain issues, however not to the interest of personal bias. Eckstein studies this thoroughly through the study of the Parkland Shooting in 2018. Videos and images from SnapMaps (a Snapchat image directory based on location) that showed those videos and images from inside the school, that showed the trauma and terror among the students. Trauma inducing images gave into the human nature of pathos and personal emotion as audiences could share some of the thoughts and emotions to the students involved. This appeal introduced student voices into the discourse and changed the narrative surrounding school shootings. The images of which bring the various “abstract ideas” of the school shootings “*present*” (Downs 381).

Memory—Social media respects itself to be built upon storage of memories and sharing it with the world. Images placed online in databases allow humans to weaken their own memory of events as they can always find the images again. Images allow for literal memory to be saved, yet inhibit the memory of the emotions, the ecology, and the narrative or a “logical and linear sense of the past” (Strate 25). Images then only provide a small snapshot of the surrounding

context and fail to fulfil the genuine context of a situation. Memory survives no longer in biological memory, rather now in databases and personal computers. The way information is saved—“biological, technological, or cultural” (Downs 390), is also important to understand in how that public information will last against time. Public media then survives from technologically based memory.

## **Mainstream (Private) Media**

Ecology—In the general rhetorical ecology, rhetors find themselves in the attempt of changing one’s personal values based on their given world view—their given “social facts” about life (Bazerman). Bazerman studies how, with technology and social media, these social facts can be more easily proven through images, videos, and databases, of facts and studies. Then why is it that images, that prove certain facts, can be labeled “fake news”? Bradshaw asks this question along these same lines after he noticed the crowd sizes at the Women’s March and former President Donald Trump’s inauguration were differed, the Women’s March had photographic evidence of having a larger crowd and yet it was called “fake news” by “conservative commentators” (479). Thus, the rhetorical circulation and rhetorical stubbornness of media came into study as he researched the slow and viral circulation of media in an Appalachian mining town where a local news station used “slow circulation” to move stubborn rhetoric about coal mining. Rhetorical persistence of values and beliefs are forged and changed from the moves of circulation, either fast or slow. Communities in these discourses question themselves whether to use slow (radio, television) or viral (social media—TikTok, Twitter, Snapchat, etc.) to change the values of others in the discourse. Altheide studies this rhetorical ecology in the context and discourse of fear in local and mainstream media stations and the

trends created in fear creation. These local and independent stations create local instances of fear through crime reports and mainstream media sources use this developed fear, intentional or unintentional, to define what fear is and use it towards political agendas. As this fear is used, security is threatened, and at some points freedom is “exploited by government officials seeking to expand social control and limit civil liberties” (21). Thus, it should be noted that small occurrences of rhetoric, built up upon repetition, can be used on the national and governmental level to present new rhetoric. How private media interacts—repeated action, or slow circulation—allows it to be understood the rhetorical situation that private media places itself.

Narrative—These small occurrences of fear are built upon small stories of crime in local areas. Violent crimes that are infrequent but become frequent as they live in the living rooms of those that spectate. It could be anyone that this violence attacks next. Thus, a narrative is built upon many small occurrences and slow circulation to define fear. What that fear is depends on the bias controlling the news station.

Memory—The specific videos and news stories of mainstream become Light and forgettable—messages focused on traveling through space rather than time (Strate 21), but the development and repetition of fear itself becomes Heavy and durable—messages focused on traveling through time rather than space (Strate 21). The slow circulation of fear presents itself to become traditional if done long enough. This development and creation of fear in mainstream media then articulates long standing definitions that become a part of the cultural language, thus the definitions file through the medium of language that can be passed upon to future generations (Strate 20). News survives based on cultural memory rather than the database memory of social media. The memory becomes biologically based when circulated into language rather than based in technology.

The differences of both forms of communication, public and private, have been studied in comparison to one another yet need to be studied further with the introduction of TikTok in the context of the Ukraine-Russian war. It needs to be studied the interaction between public and private media in contexts of a war. This war is a trend that is ever evolving and needs to be studied in quick succession before videos are deleted or lost. The only time before that humans could study public and private media interaction was during the Vietnam war when the internet hadn't yet existed, or at the very least was heavily underdeveloped and in the beginning stages. I then ask, in the context of war, how is it that traditional, private, mainstream media collaborates, interacts, and opposes social, public, media? How do each grow audiences and generate rhetoric? How do each spread information-both falsified and truthful? How might we generalize the tactics of mainstream media and social media?

## Methods

For the concept of this paper, I would like to rename mainstream or traditional media to private media and social media to public media. This reasoning based upon the assumption that mainstream, traditional media is owned privately by organizations and social media information coverage is owned by the users that use them, creating a public of information rather than single, or few sources. Although this description does fall short in recognizing that social media can be owned privately by organizations who constrict the wording of the public.

For my research I took posts and videos under the creation of private and public media from the initial invasion (2/24) and including until two weeks later (3/10) in the year 2022. These posts and videos created under the discussion of the Russia-Ukraine war. I then collected and analyzed twenty-five of the most popular videos under the TikTok hashtag: "#ukraine". With

that I also took between two and four of the top tweets per day in the intersection of #ukraine and #russia between February 24th to March 10th: “(#ukraine OR #russia) until:2022-0X-XX since:2022-0X-XX” in the Twitter search bar. To gather the correct top tweets per day I needed to iterate from the starting day (2/24) to the last day (3/10) under the “since” tag where “until” was the current day plus one. Repeating this between “until:2022-02-25 since:2022-02-24” to “until:2022-03-11 since:2022-03-10.” It should also be mentioned that Twitters “Top” bar under their search function is not based on most liked, instead it is based on “most relevant Tweets for your search. We determine relevance based on the popularity of a Tweet (e.g., when a lot of people are interacting with or sharing via Retweets and replies), the keywords it contains, and many other factors” (Twitter). Because of this, my research does fall short of finding the most popular, or the most rhetorically traveled. From the many gathered, I conducted small rhetorical analyses to “discover the motivations” of these posts (Lunsford R-9). In doing so finding a better understanding of how these certain communities operate, based on the hypothesis and assumption that people operate for some personal goal, possibly for a social or political advancement. From that, looking into the specific tools that the selected genre’s use to allow for these operations and rhetorical travel—researching the usage of hashtags, TikTok sounds, retweets, etc., and gathering how these genre communities “achieve their goals.” Then continuing those rhetorical analyses and finding an understanding why a rhetor would make particular language choices (Lunsford R-9).

For private media I gathered three media news YouTube channels and collected each their most popular videos about the war in Ukraine (Between the dates of 2/24 and 3/10). The three media channels being Vox, Wall Street Journal, and The New York Times. The three being collected from the MediaBiasChart (see Appendix A) to remove or counter bias by gathering

three media sources that are formed from the left and right skews of bias. However still left leaning, yet if averaged would be closer to the middle than any of the collected individual news sources. The reason in doing so is to counter political rhetoric as this paper focuses on the generalizations of popularization rhetoric. After collecting these sources, I rhetorically analyze how these media sources use their rhetoric to spread their world view. I analyzed the “purpose, writer/speaker (sometimes referred to as the *rhetor*), audience, and environment” in the writing in order to better understand how these “influenced the construction of the argument” (R-9). Understanding their motives helped to better understand why the three sources used different rhetorical distance strategies

## **Results**

### **Private Vs. Public Media**

I would like to first define “rhetorical distance” in the context of this paper. Derived from “rhetorical velocity” as the composition in anticipation for recombination (Ridolfo), I define rhetorical distance as composition in anticipation for internet travel and popularity.

