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FRAMING U.S. NATURE IN DIGITAL PUBLIC DIPLOMACY DISCOURSE ON SHAREAMERICA PLATFORM

Summary. Digital public diplomacy is the use of the internet, social media, and online platforms by governments to communicate directly with foreign publics. It aims to influence public opinion, improve a country's global image, and achieve foreign policy goals through online engagement. Digital public diplomacy can be a practical tool that nations use to project and amplify their soft power. Soft power is the ability to influence others through attraction and persuasion rather than coercion. Nature is a key instrument of soft power, shaping a state's positive image through its environment, landscapes, and wildlife. The aim of the article is to examine the linguistic framing of U.S. nature on the online platform ShareAmerica. ShareAmerica is the U.S. Department of State's official public diplomacy platform for sharing stories and images about American society, culture, and life, as well as the principles that underlie the nation's foreign policy and engagement with the world. Research into the framing of U.S. nature on the ShareAmerica platform is important because it shows how American soft power employs narratives about nature to shape the nation's global image. The linguistic analysis in this study is based on a rhetorical framing analysis, focusing on rhetorical devices. Stories about nature in the United States published on the ShareAmerica platform during 2025–2026 are being examined. The study demonstrates the significant role of linguistic rhetorical devices in public digital diplomacy discourse. The study shows that the frame built into stories about U.S. nature is multi-aspect. The study has identified the following aspects in the frame structure: the aspect of biodiversity and protection of U.S. nature; the aspect of the opportunity to enjoy the beauty of the U.S. nature; the aspect of the opportunity to interact with nature through sports; the aspect of nature symbols representing American values; and the aspect of diplomacy through natural symbols. Rhetorical devices are used in the implementation of all aspects of the frame.

Key words: nature, digital public diplomacy, soft power, framing analysis, rhetorical devices, ShareAmerica platform.

Statement of the problem. Globalization, the development of communication technologies, and the strengthening of communities' roles and participation have become preconditions for the emergence of public diplomacy in international affairs among states. Thanks to leading-edge technology, a new form of public diplomacy, also known as "digital diplomacy" or "public diplomacy 2.0," has emerged. Digital public diplomacy is the use of the internet, social media, and online platforms by governments to communicate directly with foreign publics. It aims to influence public opinion, improve a country's global image, and achieve foreign policy

goals through online engagement [1]. Digital public diplomacy can be a practical tool that nations use to project and amplify their soft power [2]. According to the recognized theory of J.S. Nye, influence in international relations operates through hard power and soft power. Hard power involves the use of military or economic coercion to compel compliance from other nations [3]. The Russian aggression against Ukraine is a primary example of 21st-century hard power. Soft power refers to a nation's ability to attract and persuade others through culture, political values, and foreign policy, fostering admiration and shared objectives. It allows countries to shape preferences and build goodwill, serving as a non-coercive counterpart to military or economic hard power [3].

Developing an appealing national image through digital public diplomacy enables states to cultivate a positive international reputation, attract investment, advance national interests, and counter disinformation, thereby enhancing state power. Kut M.O. highlights the growing importance of digital communication as a tool of foreign policy, particularly amid intensified hybrid threats, widespread disinformation campaigns, and rising global competition in the digital sphere [4].

Linguistic tools used to create a positive national image are crucial, as they shape soft power, foster emotional connections, and build trust among international audiences. Verbal imagery and narratives can simultaneously influence a state's political support and tourism potential. Nature and its diversity are the foundational heritage of any nation. That is precisely why linguists today face the task of investigating the linguistic means used to present the country's heritage, with the aim of developing an effective national image on the international stage.

Previous research. Research into the discourse of public digital diplomacy is only beginning. Researchers note that knowledge, values, cultural codes of societies, communication channels, new media, and information networks are becoming increasingly significant in international activities, and that digital diplomacy is evolving as a means of strategic state communication [5]. B.D. Mor suggests that public diplomacy is a form of self-presentation for social empowerment, in which rhetorical strategies and associated tactics serve to address image predicaments in foreign public opinion [6].

