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## Актуальні питання масової комунікації, Випуск 37 (2025)

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**Актуальні питання масової комунікації** – рецензоване фахове наукове видання Київського національного університету імені Тараса Шевченка. Журнал публікує оригінальні, закінчені роботи за результатами досліджень із масової комунікації, що відображають сучасні тенденції розвитку галузі в Україні та світі, закономірності, процеси, структури та форми масовокомунікаційних відносин. Пріоритет надається актуальним для української та світової аудиторії дослідженням масовокомунікаційних трендів у розвитку технологій, медіа, журналістики, видавничої справи, реклами, зв'язків з громадськістю, соціальної інформатики, документознавства, бібліотекознавства тощо.

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### DISCUSSIONS ДИСКУСІЇ ТА ОБГОВОРЕННЯ

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#### Populism in the Media during Russia's war in Ukraine

Nina Zrazhevska  
Borys Grinchenko Kyiv Metropolitan University, Ukraine

This material is submitted for discussion on the pages of the journal. It has the status of a working version, a draft of a possible article, a preprint. Anyone can participate in the discussion by submitting their materials with a link to this material in the "Discussions" section. The author of the same material, in the case of writing a scientific article, must make a reference to his material, which he submitted for discussion.

Russian aggression against Ukraine occurs largely due to the influence of populist materials in the media. The use of media platforms for populist messages enhances their impact on the audience, creating so-called "arches" – common myths, that are designed to convey propaganda messages to the audience in the language of the media. The populism of the modern Russian government provides it with a high rating precisely because of television broadcasting, online publications and the blogosphere, which are known to be associated with propaganda, the troll factory and the media manufactory, which supply pro-government messages to citizens in the public sphere. The **main purpose** of this material is to show how Russian official populism, which concerns Russia's war with Ukraine, is broadcast through the Russian media. We consider how populist messages are formed at the level of President Putin and his entourage, ideologues-intellectuals and controlled media. **Conclusions.** The study of media populism is an important component of ensuring the information security of the state. Understanding how the media can be used to destabilize a situation and manipulate public consciousness helps in developing effective protective measures.

**Keywords:** populism, media populism, populist messages, Russian aggression, propaganda, political discourse, degradation of the public sphere

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## Популізм у ЗМІ під час війни Росії в Україні

Ніна Зразевська

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Російська агресія проти України значною мірою відбувається через вплив популистських матеріалів у ЗМІ. Використання медіа-платформ для популистських меседжів посилює їхній вплив на аудиторію, створюючи так звані «арки» – поширені міфи, що покликані доносити пропагандистські меседжі до аудиторії мовою ЗМІ. Популізм сучасного російського уряду забезпечує йому високий рейтинг саме завдяки телевізійному мовленню, онлайн-виданням та блогосфері, які, як відомо, пов'язані з пропагандою, фабрикою тролів та медіа-мануфактурою, що постачають проурядові меседжі громадянам у публічній сфері. **Головна мета** цього матеріалу – показати, як російський офіційний популізм, що стосується війни Росії з Україною, транслюється через російські ЗМІ. Ми розглядаємо, як формуються популистські меседжі на рівні президента Путіна та його оточення, ідеологів-інтелектуалів та контролюваних ЗМІ. **Висновки.** Вивчення медіа-популізму є важливою складовою забезпечення інформаційної безпеки держави. Розуміння того, як ЗМІ можуть бути використані для дестабілізації ситуації та маніпулювання суспільною свідомістю, допомагає у розробці ефективних захисних заходів.

*Ключові слова:* популізм, медіапопулізм, популистські меседжі, російська агресія, пропаганда, політичний дискурс, деградація публічної сфери

### Relevance of research

Russian media populism actively influences the formation of public opinion both inside and outside Russia. Understanding the mechanisms and strategies used for this influence allows for a better appreciation of how the media shape attitudes toward war, mobilize public support, and create images of the enemy. The study of Russian media populism helps to reveal the sources and methods of spreading populist narratives, which is necessary for the development of effective countermeasures strategies and to identify specific propaganda techniques used to strengthen patriotic sentiments, justify aggression, and discredit the opponent. The war between Russia and Ukraine has a global resonance, and the Russian media actively influence the international audience, so the study of media populism allows us to understand how international narratives about the war are formed, and what media strategies are used to influence public opinion in other countries. Russian media populism during the war is used to legitimize political decisions and mobilize support for the political leadership. Analysis of these processes helps to better understand how media influence political stability and dynamics in Russia and Ukraine. The study of media populism is an important component of ensuring the information security of the state. Understanding how the media can be used to destabilize a situation and manipulate public consciousness helps in developing effective protective measures.

The main goal of the article is to answer the question, how do Russian media present the war in Ukraine using populist narratives and how Russian official populism, which concerns Russia's war with Ukraine, is broadcast through the Russian media. In the article, we consider how populist

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messages are formed at the level of President Putin and his entourage, ideologues-intellectuals and controlled media.

## Method

The analysis of media populism in this article involves the use of a method of sampling, analyzing, and summarizing relevant populist narratives in the Russian media: mainly RIA Novosti and Izvestia newspapers for the period 2022–2024. This includes text analysis to identify the main themes, narratives, and rhetorical means used to shape public opinion and mobilize support. The analysis includes the study of language (marker words, specific populist narratives) to identify ideological attitudes, hidden meanings, and manipulative strategies. This allows us to understand how the media shape perceptions of the war, the enemy and national identity. In the article, we draw on research into specific propaganda methods and tactics, such as the use of symbols, enemy images, emotional impact, and appeals to patriotism. Framing analysis focuses on how news stories are structured and presented to the audience. It involves identifying the frames or perspectives through which the media present the war and related issues. The study analyzes common frames such as “defense of national sovereignty,” “anti-Western sentiments,” or “heroism of Russian soldiers”, which are typical of populist narratives. The use of these methods allows for a comprehensive study of media populism and the identification of the main mechanisms of its action.

## Results and Discussion

Media populism represents itself mostly in the context of so-called political journalism. Political journalism depends on the type of media system. The Russian media system is authoritarian and involves media control, censorship and changes in media laws in the direction of state control over journalistic activity. This control is especially carried out in relation to political journalism, which in these conditions must identify itself with the authorities. Thus, political journalism in Russia is a type of journalism – political or partisan bias. Media populism is rooted precisely in the bias of political journalism, which broadcasts the populism of politicians and amplifies their messages through various media. “In terms of content, the four key concepts in the study of political journalism in Western democratic systems are the concept of politics as a game of strategy, interpretive and straight news, conflict formation and media negativity, and political or party bias... In all of these and more there are important differences between countries and media systems, which follows from the idea that political journalism is always influenced by the media systems in which it is produced and consumed” (Strömbäck, & Shehata, 2018). Since we are considering media populism in Russia in relation to the war with Ukraine, in this context the concept of political and party bias will be dominant in order to explain how media populism is presented in the Russian media. According to the constitution, Russia is a democratic federal legal state with a republican form of government. However, The Economist International Agency, which compiles the Democracy Index, classifies Russia as an authoritarian state, which means we will characterize the type of journalism as authoritarian. Since journalism depends on the type of media system, we can underline that in the Russian authoritarian media system, political journalism tends to view the media as a political tool for shaping public opinion in relation to the war with Ukraine.

In recent decades, Russia has faced a significant decline in the quality of the public sphere, which includes the degradation of political journalism. This phenomenon is especially noticeable in the coverage of the war with Ukraine. The reasons for this situation are multifaceted, covering political, social, and economic aspects.

One of the main reasons for the degradation of the public sphere in Russia is the concentration of power in the hands of a limited circle of individuals. Since the beginning of the 2000s, after Vladimir Putin came to power, the media gradually came under control of the state or pro-



government business structures. Independent media outlets were closed down, absorbed or heavily censored. As a result, most news agencies, such as RIA Novosti and Izvestiya, reflect the government's official point of view, instead of objective coverage of events.

Populism, war, and the media are interconnected and mutually reinforcing through several key mechanisms. For example, populist politicians use the media to create an enemy and mobilize support, romanticize war, control and propaganda, cultivate nationalism and xenophobia. The media play a key role in spreading these narratives, presenting military actions as the defense of the nation from an external threat, portraying the conflict as a struggle against Western aggression and neo-imperialism, justifying military actions by protecting the Russian-speaking population and restoring historical justice, etc.

Russian state media actively use propaganda techniques to shape public opinion. The coverage of the war with Ukraine often uses terms that justify Russia's actions and discredit the Ukrainian side. For example, such phrases as "special military operation" and "neo-Nazis" create a one-sided narrative that supports the government line and reduces the critical perception of the population.

The degradation of the public sphere is also related to the lack of pluralism of opinions and critical discussion. State-controlled media suppress alternative points of view, which makes it impossible to objectively discuss important socio-political issues. This leads to one-sided coverage of events and the formation of stereotypes among the population, who perceive state propaganda as the truth in the last instance (RIA Novosti).

Besides, journalists in Russia often face economic pressure and the risk of losing their jobs for expressing an independent opinion. With low wages and a high cost of living, many are forced to toe the editorial line to keep their jobs. This creates an atmosphere of self-censorship, where journalists avoid topics that may displease the authorities.

The degradation of the public sphere in Russia is the result of years of pressure on independent mass media, propaganda methods, and the lack of critical pluralism. Political journalism in such conditions becomes a tool of state propaganda, especially in covering the war with Ukraine. This leads to the formation of a one-sided perception of events among the population and further strengthening of the authoritarian regime.

Degradation of the public sphere creates favorable conditions for media populism. When the public sphere degrades, the critical analysis of information and society's ability to distinguish between truthful and manipulative messages diminish. This allows media populists to use simplified and emotionally charged messages to manipulate public opinion.

Populist statements of opinion leaders are mostly determined by communication technologies, which involve the use and creation of myths, semiotic control, propaganda, and social engineering. A special place in these technologies is occupied by media culture as a tool for organizing everyday life, where the complex world of politics is simplified to the level of common sense and understandable by all narratives and explanations. In today's context, what we call populism is not an ideology or even a set of ideas. This is a media strategy. Populist politicians throw simple explanations and appeals into the public space, and the media, in turn, further simplify the picture of the world, as their function as a social institution reaches a wide audience. So we see a double communicative distortion of reality, which Baudrillard called the *Simulacrum*.

Luca Manucci, a Portuguese researcher in his book "Populism and Media", proposes to consider the media sphere and the political sphere as an integrated system for the production of convenient truths for political news users, thus overcoming the fictitious opposition between the media and political logic. Therefore, populist discourses should be seen as the result of a constant stream of direct, indirect and mixed interactions between political and media actors" (Manucci Luca, 2017). Populist figures feed the media with "provocative and passionate statements and angry attacks on their opponents," so they have a significant advantage in attracting media attention. G. Pocheptsov writes: "Nobody sees that populism is not only politics, but also a serious change in



information and virtual flows. A person lives in information and virtual reality no less than in physical reality" (Почепцов, 2019).

Ukrainian researcher Dmytro Romanovich notes: "Politicians use media messages to promote their programs and candidates. Politicians use all types of media, including social media, to deepen public support. This general trend, which we call "media populism," allows politicians to use different media to spread their populist ideas among different political groups. But in spreading their ideas, these populist politicians don't just communicate with their supporters: they also actively burn up fear, undermining faith in ancient political institutions" (Романович, 2018).

In Russian political discourse, such populist politicians next to Putin are Minister of Defense A. Belousov and Minister of Foreign Affairs S. Lavrov. At the same time, press secretaries are speakers of populists - A. Peskov spread the populism of V. Putin, M. Zakharova - S. Lavrov. They can be attributed to the "royal support". The translators of populist slogans are the army of official media propagandists Simonyan, Skabueva, Kiselyov, Solovyov, etc.

Umberto Eco in the book "Full back! "Hot Wars" and Populism in the Media" argues that the goal of populism is to broadcast through the media a picture of the world, when populists unfold the grandest spectacle, like in disaster movies. The winner is the one who, having found a *casus belli*, can competently present it under the sauce of a certain theory (Еко, 2025). Peter Pomerantsev, a British researcher, notes that populism in the media uses various technologies, but a particularly effective technology is the concept of the enemy (Померанцев, 2019). Noam Chomsky writes that Hitler defined Jews and Gypsies as enemies, and in the case of a war with Ukraine, Putin defined the Western world with its liberal values and Ukraine as its satellite as enemies. In the media, especially in the blogosphere, the theme of the decaying West is becoming more and more obsessive and aggressive.

The media simplify and popularize populist ideas about the greatness of the Russian idea, which were fabricated, for example, by the Russians of the so-called "Izborsk Club"<sup>1</sup>, where the exploitation of the national idea began to intersect with populism and was used by national leaders for political purposes to justify the war. The ideologues of "Rusky Mir" Surkov, Dugin, Prokhanov – use populism to broadcast on many media platforms: for example, the magazine "Izborsk Club" has 23 regional Internet sites in different regions of Russia. In times of crisis, falling incomes of the population, loss of the country's image against the background of total corruption, it is the myths and narratives (stories) created by ideologues and broadcast by politicians that serve as the cement of society.

The "Izborsk Club" considers the following among its main tasks<sup>2</sup>:

- Creating and presenting analytical reports to the authorities and society of Russia aimed at shaping a renewed, patriotically oriented state policy in all spheres of national life.
- Traveling to the regions of Russia, maintaining constant interaction with the country's intellectual elite without confining itself to experts in the capital, and establishing club units in all federal districts of the Russian Federation.
- Shaping a new agenda in the Russian media, conquering information niches objectively emerging due to the ideological and moral decline of the liberal community,

<sup>1</sup> The material uses sources unavailable in Ukraine as factual material for analysis: Ізборський клуб [Izborsk Club]. URL: <https://izborsk-club.ru/>

<sup>2</sup> The material uses sources unavailable in Ukraine as factual material for analysis: Про Ізборський клуб [About the Izborsk Club]. URL: <https://izborsk-club.ru/about>



which until recently sought to control the main electronic as well as a significant portion of print and online media at the federal level.

Facilitating the formation of a powerful political-ideological coalition of patriots-state advocates, an imperial front, counteracting manipulations carried out in Russian politics by foreign centers of influence and the "fifth column" from within the country.

Thus, the main tasks of the ideologists include media control, combating internal and external "enemies," and shaping a new patriotic agenda aimed at all spheres of national life.

In Russia, this has led to the emergence of a political phenomenon – national populism. It was the populists who created the ideological models of the Russian world, the Fifth Empire, the ideology of victory, the ideology of the Russian dream, broadcasting their ideas through the media. This ideology is built on the discourse of war, because all these models assume that a Western hostile coalition has formed around Russia, which is aimed at the destruction of Russia. This dichotomous picture of the world divides the world into friends and enemies, using the national-patriotic feelings of the people.

It was these intellectuals, and then propagandists, who created the myth of the inhuman essence of modern Ukraine and its armed forces which, they say, have turned into a punitive machine that destroys any dissent. Such an inverted picture of the world is very reminiscent of Orwell's maxims: War is peace, Freedom is slavery. Ignorance is strength.

For example, in the newspaper "Izvestia" we read about the reason for the war with Ukraine: "... this measure was forced and is self-defense, which does not contradict the Charter of the UN. At the same time, Russia's plans do not include the occupation of Ukrainian territories – it is about protecting the Donetsk and Lugansk People's Republics within the framework of the previously signed agreements on friendship and cooperation. "Izvestia - July 1, 2023"<sup>3</sup>. It is the media that fabricate and broadcast populist messages, preparing the public to accept and justify military aggression.

They want to break up the EU, affect voting rights in the EU and make it ineffective.

Putin will continue to try to tear Europe apart by any means necessary, and populism is just one of those ways".

It is well known what a populist politician does when he comes to power – it blocks the way for potential competitors (Ставлення до Сталіна, 2023). That is, it suppresses the freedom of the media and ensures control over the information agenda. The populist government is extremely attentive to fluctuations in public opinion. In the absence of competitive elections and independent media, it seeks to study public opinion through its channels and has a monopoly on knowledge. Russia vs. Ukraine uses the core populist ideas of war: these populist narratives work together with communication technologies such as public relations and propaganda.

On the RIA Novosti website you can find many examples of populist narratives related to the war in Ukraine. Here are some of them:

#### ***Russia wins special military operation:***

*The article argues that Russia is winning by all measures and is on track to complete one of the most impressive military victories in modern history.*

<https://ria.ru/20220407/pobeda-1782203263.html>

*Similarly, U.S. Congresswoman Marjorie Taylor Greene was quoted asserting that Russia is winning the conflict while the West is losing due to its false narratives and policies (РИА*

<sup>3</sup> The material uses sources unavailable in Ukraine as factual material for analysis: Послання Путіна до Федеральних зборів [Putin's message to the Federal Assembly]. 2023.URL: <https://iz.ru/1468194/2023-02-10/poslanie-putina-federalnomu-sobraniyu-sostoitsia-21-fevralia-o-chem-skazhet-prezident>



*Hobocmu). Statements from Russian officials, such as Dmitry Medvedev, assert that Russia has all the necessary tools and strategies to ensure victory in the special military operation. Medvedev and other officials argue that Russia's actions are methodical and will lead to a comprehensive victory*

<https://ria.ru/20231217/spetsoperatsiya-1916322450.html>, <https://ria.ru/20240219/spetsoperatsiya-1928324231.html>

This includes leveraging Russia's military capabilities and strategic advantages to achieve its objectives.

***The catastrophic failure of Ukraine:***

*Statements are described that the conflict in Ukraine can be considered completed, since the Ukrainian armed forces are in critical condition and cannot continue resistance.*

<https://ria.ru/20240521/ukraina-1947472871.html#:~:text=https%3A%2F%2Fria.ru%2F20240517%2Fzelen-skiy.plai%2Fawards%2F%0A%0A%E3%80%905%E2%80%A0%20%E2%80%40ru.wikipedia.org%E3%80%91%E3%80%906%E2%80%A0>

***The proxy war develops into a global one:***

*It is emphasized that the conflict in Ukraine is part of a broader global confrontation between Russia and the West, which enhances the sense of the scale and significance of what is happening.*

<https://ria.ru/20240529/ukraina-1948962543.html#:~:text=https%3A%2F%2Fria.ru%2F20240528%2Fputin>

***Civil war in Ukraine:***

*It is said that the current conflict in Ukraine is a continuation of long-standing internal disagreements that began with Euromaidan, which justifies Russia's actions as protecting the Russian-speaking population and fighting the "Nazi regime" in Kyiv: [https://ria.ru/20230614/ukraina-1877916653.html#:~:text="](https://ria.ru/20230614/ukraina-1877916653.html#:~:text=)*

***Western aid to Ukraine is ineffective:***

*Articles often emphasize that Western weapons and assistance do not bring the expected results, and problems with the supply and use of equipment only worsen the situation of the Ukrainian army (RIA Novosti).*

*There is a delayed civil war in Ukraine:*

[https://ria.ru/20230614/ukraina-1877916653.html#:~:text="](https://ria.ru/20230614/ukraina-1877916653.html#:~:text=)

In Russian media one can find many populist narratives broadcast by the Kremlin and related to the war in Ukraine. Here are some of them:

***Protection of the Russian-speaking population:***

*The narrative is that Russia's actions are aimed at protecting Russian-speaking residents of Ukraine from oppression and aggression. This statement is often used to justify military action and portrays Russia as a defender of the rights of Russian-speaking citizens: <https://ria.ru/20230221/donbass-1853327941.html>*

*Crimean authorities called the transfer of the peninsula to the Ukrainian SSR immoral: <https://ria.ru/20230524/krym-1873833846.html>*



### ***Western aggression:***

*An article on RIA Novosti claims that Russia is resisting Western aggression and neo-imperialism. Western countries are accused of trying to undermine Russian statehood and sovereignty through support for Ukraine. Zakharova: Russia is resisting neocolonialism by following its own values <https://ria.ru/20231012/neokolonializm-1902252424.html>*

*Russia is resisting the evil that threatens the whole world, said Patriarch Kirill: <https://ria.ru/20231212/zlo-1915296587.htm>*

### ***Neo-Nazis and extremists in Ukraine:***

*One of the key narratives is that Russian military actions are directed against neo-Nazis and extremists who have allegedly seized power in Ukraine. This narrative helps legitimize military actions in the eyes of the Russian public and the international community <https://ria.ru/20240528/mo-1948914386.html>*

### ***Humanitarian mission:***

*The actions of the Russian army are described as a humanitarian mission to provide assistance to the population of Donbass and liberate the territories from Ukrainian troops. This narrative is often accompanied by stories about the transfer of humanitarian aid and the restoration of infrastructure in occupied territories <https://ria.ru/20240329/pomosch-1936367697.html>*

### ***Historical justice:***

*There are also statements in the media that Russian actions are restoring historical justice, returning territories that "originally" belong to Russia. This narrative appeals to historical and cultural aspects to justify current events.*

*These narratives are actively broadcast through various media channels, including news, articles, and official statements, shaping public opinion in Russia and supporting certain political goals of the Kremlin. <https://ria.ru/20240512/pushilin-1945335696.html>*

These narratives are aimed at creating a positive image of Russia and its actions, as well as discrediting Ukraine and its allies.

The main populist narratives broadcast by Russian media are:

- War with Ukraine as reaction to the threat from the West.
- War with Ukraine as protection of the people of Donbas.
- Anticipating the actions of the Ukrainian government, which was preparing for an attack on Russia.
- The fight against fascism in Ukraine.
- The Russians are fighting not with Ukraine, but with NATO.
- Delegation of competence to political elites ("once started, it means it must be finished").
- Speaking out against the war in Russia is almost the same as speaking out against your country, your motherland.
- Russians are fighting for their identity.
- Russians do not want to go to the ultra-liberal world.
- The Western world is heading towards the apocalypse.



Populist messages in the media space of Russia cultivate a strong, charismatic image of Putin as a follower of Peter I and even Stalin (the Russian public space still positively supports the Stalinist type of state management in the majority: according to the data of the Levada Center for 2023, the number of those who see Stalin "with respect", during the 22 years of Putin's rule it almost doubled to 47%). (Ставлення до Сталіна, 2023).

This is especially evident during times of war, as Putin positions himself as a strong, decisive leader capable of leading the nation through difficult times, as Stalin did during World War II.

The main guide for broadcasting in the media is V. Putin's Direct Lines, which usually attract attention as a show, a one-time populist meeting. But this is not only mass communication between the leader and the people, but also a warning to the elite, collecting information about the problems that concern people in each of the regions (Петров, 2017).

Actually, there are two such formats – the annual big press conference in December and the "Direct Line" in the spring.

RIA Novosti is preparing a cut from the brightest episodes of "previous series". Putin's message to the Federal Assembly in 2023 outlined the main strategies of the ideology of war, which are relayed by the media into the public sphere:

- The neo-Nazi regime that emerged in Ukraine after the 2014 coup d'état. Therefore, it was decided to conduct a special military operation.
- The promises of the Western powers, their assurances about the desire for peace in Donbas, turned out, as we can see now, to be a forgery, a cruel lie.
- The United States and NATO rapidly deployed their military bases, secret biolaboratories near the borders of our country, ... prepared the Kyiv regime under their control, Ukraine, enslaved by them, for a major war.
- Indeed, Western elites have become a symbol of total unprincipled lies.
- I want to repeat once again: it was they who started the war, and we used force and stopped it.
- Neo-Nazis do not hide whose heirs they consider themselves.
- We are not at war with the people of Ukraine. ... The people of Ukraine themselves became hostages of the Kyiv regime and its Western masters.
- The responsibility for inciting the Ukrainian conflict, for its escalation, and for increasing the number of its victims lies entirely with the Western elites.
- Look at what they are doing to their people: the destruction of the family, cultural and national identity, perversion, abuse of children, up to pedophilia, are declared the norm, the norm of their lives, and the clergy, priests are forced to bless same-sex marriages<sup>4</sup>.
- Like the Chechen wars, the war with Ukraine is shrouded in a mixture of nationalism and populism.
- Ukraine is not a state.
- Kyiv regime.
- Ukrainians are the same as Russians.

<sup>4</sup> The material uses sources unavailable in Ukraine as factual material for analysis: Путін оголосив послання до Федеральних зборів [Putin announced his address to the Federal Assembly]. URL: <https://ria.ru/20230221/poslanie-1853328331.html>



- Neo-Nazi regime in Ukraine.
- Ukrainian punishers.
- We can repeat (Ерпилева, 2023).

In an address to the Russian people: “Results of the year with Vladimir Putin 2023” key statements that relate to the war in Ukraine are:

- Putin promised that the country would increase production of weapons necessary for fighters.
- The Ukrainian Armed Forces announced a counter-offensive, but nothing happened.
- Today, according to Putin, there is no need for mobilization.
- Putin emphasized that the tasks of the war do not change: the neutral status of Ukraine, denazification and demilitarization.
- What do these messages say to the Russian people? That everything is going according to plan, that Ukraine is losing, there will be a lot of weapons in Russia, mobilization is not needed, since so many volunteers want to take part in the war.
- It is very important for Russian public opinion to believe that the war will actually be won because the West will no longer give Ukraine enough weapons. These populist messages from Putin, which are broadcast by Russian media, are very important against the backdrop of the economic and political crisis in modern Russia.
- Putin has maintained his populist appeal by redirecting his targets from domestic economic elites to international political enemies, particularly by positioning himself as a guardian of traditional values and an anti-globalist. Putin's control over the Russian media is turning it into a platform for state populism. The war with Ukraine requires increasing efforts to spread state populism through the media, since it is necessary to keep the Russian people in constant fear and hatred of their enemies.

Analyzing media populism as a media strategy, we identified the main frames within which the Russian information space was formed.

**Patriotism and nationalism.** The problem lies in the need to protect the Russian-speaking population of Ukraine. The explanation for the invasion is that Ukrainian nationalists are oppressing Russian-speaking people, and the West is intervening and supporting the Ukrainian authorities. In this way, the moral right to invade is justified and Russian actions are portrayed as noble and defensive. In this context, support for military action and sanctions against potential aggressors becomes justified from the point of view of Russian propaganda. Russian populist leaders emphasize a strong sense of national identity and pride, portraying the conflict with Ukraine as protecting the state from external threats. The external threat is the West and its values. Through patriotic narratives, leaders try to create a sense of unity among the population against the threat of the influence of Western values.

