



# Summer School "Presidential rhetoric in Ukraine - leadership, channels, audiences"



4 June 2023- 27 May 2023

UNIwersytet JUTRA II

- zintegrowany program rozwoju Uniwersytetu im. Adama Mickiewicza w Poznaniu  
POWR.03.05.00-00-Z303/18





# About the University

Adam Mickiewicz University is the major academic institution in Poznań and one of the top Polish universities. Its reputation is founded on tradition, the outstanding achievements of the faculty and the attractive curriculum. The mission of the University is to advance knowledge through high-quality research and teaching in partnership with business, professions, public services and other research and learning providers.

**20**

Faculties

**4**

Branches

**13567**

Newly enrolled students

**32100**

Students in traditional and extramural programmes

**1168**

Doctoral students

**764**

Participants in postgraduate courses

**125**

Degree programmes

**3006**

Academic staff

**2282**

Administrative staff

**242**

Specialisations

**36**

Postgraduate courses

**241**

Science clubs

**4624**

Publications

**860**

Research projects worth over PLN 1.305 billion

**772**

International students





# Universities participating in the Summer School

- > Yuriy Fedkovych Chernivtsi National University
- > Zhytomyr Polytechnic State University
- > Petro Mohyla Black Sea National University
- > Ivan Franko National University of Lviv
- > Taras Shevchenko National University of Kyiv



# AGENDA



UNIwersYTET IM. ADAMA MICKIEWICZA W POZNANIU

Solidarity with Ukraine - European Universities

PRESIDENTIAL RHETORIC IN UKRAINE – LEADERSHIP, CHANNELS, AUDIENCES

Poznań-KołoBrzeg, 4-10.06.2023

## Sunday, 4.06

(DS "Jowita", Zwierzyniecka 7 Street)

Arriving, accommodation

## Monday, 5.06

(Faculty of Political Science and Journalism,

Uniwersytetu Poznańskiego 7 Street)

9:00-10:00	Breakfast
10:00-11:00	Opening Dean of the Faculty of Political Science and Journalism <i>Andrzej Stelmach</i> Head of the Center for international Cooperation Support at AMU <i>Joanna Barszcz</i> Coordinator of the Summer School 'Interpersonal communication, cooperation, team building' <i>Krzysztof Hajder</i> Coordinator of the Summer School 'Presidential rhetoric in Ukraine – leadership, channels, audiences' <i>Bartosz Hordecki</i>
11:00-11:30	Coffee break
11:30-13:00	Short history of the Ukrainian presidential photography / <i>Yulia Nesteriak &amp; Yurii Nesteriak</i>
13:00-13:15	Lunch
13:15-13:45	Presentation of Adam Mickiewicz University / <i>Kostiantyn Mazur</i>
13:45-14:00	Break
14:00-16:30	Presentation of EPICUR Consortium / <i>Kostiantyn Mazur</i>
16:30-19:00	Free time
19:00	AMU charity concert

## Tuesday, 6.06

(KołoBrzeg)

8:00-9:00	Breakfast
9:27-13:16	Travel to KołoBrzeg
14:00-15:00	Arriving, accommodation
15:00-16:00	Lunch
16:00-17:00	Meeting with the President of KołoBrzeg
17:00-19:00	<i>Get to know yourself</i> - educational game
19:00-20:00	Dinner

## Wednesday, 7.06



HR EXCELLENCE IN RESEARCH



EPICUR

ul. Święty Marcin 78, 61-809 Poznań  
tel. +48 61 829 43 28  
kostiantyn.mazur@amu.edu.pl

[www.amu.edu.pl](http://www.amu.edu.pl)

UNIwersYTET JUTRA II

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# AGENDA

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(Kołobrzeg)

- 8:30-9:30 Breakfast
- 9:30-11:00 President's New Year's messages in Poland - aims and means of influence?  
*Danuta Kępa-Figura*
- 11:00-11:30 Break
- 11:30-13:00 Rhetorical analysis of TV presidential messages  
*Barbara Sobczak TBC*
- 13:00-14:00 Lunch
- 14:00-15:30 American theories of presidential rhetoric  
*Anna Bendrat TBC*
- 15:30-19:00 Free time
- 19:00-20:00 Dinner