Kut M.O. conducted a comprehensive study of the current state, key trends, and prospects for the development of digital diplomacy by the Ministry of Foreign Affairs of Ukraine amid growing global information risks and the profound transformation of the international communication environment. She analyzed the main digital diplomacy instruments used by the MFA of Ukraine. Based on

the conducted analysis, Kut M.O. emphasizes that the systematic development of digital diplomacy is a crucial factor in reinforcing Ukraine's international standing and increasing its resilience in the face of global challenges [4].

Researchers focus on studying public digital diplomacy on social media. I. Manor evaluated how foreign ministries utilize digital tools [7]. Researchers investigate how political leaders in Poland and Serbia used Twitter/X during the COVID-19 pandemic and how their posts emotionally engaged audiences. The findings reveal that emotionally charged content, particularly during the early stages of the pandemic, led to higher engagement in both countries [8].

V.B. Skriabina's research is significant regarding the linguistic aspects of public digital diplomacy discourse. Discursive, semantic, syntactic, and stylistic analyses have been employed to carry out research on the persuasive component. V.B. Skriabina concludes that digital public diplomacy or twidiplomacy helps make international activities open and accessible to the public and persuade them [9].

However, the ShareAmerica platform has remained outside the attention of linguists and other researchers, as well as the topic of framing nature as a nation's heritage in the discourse of public digital diplomacy. The ShareAmerica platform is the U.S. Department of State's official digital engagement platform. Research into the framing of U.S. nature on the ShareAmerica platform is highly relevant. It lays the ground for showing how American soft power employs narratives about nature to shape the nation's global image and advance its foreign policy.

The purpose of the article. The aim of the article is to examine the linguistic framing of U.S. nature on the online platform ShareAmerica.

The U.S. Department of State is an official executive department of the United States federal government. It is responsible for leading the country's foreign policy, conducting diplomatic relations, and managing operations at U.S. embassies and consulates worldwide.

On the official website of ShareAmerica it is stated:

"ShareAmerica is the U.S. Department of State's platform for sharing compelling stories and images about American society, culture, and life, and about the principles that underlie our nation's foreign policy and engagement with the world."

This site is managed by the Bureau of Global Public Affairs within the U.S. Department of State" [10].

The data for this research include stories about nature in the United States published on the ShareAmerica platform during 2025–2026.

To determine the specific framing features of U.S. nature, a rhetorical framing analysis serves as a research tool. Frames are understood to be devices that structure and shape narratives. Researchers operating within a framing perspective are looking for cues of how language choices push our thinking in specific directions. Researchers are seeking various framing devices that may have been used, such as keywords and rhetorical devices [11].

The main results of the research. The study shows that the frame built into stories about U.S. nature is multi-aspect.

On ShareAmerica, the U.S. Department of State's platform for global storytelling, nature is framed as extraordinarily diverse. The platform showcases the vast ecological spectrum of the United States – from Glacier National Park to Everglades National Park. For instance:

Glacier National Park's rugged natural landscape of soaring mountain peaks and crystal waters is a majestic work of nature [12]

Everglades National Park, a vast landscape of flooded grasslands in southern Florida, is a little more than an hour's drive by car from Miami. But it's a completely different world [13].

The platform also highlights the diversity of animals and birds to showcase environmental diplomacy and the shared responsibility of protecting natural ecosystems. For example, the verb *teem* is used to mean to be full of or swarming with something to refer to the diversity of wildlife in Everglades National Park:

Visitors to the rugged wilderness, often referred to as a "river of grass," will find an environment like few others. It teems with birds, fish, reptiles and rare mammals [13].

On ShareAmerica, verbs like *spot* and *glimpse* frame wildlife as a precious, fleeting treasure, promoting an appreciation for nature through eco-tourism rhetoric. These verbs act as a rhetorical appeal to emotion, highlighting the joy of observing animals. For example:

Early morning and evening offer hikers the best opportunities to spot wildlife including bighorn sheep, black bears, deer and peregrine falcons – the fastest animal in the world... [14].

The Grand Canyon is one of the few places to glimpse the rare California condor, North America's largest land bird [15].

The verb *protect* becomes the keyword. For example:

The park, which is part of a much larger wetlands region, was also established to protect important habitats for wading birds, such as flamingos [13].