**The next frame is anti-Western sentiments.** Populist narratives about Western countries trying to weaken Russia are constantly heard in Russian media. In this context, the West is accused of expanding NATO and the EU, which characterizes Western policies as hypocritical and imperialistic. The propaganda narrative in the media calls for unity and resistance to Western influence. Populism often relies on creating a dichotomy between insiders and enemies or adversaries. In times of war, leaders can use the narrative of a struggle between traditional and liberal values to



frame the conflict as a struggle between a righteous, virtuous population and a corrupt West that is harming or undermining the nation.

Frame – **fight against internal enemies of the Motherland** – aimed at combating internal dissidents and citizens who disagree with the war. The law on foreign agents and restrictions on the activities of free journalists and bloggers creates surveillance and denunciation systems in society. From the point of view of official propaganda, foreign agents are almost traitors to the motherland, therefore any measures to limit their activities are justified. Populist leaders in Russia use the concept of internal enemies, blamed for the problems facing the country, in the context of war. The most popular media and bloggers have been called foreign agents: now it is difficult for them to break into the Russian audience, many are subject to repression. Thus, according to data as of January 18, 2024, there are 855 "foreign agents" in the register, including individuals and organizations. Starting in 2022, the list is replenished more and more actively: if in 2021 128 people and media projects became "foreign agents", then in 2022 – 211, and in 2023 – 283 – 2.2 times more<sup>5</sup>. In modern Russian politics and the state apparatus regulating media flows, the Stalinist technique of searching for enemies of the people is being revived: "Vladimir Putin made an emotional speech about "national traitors" and the "fifth column" through which, as the president said, the West is trying to transform Russia to a weak, dependent country. According to Putin, these "traitors" live in Russia, but their opinions are "there, not with our people," and society must cleanse itself of them" (Від іноагентів до ворогів народу, 2022). Such technology deflects attention from the complexity of the conflict and consolidates government support by providing a simple explanation: free media is portrayed as hostile. Thus, populist leaders try to control or manipulate the media to ensure positive coverage of their actions and policies. The technology thus involves suppressing dissenting voices, promoting nationalist narratives, and disseminating propaganda to shape public perceptions of the war. Populist statements introduced through media concepts such as "enemies of the people" and "foreign agents" are aimed at distracting attention from reality and consolidating the Russian public sphere around the authoritarian leader.

**Frame about the new elite** – a new populist narrative designed to convince the people that the government is fighting the old corrupt elite. Putin's Address to the Federal Assembly in 2024 sounded a new populist narrative since the beginning of the war – the replacement of the old elite with a new elite: "They must play an increasingly larger role. The elite are not those who have lined their pockets, but people who have proven their loyalty to Russia"<sup>6</sup>. The country's elite should be formed from those people who defend their Motherland<sup>7</sup>. Putin needs a real elite, not "a caste with special rights and privileges," not those who "filled their pockets with all sorts of processes in the economy of the 90s." "They are definitely not the elite," Putin said and announced the launch of the "Time of Heroes" personnel program<sup>8</sup>. The change of elites is a very good and well-thought-out initiative that should convince people of the sincerity of the authorities in carrying out reforms. The Kremlin has launched one of the most powerful populist technologies – criticism of the elites, and Russian pro-Kremlin media and government ideologues are very actively using this narrative

<sup>5</sup> The material uses sources unavailable in Ukraine as factual material for analysis: «Перекрити кисень»: як на тлі війни влада переслідує «іноземних агентів» — аналіз законодавства ["Cut off the oxygen": how the authorities persecute "foreign agents" against the backdrop of war — analysis of legislation]. URL: <https://reports.ovd.info/perekryt-kislorod-kak-na-fone-voyny-vlasti-presleduyut-inotrannyykh-agentov-analiz#1>

<sup>6</sup> The material uses sources unavailable in Ukraine as factual material for analysis: Новая элита. Путин определил будущее России [Putin defined the future of Russia]. URL: <https://ria.ru/20240229/putin-1930166879.html>

<sup>7</sup> The material uses sources unavailable in Ukraine as factual material for analysis: Путин призвал формировать российскую элиту из защитников своей страны [Putin called for the formation of the Russian elite from the defenders of his country]. URL: <https://iz.ru/1640613/2024-01-26/putin-prizval-formirovat-rossiiskuiu-elitu-iz-tekh-kto-zashchishchaet-rodinu>

<sup>8</sup> The material uses sources unavailable in Ukraine as factual material for analysis: В элите России началась смена поколений [A generational change has begun in Russia's elite]. URL: <https://ura.news/articles/103628840>



to foment war. Putin emphasized that participants in military operations in Ukraine are becoming the new Russian elite, which will determine the future of the country. This narrative emphasizes the significance of the special operation participants as new leaders and symbols of Russia's national revival<sup>9</sup>.

Another **important frame is this heroism and sacrifice in the name of Great Russia**. This is linked to narratives about external threats to Russian sovereignty and justifications for struggle and resistance in the conflict. Morally, this populist device aims to glorify soldiers and civilians who defend the homeland and encourage national solidarity and support for the troops. A number of publications in RIA Novosti cover this topic<sup>10</sup>.

## Conclusion

Political journalism in Russia is an example of political or partisan bias, as media populism broadcasts the populism of Russian politicians and amplifies their messages through various media. Media populism in Russia is not based on a dichotomy: the elites are the people, but on the opposition of the Russian (so-called) traditional world to the Western liberal world. Other important populist media content includes the concept of enemies around Russia and the need for war as a method of maintaining Russian influence.

We have identified the main centers for creating populist messages in the Russian information space – these are official media, private media platforms, including troll factories and various biased social media, the intellectual elite, which has its own media platforms and creates the ideology of modern Russia. We also described the main populist slogans that Russian media broadcast throughout the war against Ukraine.

In the article we highlighted the following important populist statements: for the preparation and acceptance of war by the population.

Russian politicians use the media to romanticize the war and glorify their actions. This creates patriotic enthusiasm and strengthens support for the government. For example, Russian media often emphasize the heroism of Russian soldiers and their mission to protect civilians in the Donbass.

In times of conflict, populist leaders tighten their control over the media to spread propaganda and suppress alternative opinions. This helps shape public opinion in the right direction and prevents criticism of the government: Russian media widely use narratives about the illegality of the Ukrainian government, Western aggression and the need to protect the Russian-speaking population, which serves to justify military action and maintain high levels of nationalist sentiment. Exacerbation of nationalism and xenophobia in society allows populists to strengthen their power by dividing society into "us" and "them." Russian media often portrays Western countries as aggressors seeking to destroy Russia. Russian media emphasizes the nationalist aspect of the conflict, portrays the Ukrainian government as neo-Nazi, and claims that Ukraine is historically part of Russia. Russian media actively manipulate information, creating distorted ideas about what is happening. This helps to create a positive attitude towards government actions and demonize opponents.

<sup>9</sup> The material uses sources unavailable in Ukraine as factual material for analysis: Новая элита. Путин определил будущее России [Putin defined the future of Russia]. URL: <https://ria.ru/20240229/putin-1930166879.html>

<sup>10</sup> The material uses sources unavailable in Ukraine as factual material for analysis: Шойгу отметил героизм военно-служащих спецназа на Украине [Shoygu noted the heroism of the special forces soldiers in Ukraine]. <https://ria.ru/20230227/spetsnaz-1854514125.html>; Российские военные на Украине проявляют мужество и героизм, заявил Патрушев [The Russian military is showing courage and heroism in Ukraine, Patrushev said]. <https://ria.ru/20220315/voennye-1778287823.html>; Награды за мужество и отвагу в спецоперации получили 54 петербуржца [Awards for courage and bravery in special operations were awarded to 54 residents of St. Petersburg]. <https://ria.ru/20220614/nagrady-1795260878.html>



The study of the connection between populism and the media is particularly important in the context of Russia's aggression against Ukraine. Using populist messages that include traditional and social media, expert opinion, commentary, etc. has become a very effective populist practice. Studying the technologies of media coercion and media control using populism helps to understand why the Russian public environment supports the Kremlin's policies and why the study of media populism is important for creating tools to resist these technologies.

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## Ways of Adapting Ukrainian Corporate Media to the Conditions of Digital Transformation

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The problem of studying digital transformation of corporate media covers several key aspects: the causes and benefits of transformation of corporate prints and audiovisual media, the features of digital media and the prospects for their development, which is an important task for the study of the context of modern media, and changes in audits and changes in business. In a digital, information consumers prefer efficiency, accessibility and interactivity that provide digital platforms. At the same time, digital formats are more economical than printed editions that require additional costs for printing, logistics and distribution, and are capable of providing global coverage of corporate materials without geographical restrictions that fall into the range of interest in modern corporations. The technical capabilities of digital platforms allow you to promptly make changes to materials, create bilateral communication between the company and its audience, and digital formats, combining text, images, videos, audio and interactive elements, increase the involvement of the audience. The use of digital analytics tools allows us to track users' behavior that promotes content personalization.

**Keywords:** corporate media; digitalization; communication strategies; innovative technologies

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## Шляхи адаптації українських корпоративних медіа до умов цифрової трансформації

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Проблематика дослідження цифрової трансформації корпоративних медіа охоплює кілька ключових аспектів: причини та переваги трансформації корпоративних друкованих видань та аудіовізуальних медіа, особливості цифрових медіа та перспективи їхнього розвитку, що є важливим завданням для вивчення контексту сучасних медіакомунікацій, цифровізації бізнесу та змін інформаційних потреб та звичок аудиторії. В умовах цифрової епохи споживачі інформації надають перевагу оперативності, доступності та інтерактивності, які забезпечують цифрові платформи. Водночас цифрові формати є більш економічними, ніж друковані видання, що вимагають додаткових витрат на друк, логістику та розповсюдження, та здатні забезпечити глобальне охоплення корпоративних матеріалів без географічних обмежень, що потрапляє у коло зацікавленості сучасних корпорацій. Технічні можливості цифрових платформ дозволяють оперативно вносити зміни в матеріали, створювати двосторонню комунікацію між компанією та її аудиторією, а цифрові формати, поєднуючи в собі текст, зображення, відео, аудіо та інтерактивні елементи підвищують зацікавленість аудиторії. Використання цифрових інструментів аналітики дозволяє відстежувати поведінку користувачів, що сприяє персоналізації контенту.

**Ключові слова:** корпоративні медіа; цифровізація; комунікативні стратегії; інноваційні технології

The purpose of the article was to outline the main ways of adapting Ukrainian corporate media to the digital age and the challenges arising from the development of new technologies.

The object of the study can be defined as the digital adaptation of corporate media in the context of global technological trends, and the subject – strategies, challenges, and prospects for the digitalization of corporate media in Ukraine.

A significant contribution to the study of the problem of communicative transformations of modernity under the influence of new media was made by such theorists as Guy Debord (1970), J. Lull (1996), D. McQuail (2010), and others. New types of media were considered from a sociological perspective by M. Castells (2007, 2009), E. Toffler (1990), V. Nosova (2008), L. Gorodenko (2012), V. Ivanov (2010), D. Oltarzhevsky (2013), E. Zagorulko (2023).

The digitalization of corporate media in Ukraine is a dynamic process that encompasses several key stages. This development reflects global trends and adapts to the specific conditions of the Ukrainian media space.

### Method

The methodological basis of present study is the ideas and hypotheses of the latest research in the field of social communication theory. Case analysis is also used, one of the forecasting methods that combines a systemic approach, the study of cause-and-effect relationships, and rational and intuitive prediction.

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The article uses methods of generalizing media experience and analysis and synthesis to identify the level of transformation of Internet communication processes.

## Results and Discussion

In 2000–2010, digital technologies were only beginning to penetrate the corporate media segment. The main communication platforms remained printed publications, internal newsletters, and corporate magazines. However, already during this period, the first corporate websites began to appear, which mostly performed the function of information portals, but without interactive capabilities.

In the period 2010–2015, digital technologies became an integral part of corporate communications, which marked the active implementation of digital technologies, the launch of corporate blogs, the development of official company pages on social media (Facebook, Twitter, LinkedIn). All this contributed to more active interaction with the audience. There were also the first attempts to use video content on YouTube, which allowed companies to convey their messages more effectively.

Thus, by 2015, corporate media in Ukraine had gone through a difficult but important path of transformation – from printed newsletters to powerful digital platforms, and as a result became an important communication tool that helps businesses build a brand, maintain corporate culture and interact with customers.

As a result of this transformation, corporate media became more flexible, technological and socially responsible, better responding to global and local challenges. Currently, innovative technologies and social responsibility remain key vectors of their development in Ukraine, which is due to the development of the IT sector, business needs, as well as the influence of external factors, such as the COVID-19 pandemic and the full-scale Russian-Ukrainian war. All this forced Ukrainian companies to rethink their approaches and more actively use corporate media for internal communications.

The transition of employees to remote work as a result of the aforementioned crises (the COVID-19 pandemic and the war in Ukraine) influenced the development of internal corporate communications. Companies began to use closed corporate communication platforms (closed Facebook groups, Telegram channels, Microsoft Teams, Slack) to inform and communicate with personnel. There was an increase in video content (webinars, online meetings, streams of top managers) as the main tool for interaction with employees and clients. Companies began to actively focus on crisis communications: using their media to inform about safety, employee assistance, and charitable initiatives, making them a tool for employee support, volunteering, and social responsibility, especially during the acute phase of the Russian invasion of Ukraine in 2022–2023, as reflected in the reports of the Ukrainian Corporate Media Association (Informatsiyny daidzhest, 2025).

As noted by D. Oltarzhevsky in the monograph “Fundamentals and Methods of Modern Corporate Media”,

Scientists traditionally name five indicators of the popularity of a publication: its circulation, number of subscribers, citation index, circulation dynamics, and target audience coverage. However, most of them cannot be used in the methodology for evaluating corporate periodicals due to the specifics of its [audience's. – O.L.] activities. For example, if one of the criteria for the effectiveness of the traditional mass press is the actual circulation of the publication, then an internal corporate magazine usually has a fixed circulation, limited by the number of employees and partners of the company. In addition, corporate newspapers and magazines are distributed mostly free of charge, so it is practically impossible to differentiate motivational components and establish what attracts the reader more – the quality of the content or free access to it – as well as to ultimately investigate the true interest of readers in the internal media product using this indicator (Zagorulko & Oltarzhevsky, 2023).



Analyzing the current state of Ukrainian corporate media, several key trends and challenges can be identified that affect their development. Corporate media in Ukraine have their own characteristics, which are due to both global changes in the field of communications and national economic and political factors. They are affected by industrial relations, corporate solidarity, and the peculiarities of culture and traditions in company teams. D. Oltarzhevskyi identified six main trends that will affect the development of communications in the coming decades: Big Data, virtual reality technologies, digital gamification, blockchain, and NFT, migration to the metaverse (Oltarzhevskyi & Oltarzhevska, 2023).

New trends consist in the convergence of corporate media activities and the effective implementation of the corporate media strategy, and this requires the creation of a single communications center and the involvement of a wide range of professionals.

In the context of media convergence, complex processes are underway. As L. Gorodenko (2012) notes, media hybridization is occurring, whereby media outlets increasingly utilize a wide range of informational tools to deliver news. Understanding the specifics of the digital environment – and how it shapes new approaches to managing corporate media projects, including resource planning, workflow organization, and performance monitoring – is highly essential. Such a strategy enables companies to optimize costs associated with digital transformation, improve resource efficiency, and attract investment.

D. Oltarzhevskyi notes:

The specifics of corporate media will always impose restrictions on their activities, which are significant obstacles to informing the public about the work of business, financial, and industrial structures. At the same time, such restrictions ensure market competition and contribute to economic development. The specifics of such media require special approaches to effectively inform employees and expand the audience of interested users. Based on the above, a similar conclusion can be drawn regarding the assessment of the popularity of digital corporate (branded) media, where the main criterion can be considered the efficiency, profits, and dynamics of the development of the company that owns the media. Traditionally, in Ukraine, corporate digital media are divided into several main types depending on their purpose, audience and communication channels: internal corporate media (corporate social networks for employees, Microsoft Teams chats, Workplace by Meta, Telegram chats); external corporate media (for clients, partners, a wide audience); reputational media (branded online magazines, partner articles in the media) (Oltarzhevskyi, 2013).

Many Ukrainian companies combine different formats to build their own media ecosystem. The case method is an effective tool for analyzing the digitalization process of corporate media companies. This approach involves a detailed study of a specific situation or problem that the organization has encountered in order to analyze and find possible solutions and recommendations. After all, the process of digitalization of media is accompanied by several common mistakes that can lead to loss of audience, reduced content efficiency, or even financial problems. When considering practical cases, it is also worth considering an extremely important development factor – the ability to financially support the digitalization process, i.e., the company's investment capabilities, which it can direct to the development and support of its own media project.

For clarity, let's consider the current state of digitalization of media channels of one of the leading higher education institutions of Ukraine – the Bogomolets National Medical University (NMU). Indeed, in the current realities, most Ukrainian HEIs are characterized by limited investment opportunities for the development of their own digital platforms on a professional basis, although they do not lag behind other industry enterprises of the public and private sectors of the economy.



NMU as a state institution has an established media structure, which includes an official website, social media, and cooperation with scientific publications. However, its communication is more formal and academic. The main goal of the NMU content strategy is to support the status of the leading medical university of Ukraine, which has two hundred years of educational traditions and implements high level academic and medical training.

The content strategy of the NMU is based on academic achievements, scientific developments and medical innovations, especially in the field of medicine and healthcare. The successes of the university in the international arena are vividly depicted, in particular, through participation in international research and conferences. Much attention is paid to the coverage of clinical research, practical seminars and trainings, as well as interaction with medical institutions. NMU content is focused more on scientific achievements and medical innovations, information about the participation of its professors and students in international medical conferences and forums.

Facebook and Instagram are also important platforms for NMU. They publish news, announcements of scientific events, information about medical conferences, as well as achievements in medical research. Telegram is a channel for quickly informing students about news, changes in the schedule, as well as for organizing consultations and meetings.

The target audience of NMU media channels is specialists, students, teachers, and scientists in the medical field, as well as government officials and other citizens interested in the activities of the university. The purpose of the portal is to popularize the university's educational services among network users. Information is provided intensively – from 5 factually rich and timely publications per day about university events, which are also well visually designed.

The style of information presentation is concise, without overloading with unnecessary information and the need for additional search. Graphic images complement the text component in such a way that they allow you to reflect the topic before reading the post.

However, there are several issues that should be paid attention to in the process of improving the NMU portal. There are difficulties in finding new topics or approaches to presenting material, since currently the list of possible materials for coverage is somewhat narrowed. First, it is outlined by university events and useful information for applicants and education seekers. Only the section of the project "Medical Education" is aimed at a wide range of users who may be interested in advice on taking care of their own health.

Besides, a problem on the way to increasing the portal's audience may be insufficient optimization of content for search engines (SEO), which reduces the site's ranking indicators, and therefore its output in searches for certain queries. SEO shortcomings are expressed in insufficient linking of portal pages, a small number of external links to this site, and the lack of optimization of content for medium-frequency and low-frequency search queries, which can be determined using appropriate tools.

The lack in a sufficient number of videos observed on the NMU portal can also make the content less attractive, because modern users, especially young people, are quite interested in visualizing the published information. Besides, the website pages lack elements that encourage users to act – a comment column, an option for emotional response (like), the ability to take a test on occasion, etc., which worsens the usability of the resource.

These shortcomings limit the possibilities for monetizing the website, when through the subscription mechanism, the content can be made profitable or advertising can be integrated on the pages of the web resource. However, given the purpose of the NMU portal, monetization of the project itself is not the primary task of this corporate media's owners, so the nearest prospect for its development may be to increase the audience by improving the functionality and diversifying the content.

Furthermore, it is worth noting that today many Ukrainian corporations demonstrate a high level of professionalism and innovation in creating their own digital corporate media and receive recognition for this at national competitions. The most successful examples of such media can be



seen at the competition "Best Corporate Media of Ukraine 2024", which was organized last fall by the Corporate Media Association of Ukraine.

At this competition, six awards, including two of the highest level – the Grand Prix – were received by UKRSIBBANK BNP Paribas Group. The main factors that influenced the recognition of the company's media resources were the quality of the content – useful, structured, and visually attractive information for clients and partners, modern approaches to design, interactivity and usability of the site, effective reputation strategy, compliance with international standards, and best global practices implemented by the bank in the field of communications.

NovaPay, which combines financial services with Nova Poshta logistics, received three awards at the competition "Best Corporate Media of Ukraine 2024". In particular, NovaPay won the grand prix in the "Corporate Souvenir" category for the Welcome box for new employees. This set contributes to the effective adaptation of newcomers and emphasizes the company's corporate culture. The company won second place in the "Corporate Project" category for NovaPay Market, which is a corporate store designed to support employee motivation and strengthen corporate culture through exclusive products. Another second place went to NovaPay in the category "Company Page on Instagram" for effective work with the audience and stylish content.

The pharmaceutical company "Darnytsia" also received four awards from the Corporate Media Association of Ukraine at the competition, which indicates the effectiveness of the industry leader's communication strategy and its ability to maintain a high level of interaction with both the internal audience and external stakeholders, and a leading position in the field of human capital management.

In 2024, the First Ukrainian International Bank (FUIB) also received four awards at the "Best Corporate Media of Ukraine" competition. These awards were awarded for the social corporate project "Living to Meet the Challenge" Veterans Integration Platform, the bank's pages on Facebook, Instagram, and TikTok.

Facebook and Instagram provide the opportunity to develop a dialogue with consumers, allow companies to interact with customers, informing them about new promotions, products, and services, as well as supporting social initiatives and charitable activities. E.g., Bayer Ukraine regularly participates in charity events and highlights social initiatives on its Facebook page. This social media can also be an effective tool for improving the information flow within the company itself and for establishing internal communication. The use of specialized groups or pages allows employees to exchange information, news, and updates in real time, which helps to increase the effectiveness of communication. Thus, according to the results of the competition "Best Corporate Media of Ukraine 2024", the grand prix was awarded to the Facebook page of the Druzhkiv Machine-Building Plant (<https://www.facebook.com/CorumDRMZ>), which reflects this trend.

A resource such as LinkedIn is a platform for establishing professional connections, finding partners and attracting new employees. Companies can demonstrate their corporate culture by publishing news about achievements, participation in industry events and social initiatives. Telegram channels allow you to quickly distribute information among subscribers, including company news, product updates, and other important messages, as well as create groups based on interests, which promotes discussion and experience sharing between employees and customers.

In particular, Samsung Ukraine informs subscribers through its own Telegram channel (@Samsung\_UA) about new products, promotions and software updates. Monobank (@monobank) informs customers about new features, mobile application updates, and lending conditions. Rozetka (@rozetkaua) shares news about discounts, new products, and special offers. Nova Poshta, through its Nova Poshta Team channel for employees, distributes announcements about changes in work, shares training materials, and publishes messages about career opportunities, corporate events, and initiatives. IT companies (EPAM, Luxoft, GlobalLogic) create channels, interest groups, and communities for their clients, where useful materials are published,



technologies and vacancies are discussed. PrivatBank uses Telegram groups to provide users with service, where you can get answers to questions about banking. Work.ua (@workua) – helps job seekers find relevant vacancies and get career advice. The Prometheus educational platform (@prometheus\_online) informs the community about new free courses and training programs. IT Step Academy (@itstep\_edu) – publishes content about IT education, useful life hacks, and news. At Uklon Support (@UklonSupport), the Telegram channel is used as a technical support resource, where customers receive prompt answers about the service. The Vodafone Ukraine channel (@Vodafone\_UA) performs a similar function. It publishes messages about technical updates, tariffs, and promotions. The integration of these platforms into the corporate media strategy helps increase the effectiveness of communication, strengthen the company's reputation, and attract the target audience. When discussing the topic of digitalization, it is necessary to carefully examine how AI affects the development of corporate media, since this tool opens up wide opportunities for the development of corporate media, increasing the efficiency of content creation and distribution, as well as improving interaction with the audience. E.g., it is known that AI can efficiently generate text, visual, and audio content, which helps to speed up the process of preparing content. It can create drafts of articles, edit images or generate podcasts. By analyzing large amounts of data on user preferences and behavior, AI enables to create personalized content that increases audience engagement. AI can automate routine tasks: moderating comments, sending news or updating social media, freeing up time for creative processes.

E.g., content generation and personalization using AI is successfully used by specialists of the American soft drinks producer The Coca-Cola Company to create unique video and text content for social media and internal corporate platforms. The transnational company Unilever uses AI to analyze and monitor reputation. The company's specialists monitor brand reviews, which helps to adjust communication strategies. Chatbots and AI-based virtual assistants provide prompt user support by answering questions and providing recommendations. E.g., the American electronics corporation IBM uses the Watson chatbot for internal communications between employees, and the international concern Siemens has introduced a virtual assistant to automatically answer employees' questions.

It is important to note that the introduction of AI into the media requires a responsible approach. In particular, it is important to ensure transparency in the use of AI, compliance with copyright and ethical standards. The recommendations of the Ukraine's Ministry of Digital Transformation emphasize the importance of human control over AI-generated content and regular analysis of the risks of its use (Vykorystannia shtuchnoho intelektu v roboti media [Using AI in the media], 26.06.2024).

## Conclusions

Current research on the trends in digital corporate media is practically focused on helping corporations develop effective strategies for transforming their media resources in response to the requirements of the digital environment. This includes developing new models of interaction with the audience, optimizing the use of digital platforms and tools, and implementing innovative approaches to content.

The adaptation of corporate media to the digitalization reality involves profound changes in the processes of content creation and distribution. Therefore, modern media must be flexible, technologically advanced, and ready for change. The key strategies that companies use to attract modern consumers who have quite high expectations for content are a full transition to digital platforms, the use of artificial intelligence, and automation of production processes, adaptation of content for different platforms, its synchronization between the website, mobile applications, and social media.