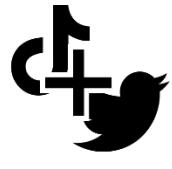
My results center around the difference in rhetorical distance strategies that both private and public media use to popularize themselves or a narrative. A narrative being the specific view of an event that an individual or organization presents. After collecting thirty-eight Twitter posts and twenty-five TikTok videos I used genre and rhetorical analysis to understand the specific strategies used in public media to popularize a story. Then, after gathering a collection of three YouTube videos I rhetorically analyzed the strategies that these YouTube news channels used to create and present to an audience.

### **Public Media**

It's important to share my results from public media, as the strategies in private media correlate in response and similarly to the strategies used in public media. The piece of media's I found could be coded into three specific strategies: Usage of pre-existing popularities or trends, rhetorical sensory, or reposting.

### **Usage of Pre-Existing Popularities or Trends (Trendification)**

Both TikTok and Twitter use hashtags to follow a trend or to categorize tweets or videos. It seems that this usage however leads some to abuse the self-reporting categorization system, either to add more hashtags than necessary or to add unrelated tags. Doing so for the reason of throwing a net and hoping to catch a wave, generalizing their piece as much as possible to ride any trend that comes along. Figure 0 represents the mean, median, min, and max hashtag counts of the videos and posts gathered from TikTok and Twitter. “Without tags” represent the data without the hashtags I used in my methodology— “#ukraine” and “#russia.” With this data we can find that some abuse the sheer number of hashtags at one’s disposal, especially on TikTok (with a max of 15 additional hashtags) where the maximum caption length is 300. Thus, the caption header becomes a place for hashtags when the video itself becomes the area of discussion. Twitter’s not much different, with 280 characters instead it almost inclines creators to add additional attachments to comment upon a discourse, and the header is left to be tagged. However, it is not as common to use the attachment on Twitter to conversate, so more often than not it is said in the Tweet itself which is why it is possible that Twitter averages more than a full hashtag less than TikTok. This trendification technique allows users online to abuse the caption header on TikTok and Twitter to generate user made tags to be more easily captured by online searches, thus widening the number of people reached and allowing for a greater possibility of mobility and rhetorical distance.

			
<b>Mean</b> <i>Mean without tags</i>	4.72 3.24	3.11 1.84	3.75 2.40
<b>Median</b> <i>Mode without tags</i>	4.00 2.00	2.00 1.00	3.00 1.00
<b>Min</b> <i>Min without tags</i>	1.00 0.00	1.00 0.00	1.00 0.00
<b>Max</b> <i>Max without tags</i>	17.00 15.00	10.00 8.00	17.00 15.00

**Figure 0:** Hashtag counts (mean, median, min, and max) for each social media site gathered.

Because of TikTok's easy creation of "sounds," trends usually arise from how these sounds are used. For example, there's a trend on TikTok where people use an Italian song called "Che Le Luna" and create a video of them using a stereotypical Italian hand move where the tip of your thumb touches the tips of the rest of your fingers and then gesture their hands around. In this follows a template title of "Things in \_\_\_\_\_ that just make sense." Then proceed to present unusually uncommon things in the given space being shown. Usually, a satirical and comedic trend as some show their wacky objects and quirks in their home or place of work. This trend was used in order to provide a comedic approach to the current war in Ukraine by presenting "My Typical Day In A Bomb Shelter" (Figure 1a). Another TikTok made by the same person (also in the TikTok's I gathered) followed two trends, the "point of view" trend where users give a comedic approach to a whimsical point of view. For example, "POV: You're the leftover food in the fridge," or "POV: I find you not participating in the Burkean Parlor." This trend and another I title "are we too young for this" with the same lyrics as the title are usually presented

over traumatic and non-traumatic events (i.e., Presented over math homework). In this instance used to ask “are we too young for this” while showing the destroyed buildings of Ukraine (Figure 1b). In Figure 1b she also imitates a pose called the “T-Pose.” This pose derives from video games where the default animation is a pose that represents a T figure, becoming popular because of the vast number of times where games mess up and cannot represent animations.



**Figure 1 (a, left; b, right):** The same TikTok user using various trends, whilst destruction surrounds her.

Not only is following a trend a strategy but also creating one as well. Specifically, the trend of glorifying the Ukrainian leader, Volodymyr Zelenskyy, and the people. On TikTok, one of the videos analyzed used a particular sound with over 10.4K videos (Figure 3). Another used a clip from the “Servant of the People” TV comedy show that Zelenskyy once starred in (KinoGuru), with an edited sound clip from the song “Unstoppable” by Sia. Then on Twitter images of him wearing a military uniform have circulated, with comments such as “The greatest president[,] this guy won millions of hearts,” and “True Leadership” (Figure 4). This appraisal and glorification are a trend among themselves that further promotes the Ukrainian conflict.

Everyone wants a good leader, and to many Zelenskyy is that, and because of that he has become a trend, or in some ways a meme.



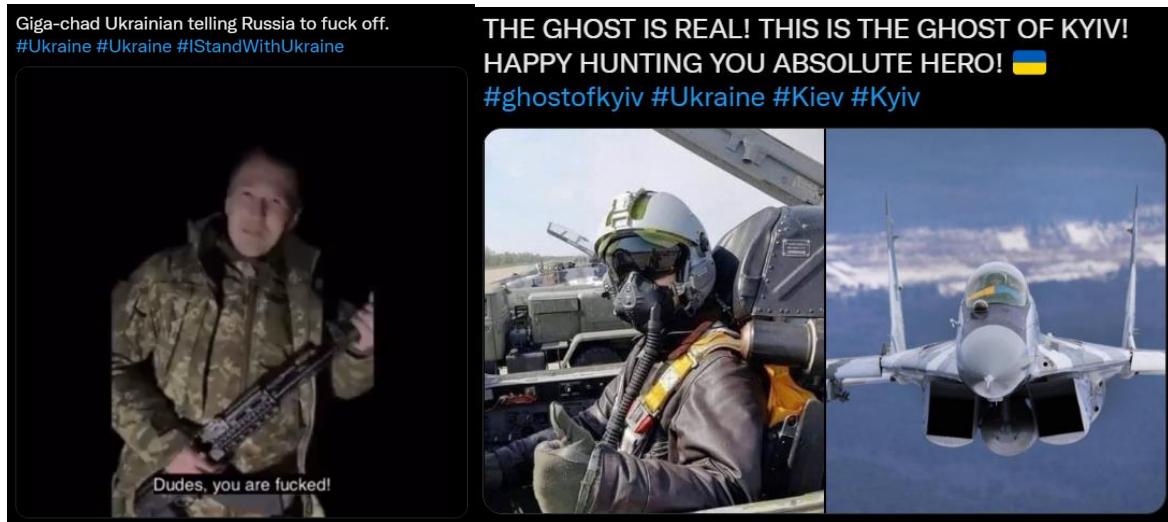
**Figure 3:** President Zelenskyy edited on top of a muscular shirtless man, with the flag of Georgia transparent atop. This sound titled “Slava Ukraine.”



**Figure 4:** Images of President Zelenskyy wearing military gear with internet praise.

Not only for the Ukrainian president but for the soldiers too. The one's fighting back given praise as hero's and Russian soldiers as villians. “The Ghost of Kiev” became a trend on social media as a hero, someone who was just a myth, but one people looked upon. It was rumored that this “Ghost of Kiev” won six fighter jet battles in a couple days. One Tweet exclaiming in all caps that he's real, while giving luck to the Ghost “HAPPY HUNTING YOU ABSOLUTE HERO!” Another Russian soldier being called a “Giga-Chad.” The name Chad

became a name to mean anyone with great courage, “Giga” then is shorthand prefix for “Gigantic.” Thus titled someone with “gigantic” and great courage (Figure 5).