The metaphor of *home* is used to imply that the country acts as a natural habitat, protector, and sanctuary for its wildlife and ecology

Wildlife viewing opportunities abound as Acadia is home to myriad animals including deer, seals, porcupines, loons and bald eagles... [15].

Shenandoah is home to black bears, bobcats and deer, as well as dozens of bird species [16].

The noun *national park* has conceptual significance in the organization of nature conservation. The platform celebrates the diversity of the 63 national parks and hundreds of other protected sites that showcase America's natural beauty and cultural history:

The United States is home to 63 national parks and hundreds of other protected sites that showcase America's natural beauty and cultural history.

These parks and sites cover 34 million hectares (85 million acres) of protected land, preserving stunning landscapes, historic monuments and national treasures like the Grand Canyon [17].

The metaphor of *home* in that sentence assigns the emotional and relational qualities of a personal residence to the US.

ShareAmerica highlights the foundational role of U.S. presidents, from Abraham Lincoln to modern leaders, in creating and preserving national parks. For example:

Carleton Watkins' images of the Yosemite Valley in the 1860s are believed to have moved President Abraham Lincoln to sign the Yosemite Act of 1864, protecting the landscape as a state park [14].

The world's first national park was created on March 1, 1872, when President Ulysses S. Grant signed the Yellowstone National Park Protection Act [18].

Established by President William McKinley, Mount Rainier became America's fifth national park in 1899 [19].

Quotations of US presidents play a significant role. The use of quotations in public diplomacy is a strategic communication tool that legitimizes state messages. For example:

When President Theodore Roosevelt first saw the Grand Canyon in 1903, he proclaimed, "Leave it as it is. You cannot improve on it. The ages have been at work on it, and man can only mar it." Roosevelt's vision became a reality when the canyon in northern Arizona became a national park in 1919 [15].

In May 1926, President Calvin Coolidge answered calls to set aside eastern natural landscapes as national parks for the enjoyment of future generations... "There is healing in the trees for tired minds and for our overburdened spirits," Coolidge once said. "There is strength in the hills, if only we will lift up our eyes" [16].

On ShareAmerica, the U.S. Department of State's platform for global communication, nature is also consistently framed through its intersection with human lives.

National parks and wilderness areas are portrayed as spaces where people can view and enjoy the beauty of US nature. To describe beauty, the stories use metaphors and epithets. In stories, a wide range of epithets is used. Epithets enrich language by highlighting key characteristics, adding vivid imagery, and shaping the audience's emotional or cultural perception. For example, in the following sentence, the phrase *imposing landscapes* functions as an epithet:

Named for its towering, snow-capped volcano, Mount Rainier National Park in the Cascade Mountains of Washington state enchants visitors with scenic drives and hikes through one of the Pacific Northwest's most imposing landscapes [19].

In a rhetorical context, an epithet is an adjective or descriptive phrase attached to a noun to characterize, evaluate, or highlight a specific quality. Because an adjective adds emotive, subjective description rather than just a dry, factual attribute, it acts as an epithet. *Imposing* means grand, dignified, or impressive, making this phrase a highly effective tool for creating a majestic or intimidating atmosphere. It is used to evoke a sense of grandeur in the scenery being described.

In the next sentence, the phrase *crystal waters* functions as an epithet:

Glacier National Park's rugged natural landscape of soaring mountain peaks and crystal waters is a majestic work of nature [12].

The phrase *crystal waters* emphasizes clarity, purity, and transparency. In the next example, the adjective *blue* is added to describe a lake:

The 10-mile (16-kilometer) round trip crosses elevated trails over crystal blue lakes while gaining elevation and passing mountain views and wildflowers [12].

Waters are also described as *turquoise*:

Other long hikes lead to Iceberg Lake, which features chunks of ice floating in turquoise waters [12].

The phrase *turquoise waters* beautifully captures the lake's nature. The waterfalls are described as *scenic*:

Going-to-the-Sun Road's other stopping points access scenic waterfalls and multicolored rock formations [12].

Scenic is an adjective that describes waterfalls, highlighting their natural beauty and picturesque qualities. The adjective *majestic* serves as an epithet in the phrase *majestic mountains*, vividly highlighting the grandeur and impressiveness of the mountains:

Majestic mountains and summer blossoms [19].