For successful adaptation of corporate media to the conditions of digital transformation, it is important to develop a comprehensive strategy, gradually introduce modern technologies, and



invest in training or careful staff selection, which is critical for maintaining the competitiveness of the company. Personalizing the news feed according to the interests of users, using chatbots and virtual assistants to communicate with readers, involving social media to distribute news and interact with the audience, expanding the content format through more videos, podcasts, integrating elements of virtual (VR) and augmented reality (AR), publishing native advertising and partner materials instead of traditional banner ads brings companies closer to the success in the information domain.

In this context, it is also worth paying attention to the technical capabilities of modern technologies that allow corporate media employees to automatically generate content, use digital tools to analyze reader behavior, and optimize content for the target audience, adapt article headlines and topics based on current trends and user requests, and optimize websites for smartphones. This is evidenced by the analysis of successful cases and developments, which allows us to assess the real challenges and benefits associated with the integration of modern media into the digitalized space and the formation of a separate sector of the media industry – digital corporate media, the number of which is growing every year in Ukraine and worldwide.

**Declaration of generative artificial intelligence and technologies using artificial intelligence in the writing process.**

During the preparation of this article, the author used ChatGPT to help summarize the results of the analysis of practical cases. The author of the article bears full responsibility for the content of such generalizations.

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### RESEARCH ARTICLES ДОСЛІДНИЦЬКІ СТАТТІ

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#### Anonymous and Official Telegram Channels in Ukraine: Analysis of Popularity during the Hybrid War

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This study examines Telegram channels popular among Ukrainian users, highlighting the platform's expanding role in hybrid warfare. Telegram is increasingly replacing traditional media, functioning both as a news source and a content hub, and often disseminating propaganda through anonymous accounts. The **research aims** to assess Telegram's impact on Ukraine's media landscape by analyzing the presence and persistence of official, anonymous, and propaganda channels in top popularity rankings. The **methodology** includes a critical review of sources, 14 weeks of monitoring (June–September 2024) using Telemetrio and Tgstat, and statistical analysis via Pivot Tables. The **results** show that anonymous channels are the most consistently present, propaganda channels rank high in audience reach, while official and traditional media sources appear infrequently or are absent altogether. These **findings** support the hypothesis that unregulated sources dominate Ukraine's digital information space, underscoring the need for a robust national information security strategy and more rigorous monitoring of Telegram during wartime.

**Keywords:** Telegram; Hybrid warfare; Information security; Anonymous sources; Media analytics

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## Анонімні та офіційні Telegram-канали в Україні: аналіз популярності під час гібридної війни

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**Об'єктом цього дослідження** є Telegram-канали, популярні серед українських користувачів. **Актуальність** дослідження зумовлена стрімким зростанням популярності Telegram як платформи для поширення інформації в умовах гібридної війни. Telegram дедалі активніше замінює традиційні медіа, виступаючи і як джерело новин, і як платформа для поширення контенту. Також ця платформа стала джерелом пропагандистського та маніпулятивного контенту, зокрема через велику кількість анонімних каналів. **Метою** дослідження є оцінити вплив платформи Telegram на український медіаландшафт шляхом аналізу присутності та динаміки офіційних, анонімних і пропагандистських Telegram-каналів у переліках найпопулярніших серед українців, виявити закономірності домінування, стабільності та впливу різних типів каналів в умовах гібридної війни. **Методами** дослідження є критичний аналіз теоретичних джерел та публікацій у медіа, моніторинг присутності Telegram-каналів у незалежних аналітичних системах Telemetrio (загальний рейтинг) та Tgstat (рейтинги за охопленням і цитованістю), який здійснювався упродовж 14 тижнів (червень–вересень 2024 року); статистичний аналіз за допомогою інструменту Pivot Table, який дозволив провести підрахунок кількості появ кожного каналу для оцінки рівня стабільності та обчислити частку кожного типу каналів у загальному масиві, проаналізувати змінюваність рейтингів, визначити статистичні показники як для різних типів, так і для окремих каналів. Головні **висновки** полягають в тому, що анонімні канали демонструють найвищу стабільність присутності в рейтингах. Пропагандистські канали стабільно присутні у рейтингах, особливо за охопленням. Офіційні джерела, навпаки, з'являються менш регулярно. Канали традиційних медіа не потрапили у жоден із рейтингів протягом 14 тижнів спостереження. Усе це підтверджує гіпотезу про домінування неконтрольованих джерел у цифровому просторі, що потребує розробки ефективної стратегії державної інформаційної безпеки та посиленого моніторингу діяльності Telegram-каналів у період воєнної загрози.

**Ключові слова:** Telegram; Гібридна війна; Інформаційна безпека; Анонімні джерела; Медіааналітика

The information component of modern wars has become no less significant than combat operations. In the case of Russia's aggression against Ukraine, information warfare is an important element of a broader hybrid war – a concept that involves the integrated use of military, information, cyberattacks, economic pressure, disinformation, and other means of influencing an enemy state (Hoffman, 2007). Hybrid threats as an element of hybrid confrontation are aimed not only at physical infrastructure or armed forces, but also at the consciousness of citizens. Within the framework of this hybrid war, social platforms play a key role in spreading news, shaping public opinion, and sometimes mobilizing citizens for specific actions. They are increasingly replacing traditional media as the main source of information. Thanks to these platforms, the enemy can achieve control over the information space. Telegram has become one of the most popular digital platforms for distributing information in Ukraine over the past three years. This service provides quick and convenient access to news, but at the same time acts as an environment for active dissemination of information from anonymous sources and propaganda. The features of

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Telegram's functioning are radically different from classic media. Telegram channels often operate without editorial policies, they do not check the reliability of the content they distribute or its source. On the one hand, official Telegram channels associated with state institutions, well-known media or public figures have become authoritative sources of news for many Ukrainians. On the other hand, anonymous channels that do not have a clear identification, do not declare an information policy, and are often tools of information influence, disinformation or manipulation are actively operating in Telegram. In this context, the analysis of the popularity of official and anonymous channels in Telegram becomes particularly relevant. Studying the dynamics in the popularity of different types of channels allows us to better understand the information environment of Ukraine in the war conditions and to determine which sources Ukrainian users prefer – given the reach, citations, and stability of presence in the ratings of the most popular channels. Ukrainian researchers have repeatedly emphasized the growing influence of alternative digital media, which are not subject to regulation and are a potential tool for information invasion (Бутиріна, 2023; Величковський, 2024). In this context, studying Telegram channels – their popularity, stability of presence in the top ratings, types of owners – allows us to analyze the state of the information environment and the level of trust of users in official or anonymous sources.

The *purpose* of this study is to analyze the popularity of Telegram channels in the Ukrainian media space in the context of a full-scale war, in particular, to identify the information players that dominate this environment, as well as to find out how stable the positions of official and anonymous sources are in the most popular ratings, and how these ratings change over time.

### Theoretical background

The concept of hybrid war at the beginning of the 21st century became key in understanding new forms of armed and unarmed conflicts. Hybrid war is a form of conflict that combines military, information, cybernetic, economic, and political tools to achieve strategic goals without direct open confrontation. Hybrid wars are characterized by a high degree of integration of different types of threats, including irregular military actions, cyberattacks, information manipulation, and diplomatic pressure (Hoffman, 2007; Bartles, 2016).

In the context of Russia's war against Ukraine, which has been ongoing in a hybrid format since 2014 and has grown into a full-scale phase since 2022, the information component of the conflict has become extremely important. According to Ukrainian researchers (Бутиріна, 2023; Величковський, 2024; Галіпчак, 2024), it was precisely destructive information influences that became the tools of the first stage of aggression, creating the prerequisites for political destabilization, delegitimization of the Ukrainian government, and undermining trust in national institutions. The essence of information warfare lies in the systemic impact on the perception of reality, emotions, beliefs, and behavior of the mass audience in order to achieve strategic results. Modern information warfare is a “battle for the mind,” in which control over the interpretations of events becomes more important than control over territory (Pripoae-Şerbănescu, 2023). Social media play a special role in this process, as platforms that ensure efficiency, visuality, and the viral effect of spreading messages.

The Telegram platform became especially popular with the beginning of the full-scale invasion. Telegram channels became not only a source of news, but also an arena for information operations, in particular the spread of disinformation, fakes, panic narratives or conspiracy theories. The emergence of anonymous channels, often without transparent identification of the owner, creates the ground for manipulative influence and a decrease in the information hygiene of society (Самагальська & Шпуганич, 2024). That is why the Telegram platform can be considered a media front of the new generation, where not only the dissemination of information takes place, but also the struggle for its interpretation. Research over the dynamics of such channels' popularity allows us to identify stable communication patterns, information risk zones, and potential



vulnerabilities of the state's information security. Until 2022, Telegram was not an important source of information for Ukrainians, although its popularity gradually grew in the years before the Great War. In 2017–2018, the messenger was used mainly by young people and technologically savvy users. However, since 2019, Telegram has become a source of information – anonymous political channels that spread insider information, analytics, and rumors about Ukrainian politics have become increasingly popular on Telegram. In 2021, only 20% of Ukrainians used Telegram as their main source of news (Поліковська, 2023). However, with the outbreak of the full-scale war, this figure has increased several times.

After February 24, 2022, Telegram became the most important channel for distributing information in Ukraine. In 2022, more than 65% of Ukrainians used Telegram as their main source of news (Ukrainian media use and trust, 2022). In 2023–2024, 72% of Ukrainians used Telegram to receive news (В Україні Telegram зберігає лідерство серед соцмереж, 2024). At the same time, more than 85% of Ukrainians used this service to follow current news.

The reasons for the popularity of Telegram in Ukraine are due to a number of factors. Among them is the speed of updating information, especially in the first days of the Great War, when Ukrainians were looking for operational information about the situation in their regions. State structures registered on the platform quite quickly, so over time the Ukrainian government began to actively use Telegram to communicate with citizens. The channel of the Ukrainian President's Office, the Armed Forces of Ukraine, the Security Service of Ukraine, as well as the official pages of city administrations became the main sources of verified information. The lack of censorship in Telegram, especially against the background of blocking Ukrainians on Facebook / Instagram and Twitter platforms, led to the fact that it was possible to distribute materials about the real situation on the front and the crimes by the Russian occupiers. Despite its numerous advantages, the use of Telegram in Ukraine is accompanied by certain risks. In September 2024, Ukraine banned the use of the messenger on official devices due to fears of possible data leaks to Russia. The National Security and Defense Council of Ukraine stated that Russian special services could access messages and personal data of Telegram users, including deleted messages. Over time, the discussion about the dangers of Telegram in Ukrainian society intensified, and more and more experts in cybersecurity, information confrontation, and strategic communications began to talk about the risks of this platform's popularity among Ukrainians, primarily as an insufficiently protected communication tool (Палікот, 2024).

The head of the Main Intelligence Directorate at the Ukraine's Ministry of Defense, Kyrylo Budanov, also spoke about the dangers of Telegram. In the fall of 2024, Mr. Budanov called Telegram a platform that poses a threat to the national security of Ukraine due to the potential ability of Russian special services to access users' personal data and personal messages (Богданьок, 2024). Budanov also emphasized that Telegram is the main channel for the spread of disinformation in Ukraine, especially through anonymous channels that often publish unverified data or fakes. He compared Telegram to a "digital training ground for information operations" used by both Ukrainian and hostile information campaigns.

The large number of anonymous Telegram channels in the Ukrainian information space poses risks to national security: they do not have clearly defined authors, violate journalistic standards, and spread fakes and manipulations. An additional threat is the platform itself, which is affiliated with Russian developers and has an opaque ownership structure. Despite the active discussion about the popularity of Telegram as a messenger and news source, quantitative research on anonymous channels and their impact is lacking. Only a few analytical reports are available, in particular from the Ukrainian Institute of Media and Communication («Як функціонують та займають аудиторію телеграм-канали-мільйонники», 2023). This study aims to fill the gap by assessing the real impact of Telegram channels in Ukraine.



## Method

To achieve the goal of the study, a comprehensive approach was used, including both theoretical and empirical analysis. At the first stage, a review of scientific sources, analytical materials, as well as publications in industry media on the issues of hybrid warfare, digital security, information influences, and the functioning of alternative media was carried out. This allowed us to form a theoretical basis for the study, clarify key concepts and outline a range of problems, in particular regarding the use of Telegram as a platform for the spread of disinformation, anonymous communications, and propaganda.

For a quantitative analysis of the popularity of Telegram channels, open data from two leading analytical platforms – Telemetrio and TGStat, specializing in monitoring the dynamics of the Ukrainian Telegram segment – was used. Data collection was carried out weekly for 14 weeks – from June 10 to September 9, 2024. As a result, an empirical database was formed, consisting of four tables of 140 positions each (a total of 520 positions), which included the top 10 channels by overall popularity according to Telemetrio and the top 10 channels by three separate indicators from TGStat: number of subscribers, level of coverage, and frequency of citations.

Data aggregation was automated using the Instant Data Scraper web parsing tool, which allows you to effectively obtain structured information from web pages.

Microsoft Excel tools were used to process and analyze the collected data, in particular, tools for building pivot tables (Pivot Table) and functions for calculating frequencies, average values, number of appearances of individual channels in weekly ratings, as well as identifying new participants. This approach allowed for: frequency analysis of the presence of Telegram channels in the ratings; comparison of the stability of channel positions by different metrics; analysis of the dynamics of updating the top 10 (number of new channels per week); typology of channels according to the criteria of officiality, anonymity and belonging to propaganda content.

Combining quantitative analysis with a qualitative assessment of the content and nature of Telegram channels allowed to comprehensively assess the nature of the information field, identifying dominant sources of influence, finding out the level of audience trust in different types of channels, and also recording potential threats to information security.

## Results and discussion

A classification was developed to analyze the channels that were included in the popularity ratings. The initial division into “Official”, “Anonymous”, and “Other” turned out to be insufficient due to the variety of channels, in particular military and utilitarian. Therefore, an expanded classification was applied. Separate categories include cryptocurrency and betting channels, military group channels (without Telegram verification), as well as two propaganda channels, “Mir segodnya s “Yuriy Podoliaka””, and “Anatoly Shariy”. The rest are mostly classified as “anonymous”, with the exception of “Lachen pyshe” (marked as “known”), “Nikolayevsky Vanek” (“anonymous-utilitarian”) and “Trukha Ukraine” (“unofficial” due to the presence of a public representative – Maksym Lavrynenko) (see Fig. 1). Thus, all channels were classified into one of the following categories: official, cryptocurrency, sports, anonymous, propaganda, anonymous-utilitarian, famous.



**Figure 1.**  
*Classification of the collected dataset*

1. Based on frequency analysis, Telegram channels that had stable popularity ratings were identified, as well as those that appeared in the rating episodically.

The obtained values helped to divide the channels into several groups, among which there were stable leaders that appeared in the rating most weeks, medium-frequency channels, and episodical ones.

According to the Telemetrio rating, anonymous channels were in the top 10 most popular 83 times or 59.29% of cases, and when we added to this value the number of occurrences of the anonymous-utilitarian channel (another 14), it turned out that more than two-thirds of the popular Telegram channels among Ukrainians are anonymous (see Fig. 2). Official ones did not get into this rating at all. In the Tgstat rating by subscribers, the situation did not change – in total, anonymous and anonymous-utilitarian channels also received 83 hits among the popular channels. This means that more than half of the most popular Telegram channels in Ukraine (those that are read the most) are anonymous.

**Figure 2.**  
*Frequency of appearance of different types of channels in the ratings*



Analysis of the Tgstat rating by reach showed that it features three leaders – anonymous channels were included in the rating 30 times (21.4%), propaganda channels took second place (27 times or 19.29%), and military channels were in third place (21 entries – 15%). Unfortunately, official channels lost not only to these three, but also to other channels (the well-known “Lachen writes” or the utilitarian “Nikolaevsky Vanek”) – the rating recorded 14 cases of official channels entering the top 10, which is only 10%.

The better situation was recorded in the rating by citations. Despite the predominance of anonymous channels with an indicator of 70 entries (50%), official Telegram channels took second place with a share of 30% and 42 entries. It is important to emphasize that the official channel of President Zelenskyy was only in this rating, moreover, this channel led this rating for all 14 weeks. The President’s Telegram is an influential and cited information platform among Ukrainians.

Anonymous channels occupy a leading position among the most popular Telegram channels in Ukraine: according to the Telemetrio rating and the number of subscribers, they are the undisputed leaders. At the same time, in terms of reach, and especially citations, official and military resources compete with them. The constant presence of two propaganda channels in the top by reach for 14 weeks confirms the Telegram’s role as a tool for spreading propaganda among Ukrainians.

2. Based on the analysis of the duration of the presence of different channels in the weekly top10 rating, it was revealed how stably different types of channels hold the audience’s attention over a long period.

The simultaneous distribution of channel types by duration of presence allowed us to investigate which categories (e.g., official or anonymous) are more stable. This made it possible to draw conclusions about the long-term interest from the audience towards certain sources of information, as well as about trends in trust and attention in the conditions of information warfare. The category of “channels of constant presence” deserves special attention – i.e., those that were in the top 10 all weeks in a row. The presence of such channels indicates their stable coverage, influence and importance in the media space. Channels that appeared in the rating once were marked with the characteristic “single appearance”, less than three times were classified as “unstable”, less than 7 times were assessed as “moderately stable”. In the remaining cases, i.e., channels that were in the rating in more than half of the weeks during which the observation was conducted, were assessed as stable.

It is obvious that situational channels that got there because of external events or other informational influences appeared in the ratings for three months. An example of such a channel is #FreeDurov, which appeared in the Telemetrio ratings only twice – on September 2 and 9. This appearance was apparently a consequence of the arrest of Telegram’s founder Pavel Durov in France on August 24, 2024. In contrast, other channels, e.g., “Lachen Pyshe” or “Nikolaevsky Vanek” were repeated every week during the monitoring period, so they were defined as “channels of constant presence”. Among the participants of the Telemetrio rating, such constant channels, in addition to those mentioned above, were Times of Ukraine, “Trukha Ukraine”, “Insider UA | Ukraine | News”, “Real War | Ukraine | News”, “Ukraine Now”, and “Real Kyiv | Ukraine” – all of them are anonymous channels and all of them were rated as stable. Thus, out of 8 stable channels with a permanent presence in this rating, only “Lachen Pyshe” is non-anonymous. These data prove that the interest of Ukrainian users in anonymous channels is a stable phenomenon.

As for the analysis by subscribers, the permanent participants in this rating were “Nikolaevsky Vanek”, “Trukha Ukraine”, and “Lachen Pyshe”, the anonymous Times of Ukraine and the propaganda “Mir Segodnya s Yuriy Podoliaka” – out of four channels, we constantly see anonymous and propaganda ones again. In the Tgstat rating by reach, a slightly different situation is observed – unfortunately, in addition to the channels “Nikolayevsky Vanek”, “Trukha Ukraine”, and “Lachen Pyshe”, two propaganda platforms “Mir Segodnya s Yuriy Podoliaka” and the Shariy



channel have a stable presence. The military channels included in this rating had less coverage – the channel of the Air Force Commander Mykola Oleshchuk received the most attention from users – out of 14 weeks, this channel was in the ratings 12 times. Thus, out of four stable channels, one is propaganda, and two more are anonymous.

The citation rating turned out to be the most resistant to informational influences – its composition did not change during all 14 weeks of observation and had a stable composition of the channels included in it. At the same time, it is worth emphasizing that along with the official platforms of this rating – the official Telegram channels of the president and the GUR (Defense Intelligence of Ukraine), there are propaganda “Mir segodnya s Yuriy Podoliaka” and “Ukraine.ru”.

An analysis of all four ratings showed the longest presence of anonymous and propaganda channels in them, which indicates that anonymous channels in the Ukrainian Telegram space are a stable phenomenon.

3. To assess the quality of the presence of Telegram channels in the top 10, the average rating position occupied by the channels during the studied period was analyzed. Such analysis allows us to draw conclusions about the influence of channels within the rating – after all, lower rating values (1–3) indicate greater popularity in a particular week. At the same time, on the contrary, a higher average rating (i.e., closer to 10th place) indicates lower visibility among users.

This approach helped not only to record the presence of channels in the top 10, but also to assess the intensity of their influence on the information space. According to the unified Telemetrio rating and the Tgstat rating, the indicators of anonymous channels in terms of coverage are almost the same – 7.0 according to the first rating and 7.7 according to the second. Instead, the leader in terms of the average rating in Telemetrio is the “unofficial” channel, i.e., “Trukha Ukraine” – it received position number 1.2. At the same time, in terms of reach, Tgstat puts propaganda channels in first place – their average rating is 2.2, the undisputed leader of this list is “Mir Segodnya s “Yuriy Podoliaka”. The most popular in terms of reach was “Nikolaevsky Vanek”, while official channels received an average rating of about 8 (see Fig. 3).

**Figure 3.**  
*Average rating of different types of channels*

Anonymous channels received an average position of 4.6 in terms of citations, but they slightly surpassed official ones with their rating of 4.9. Almost the same situation is when calculating the average position of a channel in the list by the number of subscribers – propagandists received the best indicator here at 2.7.



Despite the presence of official channels among the most popular, users are more interested in anonymous and propaganda sources. This indicates the dominance of such channels in the Ukrainian Telegram and higher attention to them compared to official ones. Only in terms of the level of citations, official channels are close to anonymous ones, but they are inferior in reach and positions even within the top 10.

4. As part of the analysis of the stability of the presence of various channels in the rating, the duration of the presence of various channels in the weekly rating was assessed. This indicator allows us to see how stably the channel holds the audience's attention over a long period.

Based on the data obtained, it was possible to build our own classification based on the stability of the presence of channels in the top 10. E.g., channels that appeared in the rating once were marked "Single appearance", less than three times were called unstable, less than 7 times – moderately stable. The category of "channels of constant presence" deserves special attention – i.e., those that were in the top 10 for all 14 weeks during which the study was conducted. The presence of such channels indicates their stable coverage, influence and importance in the media space.

In addition, the distribution of channel types by duration of presence allowed us to investigate which categories (e.g., official or anonymous) are more stable. This made it possible to draw conclusions about the long-term interest of the audience in certain sources of information, as well as about trends in trust and attention in the conditions of information warfare.

According to the Telemetrio rating, the channels with a constant presence in the top 10 were "Lachen Pyshe", "Nikolayevsky Vanek", "Realna Viyna", "Realny Kyiv", "Ukraine Seych", "Trukha Ukraine", and "Insider UA". In terms of typology, the most active participants in the top 10 were anonymous channels that do not declare transparent identification of owners and do not have a clearly defined editorial policy. In the Tgstat rating by reach, the situation is somewhat different – "Shariy", "Lachen Pyshe", "Trukha", and "Nikolayevsky Vanek" were consistently present here. Interestingly, the rating by citation demonstrated complete stability throughout the entire observation period, so analyzing its dynamics turned out to be inappropriate. At the same time, the Tgstat rating by the number of subscribers showed the constant presence of the "Times of Ukraine" channel, as well as another clearly identified propaganda resource – "Mir Segodnya s Yuriy Podoliaka". Analysis of both Tgstat ratings (by reach and by subscribers) revealed a high stability of the presence of anonymous channels: most of them showed more than 8 appearances in the weekly rating or were in it constantly, throughout all 14 weeks of observation. Such stability is indicative – it marked not only a high level of audience engagement, but also a formed demand for content that does not go through traditional verification mechanisms. At the same time, the appearance in these same ratings of channels with a clear propaganda orientation indicates the systematic use of Telegram as a platform for influence within the information front of hybrid warfare (see Fig. 4).



**Figure 4.**  
***Stability assessment of different types of channels***

Thus, the obtained data confirm the hypothesis about the significant role of anonymous and propaganda Telegram channels in shaping public opinion in Ukraine, as well as the vulnerability of the digital information space to targeted information operations, in particular from the aggressor country.

5. The study analyzed the degree of rotation of participants in the top 10 Telegram channels for 14 weeks. This parameter allowed us to assess the level of stability in the information space: whether the constancy of information leaders is maintained, or, on the contrary, there is high variability and competition for the audience's attention. A low level of list updating indicates a stable structure of the information space and fixed audience preferences regarding information sources. In contrast, a high frequency of new channels in the top 10 indicates the variability of media interests, reaction to external events or an intense struggle for reach and influence. This approach allows us to assess not only the popularity of individual channels, but also the general dynamics of changes in the Telegram segment. To this end, we determined the number of new channels that first appeared in the rating each week, compared to the previous list.

As in the previous analysis, the Tgstat rating by citation rate was not included in this stage of the study due to its absolute stability. At the same time, the Telemetrio rating for 14 weeks showed the appearance of new channels in 6 cases. Tgstat by coverage recorded 11 such appearances, and the rating by the number of subscribers – 8. Thus, the rating by coverage turned out to be the most dynamic, which can be due to both short-term surges of interest in specific topics and active distribution of content by individual channels during periods of information tension.

In general, the results indicate the relative stability of the Telegram space, which is dominated by several leading channels with a high frequency of repeated inclusion in the rating. At the same time, the periodic appearance of “newcomers” in the lists indicates the flexibility of the audience and the ability of the information environment to respond to current events or new sources of messages.



## Conclusions

The analysis of the popularity of Telegram channels showed that among the channels popular with the Ukrainian audience, the largest share belongs to anonymous channels, including propaganda ones. This main conclusion of the study confirmed the initial hypothesis that anonymous Telegram channels occupy a prominent place in the Ukrainian Telegram environment. Another important result of the study was that during three months of observation of four different ratings, no Telegram channel of traditional media was ever included in the analyzed lists. This is evidence that anonymous and unofficial channels dominate the Telegram space of popular channels in Ukraine.

Based on the analysis of the dataset obtained over three months of more than 500 channels and their own classifier, not only popular channels were identified, but also those that were in the ratings constantly or situationally, the average rating for different types of channels was calculated, the level of stability of their presence was determined; and the dynamics of channel rotation in weekly lists was also measured.

According to the results of the analysis, in the Telemetrio ratings (top 10 popular channels), the group of channels that were constantly present for 14 consecutive weeks included such channels as "Lachen Pyshe", "Nikolayevsky Vanek", "Realna Viyna", "Realny Kyiv", "Ukraine Seych", "Trukha Ukraine", and "Insider UA". In most cases, these were anonymous channels that do not have open information about the owner, editorial policy or verified sources of funding. In the Tgstat rating, "Lachen Pyshe", "Trukha", "Nikolayevsky Vanek", and the Anatoliy Shariy channels maintained their positions in terms of reach. The latter, like the channel "Mir Segodnya s Yury Podoliaka" (a regular participant in the rating by the number of subscribers), belong to the category of propaganda and openly broadcast anti-Ukrainian messages.