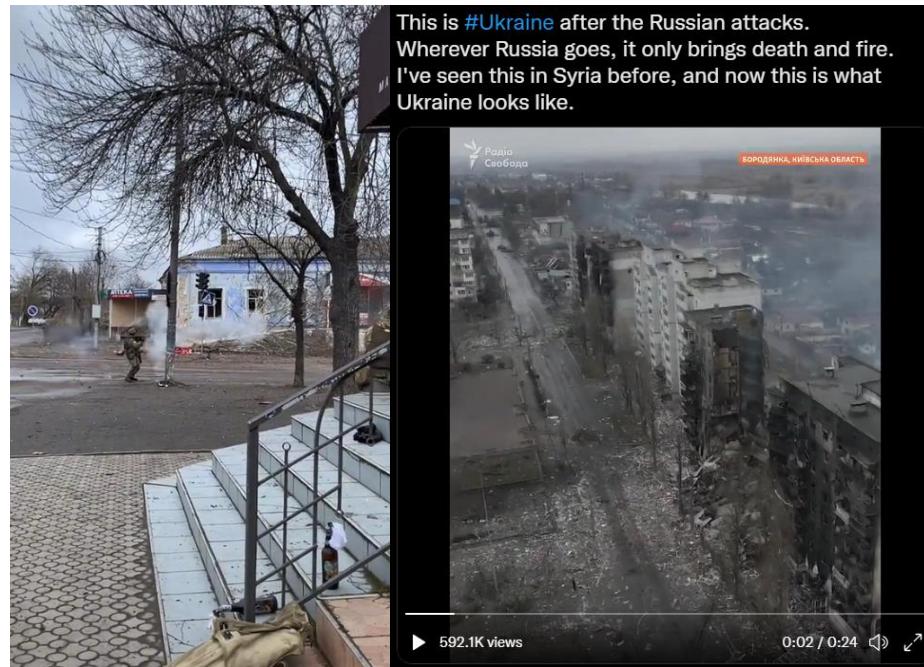
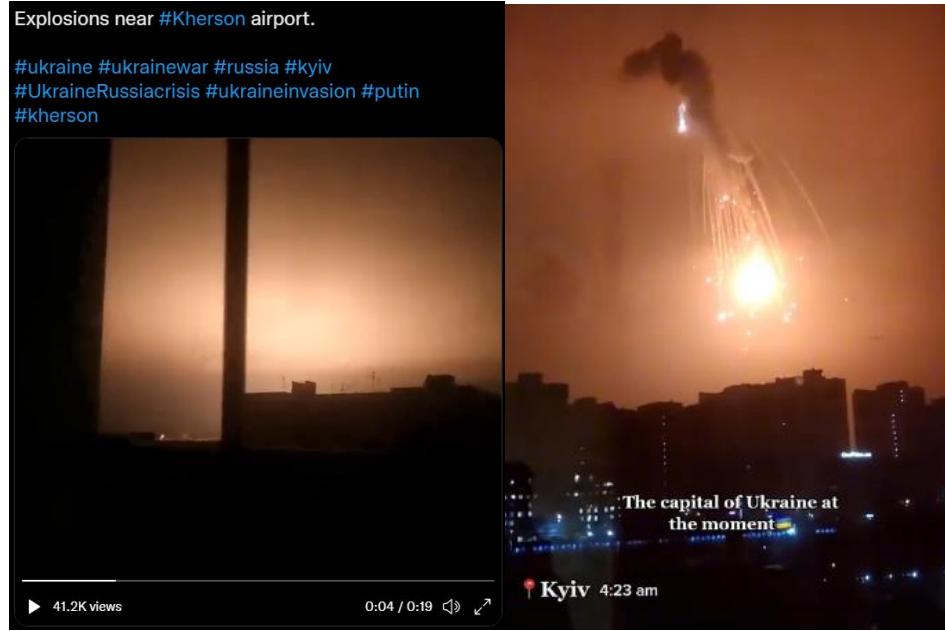
**Figure 5:** (Left) Video of a Russian soldier exclaiming the threat to Russian soldiers if they continue to invade, the comment above titling this soldier as a “Giga-Chad.” (Right) An image of a fighter pilot and jet, of the proclaimed “Ghost Of Kiev.”

### Abstract Ideas Present (Rhetorical Sensing)

Both Twitter and TikTok hold themselves to image and video creation and attachment. Otherworldly imagery was once behind an information transportation wall and filter. It would be impossible for anything relevant to reach a player across the world in any reasonable amount of time. However, with the creation of the internet, senses and scenes from other planes of personal existence can be shared and experienced across the world in a matter of minutes or seconds after occurrence. This comes most present with any country suffering that holds any amount of quick circulation technology—telephones, tablets, computers, etc. The rhetorical sense creation involves the usage of children, imagery of war, and imagery of support.

Images of war began circulating hours after the initial invasion, soldiers fighting, tanks rolling, guns firing. Before quick circulation technology this kind of information would be given

through news sources and interviews, but now the ones suffering—soldiers included, can document their story literally for those around the world to see. Videos of explosions (Figure 6), soldier warfare (Figure 7), civilian voices (Figure 1)—country destruction (Figure 8, Figure 1). These images represent inside information that doesn't come from private media. These images rely on individual people to share these attachments. The civilians themselves most likely are not celebrities or any sort of private media and do not rely on supporters or text they write, instead they rely for the imagery to speak rhetoric for them. They take the videos, images and send their message outward like a message in a bottle. Some even use previously mentioned tactics like hashtags (Figure 6) and trends. The second image in Figure 6 and the image in Figure 7 use popular songs to help improve their message and increase potential popularity.



**Figure 6 (top), Figure 7 (bottom left), Figure 8 (bottom right):** Images of explosions, rpg fire, and destruction in Ukraine

The next generation of hope is that of children, a group to look forward in and one that holds greatest importance in society. Through images of suffering and hope that involve children it can invite world views better than it could with adults. It is natural to help or protect a child

that is suffering and to feel empowered and proud when that child is safe. A child is circulating around the internet, one TikTok video claimed to have lost their family, the claim being more powerful than truth however as it rose in popularity. The video itself is from a CNN story about refugee's fleeing Ukraine, it is not known whether the child had lost their family, however. In the TikTok video they are seen crying and walking slowly. Nothing makes one feel worse for actions greater than a child losing their innocence. In the data collected on Twitter I also found a post showing an art piece that represented that child, walking away from bombs, trying to fight through a war (Figure 9). Another trend following the events in Ukraine, populated off a few images and videos of a child that arose from CNN (@TheLeadCNN). More examples provided from Figure 10.



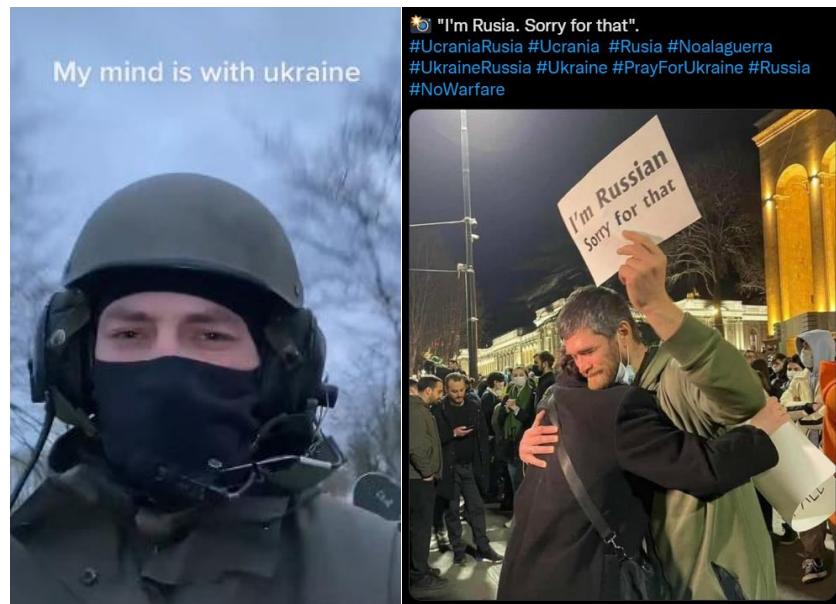
**Figure 9:** (a, Left) The TikTok video of the child. (b, Right) an image drawn to represent the child.