## Thursday, 8.06

(Kołobrzeg)

- 9:00-10:00 Breakfast
- 10:00-11:30 Meeting with the Vice-Rector for International Cooperation  
*Rafał Witkowski*
- 11:30-12:00 Break
- 12:00-13:30 Presidential communication of Volodymyr Zelensky as a strategic resource  
*Bogdana Nosova*
- 13:30-14:30 Lunch
- 14:30-15:30 Rhetorical analysis of Volodymyr Zelensky's messages in social media  
*Agnieszka Filipiak*
- 15:30-19:00 Free time
- 19:00-20:00 Dinner

## Friday, 9.06

(Kołobrzeg)

- 9:00-10:00 Breakfast
- 10:00-11:30 Volodymyr Zelensky and new media  
*Yuliana Lavrysh & IFNUL team*
- 11:30-12:00 Break
- 12:00-13:30 Volodymyr Zelensky's rhetoric and Kenneth Burke's theory of dramatism  
*Bartosz Hordecki*
- 13:30-14:00 Closing ceremony
- 14:00-15:00 Lunch
- 15:00 Sea trip & Free time

## Saturday, 10.06

(Kołobrzeg-Poznań)

- 8:00-9:00 Breakfast
- Departure

# Subject coordinators

Prof.

## Andrzej Stelmach

Professor, Dean of the Faculty of Political Science and Journalism of the Adam Mickiewicz University, Head of the Department of Political Systems of the Faculty of Political Science and Journalism



Prof.

## Bartosz Hordecki

Assistant Professor at the Faculty of Political Science and Journalism, Adam Mickiewicz University (Department of Political Philosophy). Research interests: philosophy of politics, political rhetoric, language politics, the evolution of political-social discourses (particularly in Central and Eastern Europe), political culture, legal culture, and history of socio-political concepts.



PhD

## Yuliia Nesteriak

Assistant Professor at the Institute of Journalism at the Taras Shevchenko National University of Kyiv





# Subject coordinators

Prof.

## Yurii Nesteriak

Head of the Department of Information Policy Management at the Educational and Scientific Institute of Public Administration and Public Service at Taras Shevchenko National University of Kyiv.



PhD

## Agnieszka Filipiak

Senior Lecturer at the Department of Political Culture of the Faculty of Political Science and Journalism

PhD

## Jolanta Vogt-Hajder

Institute of Psychology, Collegium Humanum ( Poznan branch).



# Subject coordinators

Prof.

## Danuta Kępa-Figura

Professor at Maria Curie-Skłodowska University, Faculty of Journalism, Department of Political Science and Journalism, University of Lublin



PhD

## Lyuba Yakimchuk

Chair of English and American Studies, Institute of Linguistics and Literary Studies, Faculty of Philology, Maria Curie-Skłodowska University in Lublin

Prof.

## Barbara Sobczak

Department of Rhetoric, Pragmalinguistics and Journalism, Institute of Polish Philology, Faculty of Polish and Classical Philology, Adam Mickiewicz University, Poznań, Poland







# Subject coordinators

PhD

## Bogdana Nosova

Associate Professor at the Department of Social Communication, Institute of Journalism, Taras Shevchenko National University of Kyiv



MA

## Mikołaj Sokolski

Doctoral student at the Doctoral School of Social Sciences of the Adam Mickiewicz University, Department of Philosophy of Politics, Faculty of Political Science and Journalism, Adam Mickiewicz University

MA

## Vladyslav Zinichenko

Doctoral student at the Doctoral School of Social Sciences, Department of Media Systems and Press Law, Faculty of Political Science and Journalism, Adam Mickiewicz University, Poznań, Poland



# Subject coordinators

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**Nikoletta Miriavets, Alina-Mariia Chernyk, Anna Dmytriv, Valeriia Buniak, Liliia**

students of the Faculty of Journalism, Ivan Franko National University of Lviv



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PhD

**Svitlana Soroka**

Associate Professor at the Department of New Media, Faculty of Journalism, Ivan Franko National University of Lviv



# Raport

The summer school '**Presidential rhetoric in Ukraine - leadership, channels, audiences**', held in Poznań and Kołobrzeg from **4-10 June 2023**, was an event organised by the **Faculty of Political Science and Journalism of the Adam Mickiewicz University**.