In both analyzed ratings, anonymous channels were mostly either stably present (more than 8 appearances in 14 weeks) or recorded weekly (100% presence). This indicates the audience's stable interest in content from unverified sources, which in the context of information warfare is a factor in the increased vulnerability of the information space. The presence of propaganda channels in the top ratings – as those that openly broadcast pro-Russian narratives – confirms that Telegram is actively used as a tool for disinformation and psychological influence.

The study paid particular attention to the dynamics of updating lists. An analysis of the rotation of channels in the ratings was conducted: the number of new participants that appeared in the top 10 each week was calculated. In the Telemetrio rating, new channels appeared only 6 times in 14 weeks, which indicates a fairly stable structure of participants. In Tgstat, the rating by reach turned out to be somewhat more dynamic – new channels were added 11 times, in the list by subscribers – 8 times. Low channel rotation may indicate the stability of interest in a limited range of sources, as well as a high level of trust or the habit of users to consume information from the same Telegram channels. At the same time, the appearance of "newcomers" in the rating by reach is likely a reaction to individual events or information bursts that were actively circulating in the media.

In general, the results of the study confirm that the Ukrainian Telegram environment functions as a segment with an increased concentration of information risks. The combination of anonymity, high popularity, lack of proper moderation, and stable presence of anti-Ukrainian channels creates conditions for manipulative influence on the minds of citizens. In this context, critical thinking, media literacy of users, and state policy in the field of digital security acquire special importance.

Further research should focus on deeper content analysis of messages, identification of network connections between channels, investigate into bot activity, and the impact of external events on the structure of Telegram's information field. This will allow for a comprehensive assessment of the platform's role in modern hybrid warfare and the development of effective strategies to counter information threats.



**Declaration of generative artificial intelligence and technologies using artificial intelligence in the writing process.**

During the preparation of this article, the author used ChatGPT to help summarize the results of the analysis of practical cases. The author of the article bears full responsibility for the content of such generalizations.

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ДОСЛІДНИЦЬКІ СТАТТІ

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## Le Monde's Coverage of Ukraine amid the War: Themes and Issues

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This article examines trends in *Le Monde*'s coverage of events in Ukraine and their global implications during Russia's full-scale invasion of Ukraine. The study pursues the following objectives: to analyze the French media's perspective on Russia's armed aggression against Ukraine; to quantify *Le Monde*'s articles on the war in Ukraine; to identify the themes and issues in *Le Monde*'s coverage of Ukrainian realities; and to compare *Le Monde*'s articles published from February to April in 2022, 2023, and 2024. **Method.** A literature review was conducted to explore Ukrainian scholars' views on objective and accurate media reporting. Monitoring identified *Le Monde* articles addressing Ukrainian issues. Content analysis determined the quantity, themes, and issues of these articles, as well as the presence of Russian propaganda narratives. A comparative analysis was performed on articles published in *Le Monde* during February – April of 2022, 2023, and 2024. **Results.** Between February and April each year from 2022 to 2024, *Le Monde* published 57 articles on the Russia-Ukraine war. Of these, 28 focused on military topics, 14 addressed economic issues, and 15 explored socio-political matters. The number of articles on the war's economic impact declined over this period, suggesting relative stabilization in Ukraine and globally. Military coverage surged in 2023, reflecting heightened international cooperation, Western support for Ukraine, and preparations for a Ukrainian counteroffensive. In 2024, socio-political coverage increased significantly, driven by the need to address the evolving international landscape amid Russia's prolonged aggression against Ukraine and the growing threat of invasion of other European countries. **Conclusions.** *Le Monde*'s coverage of Ukraine reflects a commitment to objectivity and reliability. The newspaper consistently condemns Russia's armed aggression against Ukraine and avoids Russian propaganda narratives. The analyzed articles demonstrate *Le Monde*'s thorough and comprehensive examination of the Russia-Ukraine war and its economic, social, and political impacts on Ukraine and the world.

**Keywords:** *Le Monde*; Russian-Ukrainian war; themes and issues

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## Висвітлення України газетою *Le Monde* під час війни: теми та проблеми

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У цій статті розглядаються тенденції у висвітленні *Le Monde* під час в Україні та їх глобальні наслідки під час повномасштабного вторгнення Росії в Україну. Дослідження було спрямоване на досягнення таких цілей: проаналізувати точку зору французьких медіа на збройну агресію Росії проти України; кількісно оцінити статті *Le Monde* про війну в Україні; визначити теми та проблеми у висвітленні *Le Monde* українських реалій; а також порівняти статті *Le Monde*, опубліковані з лютого до квітня у 2022, 2023 та 2024 роках. **Метод.** Було проведено огляд літератури, щоб дослідити погляди українських науковців на об'єктивність та точність медійних повідомлень. Моніторинг виявив статті *Le Monde*, присвячені українській тематиці. Контент-аналіз визначив кількість, тематику та проблематику цих статей, а також наявність російського пропагандистського наративу. Проведено порівняльний аналіз статей, опублікованих у *Le Monde* протягом лютого – квітня 2022, 2023 та 2024 років. **Результати.** У період з лютого до квітня кожного року з 2022 по 2024 рік *Le Monde* опублікувала 57 статей про російсько-українську війну. З них 28 були присвячені військовій тематиці, 14 – економічним, 15 – соціально-політичним. Кількість статей про економічні наслідки війни за цей період змінилася, що свідчить про відносну стабілізацію в Україні та в усьому світі. Висвітлення війни зросло у 2023 році, відображаючи активізацію міжнародного співробітництва, підтримку України Заходом і підготовку до українського контраступу. У 2024 році супільно-політичне висвітлення зросло через необхідність реагувати на мінливий міжнародний ландшафт на тлі тривалої агресії Росії проти України та зростаючої загрози вторгнення в інші європейські країни. **Висновки.** Висвітлення *Le Monde* України відображає прагнення до об'єктивності та надійності. Газета послідовно засуджує збройну агресію Росії проти України та уникає наративів російської пропаганди. Проаналізовані статті демонструють ретельний і всебічний аналіз російсько-української війни та її економічного, соціального та політичного впливу на Україну та світ у *Le Monde*.

**Ключові слова:** *Le Monde*, російсько-українська війна, теми та проблеми

Since Russia's aggression against Ukraine began in 2014, the need for objective, reliable, and comprehensive media coverage of the Russia-Ukraine war has been a pressing concern. This issue became even more critical with the onset of Russia's full-scale invasion in 2022. Assessments by international experts, commentary from political scientists and historians, and journalistic investigations have significantly shaped global perceptions of Ukraine as a state and Ukrainians as a nation.

This article aims to examine trends in the coverage of events in Ukraine by the French newspaper *Le Monde* during Russia's full-scale invasion. To achieve this objective, the study addresses the following tasks: to analyze the French media's stance on Russia's armed aggression against Ukraine; to quantify *Le Monde*'s articles devoted to the war in Ukraine; to identify the themes and issues in *Le Monde*'s coverage of Ukrainian realities; and to conduct a comparative analysis of *Le Monde*'s articles published from February to April in 2022, 2023, and 2024.

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Strict adherence to professional journalistic standards is the only way to ensure public trust in the work of media professionals. Conversely, manipulations and fake news, half-truths and propaganda of Russian narratives lead to pollution of the information space, substitution of values, disorientation and chaos in society.

According to the Institute of Mass Information (IMI), modern Ukrainian professional standards for quality media include a balance of opinions and points of view, reliability, separation of facts from comments, accuracy, completeness, and efficiency (Kuriata, 2021). Since the beginning of Russian aggression in 2014, IMI has published a list of standards that apply in times of war: accuracy, efficiency, impartiality, ethics, completeness, separation of facts from comments (Standards of Journalism in Time of War. How to write about tragic events - infographic, 2014).

In its editorial guidelines, the British Broadcasting Corporation (BBC) lists the main editorial values as audience trust, freedom of expression, independence, public interest, honesty, and accuracy, impartiality, editorial integrity, protection of vulnerable groups, avoidance of unjustified wrongdoing, and respect for privacy.

The issue of quality coverage and delivery of information to the audience has always been in the focus of domestic scholars.

The main criteria for assessing a journalist's performance are an objective and truthful reflection of reality. The criteria are quite reasonable, and the desire for objectivity and truthfulness should be the basis of the activities of those on whom the fate of society and the individual depends', - notes V. Rizun (Rizun, 2004, p. 45).

In research, educational, and methodological publications by Ukrainian scholars, the need to comply with standards as the only possible way of functioning of professional journalism is deeply and comprehensively substantiated: V. Rizun (Rizun, 2008), V. Ivanov (Ivanov & Serdiuk, 2008), O. Kuznetsova (Kuznetsova, 2007), T. Prystupenko (Prystupenko, 2011), O. Chekmyshev (Chekmyshev, 2021). According to B. Potiatynyk, compliance or non-compliance with professional standards is the watershed that determines whether texts of various forms of mass communication belong to journalism (Potiatynyk, 2010).

Among the scholars who study the experience of foreign media coverage of the Russian-Ukrainian war are T. Lylo (Lylo, 2023), A. Soroka (Soroka, 2023), Y. Melnyk (Melnyk, 2023), and others. In particular, T. Lylo's study describes the main ideological and manipulative techniques used by the Iranian English-language newspaper 'The Tehran Times' in its publications about the Russian-Ukrainian war. The article by A. Soroka examines the main narratives and features of the coverage of the full-scale intervention of Russian troops in Ukraine in the online versions of leading Spanish print media. Y. Melnyk analyzed the narratives about the Russian-Ukrainian war in one of the pro-Russian publications of the People's Republic of China.

Despite the interest of Ukrainian scholars in the problem of coverage of the Russian-Ukrainian war in the world media, this topic remains poorly understood today. There is a lack of research that examines the experience of reflecting the topic of the war in Ukraine in the foreign media of Europe and the United States of America.

## Method

The perception of Ukraine as a state and Ukrainians as a nation on the international stage depends on many factors, one of which is the coverage of the Russian-Ukrainian war in the world media. Leading media form the opinion of the international community not only about the image of Ukraine as a country experiencing a crisis, but also provide a deep understanding of the complex realities of the war that Ukrainian society is facing. Among them – Le Monde, one of the most popular and respected daily newspapers in France.



A literature review was conducted to examine Ukrainian scholars' perspectives on objective and accurate media coverage. Monitoring was employed to identify *Le Monde* articles addressing Ukrainian issues. Content analysis was used to quantify these articles, analyze their themes and issues, and assess the presence of Russian propaganda narratives. A comparative analysis was performed on 58 articles published in *Le Monde* during February – April of 2022, 2023, and 2024.

The empirical foundation of the study comprises 58 articles published in *Le Monde* from February to April in 2022, 2023, and 2024.

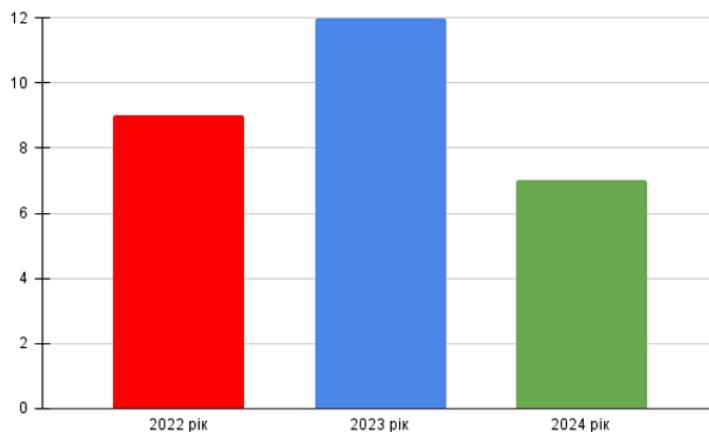
### Results and discussion

From the first weeks of the full-scale invasion of Ukraine by Russian troops, the French newspaper *Le Monde* has been investigating the causes of the aggression and the Russian invaders' attempts to justify their criminal actions by distorting historical facts. The analytical materials published on the pages of the newspaper throughout the entire period of the Russian-Ukrainian war not only create an image of Ukraine as a country in crisis, but also provide a deep understanding of the complex realities of the war that Ukrainian society is facing.

Before the full-scale invasion of Ukraine by Russian troops, on 18 February 2022, *Le Monde*<sup>11</sup> published an analytical piece on the Revolution of Dignity of 2013–2014, with an in-depth analysis and identification of the true reasons for the Russian attack – an attack on the democracy and independence of the Ukrainian people. In this article, *Le Monde* journalists examined the factors that led to the overthrow of the Viktor Yanukovych regime and the impact of these events on the country's further development. The article covered the large-scale protests on the Maidan, the struggle of the Ukrainian people for their rights, and the importance of these events for the establishment of democracy in Ukraine.

In order to trace the trends in *Le Monde*'s coverage of events in Ukraine during the full-scale Russian invasion of Ukraine, we grouped the materials about the Russian-Ukrainian war published in February–April 2022–2024 into three thematic groups: military, economic, and socio-political.

**Figure 1.**  
*Military topics on the pages of Le Monde in February–April 2022–2024*



<sup>11</sup> Bienvenu, H., Boutelet, C., & Vincent, F. (29.04.2024). L'étau se resserre autour des exilés ukrainiens en âge de combattre. *Le Monde*. [https://www.lemonde.fr/international/article/2024/04/29/l-etau-se-resserre-autour-des-exiles-ukrainiens-en-age-de-combattre\\_6230650\\_3210.html](https://www.lemonde.fr/international/article/2024/04/29/l-etau-se-resserre-autour-des-exiles-ukrainiens-en-age-de-combattre_6230650_3210.html).



In February–April 2022, 9 stories were published on military topics, in February–April 2023 – 12 stories, and in February–April 2024 – 7 stories. A total of 28 stories.

Materials on military topics published in 2022 are distinguished by titles that begin with the phrase «War in Ukraine». E.g.: «War in Ukraine: Russian troops withdraw from the outskirts of Kyiv, more than 3,000 civilians evacuated from Mariupol»<sup>12</sup> (Le Monde, 7 April 2022) or «War in Ukraine: in Kharkiv, no one met the Russians with flowers»<sup>13</sup> (Le Monde, 29 April 2022). The military-related materials refer to military assistance to the Ukrainian army, as well as assistance to people fleeing the temporarily occupied territories. Much attention was paid to debunking fakes coming from the Russian invaders, explaining, why they are false and what the reality is.

In 2023, military issues were also covered in a significant number of articles, including «We must create a special court for Ukraine within the Council of Europe»<sup>14</sup> (Le Monde, 1 March 2023); «Brotherhood battalion, Ukrainian volunteers behind the Russian lines»<sup>15</sup> (Le Monde, 13 March 2023); «War in Ukraine: the Russian army is strengthening the front in anticipation of a counter-offensive even on its own territory»<sup>16</sup> (Le Monde, 6 April 2023). The materials reflect the course of military operations on the territory of Ukraine, the successes and defeats of the Ukrainian army. Considerable attention is paid to the question of whose side European politicians support in the war (Ukrainian or enemy). One of the key issues is the state of the Zaporizhzhia NPP and how to avoid a nuclear threat from Russia.

In 2024, a significant number of articles were devoted to cooperation between Ukraine and France in the military sphere. In particular, the article «Ukrainian soldiers trained by France in the laws of war»<sup>17</sup> (Le Monde, 7 February 2024) revealed how the French military helps Ukrainian soldiers master the skills of advanced technologies, equipment and weapons. The French side promptly responded to the request of the Ukrainian leadership and organized events, confirming the strategic partnership between the countries. The article «War in Ukraine: war crimes investigation opened after two French humanitarians killed in Russian bombing»<sup>18</sup> (Le Monde, 3 February 2024) discusses the tragic incident that took place on 1 February 2024 in the Kherson region. Two French volunteers of the humanitarian organization EPER were killed and three other people were injured as a result of a Russian drone attack. This incident points to the possibility of a deliberate violation of international humanitarian law, as the vehicles of the humanitarian convoy were clearly marked. It is obvious that the Russian military deliberately attacked two vehicles returning to the base. The article «War in Ukraine: Russia's double strike on Odesa leaves at least

<sup>12</sup> Kaval, A. (01.04.2022). Guerre en Ukraine : les troupes russes se retirent des environs de Kiev, plus de 3 000 civils évacués de Mariupol. Le Monde. [https://www.lemonde.fr/international/article/2022/04/01/les-troupes-russes-se-retirent-des-localites-autour-de-kiev\\_6120201\\_3210.html](https://www.lemonde.fr/international/article/2022/04/01/les-troupes-russes-se-retirent-des-localites-autour-de-kiev_6120201_3210.html).

<sup>13</sup> d'Istria, T. (29.04.2022). War in Ukraine: In Kharkiv, 'No one was going to greet the Russians with flowers'. Le Monde. [https://www.lemonde.fr/en/international/article/2022/04/30/war-in-ukraine-in-kharkiv-no-one-was-going-to-greet-the-russians-with-flowers\\_5982070\\_4.html](https://www.lemonde.fr/en/international/article/2022/04/30/war-in-ukraine-in-kharkiv-no-one-was-going-to-greet-the-russians-with-flowers_5982070_4.html).

<sup>14</sup> Cathala, B., & Garapon, A. (1.03.2023). Il faut créer, au sein du Conseil de l'Europe, un tribunal spécial pour l'Ukraine. Le Monde. [https://www.lemonde.fr/idees/article/2023/03/01/il-faut-creer-au-sein-du-conseil-de-l-europe-un-tribunal-special-pour-l-ukraine\\_6163777\\_3232.html](https://www.lemonde.fr/idees/article/2023/03/01/il-faut-creer-au-sein-du-conseil-de-l-europe-un-tribunal-special-pour-l-ukraine_6163777_3232.html).

<sup>15</sup> d'Istria, T. (13.04.2023). War in Ukraine: The volunteer group going behind Russian lines. Le Monde. [https://www.lemonde.fr/en/international/article/2023/03/14/war-in-ukraine-the-volunteer-group-going-behind-russian-lines\\_6019324\\_4.html](https://www.lemonde.fr/en/international/article/2023/03/14/war-in-ukraine-the-volunteer-group-going-behind-russian-lines_6019324_4.html).

<sup>16</sup> Bouvier, P. (6.04.2023). War in Ukraine: Russian army fortifies front while awaiting counter-offensive, even in its own territory. Le Monde. [https://www.lemonde.fr/international/article/2023/04/06/guerre-en-ukraine-les-forces-russes-fortifient-le-front-en-attendant-la-contre-offensive\\_6168524\\_3210.html](https://www.lemonde.fr/international/article/2023/04/06/guerre-en-ukraine-les-forces-russes-fortifient-le-front-en-attendant-la-contre-offensive_6168524_3210.html).

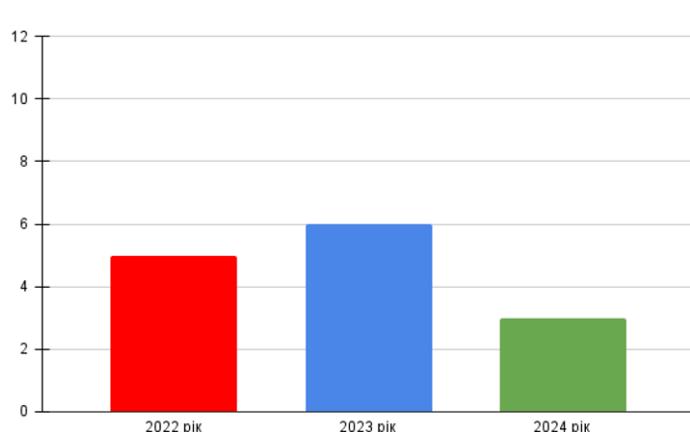
<sup>17</sup> Vincent, E. (7.02.2024). France trains Ukrainian soldiers in the rules of war. Le Monde. [https://www.lemonde.fr/en/international/article/2024/02/03/france-trains-ukrainian-soldiers-in-the-rules-of-war\\_6489567\\_4.html](https://www.lemonde.fr/en/international/article/2024/02/03/france-trains-ukrainian-soldiers-in-the-rules-of-war_6489567_4.html).

<sup>18</sup> Grynszpan, E., & Ricard, P. (3.02.2024). Guerre en Ukraine : après la mort de deux humanitaires français dans un bombardement russe, une enquête ouverte pour crime de guerre. Le Monde. [https://www.lemonde.fr/international/article/2024/02/03/guerre-en-ukraine-apres-la-mort-de-deux-humanitaires-francais-dans-un-bombardement-russe-une-enquete-ouverte-pour-crime-de-guerre\\_6214601\\_3210.html](https://www.lemonde.fr/international/article/2024/02/03/guerre-en-ukraine-apres-la-mort-de-deux-humanitaires-francais-dans-un-bombardement-russe-une-enquete-ouverte-pour-crime-de-guerre_6214601_3210.html).



twenty dead»<sup>19</sup> (Le Monde, 15 March 2024) condemned the attack on Odessa, when Russian missiles hit a residential area, causing heavy civilian casualties and a massive fire. The article noted that the tactic, often used by the Russian army first in Syria and now in Ukraine, targets civilian emergency services in particular and serves to terrorize the population.

**Figure 2.**  
*Economic topics on the pages of Le Monde in February–April 2022–2024*



In February–April 2022, 5 materials were published on economic topics, in February–April 2023 – 6 materials, and in February–April 2024 – 3 materials. A total of 14 materials.

Economic topics in 2022 were related to the active introduction of new international sanctions by the West against Russia immediately after the full-scale invasion. The publications analyzed possible changes in the French and European economies as a result of the atrocities in Ukraine. There are also materials with advice on how to protect yourself from inflation and a sharp rise in the exchange rate.

In 2023, there were significantly more articles on economic issues, including «The EU wants to do a better job of fighting sanctions evasion against Moscow»<sup>20</sup> (Le Monde, 24 March 2023); «The war in Ukraine: these little agreements that allow Russia to avoid sanctions»<sup>21</sup> (Le Monde, 28 April 2023). The articles cover various restrictive measures against the Russian economy, tracking and exposing companies that circumvent sanctions. The publications highlight the importance and necessity of Western assistance to Ukraine in the war.

In 2024, a small number of materials were published. One of the most important issues discussed is the assistance to Ukraine to stabilize the economy in the context of the war and bring victory closer. In particular, in the article «War in Ukraine: Joe Biden unveils plan to help Kyiv,

<sup>19</sup> Grynszpan, E. (15.03.2024). Guerre en Ukraine : une double frappe russe sur Odessa a fait au moins vingt morts. Le Monde. [https://www.lemonde.fr/international/article/2024/03/15/guerre-en-ukraine-une-double-frappe-russe-sur-odessa-a-fait-au-moins-vingt-mort\\_6222276\\_3210.html](https://www.lemonde.fr/international/article/2024/03/15/guerre-en-ukraine-une-double-frappe-russe-sur-odessa-a-fait-au-moins-vingt-mort_6222276_3210.html).

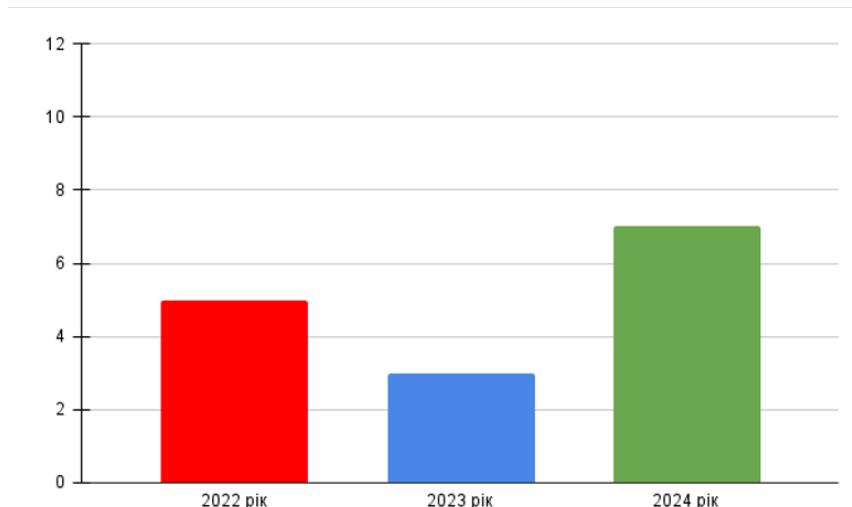
<sup>20</sup> Jacqué, P., & Malingre, V. (24.03.2023). L'Union européenne veut mieux combattre le contournement des sanctions contre Moscou. Le Monde. [https://www.lemonde.fr/international/article/2023/03/24/l-union-europeenne-veut-mieux-combattre-le-contournement-des-sanctions-contre-moscou\\_6166808\\_3210.html](https://www.lemonde.fr/international/article/2023/03/24/l-union-europeenne-veut-mieux-combattre-le-contournement-des-sanctions-contre-moscou_6166808_3210.html).

<sup>21</sup> Jégo, M., & Malingre, V. (28.04.2023). Guerre en Ukraine : ces petits arrangements qui permettent à la Russie d'échapper aux sanctions. Le Monde. [https://www.lemonde.fr/international/article/2023/04/28/guerre-en-ukraine-ces-petits-arrangements-qui-permettent-a-la-russie-d-echapper-aux-sanctions\\_6171424\\_3210.html](https://www.lemonde.fr/international/article/2023/04/28/guerre-en-ukraine-ces-petits-arrangements-qui-permettent-a-la-russie-d-echapper-aux-sanctions_6171424_3210.html).



guarantees it will not abandon its allies»<sup>22</sup> (Le Monde, 24 April 2024), the article discusses not only the need for assistance to support our country's defense capability, but also the strategic importance of such assistance for international politics as part of the global solidarity of the Western world. In the article «It's time to make the Russian aggressor pay»<sup>23</sup> (Le Monde, 16 February 2024), the authors emphasize that today in Ukraine, the struggle is not only for the territory or survival of the nation, but also for the global principles of democracy and freedom. They warn that a reduction in Western support could allow Russia to pursue its aggressive goals and seize Ukraine's territory.