**Figure 10:** More images and videos of children forced to flee the country without their parents.

What arises from this devastating imagery is internet support, from around the world. It's a response to that message in a bottle, giving some sort of hope. However, that response has little intention of reaching the ones that suffer. Instead, it's released online to remix the information given, usually to spread awareness. Most people cannot help the people suffering in Ukraine, but to not be felt helpless it gives reason to spread the message through various skills and actions and share them online to apply to the culture's collective social understanding of war—It's not a battle being fought alone, rather one fought with millions supporting a country that's alone. That support being in mediums of art, protests, reposts, announcement of support, and at times physical support—including hacking (Figure 11). Some of these attempts at support are second-hand image circulation (reposting) (Figure 11d). This imagery of support is a direct reply to the visual news received over social media. People see the disastrous images online and find themselves hopeless to contribute when they're thousands of miles away, or don't want to, but

want to show that they feel for Ukrainians through the rhetorical senses—a counter rhetorical sense.



**! Anonymous hackers said that they hacked Russian streaming services Wink and Ivi, as well as TV channels Russia 24, First Channel, Moscow 24, and broadcasted live footage of what was happening in #Ukraine.**

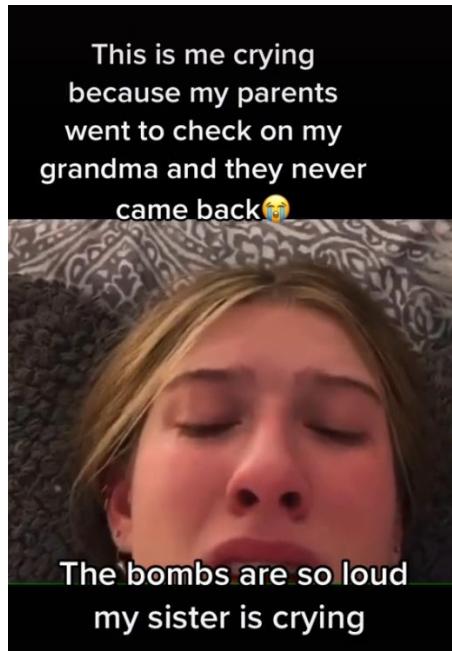
**Figure 11 (in order of occurrence, a, b, c, d, e):** Images and videos of the various kinds of support.

Lastly it should be noted that users on Twitter specifically used attachments, images and videos, to catch scrollers attention. Of the thirty-eight tweets gathered, only three did not have some sort of attachment. Meaning that, to some degree, it has become a trend itself to include some sort of attachment on Twitter to gain the attention of users.

### **Reposting (The Spectrum of Rhetorical Velocity)**

What constitutes a piece of media to be parodied or remixed? How much does one have to add to be considered an addition to the original piece? A word? A sentence? Another video? The most common strategy found were reports of original media, from unknown locations. The original creator almost never was credited or minimal was added. Most images and videos were taken from somewhere else, often given no credit whatsoever. It should then be recognized that what you upload online could and most certainly will get reposted for the purpose of easy circulation. Social media has no reason to need citation, posts aren't disapproved if citations aren't given. Instead, it is praised for being new information that one might or might not have gathered from themselves. Not only is there no reason to apply citation, but there is also a reward in applying no citation. Figure 9a displays this perfectly, the video was reuploaded without citation or consultation and a new message was applied on top, one that was not proven true. This reuploading allows new messages and contexts to be applied, some that might be falsified and impossible to find the original. Another video on TikTok surfaced of a woman who was crying with the caption that her parent's left and her sister was crying. Looking into the video it might not be entirely true but it's almost impossible to investigate. The video itself has been cropped from the original TikTok aspect ratio to a square ratio instead and there lies a small

green border around the right side of the video (Figure 12). Meaning that the video was not taken originally on TikTok's camera feature and must have come from somewhere else. Diving further, many of the comments are random words most likely created by bots to increase viewer interaction rates and feed the algorithm. Although there are many signs pointing that this was a hoax or stolen, there is not defining evidence that I could find to prove that it was falsified. Thus, being a major downside to public media—the creation of false truths that become difficult to prove against. Reposting and remixing allow misinformation to spread as anyone can be allowed to add information to a trend and be completely wrong, however by the time it is checked it might be too late and have reached too many audiences that now believe this inherently wrong fact. The worst part is that many falsified truths never become proven wrong as there becomes a taboo in noting that a video like this could be a hoax, as it might not be.



**Figure 11:** A lady crying because her parents haven't returned.

## Private Media

Private media, online, uses many of the same tactics of public media, for one being the use of rhetorical sensing to portray their own narrative. However, private media must hold themselves to higher standards than any individual online, they have an identity they must maintain. They could not upload a video without crediting or using their own falsified facts to present a story, instead they must use their own wording to present a narrative. They are constricted by their very own identity created by being a private media source. In public media there is anonymity within a vast community, that anonymity is not held here.

Using pre-existing trends, or trendifying is broader in public media. They must follow trends of the public. How can we use the economy to present a story? How can we use the current fear of COVID to present a story? How can we use various non-obvious trends to present a story? They follow trends of the people rather than trends of the internet. Vox does this most obviously as they follow the growing trend of action among younger audiences. *Spiderman: No Way Home* grossed a total of around \$800M, *Avengers: Endgame* grossed \$858M, both United States (Box Office Mojo) sales because the news stories are all based in the United States. Action movies are a growing trend in the United States currently, especially among younger audiences. Those same ones hear of the current war in Ukraine and see a video by Vox explaining it. That video creating an easy villain—Putin and Russia, both colored red (Putin in the thumbnail and Russia at 3:40). Creating a video with intense music and dramatic sound effects. The video echo's the same tactics in action movies to engage an audience. The New York Times story follows another trend in the United States, the growing controversy around the second amendment. The United States tradition is built on civilians fighting against England to become independent, the New York Times uses the identity of the United States and the growing trend to spread the battles in Ukraine. Going directly for the second amendment they present

civilians in Ukraine fighting against a massive power for their freedom, sounds familiar to a war a few hundred years ago. They follow this trend by interviewing everyday civilians with military weaponry—Computer Programmer, Actor, Business Manager, and Student. Noting some quotes from these interviews: “I’m just a regular civilian.” “Who else but us?” “It’s my responsibility.” “They’re encouraging us.” These quotes were directly chosen to present that the Ukrainian people are being forced to fight against Russia, because no one else will. Only two or three people are seen in military clothing and while the interviews are being held, other imagery of coffee shops and pizza places show civilians with military weaponry standing outside them, patrolling.

The only video to contain hashtags is the one by the Wall Street Journal and contains five hashtags, which is the only location where they call Russia’s military operation an invasion with the hashtag “#Invasion.” In the video itself they only title it as a “military operation” as they quote Putin himself. They withhold information and use of rhetoric in order to not fall victim to rhetorical velocity in future negative connotations. They don’t want anyone to believe their stance on the topic, instead they have national leaders speak for them as it titles the invasion the “Saddest moment in all of” the UN Secretary-General’s tenure. Letting leaders speak for them allows for their views to be spoken by others so they are not to blame if current political opinions shift. They do not want the nature of online rhetorical velocity to take claim at their credibility; they want to retain their ethos as The Wall Street Journal. They create popular stories by placing themselves as unbiased and a place most can go to get an unbiased view upon current world events.

## **Discussion**

It should be reminded what this research is looking for exactly: the interactions between public and private media, how they each generate rhetoric, how each spread information, and how it might be generalized the tactics of public and private media.