The aim of the meeting was an **in-depth discussion on the development of presidential rhetoric in independent Ukraine**, particularly after 24 February 2022. The school's programme featured **lectures and workshops by lecturers from several Polish and Ukrainian universities**. It included both lectures and workshops directed at the in-depth recognition of the most relevant and characteristic phenomena in contemporary Ukrainian presidential rhetoric. **The classes were designed to encourage critical reflection, as manifested in the school's participants' identification of strengths and weaknesses, and the opportunities and threats that arise from the evolution of presidential oratory in Ukraine. In particular, the course of the school addressed the transformation of Ukrainian presidential rhetoric under the conditions of a full-scale Russian invasion.** In this context, the participants of the school paid particular attention to analysing the phenomenon of Volodymyr Zelenky's rhetoric, both in its version addressed to Ukrainian and international audiences.



In addition, **the school was an occasion for the cultural development of the guests**, as well as a **presentation of the scientific and educational opportunities offered by AMU**. In this context, the Ukrainian guests were able to **familiarise themselves** with the facilities and educational offers of **the Faculty of Political Science and Journalism at Adam Mickiewicz University**.



**From Tuesday (6 June) to Saturday (10 June)**, the summer school was held in **Kołobrzeg**. The trip to this town was an occasion to introduce the school participants to the **cultural and natural values and history of Polish Pomerania**.



**Monday (5 June)** - this day marked the **official opening of the school**, performed by the **Dean of the Faculty of Political Science and Journalism of Adam Mickiewicz University, Prof. Andrzej Stelmach**. The substantive part of the session focused on **identifying and discussing two issues: the tradition of presidential press photography in Ukraine and the problem of disinformation and the deformation of the public image of the Ukrainian President carried out by entities generating pro-Kremol propaganda**. The culmination of the day was the participation of the summer school attendees in the AMU charity concert " With One Voice with Free Ukraine".

**Tuesday (6 June)** - on this day, **the school participants travelled from Poznań to Kołobrzeg**. Upon arrival at the seaside, accommodation was provided, and the **guests from Ukraine attended an integration workshop led by Dr. Jolanta Vogt-Hajder**.

**Wednesday (7 June)** - Attendees had the opportunity to listen to two lectures guiding possible directions for designing research on presidential rhetoric in Ukraine. The first lecture - concerning potential ways of analysing presidential messages in Poland - was presented by Prof. Danuta Kępa-Figura (Maria Curie-Skłodowska University). The second lecture, on American theories of presidential rhetoric, was given by Dr. Anna Bendrat (Maria Curie-Skłodowska University). In the evening, members of the summer school toured the Kołobrzeg lighthouse.



**Thursday (8 June)** - Presidential rhetoric performed by President Volodymyr Zelensky became the subject of analysis on this day. Professor Barbara Sobczak discussed the ethos and pathos of speeches by the Ukrainian head of state, while Dr Bogdana Nosova (Taras Shevchenko National University of Kyiv) introduced current Ukrainian presidential rhetoric as a strategic resource. In addition, the summer school participants were oriented that day to the educational offerings of the IREX organisation, which develops and provides training materials to promote the teaching of skills in recognising disinformation and critically analysing pro-Russian propaganda materials. The workshop on IREX's offer was led by Nikolai Sokolski, MA, and Vladyslav Zinichenko, MA. In the evening, summer school participants took part in a marine excursion.



**Friday (9 June)** - On Friday, a delegation from **the Faculty of Journalism, Ivan Franko National University of Lviv** provided a **detailed report on the public speeches made by the Ukrainian president and his wife, Volodymyr and Olena Zelenski**, in many contexts **after 24 February 2022**. In addition, **the discussion included research into particular aspects of Ukrainian presidential rhetoric as a potential subject for BA, MA and PhD theses**. In conclusion, **Bartosz Hordecki, Ph. D.**, outlined the horizon of the research and project opportunities that **Polish and Ukrainian universities can jointly pursue concerning presumptive communication in Ukraine**. The organisers summarised the effects of the week's work and discussed plans for the future. **Certificates were also presented to the participants of the summer school.**





"Many thanks, Bartosz Hordecki for the invitation to give a lecture at one more wonderful Adam Mickiewicz University Summer School, this time dedicated to the President's speeches.