**Figure 3.**  
*Socio-political topics on the pages of Le Monde in February–April 2022–2024*



On socio-political topics, 5 materials were published in February–April 2022, 3 materials in February–April 2023, and 7 materials in February–April 2024. A total of 15 materials.

The materials on socio-political topics published in 2022 covered the actions of solidarity with Ukraine, in particular: «In Paris for a solidarity rally with Ukraine: It's crazy to imagine living through a war in Europe»<sup>24</sup> (Le Monde, 26 February 2022). French journalists focused on the conditions in which Ukrainians must live during the war, as well as comments by French politicians reacting to the course of events in Ukraine. The publications pay considerable attention to analyzing the positions of European politicians on supporting Ukraine or Russia.

In 2023, the number of articles on socio-political topics decreased significantly compared to the previous year. However, the publications clearly reflect the idea of Ukraine's victory in the Russian-Ukrainian war. In particular, the article «Volodymyr Zelenskyy to cement "eternal

<sup>22</sup> Guerre en Ukraine : Joe Biden promulgue le plan d'aide à Kiev assurant ne pas « abandonner ses alliés ». (24.04.2024). Le Monde. [https://www.lemonde.fr/international/article/2024/04/24/guerre-en-ukraine-joe-biden-promulgue-le-plan-d-aide-a-kiev-assurant-ne-pas-abandonner-ses-allies\\_6229494\\_3211.html](https://www.lemonde.fr/international/article/2024/04/24/guerre-en-ukraine-joe-biden-promulgue-le-plan-d-aide-a-kiev-assurant-ne-pas-abandonner-ses-allies_6229494_3211.html).

<sup>23</sup> Halushka, O., & Litra, L. (16.02.2024). Guerre en Ukraine : « Il est temps de faire payer l'agresseur russe ». Le Monde. [https://www.lemonde.fr/idees/article/2024/02/16/guerre-en-ukraine-il-est-temps-de-faire-payer-l-agresseur-russe\\_6216974\\_3232.html](https://www.lemonde.fr/idees/article/2024/02/16/guerre-en-ukraine-il-est-temps-de-faire-payer-l-agresseur-russe_6216974_3232.html).

<sup>24</sup> Pascual, J. (24.02.2022). A Paris, dans la manifestation de solidarité avec l'Ukraine : « C'est démentiel d'imaginer vivre une guerre en Europe ». Le Monde. [https://www.lemonde.fr/societe/article/2022/02/24/c-est-dementiel-d-imaginer-vivre-une-guerre-en-europe\\_6115145\\_3224.html](https://www.lemonde.fr/societe/article/2022/02/24/c-est-dementiel-d-imaginer-vivre-une-guerre-en-europe_6115145_3224.html).



friendship” between Ukraine and Poland in Warsaw»<sup>25</sup> (Le Monde, 6 April 2023) states that Ukraine continues to develop despite the challenges of war and finds support and friends in the world.

In 2024, Le Monde covered a significant number of socio-political topics in several articles. In particular, the article «Ukraine at war against its traitors»<sup>26</sup> (Le Monde, 20 February 2024) touches upon the complex issue of internal enemies during the Russian aggression. After the start of the full-scale invasion in 2022, a new struggle against collaborators – people who support the aggressor – broke out in Ukraine. According to the French authors, the Ukrainian authorities have adopted the necessary anti-collaboration law to fairly punish those who collaborated with the enemy, but the legality of some of its articles remains controversial. The following article, «Russia puts Baltic and Polish leaders on the wanted list, accused of falsifying history»<sup>27</sup> (Le Monde, 13 February 2024), exposes Russia’s tactics of intimidation of the Baltic states. In the context of Russia’s aggression against Ukraine and the threat the Kremlin poses to the Baltic states, there has been a significant deterioration in relations recently – the Russian regime is doing what it has always done: trying to suppress freedom and continuing to create its own version of the facts. It also highlights the growing tension between Moscow and the Baltic states, which has become even more apparent after the conflict in Ukraine. The Baltic states, as well as Poland, have been actively supporting Kyiv, particularly in restoring historical memory and fighting Russian aggression.

## Conclusions

In February–April 2022–2024, 57 articles on the topic of the Russian-Ukrainian war were found on the pages of the French newspaper Le Monde. Among them, 28 publications cover military issues, 14 are devoted to economic issues, and 15 address socio-political issues. During this period, there was a downward trend in the number of publications analyzing the economic situation caused by the war. This indicates a certain level of stabilization of the situation in this area in Ukraine and the world.

The number of articles on military issues increased significantly in 2023, when the newspaper covered active international cooperation and support for Ukraine by Western partners, as well as the Ukrainian army’s preparations for a counter-offensive.

The trend towards an increase in the number of articles covering socio-political issues increased significantly in 2024 due to the need to understand the new international situation that has developed as a result of the protracted aggression of Russian troops against Ukraine and the growing threat of invasion of other European countries.

Analyzing the way Le Monde covers the events in Ukraine, it can be concluded that the newspaper pays considerable attention to them and adheres to an objective approach. The newspaper consistently condemns Russia’s armed aggression against Ukraine and does not publish Russian narratives. The materials reviewed in this article demonstrate the newspaper’s desire to analyze various aspects of the Russian-Ukrainian war and its impact on economic, social and political life in Ukraine and the world in a deep and comprehensive manner. Examples of publications demonstrate the newspaper’s efforts to provide readers with a balanced and accurate overview of events, which contributes to a better understanding of the situation in Ukraine for the international

<sup>25</sup> Iwaniuk, J. (6.04.2023). Zelensky champions ‘eternal friendship’ between Ukraine and Poland. Le Monde. [https://www.lemonde.fr/en/europe/article/2023/04/06/zelensky-champions-eternal-friendship-between-ukraine-and-poland\\_6021911\\_143.html](https://www.lemonde.fr/en/europe/article/2023/04/06/zelensky-champions-eternal-friendship-between-ukraine-and-poland_6021911_143.html).

<sup>26</sup> Constant, A. (20.02.2024). « “Collabos !” L’Ukraine en guerre face à ses traîtres », sur Arte : l’éternelle cinquième colonne des ennemis de l’intérieur. Le Monde. [https://www.lemonde.fr/culture/article/2024/02/20/collabos-l-ukraine-en-guerre-face-a-ses-traitres-sur-arte-l-eternelle-cinquieme-colonne-des-ennemis-de-l-interieur\\_6217560\\_3246.html](https://www.lemonde.fr/culture/article/2024/02/20/collabos-l-ukraine-en-guerre-face-a-ses-traitres-sur-arte-l-eternelle-cinquieme-colonne-des-ennemis-de-l-interieur_6217560_3246.html).

<sup>27</sup> Russia declares Estonian PM Kaja Kallas ‘wanted’ (13.02.2024). Le Monde. [https://www.lemonde.fr/en/international/article/2024/02/13/russia-declares-estonian-pm-kaja-kallas-wanted\\_6520816\\_4.html](https://www.lemonde.fr/en/international/article/2024/02/13/russia-declares-estonian-pm-kaja-kallas-wanted_6520816_4.html).



audience. Adherence to high standards of journalism in the coverage of the Russian-Ukrainian war makes *Le Monde* an important factor in shaping Ukraine's positive image worldwide.

***Declaration on Generative Artificial Intelligence*** and Technologies Using Artificial Intelligence in the Writing Process.

The authors did not use artificial intelligence tools in the preparation of this article. The authors of the article bear full responsibility for the correct use and citation of sources.

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### RESEARCH ARTICLES ДОСЛІДНИЦЬКІ СТАТТІ

<https://doi.org/10.17721/CIMC.2025.37.52-65>

#### The Potential of YouTube for Promoting Reading among Adolescents: A Case Study

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This article presents the results of a media monitoring study of the BookTube community content on the YouTube platform. The research also includes the development of recommendations for stakeholders. **Method.** The media monitoring of the Ukrainian BookTube was conducted using the social media and online media monitoring and analytics platform powered by artificial intelligence, YouScan. The monitoring period spans from September 2022 to August 2023. In total, 7,866 posts were analyzed, from which 10 cases with the highest engagement levels (likes, comments, reposts, views) during the monitoring period were selected. **Results.** The study revealed a steady increase in mentions of the hashtag #буктюб\_українською (BookTube in Ukrainian) throughout the observed period, indicating continuous interest and activity within the BookTube community. In the context of the decline in reading literacy levels, as recorded by the PISA-2022 study, the author examines the YouTube platform as a tool for rethinking reading practices. The research is based on the analysis of ten cases representing various aspects of literary content: analytical reviews of works, debates around popular books, author recommendations, and personal library presentations. **Conclusions.** The results show that YouTube contributes not only to the popularization of literature but also to the development of critical thinking, emotional intelligence, and cognitive skills. The unique opportunity to create long and detailed video formats allows teenagers to engage more deeply with literature, develop analytical abilities, and perceive reading as an emotionally rich and cognitive process. Book bloggers, who act as reading ambassadors, play a role not only as promoters of books but also as trendsetters of contemporary reading culture, motivating teenagers through emotional interaction with texts. The author emphasizes the importance of integrating BookTube content into reading development strategies. This opens prospects for creating partnership programs between educational institutions, libraries, and book bloggers, which will contribute to the development of an interactive ecosystem to support youth reading culture. Therefore, YouTube serves not only as a tool for promoting literature but also as a means of transforming cultural practices and adapting reading to the conditions of the modern digital environment.

**Keywords:** reading culture; BookTube; adolescent reading; social media; YouTube

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## Потенціал платформи YouTube для популяризації читання серед підлітків: дослідження кейсів

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У статті представлені результати дослідження медіамоніторингу контенту читацької спільноти «буктьюб» на платформі YouTube. Дослідження також передбачає розробку рекомендацій для зацікавлених сторін. **Метод.** Медіамоніторинг українського буктьюбу було проведено за допомогою платформи моніторингу та аналітики соціальних медіа і онлайн-ЗМІ, яка використовує штучний інтелект, YouScan.Період моніторингу охоплює вересень 2022 року — серпень 2023 року. Загалом було проаналізовано 7866 публікацій, з яких сформовано 10 кейсів з публікацій із найвищим рівнем зацікавлення за період моніторингу (вподобайки, коментарі, репости, перегляди). **Результати.** Дослідження виявило стійке зростання кількості згадувань хештегу #буктьюб\_українською (BookTube in Ukrainian) протягом досліджуваного періоду, що свідчить про постійний інтерес і активність читацької спільноти «буктьюб». У контексті зниження рівня читацької грамотності, зафіксованого дослідженням PISA-2022, автор розглядає платформу YouTube як інструмент для переосмислення читацьких практик. Дослідження базується на аналізі десяти кейсів, які представляють різні аспекти літературного контенту: аналітичні огляди творів, полеміка навколо популярних книг, рекомендації авторів і презентації особистих бібліотек. **Висновки.** Результати свідчать, що YouTube сприяє не лише популяризації літератури, але й розвитку критичного мислення, емоційного інтелекту та пізнавальних навичок. Унікальна можливість створення тривалих і детальних відеоформатів дозволяє підліткам глибше взаємодія з літературою, розвиваючи аналітичні здібності та сприймати читання як емоційно насичений і пізнавальний процес. Книжкові блогери, які виступають амбасадорами читання, відіграють роль не лише популяризаторів книг, а й трендсеттерів сучасної читацької культури, мотивуючи підлітків через емоційну взаємодію з текстами. Автор акцентує на важливості інтеграції контенту буктьюбу у стратегії розвитку читання. Це відкриває перспективи для створення партнерських програм між освітніми закладами, бібліотеками та книжковими блогерами, що сприятиме побудові інтерактивної екосистеми для підтримки читацької культури молоді. Відтак, YouTube виступає не лише засобом популяризації літератури, а й інструментом трансформації культурних практик та адаптації читання до умов сучасного цифрового середовища.

**Ключові слова:** читацька культура; буктьюб; підліткове читання; соціальні мережі; YouTube

In the modern digital environment, where social media has become an integral part of adolescents' daily lives, the development of reading culture is acquiring new forms and approaches. The use of social media influences not only adolescents' interest in reading but also their social and psychological well-being.

Social media platforms such as TikTok, YouTube, and Instagram serve as effective channels for fostering a reading culture among adolescents, facilitating the emergence of new reading communities such as "Bookstagram," "BookTok," and "BookTube." These platforms provide adolescents with opportunities to share impressions of books they have read, receive emotional support and feedback, and connect with like-minded individuals. Such digital communities make the reading process more interactive and encourage the engagement of new readers, transforming literature into a dynamic experience that integrates personal self-expression and communication.

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The results of the 2022 Programme for International Student Assessment (PISA), which evaluates the competencies of 15-year-old adolescents in mathematics, reading, and science, indicate a decline in reading literacy levels among Ukrainian adolescents (PISA, 2022).

The identified indicators underscore the need to rethink approaches to fostering adolescents' reading culture. In contemporary discussions among Ukrainian literature educators, there is a growing consensus that research findings highlight the necessity of reimagining teaching methods. It is suggested that reducing the number of literary texts in the curriculum, while emphasizing their in-depth study, would be more effective. Additionally, incorporating media texts – such as social media content, news feeds, and opinion columns – into the educational process has been proposed. Replacing the chronological approach to studying literature with a thematic one is also considered a way to modernize the concept of reading, harmoniously blending literary knowledge with current trends in educational communication<sup>28</sup>.

These recommendations are particularly relevant in the context of significant changes in adolescents' lives following the full-scale military aggression by Russia. According to the results of the nationwide sociological study "*Adolescents and Their Lives During the War*" (2023), 38% of adolescents use social media as a means of distraction from anxiety, negative news, and stress; 14% identified reading fiction as a way to cope with stress; 6% engage in blogging, and 5% in writing activities, helping them maintain their interests even under stressful conditions. The majority of respondents (91%) expressed a desire to acquire new skills, with 13% indicating an interest in accessing libraries with diverse literary resources. This highlights the importance of reading not only as a tool for developing literacy but also as a means of emotional stabilization. Despite the significant attention given to entertainment media, reading remains a relevant activity for self-development and reducing emotional tension among contemporary adolescents (Клуб Добродіїв, 2023).

Contemporary public discourse often expresses concern, and at times criticism, regarding the impact of social media on personal development and the formation of social behavior. The National Strategy for the Development of Reading in Ukraine until 2032, "*Reading as a Life Strategy*," notes that "reading for pleasure and development as a lifelong practice is gradually losing its popularity in Ukraine, being replaced by the consumption of 'quick' information from social media, accessible video content, and television" (Кабінет Міністрів України, 2023).

However, the current situation can be viewed not as a reading crisis but as a process of its transformation. The growth of reading communities on social media platforms ("Bookstagram," "BookTok," "BookTube") indicates that adolescents continue to have an interest in literature and book discussions, though they prefer new forms of communication and interaction. In light of this, our research will focus particularly on YouTube. According to the results of the "Reading and Social Networks" survey (2023), this platform ranks second in popularity among adolescent audiences, trailing only after TikTok (Шміга, Ковальсьова, 2024).

YouTube is distinguished by the nature of its content: a more extensive and long-form format that contrasts with the quick and dynamic content of TikTok and Instagram. This feature allows YouTube to be considered a kind of alternative to lengthy texts, making it an important subject of analysis in the context of studying reading culture. Examining YouTube content will provide deeper insights into the platform's impact on adolescents' reading practices and its potential for shaping new approaches to literary education.

**The goal** of the research is to analyze the publications of the "BookTube" community on YouTube based on engagement criteria.

**The research objectives** include:

<sup>28</sup> Artur Proidakov "If we talk about the results of PISA 2022." URL:  
[https://www.facebook.com/arturproidakov/posts/3512895242285549?ref=embed\\_post](https://www.facebook.com/arturproidakov/posts/3512895242285549?ref=embed_post)



1. To identify the content, themes, and characteristics of materials available on YouTube for adolescents.
2. To interpret the results of media monitoring and highlight the most notable cases within the dataset.
3. To determine the potential benefits of the identified cases from the perspectives of marketing, education, and upbringing, with the goal of fostering constructive dialogue with adolescents and increasing their interest in reading.

## Literature Review

The first theoretical pillar of our research is the theory of media culture and reading culture, which views social media as platforms for transforming reading practices in the digital age. According to the *Concept for Implementing Media Education in Ukraine*, the formation of media culture in society and preparing individuals for safe and effective interaction with mass media are key tasks. Social networks such as YouTube, TikTok, and Instagram are becoming important tools for promoting reading, offering new forms of consuming and discussing literature (Найдьонова, 2016).

At the same time, the *State Program for Promoting Reading in Ukraine (until 2030)* emphasizes engaging youth in book culture by adapting educational strategies to digital realities, making social media a vital element in fostering reading activity among adolescents<sup>29</sup>.

The issues of media culture have been explored in the works of I. Bayda (2024), Pushkar and Hrabovsky (2022), T. Krainikova (2016), L. Naidyonova (2018), A. Petrov (2024), N. Zrazhevska (2021).

Contemporary adolescents are increasingly unable to conceive of their lives without an active presence on social media. Through their online engagement across various platforms, adolescents construct and define their social status. The cultivation of personal media culture and reading competence has emerged as a crucial aspect of adolescent development, given the inherent impossibility of exercising complete control over media. Media culture entails the acquisition of skills related to the search for, critical analysis, and evaluation of media products, as well as the capacity to generate original content that reflects individual values and perspectives. Moreover, reading culture is intricately intertwined with media culture, particularly in the context of engaging with and interpreting media texts.

Key concepts of the study include the definition of “reading culture”, which has been worked on by V. Baluk (2016), T. Dovhan (2020), V. Lutskina (2016), I. Pogribna (2023), K. Tuchak (2023).

In defining reading culture, we rely on the definition proposed by the scholar V. Baluk. Reading culture is

a complex integrative formation of the personality, which includes components such as the need for reading and a lasting interest in this process; reading erudition, the ability to perceive a literary work at the level of analysis; a certain level of developed reading skills, the development of cultural communication between the student and the book; full perception of the read work; the ability to determine the topic and main idea of the text, its purpose; the presence of age-appropriate literary knowledge, skills, and abilities; the ability of students to use reading as a means of acquiring new knowledge for further learning; the necessary level of theoretical-literary knowledge; creative abilities, the ability to evaluate and interpret (Балюк, 2016).

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<sup>29</sup> Reading Development Strategy for the Period Until 2032: “Reading as a Life Strategy” URL: <https://naurok.com.ua/strategiya-rozvitu-chitannya-na-period-do-2032-roku-chitannya-yak-zhitteva-strategiya-349608.html>

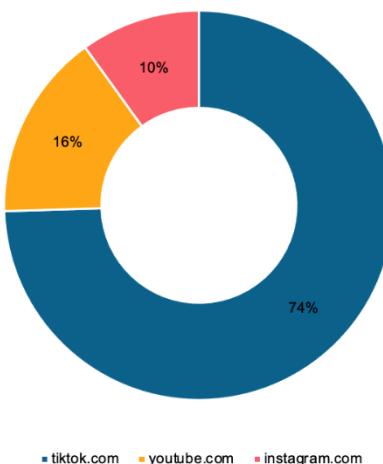


The second theoretical foundation of our research is the theory of social networks. Instead of viewing the decline in reading activity as a crisis, it is more appropriate to recognize it as a transformation. Attempts to eliminate the use of social media in adolescents' daily practices are futile. A more constructive approach is to explore the potential of social media as tools for the development of reading culture.

The use of YouTube as a tool in the educational process has been explored by V. Doniy (2021), H. Myskyv (2024), L. Shevtsova (2024). Research on book blogging has been conducted by K. Bohomaz (2024), O. Pogribna (2019), O. Politova (Ковпак, Політова, 2021), V. Stiahailo (2023).

A survey of 200 respondents revealed that the most popular platforms among adolescents are TikTok, YouTube, and Instagram (Шмига, Ковальова, 2024). TikTok and Instagram have become hubs for the formation of reading communities, such as Bookstagram and BookTok, where users exchange book recommendations, discuss literary works, and even create creative interpretations of what they have read (Ковальова, 2023). At the same time, the potential of the social media YouTube, which, according to the results of our survey, ranks second in popularity among adolescents, as well as the BookTube community, for the development of adolescents' reading culture remains insufficiently studied and less discussed in the academic discourse (Figure 1).

**Figure 1.**  
*Distribution of sources*



The third theoretical pillar of our research lies in the developments within the fields of sociology, psychology, pedagogy, and social communications, which provide an interdisciplinary understanding of the cognitive characteristics and motivations of adolescents. In Ukraine, new socio-psychological conditions have emerged, influenced by several factors, such as remote learning initiated by the COVID-19 pandemic and the full-scale Russian invasion of Ukraine. These circumstances have created a significant need for psychological, social, and neurobiological adaptation, as the mental well-being of children and adolescents has been subjected to considerable stress, and society has not always been prepared to respond to these challenges.

Particular attention is warranted for the YouTube platform, which, due to its format, allows for the creation of longer and more in-depth videos. In addition to book reviews, YouTube features analytical videos, interviews with authors, and literary discussions, all of which stimulate the development of critical thinking. Compared to the dynamic and short content of TikTok and



Instagram, YouTube stands as a powerful tool for promoting books and forming new approaches to literary analysis.

Thus, the study of YouTube content is highly relevant for the development of adolescent reading culture, as this platform has the potential to foster deeper literary analysis and the formation of new reading practices.

## Method

### Data Collection

To explore the content of the BookTube community on YouTube and its evolving dynamics in the context of the full-scale Russian invasion of Ukraine, a targeted media monitoring study was conducted. The research focused on the period from September 1, 2022, to August 31, 2023, capturing shifts in reader engagement during a time of profound social change.

A total of 7,866 posts were analyzed, from which 10 cases with the highest engagement levels (likes, comments, shares, and views) were selected for in-depth qualitative analysis. This allowed for a nuanced view of the trends shaping the community's interactions. The monitoring process used the YouScan platform, which leverages artificial intelligence to track and analyze social media content, enabling the precise identification of themes and book-related discussions that resonated most strongly with users.

## Results and Discussion

**Case studies from the first group** challenge the theory of the exclusive popularity of short-form videos, instead demonstrating that members of the BookTube community prefer genres and works that stimulate a deeper understanding of literature through psychological and symbolic analysis. This indicates their interest in cultural heritage and their willingness to invest time in long-form, meaningful content.

### *Case 1. Hidden meanings of "Harry Potter"*

The video<sup>30</sup> has received 9,000 likes, 135,367 views, and 2,311 comments. The video lasts 1 hour and 6 minutes. The first part covers the story of J.K. Rowling, her childhood, the origin of the "Harry Potter" idea, and the publication of the first book. It also discusses the history of the Weasley family prototypes. The second part contains a detailed analysis of the educational concept of Hogwarts, comparing the houses with psychological types and analyzing the character of Dumbledore as the ideal father figure. The video creator explains why the Harry Potter series can be considered a textbook on child psychology, discusses the psychological aspects of Dementors and Boggarts, uses a metaphor of the battle for Hogwarts, and analyzes the theme of orphanhood in the biographies of Harry and Tom Riddle. Additionally, it is noted that "Harry Potter" is a rite of passage for children into adulthood. The video begins with a prologue and ends with an epilogue. In the comments, viewers share that the video moved them: "A few times, tears welled up, thank you for such a great analysis," "I have tears in my eyes thinking about the difficulties J.K. Rowling had to overcome...," "Incredibly moved by the video, the clear sound, your voice, the depth, the facts, and the story I didn't know – it was very interesting to watch. I'm glad I spent an hour of my time on this wonderful video)," "Such a touching and full of tenderness and love review. At moments, tears welled up during the parts about Rowling's life. Only an incredibly strong woman, who loved herself, could survive such life situations and come out victorious."

*What does the case teach?* The modern reader is interested in a fresh, engaging presentation of the author's biography of their favorite work, one that consists not of dry dates and facts, but of

<sup>30</sup> The History of Creation, Hidden Meanings, and Psychological Analysis of "Harry Potter" by J.K. Rowling URL: <https://www.youtube.com/watch?v=XQpMv3MFWO4>



interesting anecdotes and life stories that evoke an emotional response from the reader: admiration, sympathy, excitement, and the possibility of relating the author's life to their own or the lives of the characters. This form of biography presentation is potentially better suited for adolescents, as they want to see the author not as an "icon of the literary pantheon" but as a real person with their own life path, experiences, and a history of failures and triumphs.

*Case 2. The World of Andrzej Sapkowski's "The Witcher"*

The video<sup>31</sup> has received 3.1k likes, 29,104 views, and 182 comments. The video lasts 1 hour and 18 minutes. In the video conversation, Andrzej Sapkowski discusses the history of "The Witcher," the historical background of the series, and details about the world of Geralt of Rivia. Sapkowski also gives his own book recommendations, answers questions from viewers of the livestream, and mentions that a new book about "The Witcher" might be released soon. In the comments, viewers thank the author. Some comments are written in Polish and English.

*What does the case teach?* This case demonstrates readers' keen interest in engaging with the author of their favorite work. Audience reactions show a demand for the opportunity to hear directly from the author about the background and meanings embedded in the work, as well as to get answers to questions about details that help them dive deeper into the universe of the story. The unique opportunity to communicate with a favorite author may encourage adolescents to read, and the book recommendations can expand their literary horizons.

*Case 3. Heroism and Anti-Heroism in "The Lord of the Rings".*

The video<sup>32</sup> has received 3.5k likes, 31,000 views, and 768 comments. The video lasts 35 minutes. The first part covers the creation of "The Lord of the Rings," an analysis of the character Frodo, and the exploration of pacifism and autobiographical elements in Tolkien's work. The author then analyzes the characters of Legolas and Gimli, the political ideas in the novel, and the metaphor of the ring as a symbol of power. The conclusion notes that Tolkien viewed power as absolute evil. The final part of the video consists of an analysis of Boromir and Aragorn, along with reflections on why Sauron sided with evil. The video ends with a story about Tolkien's love for Edith Bratt. The video contains a prologue and an epilogue.