Public and Private media are the defining sources for what crafts people's world views and "social facts" that are true to one's own consciousness (Bazerman 67). Bazerman continues to define these to be internalized if certain "felicity conditions" are met (68). Thus, the connection between the two are beneficial to understand in the process of crafting social narratives that drive an audiences understanding of the world. Understanding how these two populate an online discourse creates a better understanding of how to view and converse among an online space and how those online spaces are manipulated and abused for personal narrative creation and spread. Sometimes not even for personal glorification but for the glorification of an idea or identity—not for oneself, but rather for a collective, like a political party.

It had already been studied the role that private media had played in developing, specifically, fear among audiences through crime and its interaction with developing a fear narrative that articulates and modifies the world views to then play a role in agenda setting and legislation creation (Altheide). However, much of what was studied was based on local news stations that used fear to drive local ratings. It details itself to be an ecological study of the use of national trends for political gain and how those trends develop. It had also been studied the use of online genre's in "counterpublic" creation (Bradshaw) and the integration of how these genre's modify public identity of a situation (Eckstein). Eckstein then mentions the counterstrategies that private media, Ben Shapiro in this case, use to "delegitimize" public media and its identity. It had not, however, been studied the interaction between public and private

media and how each of them rhetorically uses media to popularize a story. My research focused primarily on the ecological review of online discourses and their strategies with rhetorical distance creation. Based on the results of my research, it can be stated that private and public media fit into specific rhetorical speeds. Public media presents itself to be speedy while private media presents itself to be slow and long-lasting. Both entice themselves in creating trends however the various trends created by private media survive longer as they hone themselves into the adaption of generational information. Whilst public media build themselves upon quick circulation and die out and are forgotten in a matter of months or days, sometimes even hours. Thus, this primary research reverberates the same conclusions of the many rhetors before me.

### **Narrative Creation**

Every attempt at communication echoes the same concepts of Downs in the creation of narrative. Much of the videos and images collected and analyzed—in both public and private media, made present the “abstract idea” (381) of the Ukrainian and Russian war. It allowed many of the views and rhetoric of a space hundreds of miles away to be reflected and shadowed in faraway countries. Possibly none of which would be present to the United States if not for the Internet, or at the very least could have been filtered or modified because the media collection and the strategies of spread would be privately controlled. Narrative can then be formed somewhat publicly because of the internet.

### **Media Circulation and Memory**

The slow and fast media presented in Bradshaw’s article find themselves another name upon this paper—private and public media. Public media is built upon quick circulation or else new and important information will be covered by someone else. Thus, it becomes a priority to be the first in the creation of rhetoric on the online space as to not have your opinions, thoughts,

and feelings forgotten next to the rest of the internet. Private media specifies itself to build upon long standing trends and belief systems to grow themselves. Thus, built upon the ideas conversated about in Strate's article in the context of heavy and light media. The creation of trends finds themselves producing in the context of heavy and light. Public media produces light media that is quickly circulated yet later forgotten to time—as it extends “collective short-term memory” (Strate 21) of the public belief system. Whilst private media produces heavy media and slow circulation in the attempt at being remembered in history—as it extends “collective long-term memory” (Strate 21). Thus, trends find themselves developed under the circumstances of a collective memory. Noting a certain trend—Googling or referencing—will remind another person of an abstract idea of the collective information of a trend, thus a certain trend finds itself involved as a form of memory.

## **Conclusion**

It should be concluded, from the posts and videos collected, that the communication of public media fits a fast circulation understanding where one attempts to adapt and use the short-term memory of online spaces to popularize. Private media confines itself to use long-term memory of online and real spaces to popularize. There is an interaction between these two where a spectrum of public and private media grows, where some media outlets fight for both fast circulation and to be remembered in the long-term memory of society. With that there are some social media users that use long-term memory as a tool for speedy circulation. The efforts of both private and public media contribute to the long- and short-term memory of the narrative surrounding human communication. Thus, it need be considered that posts online fit the creation and adaption of memory, persuading viewers world view and adapting the abstract thoughts in one's mind.

## Limitations

1. I would like to start off by noting how broad this piece is. Being so broad it fails to notice more intricate details that might have been easily noticed if I had used just TikTok videos, Twitter tweets, or the YouTube videos by popular media sources, or even if I had stuck just to TikTok to view how media sources were using TikTok as a place to use rhetorical distance creation.
2. If one was to create a heat map of my study patterns, they would quickly realize the short time span in which I researched, most of which centers around just a few short weeks. However, this study falls too broad and should rather ask these questions in more professional work, over years of time rather than a single semester in ENC 1102.
3. My broad claims only scratch the surface of communication in an online space and how both social and mainstream media interact, thus it is still heavily understudied their interaction. How might it compare to media sources like CNN, Fox News, and even InfoWars? At the beginning of this paper, I tried to gather news articles that filtered (at least mostly) in the middle of bias creation, however I now understand that political use is a strategy in itself that is used for popularization and rhetorical distance. How also might this research compare to other social media sites like Reddit, Instagram, and Snapchat? I focused mostly on Twitter and TikTok as they seemed most created for the recomposition and circulation of media, but what are the tactics for social media services not built for this kind of circulation? What are the more intricate strategies they use that might have gone unnoticed in Twitter and TikToks analyzation?
4. My research found that many users apply reposting as a way of circulation, however it is never discussed if this even fits under the circumstances of rhetorical velocity. Could it

be considered the ethics of online media circulation and the use of possible plagiarism?

Should it even be considered with how fast information travels?

5. Last my research never dives into what a trend even means, although it is one of the most used words in this paper. As it is only believed that a trend is a popular idea online or in the real world, however a formal definition is never found. I concluded that a trend could be a collective memory of a population however that definition still falls underdeveloped and as such needs further research, possibly titled “Trend Ecology” or a trend would be a subset of Memory Ecology.

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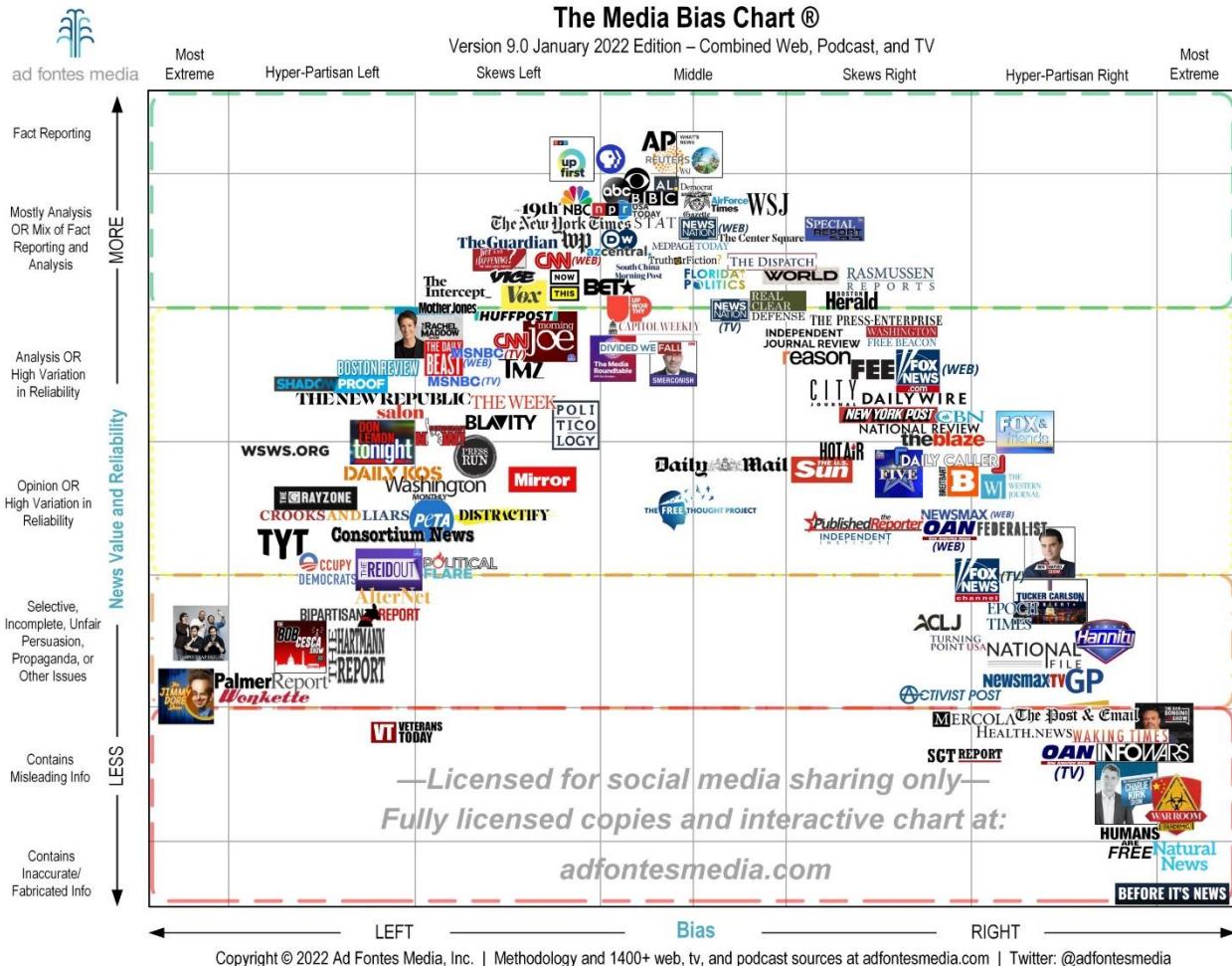
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## Appendix A: MediaBiasChart