Julia Nesteryak, Yuliana Lavrysh, Liliia Shutiak and Blended Intensive Programme - Poznań 2023 have already said well about an interesting and busy study week in Poland

We have a long history with Adam Mickiewicz University, Poznań and Bartosz Hordecki of many joint successful creative educational and scientific projects that consistently support Ukrainian students and teaching staff

We believe in the Armed Forces of Ukraine and our Victory, and we are working to have such summer schools in peacetime at the Institute of Journalism of Taras Shevchenko National University of Kyiv.

~**Bogdana Nosova , Taras Shevchenko National University of Kyiv**"

"From 4 to 10 June, 3rd year students of the Department of New Media, Valeria Buniak, Anna Dmytriv, Nicoletta Miriavets, Alina-Maria Chernyk, Liliia Sokulska, jointly with their supervisor, Associate Professor Yuliana Lavrysh, participated in the Summer School "Presidential rhetoric in Ukraine - leadership, channels, audiences", supported by the Faculty of Political Science and Journalism of Adam Mickiewicz University (Poznan-Kolobrzeg).

Today, for almost 2 hours, the students presented their research "Communication of President Volodymyr Zelenskyi through the prism of new media", which they had been working on for a whole semester. The research empirically includes 90 speeches by the President to parliaments around the world, 50 speeches of internal communication with Ukrainians, about 50 speeches at festivals and cultural events, as well as monitoring of Olena Zelenska's speeches as an additional communication segment in the focus of social networks and websites.

Our students were invited to speak at an international conference in autumn! Well done!"

~ **Yuliana Lavrysh ,Ivan Franko National University of Lviv**





The summer school "Presidential Rhetoric in Ukraine: Leadership, Channels, Audience" for Ukrainian students has come to an end. Lectures by leading Polish experts in rhetoric were followed by vivid speeches by Ukrainian researchers.

There was a sense of disbelief at the news about the Kakhovka hydroelectric power station, which turned into even greater feelings of anger and desire for victory.

Several times, the audience was "screaming" with air raid warnings from Ukrainian cities: Chernivtsi, Mykolaiv, Kyiv, Zhytomyr, Kharkiv... Everyone stood still waiting for the alarm to go off, telling their Polish colleagues what was happening.

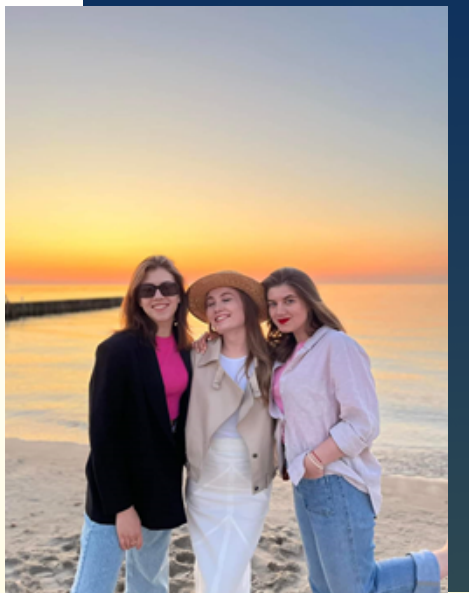
There were also the sunsets over the Baltic Sea, which only strengthened the desire to meet the sun over the sea in Crimea or Berdiansk.

Finally, there were Ukrainian songs - lots of them. The final "Chervona Ruta" after the presentation of certificates united all the participants. The project was over.

New joint projects and research are ahead. Ahead is the fight against "no matter what".  
And victory.

**~ Yuliia Nesteriak , Taras Shevchenko National University of Kyiv**





**The summer school "Presidential rhetoric in Ukraine - leadership, channels, audiences" was an unforgettable educational and intercultural experience, which will result in close cooperation between Ukrainian universities and Adam Mickiewicz University, Poznań.**