In the comments, people thank the creator and mention that her channel is a real discovery on Ukrainian YouTube: "You are simply a huge find on Ukrainian YouTube. I truly relax my soul when watching your videos. Always interesting and very useful information, many details I didn't notice when watching the movie. The biography of the legendary author is simply stunning! What an incredible and wise person lived in this world! Thank you so much for your work, I'm incredibly glad that you created your channel and delight us with your videos! Sending hugs and expressing gratitude!" "Please, don't stop! It was so interesting to listen. I'm eagerly waiting for new videos!" "This is the content that Ukrainian YouTube deserves. I discovered your channel, Alina, not long ago and wanted to express my respect for the attention to detail and analysis you do in your videos. It's super cool, keep going!"

*What does the case teach?* The audience's response indicates readers' interest in deep, comprehensive analyses of works that focus on subtle details and interesting facts. The comments and views confirm the audience's readiness to consume long-form video content in order to gain well-researched and analyzed information. Adolescents may not always be inclined to watch long videos, but if the topic is genuinely interesting and the video is well-made, it can capture their attention and stimulate their interest in the author, the literary work, and similar videos from other BookTubers.

<sup>31</sup> Andrzej Sapkowski – "The Witcher," Slavic Mythology, Geralt of Rivia 💙💛 URL: [https://www.youtube.com/watch?v=d9kkf0q\\_Wdo](https://www.youtube.com/watch?v=d9kkf0q_Wdo)

<sup>32</sup> The History of Creation, Hidden Meanings, and Psychological Analysis of "The Lord of the Rings" by J.R.R. Tolkien URL: <https://www.youtube.com/watch?v=zvS45pI4TSY>



**The second group of cases** demonstrates how social media shapes contemporary reading culture by opening up space for public criticism, discussions, and debates surrounding literature. The debate around popular books, the issue of genre stigmatization, and the expression of unpopular opinions contribute to the development of critical thinking, the dismantling of stereotypes, and the formation of a more inclusive attitude toward literature.

#### *Case 4. Debate in the BookTube Community around the Novel From Blood and Ash*

The video<sup>33</sup> has gained 1,900 likes, 19,732 views, and 316 comments. The duration of the video is 39 minutes. The video offers an analysis of Jennifer Armentrout's novel *From Blood and Ash*. The author notes that they are expressing their personal opinion. The analysis begins with a discussion of the book's positive aspects, highlighting its ease of reading and well-written intimate scenes. The author then transitions to the negative aspects, analyzing each in detail. They emphasize that, in their opinion, the book contains many flaws, so they focus only on the main ones. Among the negative aspects, the author mentions poorly developed characters, low-quality dialogues (illustrating this with excerpts from the book), the absence of any explanations regarding the characters, and the irrational behavior of the protagonists. To support their arguments, the author provides specific examples from the book's plot. At the end of the video, the author states that they do not understand the phenomenon of the book's popularity and the reasons for the positive feedback from readers. Opinions in the comments section are divided: "Finally, someone said it! To me, the characters are cardboard at best, and the jokes are repetitive. You can only understand the world-building in the subsequent parts, and there it all more or less comes together. But the fact that the book is overrated is undeniable. I don't understand why everyone's so obsessed with this Macivka and Castile. For me, the main characters and the book itself are pure cringe.>"; "Maybe the lack of explanation is intentional, to maintain intrigue? Some people just want everything spelled out, but it's better to think, imagine, and speculate..."; "This story could have made an excellent horror about a girl held hostage by a mad cult that sacrifices people to some Lovecraftian god."

*What does this case teach?* This case teaches that the perspective on a literary work should not be standardized, and an unpopular review is not deviant but creates space for discussion, exchanging thoughts, impressions, and criticism. Audience reactions indicate that each reader perceives a book based on their personal preferences and literary experience, which allows them to find like-minded individuals and evaluate the arguments of alternative viewpoints. Adolescents are unlikely to be interested in considering alternative perspectives; however, if an unpopular review aligns with their personal impression of the work, they are more likely to listen to the book recommendations of the BookTuber who posted it.

#### *Case 5. Social Shame and Romance Novels*

The video<sup>34</sup>, which garnered 1,000 likes, 10,724 views, and 268 comments, lasts for 19 minutes. At the beginning of the video, the author states that romance novels are a genre for which people are often shamed. She confesses that she herself felt ashamed of her preferences and concealed her love for romance novels, which led her to feel isolated and abnormal. The author also notes that in English-speaking countries, there is no shame associated with a love for romance novels. She suggests that this issue is specific to post-Soviet countries, where intimate topics were once taboo. The author emphasizes that many people believe reading romance novels could lead to a distorted perception of relationships. She also highlights the stigma surrounding these books due to misogyny. Often labeled "women's novels," they are nonetheless of interest to people of all

<sup>33</sup> OF BLOOD AND FILTH X 💔 A DUMB ROMANTIC FANTASY THAT'S UNREADABLE 🤦 AND THIS IS SERIOUSLY POPULAR??? 🤯 THE WORST BOOK EVER 🤯 URL:

<https://www.youtube.com/watch?v=BSnnremrIro>

<sup>34</sup> How shameful is it to read romance novels and romantic fantasy? 💔 URL: <https://www.youtube.com/watch?v=pvjt7-GDmfM>



genders, as relationships, love, and sex concern everyone. At the end of the video, the author stresses that there are no books specifically for men or for women. She adds that we must learn to accept our own tastes and those of others. In the comments, viewers agree with the author: “Stereotypes always prevent us from being ourselves... I love romance novels) I think any sensitive woman loves them. The thing is, among them, just like with other genres, there are better and worse ones...,” “I’ve never been ashamed of the books I read. At 19, I only read romance novels. About a year ago, I saw some romance fantasy books on a friend’s shelf (a few books), and I was surprised. I thought men didn’t read this kind of thing, but it turns out they just feel embarrassed to admit it,” “It’s all because, in the twisted and deceptive Soviet Union, we were taught to see literature as an elite art, meant to carry the light of knowledge and wisdom. But in reality, normal people read for pleasure (and if they gain knowledge along the way, that’s an additional bonus). From the perspective of enjoying oneself, I don’t really understand why we should be ashamed of romance novels.”

*What does this case teach?* This case demonstrates that today’s readers are more open to previously stigmatized literary genres. The comments under the video point to a trend of breaking down stereotypes and forming a more inclusive attitude towards literature. This is especially characteristic of adolescence, as this period is marked by an active reassessment of established societal norms.

#### *Case 6. Unpopular Opinions About Books*

The video<sup>35</sup> has gained 739 likes, 8,002 views, and 184 comments. The duration of the video is 39 minutes. In this video, the creator discusses unpopular opinions about books by various authors. The video includes an overview of unpopular views on literature in general, as well as on famous authors such as J.K. Rowling and Elizabeth Gilbert. The creator also analyzes unpopular opinions regarding classical literature. She has collected all the comments received and discusses them in the video. She agrees with some of the opinions, disagrees with others, but always justifies her viewpoint.

The comments section features discussions on the topic: “An old truth – there are as many opinions as there are people)) As a reader, I have been shaped by classics, for me, authors like the Brontë sisters, Austen, Agatha Christie, and almost all English classics, as well as Dumas and French classics, are still much better and more interesting (and worth rereading, of course!) than much of contemporary literature,” “Thank you for the video! I also really dislike when someone doesn’t like a book, and they start trashing it. It’s very unpleasant; it’s one thing to express an opinion, and another to say that anyone who likes it is wrong. I really like your attitude towards all genres,” “I have this thought – how we perceive a book depends a lot on certain factors we bring when we start reading it. Mood (when you’re in the mood for light reading, a philosophical thriller might not work), background (people who are not familiar with Greek mythology, for example, might not see the references in a certain work and may not understand its ideas), life values, emotional experiences, knowledge of the era (when it comes to works by authors from the past, you can’t view them through the lens of today – maybe Charlotte Brontë wanted a different ending in ‘Jane Eyre,’ but would it have been published then?), and many other factors. You just need to find what resonates with you and enjoy it). Personally, I didn’t understand ‘The Catcher in the Rye,’ but after talking to different people, I saw that the same events evoked different reactions and emotions from different readers, and what didn’t affect me, deeply moved someone else. This is the beauty of literature”.

*What does the case teach?* Reader communities, particularly BookTube, today shape contemporary reading culture by creating a space for public criticism, discussion, and debate about literature. This case teaches constructive engagement with diverse perspectives on literature and

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<sup>35</sup> Reacting to your unpopular opinions about books 🧐 🧐 🧐 URL: <https://www.youtube.com/watch?v=A8dogelPT-w>



promotes respectful communication. Debates about popular books, expressing unpopular opinions, and the ability of the BookTuber to justify their point of view are especially valuable for a teenage audience, as they foster the development of critical thinking, emotional intelligence, the formation of one's own reasoned position, and skills for engaging in meaningful discussions.

**The third group of cases** illustrates the significant role of book bloggers as trendsetters in reading and role models for their audiences. Through such videos, bloggers not only popularize reading but also shape certain cultural and reading norms. Their viewers often turn to them for recommendations and inspiration, perceiving their literary preferences as a guide in the world of literature.

#### *Case 7. Personal Library: Presentation and Reorganization of a Book Collection*

The video<sup>36</sup> has garnered 1,500 likes, 22,423 views, and 105 comments. The video duration is 1 hour and 5 minutes. In the video, the author showcases her bookshelves, displaying book series from authors such as Andrzej Sapkowski, Terry Pratchett, George Martin, J.K. Rowling, Stephen King, and Ray Bradbury. The author also analyzes the genres represented in her collection and publishers, including the Ukrainian “Vydavnytstvo Staroho Leva.” She demonstrates each book and provides a brief overview of them. At the end of the video, the author summarizes the total number of books in her collection and the number of those she has read. Her library consists of 196 books, of which 167 have been read.

*What does this case teach?* Such an extensive collection of books by both popular and lesser-known authors can intrigue many adolescents. The video captures attention not only through its aesthetic components, such as atmospheric filming, good editing, beautiful editions, and a large and diverse collection, but also through the opportunity to choose a new book after a brief introduction by the booktuber. Adolescents who become interested in a book or series will likely develop more enthusiasm for reading, and may potentially delve deeper into the chosen literary genre or heed the booktuber's literary recommendations.

#### *Case 8: Favorite Books by Stephen King*

The video<sup>37</sup> has garnered 1.5 thousand likes, 16 thousand views, and 199 comments. The video's duration is 29 minutes. In the video, the author shares her favorite books by Stephen King, including “*The Shining*”, “*Doctor Sleep*”, “*The Long Walk*”, “*The Dark Tower*”, “*The Dead Zone*”, “*The Stand*”, “*The Shawshank Redemption*”, and “*Under the Dome*”. She notes that “*The Shining*” is not only her favorite King book but also her favorite book in general. She emphasizes that the favorite book of any author is one that personally resonates with the reader, touching on the most painful and intriguing aspects of literature. The author highlights her appreciation for Stephen King's ability to explore a single theme from various angles, drawing parallels to his other works. In the comments, viewers share their favorite Stephen King books.

*What does this case teach?* Stephen King gained widespread popularity among Ukrainian teenagers after expressing support for Ukraine at the beginning of Russia's full-scale invasion. Many teenagers expressed a desire to explore his works, reread previously read books, or continue their exploration of his writings by purchasing Ukrainian editions. This extensive overview of Stephen King's work by a BookTuber who genuinely loves his books can help many teenagers begin their journey with his most captivating works, with a greater likelihood of delving deeper into the Stephen King universe later on. Audience reactions confirm the great value of his works for many readers and their desire to share their favorite books with others.

#### *Case 9: 80 Books for April and May*

<sup>36</sup> ALL MY BOOKS 🌟 Rearranging my bookshelves and a bit about each of my 296 books URL:  
<https://www.youtube.com/watch?v=6FXATLfhGSA>

<sup>37</sup> MY FAVORITE STEPHEN KING BOOKS ❤️ A video for the author's birthday URL:  
[https://www.youtube.com/watch?v=DM\\_o53WRoxg](https://www.youtube.com/watch?v=DM_o53WRoxg)



The video<sup>38</sup> has garnered 1.3 thousand likes, 15.4 thousand views, and 96 comments. The video's duration is 55 minutes. The author begins the video by sharing that over the last two months, her book collection has grown by a record number of books – 81. Among the new arrivals are several books by Terry Pratchett, Stephen King, and Philip K. Dick, as well as autobiographical novels. The genre variety of the books is quite broad. The author showcases each book and provides brief information about it, including the number of pages and the year of publication. In the comments, viewers express their admiration for the video and the book review: “I really like the extremely fast and concise description of the books, short and clear, no spoilers but intriguing. I would love to see more reviews like this, though I also enjoy long ones because I get to hear your voice longer),” “Oh my god, that sound when you flip through the pages while showing the book inside – it’s like reading porn,” “Long videos from you are just something incredible and beloved...I would happily spend four hours in your company with books.”

*What does this case teach?* This case demonstrates the significant influence of book bloggers on adolescents' book choices and the expansion of their reading repertoire by highlighting new book releases, presenting different genres, and promoting lesser-known authors. Such genre diversity and concise, intriguing descriptions will help many teenagers select something that interests them. Audience reactions highlight the positive reception of long videos, especially considering the quality of filming and the professionalism of the BookTuber. These videos can serve as both a source of information about interesting books and authors that previously did not capture the reader's attention, as well as a cozy companion for relaxation, acting as a sort of anti-stress remedy that helps viewers disconnect from daily life and immerse themselves in the atmospheric and aesthetic world of reading.

#### *Case 10. Reading Journal of Donna Tartt's *The Secret History**

The video<sup>39</sup> has gained 884 likes, 8911 views, and 84 comments. The duration of the video is 46 minutes. In this video, the creator reads Donna Tartt's *The Secret History* and refers to it as a reading journal. At the beginning of the video, she outlines her expectations from the book, categorizing them into two areas: what she knows about the plot and what she would like to experience. During the reading process, the creator highlights quotes and discusses her initial impressions of the main character. She notes that the book has a high-quality Ukrainian translation and reads excerpts while sharing her thoughts. After reading several chapters, the creator expresses her impressions and reflects on the moments that most affected her. She mentions that over time, the characters begin to reveal new facets. Upon finishing the first part of the book, the creator notes that the ending of the first section aligns with her predictions, and she is now uncertain about what to expect from the second part. She also highlights the vivid portrayal of the main character, which allows for predictions about events related to him. The creator emphasizes that the first and second parts of the book differ not only in events but also in character development. After completing the reading, the creator shares her overall impressions of the book.

In the comments, viewers who have read the book share their perspectives: “I completely agree with your conclusions, Kseniya. *The Secret History* is truly a valuable work. I read it in the spring, but I already want to reread it. This book marked the beginning of my acquaintance with the author and the aesthetics of the ‘dark academy.’ No other book has made me think as much, and I still discuss it with colleagues and friends, recommending it to others. I also want to say a huge thank you for your incredible videos, your filming, editing, and atmosphere – amazing! Keep doing the reading journals, they turn out incredibly well. You’re amazing!”; “Donna Tartt... This book is simply an incredible masterpiece, it’s so strange... that for all the actions of the characters, I didn’t judge them and even cried over what happened. I made the mistake of stretching it out, but it was

<sup>38</sup> 80 NEW BOOKS A pile of books from April and May URL: <https://www.youtube.com/watch?v=zDwD0veUMc>

<sup>39</sup> READING DIARY “The Secret History” by Donna Tartt URL: <https://www.youtube.com/watch?v=SSFvty7M7dQ>



hard to read... Yet, I continue to live with it, having finished it less than a month ago, and I want to read it again. It feels like it will never release its grip. Thank you for the video. It was very aesthetic and emotionally rich.”; “Thank you for the video! I also recently read *The Secret History*. I have a slightly UNPOPULAR opinion. I liked Bunny the most. Maybe he’s not serious, but in my opinion, he’s not as vile and heartless as the others. If his friends didn’t want anyone to talk about them, they shouldn’t have done it. Maybe I’m old-fashioned, but all the characters except Bunny were simply disgusting to me. But I rate the book 5 out of 5 because such literature SHOULD exist to give people an understanding of how easy it is to fall into trouble.”.

*What does the case teach?* The BookTuber presents reading as a vivid emotional experience, demonstrating that a book can be a source of deep feelings and inspiration. Her enthusiasm and warm attitude toward books convey to viewers that each story not only opens up a new world but also has the power to evoke emotions – from excitement to anxiety, from joy to sorrow. In this way, she demonstrates how literature becomes a means of enriching emotional life and even self-understanding.

This approach holds particular value for a younger audience, as it helps develop emotional intelligence by highlighting the importance of empathy, understanding different perspectives, and a deeper awareness of one’s own feelings. Through her emotional interaction with books, the blogger encourages her viewers not just to read but also to see books as a source of support, comfort, and emotional connection, which, in turn, helps form lasting reading habits.

## Conclusions

The conducted analysis of YouTube content highlights its significant potential for promoting reading among adolescents and transforming traditional reading practices within the contemporary digital environment. YouTube not only supports reading culture but also facilitates its adaptation to the media reality. Long-form video content enables the creation of in-depth analytical materials that attract teenagers by combining educational value, emotional resonance, and aesthetic presentation. Thus, the media platform acts as a bridge from superficial consumption to conscious immersion in literary works. Booktube community opens new opportunities for public literary discussion, exchanging opinions, and critically interpreting texts. Engagement in debates around popular books helps break stereotypes and fosters a more inclusive and flexible attitude toward literature, which is particularly crucial during adolescence.

Book bloggers are ambassadors of reading. They shape reading trends, popularize various genres and authors, and inspire audiences through their personal emotional reactions to literary works. Their influence extends beyond mere recommendations, introducing new models of interaction between young people and books. Social media, particularly YouTube, can be integrated into the educational process as an innovative tool. Book bloggers’ video content not only deepens literary knowledge but also develops key competencies in adolescents: the ability to analyze, express personal opinions, engage in discussions, and adapt literary content to the contemporary context.

Videos featuring book analyses, interviews with authors, or personal library tours on YouTube demonstrate that literature can be a source of not only knowledge but also profound emotional experiences. This approach creates stronger emotional bonds between readers and texts, fostering a lasting interest in literature. The use of platforms like YouTube should become a cornerstone for updating national strategies to promote reading. Developing partnership programs among educational institutions, libraries, and booktubers can help create an integrated ecosystem that stimulates the development of reading habits among young people. Thus, YouTube serves not only as a channel for promoting books but also as a space for transforming cultural values, enabling interactive and deeper engagement with literature. Future research in this area could focus on developing specific methodologies for integrating social media into educational curricula and studying the long-term impact of media content on the reading culture of youth.



**Declaration on Generative Artificial Intelligence** and Technologies Using Artificial Intelligence in the Writing Process.

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### RESEARCH ARTICLES ДОСЛІДНИЦЬКІ СТАТТІ

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#### Lexical Constructions of Manipulative Texts in Telegram Channels of War Time (on the Example of Coverage of The Crimea Issue)

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The article examines the features of manipulative texts in Telegram channels covering the Crimean issue in wartime conditions. **Method.** Based on the content analysis of 15 Telegram channels, the linguistic markers of manipulative influence, mechanisms for narrative formation, and the role of lexical constructions in creating informational confrontation are analyzed. Key manipulation strategies are identified, including selection of information, implicatures, polarization, dramatization, euphemizing, and dysphemization, which are used by pro-Ukrainian and pro-Russian sources to legitimize their own positions and delegitimize the positions of their opponents.

**Keywords:** manipulative texts, Telegram channels, Crimean issue, linguistic markers, informational confrontation, narratives, lexical constructions

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## Лексичні конструкції маніпулятивних текстів у Telegram-каналах воєнного часу (на прикладі висвітлення кримського питання)

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Стаття присвячена аналізу маніпулятивних стратегій у Telegram-каналах із висвітленням кримської теми в контексті інформаційного протистояння в умовах воєнного часу. У *вступі* підкреслюється актуальність дослідження, зумовлена зростанням популярності Telegram як платформи для розповсюдження новинного контенту. окрім увагу приділено впливові інформаційній війні на формування паралельних реальностей у висвітленні подій в окупованому Криму українськими та російськими ЗМІ. Основна **мета** роботи – дослідити лінгвістичні засоби маніпуляції, які використовуються в проукраїнських і проросійських каналах для легітимізації власних наративів і делегітимізації опонента. **Метод.** Проаналізовано ключові характеристики маніпулятивних текстів, зокрема імпліцитний характер впливу, емоційну насиченість та вибірковість подачі інформації. На основі контент-аналізу 15 каналів виділено типові лексичні маркери: військова лексика, емоційно-оцінна лексика, лексика невизначеності. Особливу увагу приділено виявленню стратегій конструювання образу ворога через дегуманізацію, криміналізацію та демонізацію опонента. На основі контент-аналізу 15 телеграм-каналів проаналізовано лінгвістичні маркери маніпулятивного впливу, механізми формування наративів та роль лексичних конструкцій у створенні інформаційного протистояння. Виявлено ключові стратегії маніпуляції, зокрема селективний підбір інформації, імплікатури, поляризацію, драматизацію, евфемізацію та дисфемізацію, які використовуються проукраїнськими та проросійськими джерелами для легітимізації власних позицій та делегітимізації позицій опонента. **Результати** дослідження свідчать, що проукраїнські канали зосереджені на тимчасовості окупації, геройзмі опору та неминучості деокупації, а проросійські – на легітимізації статусу Криму, демонстрації стабільності та дискредитації України. У **висновках** наголошується на ролі мови як потужного інструменту інформаційної війни в сучасному медійному дискурсі військового часу.

**Ключові слова:** маніпулятивні тексти, телеграм-канали, кримське питання, лінгвістичні маркери, інформаційне протистояння, наративи, лексичні конструкції

The popularity of the Telegram messenger is growing every year, as evidenced, in particular, by the statement of the creator of the application, Pavel Durov, and data from the TelegramAnalytics service. Using the platform not only for personal communication, but also for reading channels and news has become one of the leading communication trends in recent years. Ukrainian and foreign media are actively developing Telegram as a new platform for distributing various content and attracting an audience. The transition to messengers by a significant number of users dictates new trends and rules for the media: strategies for promoting information are being transformed, interactive elements (likes, comments) and opportunities for receiving feedback from subscribers appear.

Telegram channels have become particularly relevant in the context of covering events in Crimea, where a large-scale information confrontation between Ukrainian and Russian media has been unfolding since 2014. After the early occupation of the peninsula in 2014, parallel media spaces were formed: Russian channels promote the narrative of Crimea's integration into the legal and information field of the Russian Federation, while Ukrainian sources view the region as a

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temporarily occupied territory. This dichotomy has led to the active use of manipulative tactics by both sides to shape public opinion and legitimize their own positions.

The theoretical foundations of manipulative discourse research were laid by van Dijk (2008), who defined manipulation as a form of discursive influence aimed at controlling the recipients' thoughts and actions through manipulating their mental models.

Critical discourse analysis, developed by van Dijk and other researchers, allows us to identify hidden ideological structures in texts and their role in shaping social relations (Van Dijk, 2008). Researchers pay special attention to the strategies of legitimization and delegitimization, which are actively used in political discourse to justify or refute certain actions and positions.

Modern research on digital media focuses on the specifics of information manipulation in social networks. Marwick and Lewis (2017) analyze the mechanisms of online disinformation, highlighting key tactics used to influence public opinion. The authors emphasize the role of algorithmic amplification and echo chambers in creating a polarized information space. Benkler, Faris, and Roberts (2018) demonstrate in their study of propaganda networks how asymmetric media ecosystems influence public opinion formation. Their analysis shows that conservative media are more likely to spread disinformation and conspiracy theories than liberal sources. Bhatia (2015) examines discursive illusions in public discourse, highlighting mechanisms through which language is used to create false perceptions of reality. The author analyzes the role of metaphors, implicatures, and other linguistic means in constructing convincing but potentially misleading narratives.

At the same time, the scientific literature lacks specialized studies of manipulative strategies in Telegram channels, especially in the context of covering conflict situations. Most of the existing works focus on traditional media or major social networks (Facebook, Twitter), leaving out the specifics of messenger platforms. In addition, the features of linguistic manipulations in the context of the Ukrainian-Russian information confrontation over Crimea remain insufficiently studied.

The features of war media discourse in social media include high polarization of opinions, intensive use of emotional and evaluative vocabulary, active use of strategies of the enemy dehumanization, the formation of stable speech clichés, and the creation of alternative narratives.

The *aim* of this article is to examine the features of manipulative texts in Telegram channels covering Crimean topics. The *objectives* of the study:

1. To identify key linguistic markers of manipulative influence.
2. To analyze the mechanisms of narrative formation in pro-Ukrainian and pro-Russian Telegram channels.
3. To determine the role of lexical constructions in creating information confrontation.

## Method

The study uses a comprehensive approach that combines quantitative and qualitative methods of text data analysis.

Quantitative content analysis was used to systematize and classify lexical units into specific categories. The frequency of key concepts, metaphors, and evaluative constructions in different types of channels was quantified. This method allowed us to identify statistically significant differences in the language strategies of pro-Ukrainian and pro-Russian sources.

Critical discourse analysis (according to the methodology of van Dijk) was used to identify ideological meanings and power relations embedded in the studied texts. Special attention was paid to the analysis of legitimization and delegitimization strategies, as well as mechanisms for constructing images of "ours" and "others". Not only explicit statements were analyzed, but also implicit meanings transmitted through presuppositions, implicatures, and other indirect means.



Semantic analysis was aimed at studying the semantic transformations of lexical units in different contexts. The processes of euphemization and dysphemization, metaphorical transfers, as well as semantic shifts of concepts depending on the ideological position of each channel were studied.

Linguistic-stylistic analysis was used to classify linguistic means according to their stylistic coloring, emotional saturation and pragmatic function. Stylistic figures, syntactic constructions, and their impact on the perception of information were analyzed.

The corpus of the study consists of messages from 15 public Telegram channels that actively covered Crimean topics in the period from August 2023 to February 2025. The channels were selected according to the criteria: regular content updates (at least one message per week) and a clear pro-Ukrainian or pro-Russian position.

Pro-Ukrainian channels: *Suspilne\_Crimea*, *Krymrealii*, *Truexacrimea*, *Crimeanwind*, *Krym\_Partizans*, *ATESH\_UA*, *KrymPlatzdarm*.