## Appendix B: Twitter Notes

### Twitter Posts

Aa Name	Short Desc	Type	Tags	Hashtags	Σ NOH	Σ NOHWT	Σ ID
"I'm Rusia. Sorry for that".	Russian holding a sign whilst giving a hug, "I'm Russian. Sorry for that."	Image	Russian Voices Support	#UcraniaRusia #Ucrania #Rusia #Noalaguerra #UkraineRussia #Ukraine #PrayForUkraine #Russia #NoWarfare	9	7	124RS
This is beyond heartbreaking.	Father and kids separated	Video	Child Repost Sad Ukraine Voices	#Ukraine	1	0	124FR
Joe Biden today: nobody expected the sanctions to deter Putin Kamala Harris four days ago: the purpose of the sanctions has always been to deter Putin	Noting possible hypocrisy and confusion in the White House	Video	Politics	#Ukraine #Russia	2	0	124NP
There is no winner in this war. Just death, of innocent people.	Images of dead bodies on the ground	Image	Sad War Imagery	#UcraniaRusia #Ucrania #Rusia #Noalaguerra #UkraineRussia #Ukraine #PrayForUkraine #Russia #NoWarfare	9	7	124IS
The greatest president this guy won millions of hearts	Images of Z in military clothing	Image Comment	Hero Inspiring War Imagery Z Love	#Ukraine #The #Kyiv	3	2	125IZ
THE GHOST IS REAL! THIS IS THE GHOST OF KYIV! HAPPY HUNTING YOU ABSOLUTE HERO!	Images of a fighter pilot, as the "Ghost Of Kiev" was a trending pilot myth that had killed six Russian fighter jets.	Video Comment	Hero Inspiring Soldier Love	#ghostofkyiv #Ukraine #Kiev #Kyiv	4	3	125II

Aa Name	≡ Short Desc	⌚ Type	:≡ Tags	≡ Hashtags	Σ NOH	Σ NOHWT	Σ ID
<u>Giga-chad</u> <u>Ukrainian telling Russia to fuck off.</u>	Ukrainian soldier telling Russia to "fuck off." "Giga-chad" is a word referring to someone with a lot of courage. It comes from Chad as a name that the internet describes as someone courageous and strong, adding the prefix "Giga" is the same as "Gigantic Chad."	Video Comment	Hero Inspiring Soldier Love Ukraine Voices	#Ukraine #Ukraine #IStandWithUkraine	3	1	125UI
<u>Spot the difference</u>	A modern political cartoon of sorts, a meme created to separate the low amount of support for Russia and the great support for those in Ukraine. However based on the facts, and information from those arriving online.	Image Comment	Support	#Ukraine #RussianArmy	2	1	126AS
<u>True Leadership</u>	Image of Z in a military outfit	Image Comment	Hero War Imagery Z Love	#Ukraine	1	0	126IZ

Aa Name	≡ Short Desc	⌚ Type	:≡ Tags	≡ Hashtags	Σ NOH	Σ NOHWT	Σ ID
#Kyiv is the Capital of the Country of #Ukraine which is a 1st World Country. Their cities r like our cities. This time last week they were shopping, dancing, having nice dinners. This country doesn't belong to Russia! The citizens will not give up! They need our help!!	A child holding a sign, protesting, "NATO please block the sky over Ukraine"	Image Comment	Child Inspiring Ukraine Voices	#Kyiv #Ukraine	2	1	126AU
Loser Trump tried to weaken Nato The G7 and EU are behind economic sanctions on Russia and Putin's inner circle Germany is stopping Nord Stream 2, sending weapons to Ukraine and imposing economic sanctions This was all orchestrated by President Biden	Declaring that the actions around the world are "Orchestrated by President Biden." Specific rhetoric to incite that Biden is in control of Ukraine.	Image Comment	Politics	#Ukraine #DemVoice1	2	1	127DP

Aa Name	Short Desc	Type	Tags	Hashtags	$\Sigma$ NOH	$\Sigma$ NOHWT	$\Sigma$ ID
<u>Black women forced off the train, but Ukraine police/soldiers letting a white girl into the train. No black people are allowed to flee.</u>	A video of POC not allowed on a train to Ukraine, supposedly, not much context to go on however	Video	Racial Sad Ukraine Voices	#UkraineUnderAttack #Ukraine #UkraineRussia #Russia #UkraineWar #RussiaUkraineWar #RussianArmy #UkraineUnderAttack #Kiev #kiev	10	8	127AR
<u>Today: a massive protest in Washington DC in support of #Ukraine. I've never seen that many Ukrainian flags in the American capital.</u>	Video in Washington DC protesting support for Ukraine, chanting "Slava Ukraini" or "Glory to Ukraine."	Video	Inspiring Slava Ukraini Support	#Ukraine #StandWithUkraine	2	1	127VS
<u>Then and now, 80 years apart.</u>	Comparing war from 80 years ago to war of today, through imagery of barricades in Odessa, Ukraine and barricades in the same place.	Image	War Imagery	#Odessa #Ukraine	2	1	128CW

Aa Name	Short Desc	Type	Tags	Hashtags	$\Sigma$ NOH	$\Sigma$ NOHWT	$\Sigma$ ID
<u>It is Israel that exploits world agonies to carry out its crimes against the Palestinians.</u> <u>Israel thinks the media is busy with Ukraine</u> <u>Russia war and doesn't see its crimes in Palestine</u>	Calling out Isreal for exploiting current world discussions and trends to hide.	Video	Not Ukraine Sad War Imagery	#IsraelCrimes #Ukraine #UkraineRussiaWar	3	2	128CN
<u>Explosions near #Kherson airport.</u>	Massive explosions in Ukraine	Video	Ukraine Voices War Imagery	#Kherson #ukraine #ukrainewar #russia #kyiv #UkraineRussiaCrisis #ukraineinvasion #putin #kherson	9	7	128MU
<u>Another great update from this US expat living in #Ukraine . This guy's videos have been truly eye-opening!</u>	A man describing how giving away weapons to Ukrainians "willy nilly" is allowing for gang fights to spur up around the city.	Video	Ukraine Voices Z Hate	#Ukraine #UkraineRussia #UkraineRussiaWar #RussiaUkraine #RussiaUkraineWar #Kyiv #Kiev #UkraineWar	8	7	21AU
<u>Head of the National Security Council of Ukraine: We thwarted an assassination attempt on President Zelensky and eliminated a Chechen group sent to kill him</u>	Breaking news of an assassination attempt on President Zelensky that was "thwarted." Uses an image with the wording "BREAKING NEWS"	Unofficial News		#Ukraine #Russia #UkraineRussiaWar	3	1	21B