The stories also employ vivid metaphors. Vivid metaphors act as cognitive and emotional bridges, transforming abstract or purely observational descriptions of nature into relatable, visceral experiences.

Personification, a type of metaphor, is used to present the US's nature to a global audience. For example:

National parks celebrate America's natural beauty [17].

Parks are given the human ability to *celebrate*. Parks preserve and display landscapes, while people celebrate when they visit and appreciate them.

The heart of Acadia is Sieur de Monts springs, a historic landmark near cultivated gardens [20].

The phrase *the heart of Acadia* is a metaphor that uses the physical human heart as a figurative stand-in for a different concept. Rather than referring to a biological organ, *the heart* represents the geographic center of Acadia:

Glacier joined other western wonders like Yellowstone and Yosemite as a national park in 1910 [12].

Describing the park as *joining* others treats it as an active participant or a personified traveler entering a social space.

The lexeme *paradise, a place of great happiness where everything is exactly as people would like it to be*, is often used to describe the US nature:

A photographer's paradise [14].

The phrase *a photographer's paradise* describes a place offering an endless supply of visually striking or beautiful locations that practically guarantee great photographs. In the next example, the lexeme *paradise* refers to flowers:

Virginia's floral paradise [16].

It suggests that the beauty, fragrance, and color of the flowers are so overwhelming and harmonious that the space feels completely removed from the troubles of the real world. In the next example, the metaphor of *the symphony of yellows, oranges and reds* equates visual colors to a musical performance:

...drawing visitors from around the world to witness the symphony of yellows, oranges and reds [20].

It compares the vibrant, warm colors of autumn leaves to a harmonious orchestra, suggesting that the colors blend together and evoke emotion, just as a beautiful piece of music does.

Nature is also presented in the context of active interaction between people and the outdoors through sports. The U.S. Department of State's platform, ShareAmerica, highlights how sports foster a profound connection to the outdoors. Through storytelling and imagery, the platform emphasizes environmental engagement, showing how outdoor pursuits – from mountaineering to running – allow sportspeople and adventurers to experience natural landscapes. For example:

Shenandoah National Park draws lovers of fall foliage to Virginia each autumn, while Mammoth Cave National Park in Kentucky offers hiking, canoeing and underground adventure ... A 90-minute drive from either Louisville, Kentucky, or Nashville, Tennessee, the park in rural Kentucky offers hiking, canoeing, camping and cabins and, of course, cave tours. [16].

Activities include hiking the Bright Angel Trail to the canyon floor, rafting the Colorado River and spotting wildlife [15].

The lexeme *ingenuity* takes on key significance:

Ingenuity brought Glacier National Park to the people

...But American ingenuity allows the park's 3 million annual visitors to get up close to Glacier's beautiful interior [12].

Ingenuity refers to the creative human effort and civil engineering required to carve roads through the treacherous, ice-capped Rocky Mountains

On the platform ShareAmerica, natural symbols represent American values. ShareAmerica, the U.S. Department of State's platform, showcases how natural symbols reflect core American values to global audiences. These symbols serve as enduring representations of freedom, strength, and independence.

The bald eagle, chosen as the national bird in 1782, symbolizes strength, courage, and independence. It reflects the nation's commitment to self-reliance and liberty.

It's official: The bald eagle is America's national bird [21].

In the following examples, the phrase *Founding Fathers* or simply *Fathers* refers to the group of political leaders and statesmen who led the American colonies to independence from Great Britain, helped draft the Declaration of Independence, and drafted the U.S. Constitution:

When designing the Great Seal of the United States, the Founding Fathers wanted a symbol to convey the strength and independence of the new nation. So they chose the bald eagle...Fathers chose the bald eagle to represent their nation because the bird is indigenous to North America, according to Jack E. Davis, author of The Bald Eagle: The Improbable Journey of America's Bird. But by the 20th century, bald eagles' numbers in the wild had declined from habitat loss, illegal hunting and the pesticide DDT [21].