Pro-Russian channels: *RIA\_Novosti\_Krym*, *Aksenov82*, *Razvozhaev*, *Forpost\_Sev*, *CHp\_Krym*, *CHp\_Simferopol*, *Kerchfm\_official*, *Sevastopol\_Online*.

## Results and Discussion

Based on the content analysis of 15 Telegram channels covering Crimean topics, characteristic differences in the manipulative strategies of pro-Ukrainian and pro-Russian sources were identified.

Pro-Ukrainian Telegram channels consistently promote the narrative of the illegitimacy of the Russian presence in Crimea using the concepts: "occupation", "annexation", "seizure". Official structures are labeled as "occupation" or "puppet", which emphasizes their illegitimate nature. An important element of the discourse is the emphasis on the temporary nature of the situation through the regular use of the phrase "temporarily occupied territory".

In parallel, an image of resistance to the current situation is formed. The texts actively use heroic rhetoric to describe the underground movement, whose participants are called "freedom fighters" and "patriots". Special attention is paid to the successes of the Ukrainian armed forces, which are described in positively colored vocabulary: "successful operation", "precise hit". The idea of the inevitable return of control over the peninsula is consistently promoted through the terms "deoccupation" and "liberation".

Pro-Russian channels build a fundamentally different picture of reality. The central place in their rhetoric is represented by the legitimization of the current status of Crimea using official terminology ("subject of the Russian Federation", "unification") and an appeal to the historical past ("primordially Russian land", "historical justice"). The legal validity of the changes is actively emphasized through references to "legislation" and "constitutional order".

Considerable attention is paid to creating the image of a prosperous region. The texts are dominated by messages about the development of infrastructure ("large-scale construction", "modern facilities"), economic growth ("growing tourist flow", "investment attractiveness") and social stability ("social security", "growth in well-being").

An important element of the pro-Russian discourse is the consistent discrediting of the Ukrainian position. The claims of the Ukrainian side are characterized as "baseless", and its actions are described in terms of "hysteria". The narrative of external management of Ukrainian politics is actively promoted through the constructions of "Western curators" and "NATO puppets". The actions of the Ukrainian side are regularly labeled as terrorist with appropriate concepts ("terrorist acts", "sabotage groups").

Let us consider specific examples of manipulative practices in Crimean Telegram channels, which demonstrate various techniques of information influence.



Pro-Ukrainian channels often contain messages based on emotional incitement. A typical example is the headline: "Rusnya is in convulsions! Due to the mass warnings of the orcs about the imminent deoccupation of the peninsula, they have become noticeably agitated" (Truexacrimeaua, 2025 URL: <https://t.me/truexacrimeaua/349>). A complex of manipulative techniques is used here: emotionally colored vocabulary ("in convulsions"), derogatory ethnonyms ("Rusnya", "orcs"), creating an atmosphere of imminent threat. At the same time, there is no specific data confirming the reported situation, which is typical for such information posts.

Another example – the message "A powerful partisan movement is operating in the territory of temporarily occupied Crimea, the results of which are becoming subversive for the enemy" (Crimeanwind, 2025, URL: <https://t.me/Crimeanwind/67944>) – demonstrates the use of unsubstantiated generalizations to create the illusion of mass support.

In pro-Russian channels, a telling example is: "Despite provocations from the Khokhly, the beaches in Crimea are crowded" (Krimski, 2025, URL: <https://t.me/krimski/121581>). Here, the typical technique of exaggerating the tourist flow without specific figures and creating an image of successful resistance to external pressure, which is characteristic of Russian discourse, is used.

Another example of manipulative rhetoric is a message published by the ForPost portal, which reads as follows: "Forever in history and national memory will remain: the terrorist attack in Crocus, the missile strike on Uchukuyevka, the attacks on Kursk and other cities, thousands of tons of fuel oil in the Black Sea. It is important that the country did not bow down, and Sevastopol also passed the test with dignity" (Forpost\_sev, 2025, URL: [https://t.me/forpost\\_sev/23260](https://t.me/forpost_sev/23260)). This statement is a typical example of a pro-Russian narrative that combines several manipulative strategies. First, the use of emotionally charged vocabulary ("terrorist attack", "missile strike", "test") and the appeal to collective memory ("forever in history and national memory") are aimed at forming the image of a victim who is subjected to unjust attacks. Secondly, the emphasis on resilience ("the country did not bow down", "passed the test with dignity") glorifies Sevastopol and Russia, legitimizing their position as morally justified. Thirdly, the list of events, such as "the terrorist attack in Crocus" or "the strike on Uchukuyevka", is presented without context, which allows for manipulating the audience's perception, attributing responsibility for these events exclusively to external enemies, in particular Ukraine. This approach corresponds to the strategy of information selection, where individual facts are taken out of context to create a distorted picture of reality.

The use of conspiracy narratives is interesting: "The FSB showed a video of the detention of a Ukrainian agent who was preparing a terrorist attack on the railway in Sevastopol" (CHp\_Krym, 2025, URL: [https://t.me/chp\\_crimea/52421](https://t.me/chp_crimea/52421)). A classic set of manipulative techniques is used here: labeling, deliberate vagueness of formulations, and construction of the enemy image. The goal is to demonize the enemy and delegitimize his actions.

Analysis of lexical markers in the texts of Crimean telegram channels revealed three main groups, each of which performs specific manipulative functions:

- Military vocabulary: is a key tool for forming the image of the conflict. Pro-Ukrainian channels are dominated by the concepts "occupation", "invasion", "seizure", which emphasize the illegitimacy of the enemy's actions. Pro-Russian sources use the vocabulary of defense and security: "ensuring order", "protection of interests", "stabilization of the situation". The nominations of participants are also distinguished by the ideological principle: "occupiers"/"defenders", "aggressors"/"law enforcement forces".

- Emotional and evaluative vocabulary: forms polar images of the parties to the conflict. In pro-Ukrainian channels, the enemy is described through negative characteristics ("occupiers", "invaders"), and their own forces are heroized ("defenders"). Pro-Russian channels use positive self-nominations ("law enforcement forces") and delegitimizing characteristics of the enemy ("Bandera supporters", "nationalists").



- Vocabulary with semantics of uncertainty: used to mask the lack of factual data and create information noise. Modal constructions ("possibly", "probably") and indefinite pronouns ("some", "certain circles") allow the dissemination of unverified information without direct responsibility for its veracity.

Analysis of military operations coverage and the status of the territory in Crimean Telegram channels revealed the systematic use of manipulative strategies. Pro-Ukrainian channels built a narrative of military successes by emphasizing the effectiveness of operations: "Precise strikes on radar installations and anti-aircraft missile complexes significantly weakened the ability of the Russian army to defend important military facilities" (KrymPlatzdarm, 2025, URL: <https://t.me/KrymPlatzdarm/1231>). A characteristic feature is the use of the vocabulary of technological superiority and an emphasis on the vulnerability of the enemy's military infrastructure. When covering enemy losses, hyperbolization and emotional incitement techniques are actively used, which form the image of a demoralized enemy. Pro-Russian channels build an opposite narrative based on a demonstration of effective defense. Typical are reports on successful repelling of attacks: "In Sevastopol, the military has just successfully repelled an attack by the Armed Forces of Ukraine" (Kerchfm\_official, 2025, URL: [https://t.me/kerchfm\\_official/15056](https://t.me/kerchfm_official/15056)). Such reports trace a strategy of minimizing information about the consequences of attacks while simultaneously creating an image of reliable protection. When covering relevant actions, the emphasis is on their legitimacy and the fair nature of retaliation, which is supported by specific numerical data on the enemy's losses.

The discourse of occupation/liberation holds a special place in the information confrontation. Pro-Ukrainian rhetoric is aimed at delegitimizing Russian control by creating an image of a repressive regime. In parallel, a narrative of resistance is being formed, creating the illusion of mass support for pro-Ukrainian forces: "Crimean residents are actively joining the "ATESH" movement" (ATESH\_UA, 2025, URL: [https://t.me/atesh\\_ua/6196](https://t.me/atesh_ua/6196)).

Pro-Russian channels, on the contrary, emphasize the effectiveness of the territory's defense and its economic development. Affirmative constructions and quantitative indicators are actively used: "The effectiveness of Crimea's air defense is 95–96%" (CHp\_Simferopol, 2025, URL: [https://t.me/chp\\_simferopol/28210](https://t.me/chp_simferopol/28210)). At the same time, the enemy's actions are consistently criminalized using the concepts of a terrorist threat.

A clear contrast of narratives is also observed in the coverage of military infrastructure. Pro-Ukrainian sources emphasize the vulnerability of military facilities and the forced relocation of enemy forces, while pro-Russian channels create the image of an "impregnable fortress" with militaristic vocabulary with an emphasis on the defensive nature of actions.

Pro-Ukrainian channels actively use the terms "occupiers", "collaborators" and "traitors" to delegitimize the Russian presence and its supporters. Pro-Russian sources resort to the nominations "ukronazis", "terrorists" and "saboteurs" to discredit the Ukrainian side and its actions.

The creation of emotional tension is achieved through the systematic events' dramatization. The texts of both sides regularly contain descriptions of the situation as "catastrophic" or "critical". Such linguistic techniques are aimed at creating a state of anxiety and uncertainty in the audience.

Particular attention is paid to the formation of the image of the enemy through a complex of interrelated techniques:

- Dehumanization of the enemy: implemented with inanimate nouns or collective concepts that deprive the opponent of individual human traits.
- Criminalization of the enemy's image: occurs through the systematic attribution of criminal intentions and actions to him. For example, in pro-Russian channels, Ukrainian forces are called "terrorists" or "saboteurs".
- Demonizing the enemy: creation of an image of absolute evil that is not subject to rational understanding and is not subject to negotiations. For example, in pro-Ukrainian channels, Russian forces are described as "occupiers" who commit "atrocities".



The use of these manipulative mechanisms is aimed at forming a stable emotional attitude towards events and participants in the conflict in the target audience, which contributes to the consolidation of desired ideological attitudes and behavioral patterns.

The analysis revealed persistent strategies of information manipulation, implemented through various linguistic mechanisms.

Selection of information is one of the key techniques. For example, pro-Russian channels, reporting on the increase of tourist flows "by one and a half times", deliberately avoid comparison with the indicators of the pre-war period, creating a distorted picture of the region's tourist attractiveness.

Reformatting the meanings is often used by pro-Ukrainian channels: routine messages about technical work in the water supply system are interpreted as signs of a systemic crisis and "recognition of problems by the occupation authorities". Such distortion of the context forms a false perception of events in the audience.

Implicatures - indirect ways of transmitting information through premises, indirect speech acts, hints and allusions – allow you to broadcast the necessary meanings, avoiding direct statements.

Substantive strategies include:

- Generalization: extrapolating individual cases to the general situation.
- Polarization: creating a clear distinction between "ours" and "others".
- Dramatization: increase of emotional tension when presenting information.

Semantic transformations are implemented through:

- Euphemization: mitigation of negative aspects of one's own actions (for example, "special military operation").

- Dysphemization: strengthening of negative characteristics of the enemy (for example, "Ukronazis").

- Metaphorization: creation of figurative parallels to increase influence.

Opposing narratives are clearly traced in the opposing channels. Pro-Russian sources build a narrative of legitimacy through legal terminology and appeal to historical facts. Pro-Ukrainian channels form a narrative of resistance, using the vocabulary of protest, military metaphors and emotional-evaluative constructions.

In the coverage of the humanitarian aspects of the situation in Crimea, there is a divergence of narratives typical for the informational confrontation.

Pro-Ukrainian Telegram channels focus on human rights violations in the region. Their content regularly sheds light on the persecution of local activists, restrictions on civil liberties, and pressure on ethnic minorities. Considerable attention is paid to the socio-economic problems of the peninsula: reports of water supply disruptions, difficulties with the supply of goods, and rising prices create the region's picture in a state of crisis. Particular emphasis is placed upon the negative impact of militarization in the daily life of the population.

In contrast, pro-Russian channels build a narrative of social stability. Their agenda is saturated with reports on implementing social programs, developing infrastructure, and growing living standards. Any problems are reportedly caused by external intervention: the actions of the Ukrainian side are consistently presented as attempts to create an artificial humanitarian crisis. The use of formulations that emphasize the intentional nature of such actions against the civilian population is characteristic.

Both sides use humanitarian issues to strengthen their own political positions. Pro-Ukrainian sources, through coverage of problems, seek to emphasize the illegitimacy of the current situation, while pro-Russian channels use the topic of social well-being as evidence of just and steady history development.



Analysis of language tools used in Crimean telegram channels during the period of military confrontation revealed a significant transformation of the lexical composition and methods of describing reality.

The militarization of vocabulary has become one of the key processes in the media space. Military terminology is actively penetrating civilian discourse: economic difficulties are described as a "front", social processes are characterized through the concepts of "mobilization" and "defense". As a result, new stable expressions are formed that reflect the militarization of public consciousness.

The euphemization of military actions is manifested in creating a specific vocabulary to describe conflict situations. Pro-Russian channels consistently use wording that reduces negative connotations: "special military operation", "appropriate measures", "preventive actions". Besides, it is noteworthy that pro-Russian channels emphasize the supposedly defensive nature of military actions against Ukraine: "liberation operation", "forced measures", "actions to protect sovereignty".

These linguistic transformations not only reflect changes in public consciousness, but also actively shape a certain perception of events, creating stable patterns of interpreting reality in the context of information confrontation.

## Conclusions

The study revealed a complex system of manipulative strategies and tactics used in Crimean Telegram channels by the opposing parties. Analysis of linguistic markers showed that information confrontation is implemented through stable linguistic patterns and narrative constructions that form diametrically opposed pictures of reality.

The key feature of manipulative texts is their nature of multi-level influence: from direct lexical means (emotional and evaluative vocabulary, militarization of discourse) to complex semantic transformations (implicatures, presuppositions, metaphorization). Both sides use similar mechanisms of manipulation, which differ mainly in ideological orientation and specific lexical content.

A special role in the formation of manipulative influence is played by the selection of information and its interpretation through the lens of stable ideological constructs. Pro-Ukrainian channels consistently develop the narrative of the temporality and illegitimacy of Russian control, while pro-Russian sources focus on creating an image of stability and prosperity in the region.

The study demonstrates that Telegram as a media platform is becoming not only a channel for disseminating information, but rather an active tool for shaping public opinion through a system of manipulative linguistic means. The identified linguistic markers and functional mechanisms can be used to further study the features of information confrontation in social media and develop methods to counter manipulative practices.

## Limitations of the study

The conducted study has a few limitations that must be considered when interpreting its results. The analysis covered only 15 public Telegram channels with a clearly expressed pro-Ukrainian and pro-Russian position, while channels with a neutral, ambivalent or less polarized position, as well as private channels or groups with limited access, were not included in the sample, which could limit the completeness of the coverage representation.

The study was conducted using the content collected between August 2023 and February 2025, which corresponds to the active phase of the Russian-Ukrainian war, so the manipulative strategies used at other stages of the conflict could have had different characteristics. Despite the use of objective methods, such as content analysis and critical discourse analysis, the interpretation of manipulative strategies partly depended on the research perspective, which could affect the classification of statements as manipulative.



The study was limited to analyzing Ukrainian- and Russian-language channels, without considering channels in other languages, in particular Crimean Tatar or English, which could limit the understanding of the full range of manipulative strategies, especially those aimed at international or local Crimean Tatar audiences.

The analysis was based exclusively on text messages, while multimedia content such as images, videos or audio was not taken into account, although it could contain additional manipulative means. Moreover, the audience's reactions, in particular comments, likes or reposts, were not analyzed, which could provide information on the perception and effectiveness of manipulative strategies.

The results obtained have important theoretical and practical implications. From a theoretical point of view, the study extends the application of critical discourse analysis to messenger platforms, demonstrating how linguistic means adapt to their specifics. In particular, the use of implicatures and metaphors in Telegram allowed us to circumvent direct accusations, which is especially relevant in the context of information wars. In practice, the identified manipulative strategies can be used to develop tools for monitoring and countering disinformation in messengers, which is gaining increasing importance given the growing popularity of Telegram as a news source.

However, a number of limitations described in the relevant section indicate the need for further research. Analysis of multimedia content, Crimean Tatar or English-language channels, as well as audience reactions could deepen our understanding of manipulative practices. Therefore, future research could focus on comparing manipulative strategies in Telegram with other platforms to determine how the specifics of messengers affects the effectiveness of information influence.

**Declaration on Generative Artificial Intelligence** and Technologies Using Artificial Intelligence in the Writing Process.

The author did not use artificial intelligence tools in the preparation of this article. The author of the article bears full responsibility for the correct use and citation of sources.

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## Appendix

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### RESEARCH ARTICLES ДОСЛІДНИЦЬКІ СТАТТІ

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#### Conceptualization of Experience: Project “The Day After the War”

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The **purpose** of this article was to present the conceptual framework for the concepts WAR, PEACE, VICTORY, which were recorded in the texts of students written in one of the classrooms of Educational and Scientific Institute of Journalism, Taras Shevchenko National University of Kyiv for three hours in April 2024 and combined into a book that was published on the same day. The relevance of this study is determined by the need to study the conceptualization of the linguistic picture of the world and its presentation through the communicative practice of the linguistic personality in longitudinal stress situations. **Method.** When collecting the essays, the continuous sampling method was used, which allowed selecting lexemes with appropriate meanings and, based on the analysis of the compatibility of the selected lexemes with others. The methods of analysis of dictionary definitions and component analysis contributed to the allocation of actualized semes in the structure of the meaning of the word and stimulated the development of concept fields of the selected concepts. The comparative method was used to search for differences in the functioning of subconcepts in the specified fields. The results of the study are presented by the descriptive method. **Results and conclusions.** The specified topic led to the allocation of three concepts, on the basis of which the text was developed and concept fields were formed. The concept of WAR was presented as an armed confrontation, its conceptual field is formed by subconcepts – nominations that present war realities, names of feelings and their manifestations ('grief', 'pain', 'tears', etc.). The concepts of VICTORY and PEACE in the works of the contributors are closely interconnected, their conceptual space is "supported" by the subconcepts of 'expression of feelings', 'meeting', 'trip', 'journey'. The emotional range of the fields is shifted towards the nomination of sadness, sorrow, and tears, even when it comes to peace and victory.

**Keywords:** concept; subconcept; emotional component; actualization; ambivalence

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## Концептуалізація досвіду: проект «День після війни»

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**Метою** цієї статті є представлення концептного простору концептів ВІЙНА, МИР, ПЕРЕМОГА, що були зафіксовані в текстах студентів, написаних в одній із аудиторій ННІЖ КНУ імені Тараса Шевченка упродовж трьох годин у квітні 2024 року і об'єднаних у книгу, яку опублікували в той самий день. Актуальність цього дослідження зумовлюється необхідністю вивчення концептуалізації мовної картини світу та її презентації через комунікативну практику мовної особистості в лонгітудних стресових ситуаціях. **Метод.** Під час збирання матеріалу був використаний метод суцільної вибірки, який дозволив відібрати лексеми з відповідними значеннями і на підставі аналізу сполучуваності виділених лексем з іншими. Методи аналізу словникових дефініцій і компонентного аналізу сприяли виділенню актуалізованих сем у структурі значення слова і стимулювали розбудову концептних полів виділених концептів. Зіставно-порівняльний метод застосувався для пошуку відмінностей функціонування субконцептів у визначеніх полях. Результати дослідження представлено описовим методом. **Результати та висновки.** Визначена тема зумовила виділення трьох концептів, на підставі яких розбудовувався текст і формувалися концептні поля. Концепт ВІЙНА представлено як збройне протистояння, його концептне поле формується субконцептами - номінаціями, що презентують воєнні реалії, назвами почуттів та їх виявів ('горе', 'біль', 'слези' тощо). Концепти ПЕРЕМОГА і МИР у творах дописувачів тісно пов'язані між собою, їхній концептний простір «підтримується» субконцептами 'вияв почуттів', 'зустріч', 'поїздка', 'подорож'. Емоційна гама полів зміщена в бік номінації суму, печалі і сліз, навіть якщо йдеться про мир і перемогу.

**Ключові слова:** концепт; субконцепт; емоційний компонент; актуалізація; амбівалентність

The material for this article was the book "The Day after the War", created in one day by students of the Educational and Scientific Institute of Journalism, Taras Shevchenko National University of Kyiv in April 2024.

The book contains essays written by students from various courses, teachers and staff – representatives of the administration. The task of the contributors was to present how they imagine their first day after the end of the Russian-Ukrainian war. The texts were thematically similar, so their comparison makes it possible to present not only the linguistic means with which the contributors form and "formulate" concepts-images of war and peace, but also the emotional and psychological features of the perception of the civilizational, philosophical, and cultural confrontation between the aggressor country and Ukraine, which does not want to be a victim and defends its independence. In this investigation, solely the texts written by the students were subject to analysis.

The relevance of such research is determined by the need to study the conceptualization of the linguistic picture of the world and its presentation through the communicative practice of the linguistic personality in longitudinal stress situations.

The *purpose* of this study was to develop a conceptual framework in texts reflecting emotionally opposite events, i.e., war and peace.

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The author declares no conflict of interest. The sponsors were not involved in the research design, collection, analysis or interpretation of data, or writing of the manuscript.

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Correspondingly, the study's *objectives* were:

- to identify concepts important for the presentation of war and peace topics and their interaction;
- to outline the types of subconcepts that actualize the main concepts and form a certain conceptual area;
- to present the emotional range of connotations depending on the actualized topic (war – peace);
- to identify the features of the presentation of the post-war future.

#### Theoretical basis

The theoretical basis of this inquiry was the cognitive linguistics research – a scientific area that examines the representation in the language of people's social knowledge and emotional-expressive experience through the prism of a specific language and the linguistic activity of an individual linguistic personality. This direction, on the one hand, explores the conceptual and linguistic picture of the world of the ethnos, formed over a long period of its existence, and on the other – confirms the actualization of certain forms based on their perception and comprehension by a specific speaker.

Foreign researchers A. Vezhbytska, P. Grice, U.O. Quinn, J. Lakoff, J. Austin, B. Russell, J. Searle and others outlined a range of problems facing cognitive science, linked it with other linguistic and non-linguistic sciences. Ukrainian scholars build on existing theories and concepts and present their own approach: O. Vorobyovyva, S. Zhabotynska, I. Kolegaeva, M. Polyuzhyn, T. Radziyevska, N. Sluhai, O. Snytko, G. Yavorska, analyzing primarily the Ukrainian language and extending their searches to other Slavic and Romance-Germanic languages in their textual and genre diversity (see, e.g., works by N. Bigunova, T. Vilchynska, O. Horchenko, V. Dermeniev, Ya. Kalina, G. Ogarkova, M. Olkhovych-Novosadiuk, I. Onyshchuk, A. Semenyuk, N. Chernyukh, O. Chornovil-Tkachenko, O. Chmyr).

Studying texts through analysis of concepts seems to be a rather promising research method, since it allows us to present not only the logical-conceptual component of the author's thought development, but also the associative, as well as the emotional-value layer of meanings generated by it. This makes it possible to feel and understand the processes of perceiving and reproducing certain fragments of the linguistic, or rather linguistic-conceptual, and therefore ethnolinguistic, world picture. This approach seems to be more fruitful and promising, since, according to researchers, it has greater explanatory power in investigating the work of linguistic consciousness and communicative behavior of speakers, expands the methodological base through integration with other sciences of the social and humanitarian cycle, involves their data in the process of searching for causal relationships and dependencies, deepens the ethno- and socio-cultural component of the study and leads to the emergence of innovative methods that stimulate the emergence of new scientific directions (Приходько, 2013, p. 13).

## Method

During the collection of the study material, the continuous sampling method was used, which allowed to select lexemes with appropriate meanings and, based on the analysis of the compatibility of the selected lexemes with others, to outline the conceptual field of the studied units. The methods of analyzing dictionary definitions and component analysis contributed to the selection of actualized semes in the structure of the meaning of the word and stimulated the development of conceptual fields of the selected concepts. The comparative method was used to search for differences in the functioning of subconcepts in the specified fields. The results of the study were presented using a descriptive method.



The presentation of views on a certain phenomenon in the same extralingual conditions (simultaneous writing of texts in the same audience) makes the study similar to psycholinguistic experiments using the free associative experiment method.

## Results and discussion

Concepts as representatives of the world picture of an individual, a social group, and the entire people are actively studied by modern linguists. There are so many works that since the end of the 20th century, domestic linguists have been working on generalizing these works, searching for methods and techniques for researching the conceptual space of texts in different languages (O. Vorobyova, T. Vilchynska, S. Zhabotynska, I. Kolegaeva, A. Martynyuk, A. Prykhodko, E. Rozvod). The above-mentioned researchers, as well as A. Milio, A. Moskalchuk, N. Mochalova, T. Radziyevska, I. Khomenska, V. Tsyba, Z. Shevchuk, G. Yavorska, and others consider concepts that represent various spheres of the emotional and psychological life of an individual and the socio-cultural activity of society. The most frequently analyzed concepts are Ukraine, Life, War, Politics, Water, Woman, Happiness, Pain, Joy, Time, Love, and others, studied on the material of different languages or in poetic or prose works of Ukrainian and foreign writers. A number of works present the results of studying concepts on the material of associative experiments, including longitudinal ones (T. Ponomarenko, O. Pryshchepa and O. Svysuk, N. Shumarova and others), as well as studying the dynamics of the conceptualization process (Корольова, 2011).

In the development of Ukrainian conceptology, where coexist two directions – extensive and intensive (Vorobyova, 2011, p.54), in our opinion, the extensive direction prevails, namely the development in breadth, i.e., the accumulation of data about concepts described "according to similar patterns" (ibid). Its undeniable advantage is the creation of a conceptual database that makes it possible to pose questions related to 1) the formation of an ethnolinguistic and sociocultural picture of the world, 2) the analysis through texts and the concepts in these texts of the psycho-emotional map of an individual, social group or society as a whole, 3) measuring the correlation of the conceptual dominants of an individual (group or society) with the needs and requirements of the time, the information environment, as well as the degree of resistance to various kinds of manipulations. The accumulated data contribute to the formulation of new questions, deepen the development of the theory of conceptology and stimulate its development "in depth", forming an "intensive direction" of research (ibid.).