Aa Name	Short Desc	Type	Tags	Hashtags	$\Sigma$ NOH	$\Sigma$ NOHWT	$\Sigma$ ID
<u>A Russian man defiantly showing his support for Ukraine.</u>	A man holding a sign that says "I'm Russian. I stand with Ukraine" with the Russian flag as background	Image	Inspiring Russian Voices Support	#ukraine #russia #RussianUkrainianWar #UkraineRussiaWar #StopPutinNOW	5	3	22AI
<u>Baghdad today... Vast majority of Arabs continue to stress their support for #Russia.</u>	A nighttime in Baghdad scene depicting a billboard that says "We Support Russia." The post saying "Vast majority of Arabs" support Russia. Giving a possible generalization of the image	Image	Russian Support	#Russia #RussianUkrainianWar #Ukriane	3	2	22AR
<u>#Ukraine : A BM-21 Grad pattern MRL abandoned by Russian forces then captured by local TDF. Note that it is fully loaded.</u>	A video of a Russian weapon being found by local Territorial Defense, fully loaded. Could be ignorance from Russian soldiers or a gift.	Video	Confusion Ignorance	#Ukraine	1	0	23AC

Aa Name	Short Desc	Type	Tags	Hashtags	$\Sigma$ NOH	$\Sigma$ NOHWT	$\Sigma$ ID
<u>This is #Ukraine after the Russian attacks.</u> <u>Wherever Russia goes, it only brings death and fire.</u> <u>I've seen this in Syria before, and now this is what Ukraine looks like.</u>	Drone footage of destroyed buildings, exploded vehicles	Video	Russia Hate War Imagery	#Ukraine	1	0	23DW
<u>I have this old newspaper from March 12, 1938 and the news of Hitler "liberating" Austria didn't concern anyone because England, France and the U.S. weren't going to get involved. We all know how this ended.</u> <u>#KievUkraine #History repeats #Ukraine</u>	An old newspaper about how Hitler liberated Austria and no one wanted to get involved. A direct comparison it seems of Russia to World War two Germany.	Image Comment	Russia Hate Support	#KievUkraine #History #Ukraine	3	2	24AS
<u>Freedom over Tyranny for #Ukraine !</u>	An image of a tweet (not a retweet) of someone declaring that Americans can endure high gas prices if it means freedom for Ukraine.	Image of Tweet	Inspiring Support	#Ukraine	1	0	24AI

Aa Name	Short Desc	Type	Tags	Hashtags	$\Sigma$ NOH	$\Sigma$ NOHWT	$\Sigma$ ID
<u>#Ukraine : One of the first glimpses of a PPZR Piorun MANPADS in the hands of Ukrainian forces.</u> <u>Essentially a very heavily upgraded 9K38 Igla, this Polish system was provided to UA recently and may help explain some of the recent RuAF losses.</u>	A heavy weapon image explaining that Ukraine is getting the help it needs in terms of weaponry.	Image	Inspiring Support War Imagery	#Ukraine	1	0	25AW
<u>This.</u>	An image of a talk show host describing how its time to recognize that Refugee is not a "synonym for 'brown person.' Anyone could be a refugee."	Comment	Racial	#Ukraine #Afghanistan	2	1	25AR

Aa Name	Short Desc	Type	Tags	Hashtags	$\Sigma$ NOH	$\Sigma$ NOHWT	$\Sigma$ ID
<u>Anonymous hackers said that they hacked Russian streaming services Wink and Ivi, as well as TV channels Russia 24, First Channel, Moscow 24, and broadcasted live footage of what was happening in #Ukraine.</u>	A tweet declaring that various parts of Russia have been hacked.	News	No Attachment Support	#Ukraine	1	0	26AS
<u>The armed forces of #Ukraine liberated the city of #Chuguev in the #Kharkiv region. #Russian side suffered heavy losses in personnel and equipment, according to the Ministry of Defense of Ukraine.</u>	A tweet describing how the city of Chuguev has been "liberated" by Ukraine forces	News	Inspiring No Attachment	#Ukraine #Chuguev #Kharkiv #Russian	4	3	26AI
<u>A woman in a bomb shelter playing "What a Moonlit Night" by Borys Hmyria on a violin to people who are hiding from Russian bombs with her.</u>	A video of a woman playing a song on her violin in a bomb shelter.	Video	Art Sad War Imagery	#Ukraine	1	0	26AA

Aa Name	Short Desc	Type	Tags	Hashtags	$\Sigma$ NOH	$\Sigma$ NOHWT	$\Sigma$ ID
<u>The world fundamentally changed when #VladimirPutin invaded #Ukraine . One era ended, and a troubled one began. In the new era, we can no longer afford to strengthen our enemies and undermine our friends. We have to ditch decades of diplomatic approaches that no longer work.</u>	A tweet describing how diplomatic approaches no longer work.	Comment	No Attachment Politics	#VladimirPutin #Ukraine	2	1	27AP
<u>Ukrainian drone takes out Russia missile launchers. No place to hide for the murderous invaders.</u>	Video of a drone taking out a Russian missile launcher. The Russian invaders dubbed "murderous."	Video	Russia Hate Ukraine Voices War Imagery	#Ukraine #UkraineRussianWar	2	1	27VU

Aa Name	Short Desc	Type	Tags	Hashtags	$\Sigma$ NOH	$\Sigma$ NOHWT	$\Sigma$ ID
<u>She had just arrived in Poland by train. Their journeys often take days - including many different ways of unreliable transport. The trains are full and chaotic, with hardly a place to rest.</u> <u>This girl spotted my camera she didn't let it out of her sight.</u>	Image of a child, seemingly alone on a train.	Image	Child Sad War Imagery	#Ukraine #refugees	2	1	28IC
<u>1997 Video of Joe Biden Warning of Russian Hostility if NATO Expands</u>	A link to a website that presents a tweet of the current President Biden describing, in 1997, how if NATO were to expand East that there would be a "vigorous and hostile" Russian response.	Link		#Ukraine #Russia #NATO	3	1	28A
<u>Scenes showing the entry of the Su-57, the latest fifth-generation aircraft, into the battle line</u>	A video of a brand new aircraft flying overhead as explosions are seen and heard seconds later in the background	Video		#Russia #Ukraine #Kyiv	3	1	29A

Aa Name	Short Desc	Type	Tags	Hashtags	$\Sigma$ NOH	$\Sigma$ NOHWT	$\Sigma$ ID
<u>Two weeks since the Russian invasion of #Ukraine began. Today I will examine the discovery of 'old truths' about war, and how it has impacted on leadership in this particular conflict.</u>	A thread describing Z's extraordinary leadership. How war requires the most out of anyone, physically, intellectually, and morally.	Thread	Hero Inspiring War Imagery Z Love	#Ukraine #leadership	2	1	29AZ
<u>This child is now safe in Poland with their parents. credit: Uta Kaxniashvili</u>	Art of child (seemingly) crying with bombs flying behind them.	Image	Art Child Repost Sad	#Ukraine	1	0	29AA
<u>Mila Kunis, an #American actress of Ukrainian origin, together with her husband Ashton Kutcher, raised \$20 million to support #Ukraine in less than a week.</u>	Video of Ashton Kutcher and Mila Kunis raising awareness and creating a fund that has donated \$20 million to support Ukraine	Video Comment	Inspiring Support	#American #Ukraine	2	1	210VS
<u>Foreign volunteers joining Ukraine</u>	Video with the title describing that foreign volunteers are joining Ukraine's battle.	Video	Inspiring Repost War Imagery	#UkraineWar #Ukraine #UkraineRussianWar	3	2	210VI