Using the *Founding Fathers* to refer to early American presidents is a stylistic device combining metonymy and a conceptual metaphor. Metonymy is a figure of speech where an attribute or an associated phrase replaces the actual name of a person or object. By calling early leaders like George Washington and Thomas Jefferson the *Founding Fathers*, their historical role as the architects of the nation is used as a stand-in to identify them collectively. The family metaphor draws on the conceptual metaphor of a nation as a family, in which the leaders are referred to as the *Fathers* of the country's government and its constitutional framework.

In the following example, the phrase *spotting a bald eagle in its natural habitat* is used:

The National Eagle Center, located in Wabasha, Minnesota, showcases bald eagles and highlights their connection to American values of freedom and courage. Visitors can meet live birds and, in the summer, take river cruises to spot bald eagles in their natural habitat [21].

The phrase *spotting a bald eagle in its natural habitat* carries immense rhetorical value. As a symbol, the bald eagle bridges the gap between civic rhetoric and environmental persuasion. Seeing a wild eagle evokes patriotism. It visually grounds the nation's ideals of freedom and power.

The American Bison is the national mammal; the bison symbolizes the resilience of the American spirit and the nation's commitment to conservation. Bronze monuments devoted to bison are created, and exhibitions are organized:

New bison exhibition celebrates an American icon

A trio of monumental bronze bison installed outside the Smithsonian's National Museum of Natural History in Washington honors North America's largest land animal on the occasion of the United States' 250th anniversary The bison was named the country's official national mammal in 2016. ... A symbol of strength and resilience [22].

In the story *How the bison became the U.S. national mammal* it is highlighted that *in the late 19th century, Americans fell in love with bison*:

At some point in the late 19th century Americans fell in love with bison – the massive, shaggy animals sometimes called buffaloes [23].

The phrase *Americans fell in love with bison* rhetorically traces the dramatic shift in U.S. cultural attitudes – from the late 19th-century mass slaughter of the animals to modern national reverence. It transforms a historical narrative of near extinction into a metaphor for national resilience, conservation, and the iconic spirit of the American West. While the phrase frames this love through the lens of conservation efforts, it also highlights the renewed respect for the animal's deep spiritual and practical significance to Native American cultures:

Bison: Standing Strong features sounds of the bison's prairie habitat in the Great Plains of the Central United States and explores the animal's connection to the culture of Native American tribes that hunted bison for food and clothing for thousands of years. The exhibition also features Native American art, tools and a toy shaped like a bison [22].

The platform highlights the role of President Theodore Roosevelt as a *bison booster*. A *bison booster* refers to his pivotal role in spearheading the 20th-century American conservation movement to save the bison from extinction. It positions him rhetorically as both a savior of the species and an architect of modern American national identity.

Then-President Theodore Roosevelt became a bison booster – he helped form the American Bison Society in 1905 and urged Congress to set aside land for the preservation of the herds...

It would take another century for Congress in 2016 to pass legislation making the bison the national mammal. There are now some 400,000 bison roaming the American grasslands [23].

The story *How the Bison Became the U.S. National Mammal* connects modern environmental preservation to Roosevelt's progressive era legacy, framing the continued survival of these noble and beautiful creatures as an essential element of American identity.

The platform ShareAmerica also uses natural symbols to present U.S. international relations. Diplomacy through natural symbols uses the universal language of ecology, flora, and fauna to build international relations and project soft power. Natural symbols serve to bridge cultural divides and establish a visual baseline for diplomacy. The platform shares the story of the exchange of cherry and dogwood trees between the US and Japan:

The U.S. and Japan utilize reciprocal gifts of trees, such as the iconic cherry blossoms in Washington, D.C., to symbolize and strengthen their enduring alliance. This botanical diplomacy includes the 1912 gift of over 3,000 cherry trees to the U.S. and a 2026 gift of 250 trees, reciprocated by the U.S. with dogwood trees in 1915 [24].

Botanical diplomacy is used by countries to facilitate diplomatic engagement, showcase their cultures, and promote universal principles.

The platform quotes Donald Trump, the US President:

"For more than a century, this magnificent explosion of pink and white has graced America's capital," the president said at the White House. These trees are "a living symbol of the cherished friendships between two of our world's most extraordinary nations" [24].

The metaphorical, *magnificent explosion of pink and white* symbolizes enduring U.S.-Japan friendship and international cooperation. It leverages soft power to frame the bilateral relationship as historically significant and aesthetically positive, marking the 250th anniversary of the United States.