## Appendix C: TikTok Notes

### TikTok

Aa Name	≡ Short Desc	⌚ Type	≡ Tags	≡ Label	≡ Hashtags	Σ NOH	Σ NOHWT
#Ukraine_Spread awareness!	Images and videos of attacks on Ukraine, with music trend in the background	Repost	War Imagery War Videography	PA	#Ukraine	1	0
Emotional moment as Ukraine soldiers left wives for war	Video told of Ukrainian soldiers leaving for war	Repost	Ukraine Voices War Videography	PB	#fyp #globalnews #ukraine #russia	4	2
Untitled	Clone-like of image above Creator <a href="https://www.tiktok.com/@lukalp1">https://www.tiktok.com/@lukalp1</a>	Repost		PB2	#fyp #ukraine #georgia # —	4	3
Russia & Ukraine Part 1- Ongoing Series	Unofficial news describing the current situation in Ukraine and starting off with the claim "No one is going to help Ukraine."	Unofficial News	Fear WW3 War Imagery War Videography	A	#fyp #russia #ukraine #nato #putin	5	3
Living my best life 🎉🎉 Thanks Russia!	"Things in _____ that just make sense" refitted to "My typical day in a bomb shelter." Also possibly gaining influence from the trend on TikTok and YouTube of showing the average day of someone.	Trend	Poster In Ukraine Satire Ukraine Voices	B	#ukraine #stopwar #russiastop	3	2
My parents havnt came back 😢 and my sister is crying I'm so scared	Possibly faked or using other trauma for relevance. Can't find original poster, however the context is very strange and out of place on TikTok. 1) The video is seemingly cropped to remove a possible TikTok watermark. 2) There's a slight green tint around the video 3) Bot's fill the comments with random words possibly to increase relevance on TikTok, while the hashtags count as 6 4) Commenters, past the various random words of bots, mention that there was another video posted that was deleted that was a brother crying instead of a sister		Sad Ukraine Voices	C	#ukraine #bomb #help #FYP #fyp #foryoupage	6	5
When the tears came out I lost it	Ukraine grandma calling friends as her hometown is invaded		Poster In Ukraine Sad Ukraine Voices	D	#fyp #ukraine #russia	3	1
Sky correspondent Alex Rossi speaks to an emotional 21-year-old soldier who is "terrified" for his family's safety	Interview with Ukraine soldier as his town is surrounded	Official News	Fear No Music Sad Ukraine Voices War Videography	E	#russia #ukraine #war #ukraine	4	1

Aa Name	Short Desc	Type	Tags	Label	Hashtags	$\Sigma$ NOH	$\Sigma$ NOHWT
<u>spread awareness (w)</u>	Created edit—music beats matching the transition to the next image. Includes a tw or “trigger warning”	Edit	Support War Imagery War Videography	F	#ww3 #ukraine #russia #fyp_#worldwar3 #conflict #war #putin #ukraineandrussia #unitedstates #usa #fy #joe Biden #edit #viral #ww2 #ae	17	15
<u>Untitled</u>	Blue and Yellow Drums		Art Support	G	#ukraine	1	0
<u>Untitled</u>	RPG Fire		In Battle Inspiring War Videography	H	#military #army #ukraine	3	2
<u>Say no to war.</u>	Two children butting heads literally, suppose to be metaphorically. A small metaphorical attempt possibly to gain views		Child Support	I	#ukraine #russia	2	0
<u>Dudes really in a pre game lobby, on their way to Verdansk ☺ ☺</u>	Two TikTok videos clipped together to show armies preparing, comparing it to Call of Duty where players must wait before they enter into a match. The map of which is called “Verdansk”	Unofficial Stitch	Satire Support	J	#fyp #wartok #russia_#ukraine #ww3 #ww3memes #foryoupage #viral #war #warzone #army	11	9
<u>Todays sunset was in colors for Ukraine</u>	Crowds of people, assumed to be singing a song based on the audio, however not really. However it is a song trend gathering 48.6K videos (another love), #anotherlove being a tag with over 2.8B videos	Trend	Inspiring Support	K	#ukraine #chicago_#supportukraine	3	2
<u>Putin, I wait u in Chernihiv 🇺🇦🇺🇦</u>	Fitting the “POV” or point of view trend where users usually create false point of views for comedy, however used to contrast to the severity of the war. Also another trend that uses this song to ask “are we too young for this” over posts, could range from simple math problems to danger to life.	Trend	Poster In Ukraine Satire Ukraine Voices War Videography	L	#ukraine #stopwar	2	1
<u>hopefully this won't be taken down</u>	Showing an art piece made by a Ukrainian civilian of Putin being shot in the head. “hopefully this won’t be taken down” as TikTok is mostly owned by Chinese companies who could collude with China and consequently Russia.		Art Poster In Ukraine Support Ukraine Voices	M	#fyp⚡ #ukraine	2	1

Aa Name	Short Desc	Type	Tags	Label	Hashtags	$\Sigma$ NOH	$\Sigma$ NOHWT
This Ukrainian grandmother using sunflower seeds to tell Russian soldiers to f**k off	Shows a video of a grandmother handing seeds to a Russian soldier and telling him that those seeds will grow from his corpse. Which then a political comedy commenter mentioned create the joke that it's time for Russia soldiers to retreat, "but if a grandmother hands me seeds and tells me that sunflowers will bloom from my corpse, I think it's time to retreat."	Unofficial Stitch	Comedy No Music Support Ukraine Voices War Videography	N	#fyp #foroupage #dailyshow #ukraine	4	3
SLAVA 🇺🇦	Ukraine support from non Ukraine and non Russian	Trend	Support War Videography	O	#foroupage #ukraine #viral	3	2
Untitled	Ukrainian President Holding Two SMG's and firing them in a presumed court room. From some movie or show as he was an actor and comedian before president.	Edit	Fan Inspiring Support Z Love	P	#viral #fyp #ukraine #zelenitsky	4	3
💀	"let's die with the music" Presumed Ukrainian dancing to music with destruction surrounding him.		Comedy Ukraine Voices War Videography	Q	#ukraine #saveukraine #russia #putin #meme #fyp	6	4
#ukraine 😢😢	Leaving at 8am	Trend	Satire	R	#ukraine	1	0
#Russia_has_70%_of_the_forces_needed_to_invoke_Ukraine_and_it's_getting_a_little_scary_in_the_streets.	A woman describing the current situation in Ukraine using heavy modern slang. Giving an engaging way to describe a war.		Comedy No Music Support	S	#TeamofTomorrow #learnon tiktok #Russia #Ukraine	4	2
Untitled	"I'm in the...air..." Ukraine waiting on the USA help & they landing like this" Applying a comedic tone to the fact that Ukraine is not getting direct military assistance, or rather making the joke based on the video and used Ukraine as a way to gain views. Also posted on youtube in December of 2020	Repost	Comedy No Music War Videography	T	#fyp #ShowUsYourDrawers #foroupage #forou #forourpage #xyzcba #xyzcba #viral #funny #ukraine #usa #russia	12	10
Yeah_and_we_still_hop_for_peace 🇺🇦	Child running during the Ukrainian independence day ceremony, "History in 10 Minutes"	Repost	Child	U	#forou #fyp⚡ #ukraine	3	2
look what you've done putin 💔	Video of a child walking, crying who lost their family because of the war in Ukraine		Child	V	#putin #russia #ukraine #saveukraine #sad #russiavsukraine #ukrainevsrussia #helpukraine #stopputin #standwithukraine	10	8