Conclusions. The study shows that the frame built into stories for an international audience about U.S. nature is multi-aspect. The study has identified the following aspects in the frame structure: the aspect of biodiversity and protection of U.S. nature; the aspect of the opportunity to enjoy the beauty of the U.S. nature; the aspect of the opportunity to interact with nature through sports; the aspect of nature symbols representing American values; and the aspect of diplomacy through natural symbols.

This multi-aspect frame highlights how narratives for a global audience utilize U.S. nature as a flexible tool for both domestic promotion and global public relations. By balancing ecological preservation with international messaging, American landscapes are depicted as both a national treasure and an instrument of international engagement: biodiversity and protection showcase U.S. national parks and wildlife preserves as vital ecosystems, emphasizing conservation efforts and environmental stewardship; enjoyment of beauty highlights the aesthetic value of American landscapes, portraying nature as a scenic retreat and a source of wonder; interaction with nature through sports frames American nature as an active ground for outdoor recreation and adventure; natural symbols of American values are used to reflect deeply held American ideals like freedom and endurance; diplomacy through natural symbols employs nature as a soft power tool to build international partnerships, foster goodwill, and communicate diplomatic intentions on the global stage.

Rhetorical devices are used in the implementation of all aspects of the frame. Metaphors and epithets are core rhetorical devices used on ShareAmerica to promote American nature and environmental conservation. By transforming abstract concepts and natural landscapes into vivid imagery, these devices evoke emotional resonance and foster global appreciation for ecology.

The prospects of the research consist of further studies of the rhetorical framing of other topics, such as nations' history, modernity, and culture in public digital diplomacy discourse. Expanding the scope of rhetorical framing analysis to include topics like history, modernity, and culture is a critical next step in digital diplomacy research. It helps explain how nations use participatory platforms to construct and project their desired identities on the global stage.

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Моїсєєнко О. Ю. Фреймінг природи США в дискурсі цифрової публічної дипломатії на платформі ShareAmerica

Анотація. Цифрова публічна дипломатія – це використання урядами інтернету, соціальних мереж та онлайн-платформ для безпосередньої комунікації з громадськістю інших країн. Вона має на меті впливати на громадську думку, покращувати імідж країни у світі та досягати зовнішньополітичних цілей шляхом взаємодії в онлайн-просторі. Цифрова публічна дипломатія може слугувати практичним інструментом, який держави використовують для проєктування та посилення своєї м'якої сили. М'яка сила – це здатність впливати на інших шляхом привабливості та переконання, а не примусу. Природа є ключовим інструментом м'якої сили, що формує позитивний імідж держави через екологію, ландшафти та дику природу. Мета статті – дослідити мовний фреймінг природи США на онлайн-платформі ShareAmerica. ShareAmerica – це офіційна платформа публічної дипломатії Державного департаменту США для оприлюднення історій і візуальних матеріалів про американське суспільство, культуру й повсякденне життя, а також про принципи, що лежать в основі зовнішньої політики країни та її взаємодії зі світом. Дослідження того, як на платформі ShareAmerica подається образ

природи США, є важливим, оскільки воно демонструє, як американська м'яка сила використовує наративи про природу для формування глобального іміджу країни. Лінгвістичний аналіз цього дослідження ґрунтується на риторичній версії аналізу фреймінгу та зосереджується на риторичних засобах. Досліджуються історії про природу США, розміщені на платформі ShareAmerica протягом 2025–2026 років. Дослідження демонструє важливу роль мовних риторичних засобів у дискурсі публічної цифрової дипломатії. Дослідження засвідчує, що фрейм, сформований у наративах про природу США, є багатоаспектним. У структурі цього фрейму виокремлено такі аспекти: біорізноманіття та охорона природи США; можливість насолоджуватися красою природи США; можливість взаємодії з природою через заняття спортом; використання природних символів для представлення американських цінностей; а також дипломатія за допомогою природних символів. У реалізації всіх аспектів цього фрейму застосовуються риторичні засоби.

Ключові слова: природа, цифрова публічна дипломатія, м'яка сила, фреймовий аналіз, риторичні засоби, платформа ShareAmerica.

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