The main concepts that underlie the conceptual field in the analyzed works included in the edition "The Day After the War" are the concepts WAR, VICTORY, PEACE, around which subconcepts are grouped, actualizing the indicated triad.

In many languages, the concepts WAR and PEACE are antonyms, but this opposition, as researchers note, is characterized by semantic asymmetry, when one of the members indicates the presence of a certain feature, and the other – its absence, which can be seen by analyzing the definitions of these words in explanatory dictionaries (Парахонський, Яворська, 2019, p. 45). It is worth noting that the statement "Peace is the absence of war" would be correct, but the statement "War is the absence of peace" is not (ibid.). Indeed, not only armed struggle is considered war, it can be any quarrels, political confrontation, struggle to achieve one's goal, etc. (Словник української мови, 2012, p.149). War can be informational, economic, intra-class, hybrid, without armed confrontation. Such asymmetry is intuitively understandable to speakers and adapted to their speech/textual activity.

The concept of WAR in student works is presented as an armed confrontation through the subconcepts of 'battles', 'explosions', 'enemy', 'occupiers', 'occupied territories', 'death', 'tears', 'suffering', 'pain', 'destroyed houses'; names of feelings (hatred, fear, horror, grief), presented as a nomination of weapons (bombs, missiles, drones, shaheeds, UAVs), as well as through the sounds and sensations of space and time, which all together form the discourse of war.



In student texts, war is bloody, martyrdom, soul-destroying, bloodthirsty, senseless, cruel, unjust, it is the greatest evil that humanity can face/has faced (p. 59); These are the fierce battles for Kyiv, the destroyed and burned streets of Mariupol, Maryinka, Bakhmut, Avdiivka (p. 137).

War is associated with hell, a difficult dream, the greatest evil, the tragedy that the Ukrainian people experience, a difficult trial, the tragedy at the Kakhovka hydroelectric power plant, correlated with sleepless, anxious nights, the mother's gray hair, the abyss of hopelessness and despair. War for the younger generation is a road, a path that must be overcome; a path that is full of pain, tears, suffering, human sacrifices (p. 177), a dark tunnel of despair and suffering (p. 181), a stormy sea (p. 59), a long road to victory (p. 147).

The concept of VICTORY. There is much in common in the descriptions of the future. The situations described by speakers of different ages are similar. In terms of emotion, this is primarily a description of feelings of joy and happiness, then there are memories of the past, congratulations to heroes, and finally, the belief that Ukraine will be rebuilt, become powerful and happy, and war will never happen again. In terms of the presentation of future events, rather than emotions, it is most often a trip to the street, to a favorite park, outside the closed space of a room or apartment, and a trip to those places and regions that are a small homeland or a place where the closest people lived or live – parents, grandparents, best friends. The latter appear in the ideas about the end of the war as confidence in loyalty, in friendship, and love. E.g.: at the celebration, I called all my relatives and friends, everyone wanted to share the joy on this day, this moment. We decided to go to Khreshchatyk (p. 167); we plan trips again, board a plane with our loved ones in Boryspil... We feel a taste of freedom and peace (p. 165).

In some cases, parents, friends, and loved ones who went to defend the country from the enemy and died are described. These works are filled with despair and tears, and the idea of what the day after the war will be like is closely connected with the grief already experienced: (about the death of a father) I died that same day. I died with you (p. 257); (about the death of a loved one) I leaned my forehead against the closed coffin, clutching it with my hands, and in my head I heard his voice: "On the day after the war, I want to go out to Andriyivskyi Descent and, under the yellow light of the street lamps, light a cigarette, saying: "We waited." ...The day after the war will definitely not be like in dreams, because in dreams I am with him" (p. 18).

Young authors, describing Victory Day, wonder whether it will be as joyful as everyone would like: Will this day become a holiday? No, not at all. It will be filled with pain (p. 169), We won! Why do you want to cry so much? (p. 182); Victory in the war will not heal the huge wound on the body of Ukraine (p. 208).

Feelings are mixed, ambivalent, joy and sadness have merged together, and the text begins to express semantic opposites, similar to enantiosem in the semantic structure of some words (on enantiosem as a phenomenon of conceptualization, see, in particular: (Іващенко, Федоренко, 2009, pp. 48–60). E.g.: "The war has settled sadness, hatred and love in my heart, and all of this at the same time" (p. 114); "If I were asked how I see this day, I would answer that festive music is not needed, patriotic music is better, but one that pays tribute to the heroes" (p. 119); "I gladly greet my neighbors. Some laugh loudly. Others cry like children" (p. 122); "A day of joy and sadness at the same time" (p. 125).

In general, the texts contain a lot of pain, words of gratitude to the soldiers of the Armed Forces of Ukraine, to those who died defending their homeland, and to those who are currently fighting, defending the independence of Ukraine. And in the essays there are many descriptions of dreams related to the Victory and post-war life: these are travels around the native land and worldwide, this is returning home, meetings with relatives and friends whom they have not seen for so long, unpacking suitcases in which the past life was folded (p. 185), reading favorite books, writing novels.



The concept of PEACE in student essays reflects in smiles, happiness, and peace, long-awaited peace, a ray of sunshine, the sun of victory, a new page in life.

Peace is presented through the lense of victory, dreams, plans for the future. Young authors are going to rebuild destroyed cities and villages, which will become “a symbol of our will to rebirth and restoration” (p. 210). Sometimes they simply list what they aspire to, what they will do on this day, how they will imagine it, what they will think about. E.g.: “I will turn on my favorite waltz, foxtrot, rumba music and dissolve in the movements. I will close my eyes and... dance, dance, dance” (p. 178).

Peace in the minds of students is associated with calmness and silence: The morning will be calm (p. 221), the sirens were replaced by silence (p. 218); even the sky in times of peace becomes quiet and calm (p. 211),

Peace, like victory, is assessed, “measured” using various “scales of measurement” that express its value: the price of peace, the price of Victory (i.e., “what and how much we paid for peace”), or its importance for personal or social life: It is difficult to accept that my father will never be around (p. 220); Every day, every hour after this triumphant day (the first day after the war – author), it is necessary to remember its price... Such a price is incredibly high, and our generations have paid it in full (p. 222).

Victory and peace are expected, the students dream about them, they want them to come as soon as possible. In general, the subconcept ‘time’ is present in the field of all three concepts, it manifests itself in the texts explicitly and implicitly, demonstrates the perception of events and the awareness of their concentration or fluidity. Time as a physical quantity, presented in the texts as the course of events, is divided into three sections: 1) the pre-war period, which is not clearly defined, is called rather vaguely – “before the war, before the beginning of the war” and is perceived through a series of past events recorded by the authors as important for them, 2) the war, especially information about its beginning, which is presented in the texts as a moment of cardinal changes in personal life and the life of society, 3) the post-war period, i.e., the day after the war as a specific physical fragment of life, in which there is a morning, evening, and a period of time between them, filled with various emotions and dreams about the future.

Time is perceived and presented in the students’ texts as compressed or, conversely, stretched. The time of the beginning of the war is the most terrible moment in everyone’s life (p. 39), war is a curfew, air raid alarms, night alarms; a long and difficult process (p. 119), the first day after the war is not necessarily a day, it is sometimes imagined as morning, even dawn (p. 15), obviously associating the beginning of a new day with the beginning of a new life.

When describing the first day after the war, when the author learns about its end, events are measured in condensed time with the use of appropriate vocabulary: a moment, at this moment, in these minutes, in the first minutes; instant relief comes (p. 159). Further time measurements depend on the formulated desires: There is nothing better than slowly wandering the streets of my hometown (p. 199); I know for sure: I will take a walk at night (p. 162); we will rebuild the destroyed buildings (p. 210); this is the beginning of a new life (p. 192); it is time for a new life (p. 188).

The interaction of subconcepts creates a conceptual field of each of the highlighted concepts (WAR, VICTORY, PEACE), and they, in turn, are the conceptual space of texts that demonstrate the understanding of the younger generation of tragic events and emotional and expressive reactions to these events.

## Conclusions

The analyzed material based on continuous sampling allows us to draw the following conclusions:

1. The identified theme of the written texts led to the selection of three concepts, on the basis of which the subsequent text was built and the conceptual fields were formed: WAR, VICTORY,



PEACE, which appeared in all works on the theme “The Day After the War” without exception. The latter is associated with victory and the beginning of a new life.

2. The concept of WAR is presented as an armed confrontation that brought a lot of grief to the entire Ukrainian people. War is defined as a cruel, unjust, tragic, difficult period, accompanied by grief, tears and associated with a path that must be overcome. Accordingly, the conceptual field is formed by subconcepts – nominations that present events (battles, capture, loss of territories, destruction of cities, reconquest of settlements, air raids), artifacts associated with the war (names of weapons), as well as names of feelings and their manifestations (grief, pain, tears).

3. The concepts of VICTORY and PEACE in the works of the contributors are closely interconnected, their conceptual space is “supported” by the subconcepts of the fields of ‘expression of feelings’ (joy, happiness, gratitude to the Armed Forces of Ukraine, tears), ‘meetings’, ‘trip home’, ‘journey’, etc. The post-war future is often imagined precisely as travel. Trips to places where the authors used to go with their parents or friends, or to places they would like to go, are filled with a sense of anticipation of joy. On the other hand, dream trips to childhood places that are now occupied by the enemy are presented through faith and confidence that they, these trips, will definitely come true.

4. Among the subconcepts that form the conceptual field of all three of the above-mentioned concepts, ‘pain’ and ‘tears’ stand out in terms of their activity of use. The first is built on the figurative meaning of the corresponding lexeme and becomes an indicator and actualizer of the emotions that the authors experience in the process of writing essays and describing events that are to occur after the war. The structure of this subconcept is dominated by the component of non-physical, spiritual pain, and the subconcept ‘tears’ has ambivalent nature.

5. The emotional range of the texts is shifted towards the nomination of sadness, sorrow, and tears, even when it comes to peace and victory. Dreaming of the future, post-war times, the contributors immediately recall the dead, the grief and difficulties that they, their families and the entire Ukrainian people had to endure, thank the Armed Forces of Ukraine and emphasize that in the future life will be completely different, not the same as it was before the war. Thus, in this study we conceptualized students’ emotional experience.

***Declaration on Generative Artificial Intelligence*** and Technologies Using Artificial Intelligence in the Writing Process.

The author did not use artificial intelligence tools in the preparation of this article. The author of the article bears full responsibility for the correct use and citation of sources.

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### PAGE OF THE HIDDEN MEDIA EFFECTS LAB СТОРІНКА ЛАБОРАТОРІЇ ПРИХОВАНИХ МЕДІАЕФЕКТИВ

<https://doi.org/10.17721/CIMC.2025.37.84-96>

### Methodological Approaches to Studying the Functions of Musical News Intros

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This article presents a methodological approach to studying the functions of musical news intros on the radio, with a particular focus on their communicative role. It introduces and tests an innovative method that examines correlations between physiological responses – skin conductance, heart rate variability, and pulse rate – and exposure to musical news intros among young adults aged 20–26. **Methods.** A literature review was conducted to identify existing methodological approaches to the study of musical intros. The analysis involved selecting relevant sources, classifying the findings, and synthesizing them to assess how methodological issues are reflected in the current body of research. **Results.** The analysis reveals a lack of established and empirically tested methodologies specifically aimed at exploring the functions of musical intros, especially their communicative function. The study proposes an original methodological framework that employs electrophysiological techniques to uncover latent media effects induced by musical news intros – effects that may not be consciously recognized by study participants. **Conclusions.** The proposed approach offers a tool for assessing the effectiveness of musical news intros in influencing audiences. Overall, functional analysis facilitates an understanding of how intros fulfill their roles in the media and provides a basis for optimizing them to enhance their communicative impact on listeners and viewers.

**Keywords:** musical news intros; communication function; functional analysis; electrodermal activity; heart rate variability; pulse rate; psychophysiological methods; correlation analysis; hidden media effects; radio journalism; musical design; psychoacoustic impact; experimental methodology

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## Методологічні підходи до вивчення функцій музичних новинних заставок

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Стаття присвячена описові методичних підходів до вивчення функцій музичних новинних заставок на радіо. У цій статті продемонстровано також апробацію нового методичного підходу до вивчення комунікаційної функції заставок методом кореляції показників електроопірності шкіри, варіабельності серцевого ритму та пульсу у молодих людей у віці 20-26 років з музичними новинними заставками. **Метод.** Було проведено аналіз наукових джерел, в яких висвітлювалися методичні підходи до вивчення музичних заставок. Для формулування висновків щодо відображення у науковій літературі питання методичних підходів застосовувалася аналіз обраних джерел, класифікація результатів аналізу та їх узагальнення. **Результати.** Аналіз доступних наукових джерел засвідчує, що не існує спеціальної апробованої та описаної методики для дослідження функцій заставок, зокрема власне комунікаційної функції. Запропонована у статті методика дослідження є оригінальною і вимагає апробації. Метою застосування методики кореляції є визначення порядку проведення досліджень із використанням електрофізіологічних методів для вивчення прихованих функцій музичних новинних заставок у вигляді неконтрольованих суб'єктами дослідження медіаєфектів. **Висновки.** Запропонована методика дозволяє зрозуміти ефективність музичних новинних заставок у впливі на аудиторію. У цілому функціональний аналіз допомагає визначити, наскільки ефективно заставки виконують свої функції у медіа та дає змогу оптимізувати їх для підвищення впливу на слухачів і глядачів.

**Ключові слова:** музичні новинні заставки; комунікаційна функція; функціональний аналіз; електрошкірна активність; варіабельність серцевого ритму; пульс; психофізіологічні методи; кореляційний аналіз; приховані медіаєфекти; радіожурналістика; музичне оформлення; психоакустичний вплив; експериментальна методологія

The proposed article was carried out within the research framework at the Department of Film and Television Arts at the Educational and Scientific Institute of Journalism of Taras Shevchenko National University of Kyiv “Audiovisual Media and Arts as the basis of Contemporary Screen Communication and Culture” (state registration number 0124U001435). The departmental topic is devoted to the study of the strategy of functioning of audiovisual media and arts as effective tools of screen communication and culture; *functional*, *species*, *typological*, *format*, *genre* concepts and current trends in the development of the industry. The expected results should be the components of audiovisual media and arts. In this context of the requirements for the research work of the department, the study of the functions of such a component as musical news intros (MNI) is natural and is included in the dissertation research<sup>40</sup>.

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<sup>40</sup> Rizun, A. V. Musical news intros on the radio: types and functions.



*The functionality* of any media elements, or components, is an interesting category from both a theoretical and methodological point of view.

The essence of examining the functionality of any media tool is to understand its capabilities, limitations, and ways of using it to achieve a specific communication goal. This includes:

1. **Analysis of the principle of action** – how the tool works, what mechanisms or algorithms underlie it.

2. **Determination of the main functions** – what exactly it can perform and what its key capabilities are.

3. **Assessment of limitations** – what are the limits of use, in which conditions it works effectively and in which it does not.

4. **Practical application** – testing the tool in different scenarios to understand its effectiveness.

5. **Optimization of use** – finding the most effective ways of using it to achieve maximum benefit.

Studying functionality allows you to use the tool more rationally, increase productivity, and avoid errors in its application.

You can read about functionality in the field of media and society in the following works, e.g.:

- **“Theory of Media and Society”** – a textbook by Nina Zrazhevska, which examines the main theoretical concepts that connect society with the media sphere. The book analyzes methods, theories of media research, as well as the relationship between the development of society and the role of the media in socio-cultural dynamics (Зражевська, 2022).

- **“The Reality of Mass Media”** - a work by German sociologist Niklas Luhmann, which examines mass media from the perspective of a systemic approach. The author analyzes how media shape our perception of reality and influence society (Луман, 2010).

- **“Sociology of Public Opinion and Mass Media”** – a course of lectures that orients students to the main concepts, problems and theories in the field of sociology of public opinion and mass media. The functions of mass communication, effects and manipulative potential of mass media are considered (Єнін, 2021).

- **“The role of media in the formation of political and legal consciousness of the individual”** – an article by Lyudmila Nikonenko, which analyzes strategies for influencing and manipulating the consciousness of media users. Techniques and means of influencing the cognitive, emotional and motivational components of consciousness are highlighted (Ніконенко, 2015).

There are no works dedicated specifically to the study of the functionality of MNI, however, this issue is partially raised in various works (Лизанчук, 2006; Любченко, 2016; Фомиця, 2019; 2020). Thus, in the article by S.M. Serbin, the use of musical intros, jingles and sound effects in radio broadcasting, their functional purpose and impact on the general atmosphere of the program are discussed (Сербін, 2013).

Qualification works of students have been recorded, in which the issue of musical intros is raised. In particular, in his study L. A. Naumenko analyzes the use of musical intros, jingles, and background music using the example of the radio stations “Ukrainian Radio” and “Bayraktar”. This study considers the role of musical elements in the structure of the radio broadcast and their impact on audience perception (Науменко, 2023).

In addition, research on the formatting of radio broadcasts often touches on the topic of musical intros and jingles. E.g., the work of T. Rahimov examines the role of musical elements in radio station programming and their influence on the formation of the sound image of the broadcast (Рагімов, 2022).

Among the foreign research that partially address the issue of the functionality of MNI, we should mention:



• “The Sonic Color Line: Race and the Cultural Politics of Listening” (2016) by Jennifer Lynn Stoever. This book explores how sound elements, including musical interludes, influence perception and identity in media (Stoever, 2016).

• “Auditive Medienkulturen: Techniken des Hörens und Praktiken der Klanggestaltung” (2014) edited by Axel Volmar and Jens Schröter. This collection of articles examines aural media cultures, including the use of musical elements in radio and television (Volmar, 2014).

The purpose of our study is to describe and develop methodological approaches to studying the functions of the MNI. In general, a function is understood as “a way of realizing the capabilities of a thing or an element of a system, aimed at achieving a certain effect” (BYE, 2025b). Accordingly, functional analysis should be understood as

a general scientific method that consists in determining the system-forming dependencies and functions of the studied object and their impact on other objects (systems, environment). The components of functional analysis are: identifying the range and content of the functions performed; mechanisms for implementing functions; conditions and factors for their adequate implementation; evolution of the functions and functionality of the object over time; consequences of the object's functioning in the system; causes and dangers of dysfunctionality; changes that occur in the object itself during the implementation of functions; search for functional equivalents, etc. (BYE, 2025a).

Thus, *functional analysis* is a research method that identifies the role and significance of a certain phenomenon (in our case, musical intros) in the overall structure of the system in which it is used. In the context of musical news intros, this method helps to determine their functionality in media products, as well as their impact on audience perception.

When it comes to communication phenomena, such as media, their elements, we must understand that the main, only defining and main, natural function is the function of ensuring communication, communication in the form of media influence on the audience and the person. All other functions are dependent, subordinate to the main one. Thus, we can distinguish the main aspects of the functional analysis of musical intros:

1. Analysis of the actual communication function from different points of view (e.g., brand identification – determining the role of musical intros in creating brand recognition (of a news program, radio station, TV channel); psychological impact – assessing how a musical intro affects the audience's emotional state and cognitive perception of content, creating an atmosphere and forming expectations; neurophysiological impact – assessing the hidden and conscious impact on human behavior and physiological processes).

2. Structural analysis (assessment of how musical intros are integrated into the overall composition of a media product (news release, TV show, radio program), what structural role they play in this, and how the structural functions of the MNI affect the main, communication function).

3. System analysis (assessment of what role musical intros play depending on their type, appearance, form).

4. Cultural and historical analysis (analysis of the evolution of musical intros in different historical periods of media functioning and their significance in specific cultural contexts).

## Method

The study of methodological approaches to the study of the functions of the MNI includes a review of the literature devoted to this issue. To search for sources, the electronic catalogs of the M. Maksymovych Scientific Library of the Taras Shevchenko National University of Kyiv, the V.I. Vernadsky National Library of Ukraine, the Scopus, ScienceDirect, Web of Science databases, and open access electronic resources were used. The following search queries were used:



musical intro for radio news  
music jingles for radio news  
music in radio news  
musical intro for breaking news  
music jingles for breaking news  
music in breaking news  
research on music in radio news  
research on music jingles for radio news  
research on musical intro for radio news  
research on music in breaking news  
research on musical intro for breaking news  
research on musical intro for breaking news  
musical intro for breaking news  
musical jingles for radio news  
music in radio news  
research on music in radio news  
research on music jingles for radio news  
research on musical intro for radio news

One of the effective modern methods of searching for scientific sources is the use of “artificial intelligence” tools. We used the ChatGPT4o tool. This method is productive but requires mandatory verification of search results. The positive thing is that AI not only suggests a source with links to search for it but also generates a short summary of the source. However, it is still the reference that should be checked.

To draw conclusions about how methodological approaches to the study of the functions of musical news intros (MNIs) are reflected in the scientific literature, the analysis involved the selection of relevant sources, classification of the findings, and their subsequent generalization.

This article also demonstrates the testing of a new methodological approach to studying the communication function of MNI, which has not yet been described in the scientific literature, and therefore, obviously, has not been used anywhere and by anyone before. We are talking about the study of hidden, unconscious media effects obtained from MNI at the level of their perception by listeners. In fact, the *method of correlation of neurophysiological indicators of research subjects with elements of media phenomena*<sup>41</sup> was used, in our case MNI. This method is presented by the Laboratory of Hidden Media Effects of the Department of Social Communications at the Educational and Scientific Institute of Journalism of Taras Shevchenko National University of Kyiv<sup>42</sup>. This article describes the approaches to first testing of this method.

## Results and discussion

An analysis of the scientific sources cited in the reference list supports our initial assumption: there is no established or officially approved methodology specifically designed to study the functions of musical news intros (MNIs), particularly their communicative function. Given that this article proposes and tests a new methodological approach for investigating the communicative role of MNIs, we focus on identifying any methodological references in the existing literature that address sound or musical phenomena in media, including news intros.

Relevant insights can be drawn from research examining the influence of sound – especially musical background – on text perception via handheld devices. Notably, Kallinen’s studies

<sup>41</sup> <http://labs.journ.univ.kiev.ua/hmel/методи-дослідження/>

<sup>42</sup> <http://labs.journ.univ.kiev.ua/hmel/>



(September 2002; July 2004) explored these dynamics using a field experiment rather than a laboratory setting to enhance ecological validity. The author admits:

to test hypotheses, a field experiment was preferred over a laboratory experiment in order to involve these aspects of the user's real environment and to obtain ecological validity. The influence of music on reading was studied in a noisy cafeteria (Kallinen, 2002).

This methodological approach emphasized replicating real-world conditions of auditory perception, using background noise – particularly musical elements – as a variable affecting cognitive and emotional processing.

In another paper, Kallinen notes:

We investigated personality-related differences in people's emotional and other responses to news reports with slow or fast speech tempo and a background musical melody that increases or decreases. Personality was measured using the Behavioral Inhibition System (BIS)/Behavioral Activation System (BAS) scales and the Zuckerman–Kullman Personality Questionnaire. The physiological parameters studied were electrodermal activity (EDA), pulse propagation time, and beat-to-beat intervals (Kallinen, July 2004).

Thus, there is a methodological approach to studying the influence of background music during news reporting on its perception. This approach involves, in particular, the use of the electrodermal activity method (Turpin, 2007, pp. 899–902). In fact, our method of correlating neurophysiological indicators with elements of such media phenomena as MNI is also based on this approach.

The scientific work of the Ukrainian researcher Fomyscia (Фомиця, 2019; 2020), on psychoacoustic influence on mass consciousness in the socio-communication system of society, is noteworthy. In the scientific article “Musical design of news television and radio programs as a means of influencing the masses”, which is directly related to the topic of our study, the author notes that

the scientific novelty lies in the fact that for the first time the nature of the musical design of news releases of domestic and foreign television and radio programs is analyzed, in particular, the features of the design of announcements and breaks between news topics from the point of view of influencing mass consciousness (Фомиця, 2019, p. 14).

In this context, we are interested in research methods.

To analyze the musical accompaniment used in television and radio programs, the monitoring method was applied in combination with observation and content analysis. The content is analyzed from three different positions: 1) from the point of view of psychoacoustics, 2) from the position of the technical capabilities of modern sound engineering, 3) as a means of influencing the masses (Фомиця, 2019, p. 14).

The third position is directly related to the study of the communication function of musical accompaniment, of which MNI is undoubtedly a part. The communication function of MNI has the form of psychoacoustic influence, which, according to Fomyscia, is a purposeful activity

in the system of manipulative and propaganda technologies using sound techniques to influence the consciousness of an individual, a group of people and the population as a whole, which is carried out by changing the pitch, timbre, loudness, voice intonation, speech tempo, etc. in order to make changes in the behavior and worldview of the individual and the masses (Фомиця, 2020, p. 6).



However, there is a problem with the scientific literature that analyzes psychoacoustic impact. The author notes:

The analysis of the available historiographical base has shown a wide interest of scientists in the issues of psychoacoustics. However, we have not recorded any scientific studies in which the specified topic would be correlated with the media industry, journalism and social communications – there are only works of a tangential direction. As an independent problem, psychoacoustic impact on mass consciousness in the socio-communication system of society has not been studied, there are no historiographical traditions in national journalism and social communications (Фомиця, 2020, p. 7).

Due to the lack of such literature, it is difficult to find a description of the methods for studying these phenomena. Fomysia himself focused mainly on the study of the typology of sound design of news programs, using spectral analysis and the construction of oscillograms of radio station call signs. Actually, the impact is considered through predicting the nature of the impact of sound types on the masses.

Researcher Liubchenko (2016) also focuses on the study of the communication function of expressive means, including musical ones, in radio journalism. The third section of the monograph “Expressive System of Radio Journalism” “Cognitive Aspect of Expressive Means of Radio Journalism: Focus Group Study” demonstrates the methodological approach chosen by the author to study the means of activating cognitive processes. The experiment used the focus group method and survey. An interesting fact of the analysis of the results of the experimental study is the ranking of factors of activating attention when listening to radio news. Thus, among the factors of activating attention when listening to radio news, musical accompaniment ranks 6 out of 9 (Любченко, 2016, p. 128). When ranking the factors of memorability when listening to radio news, musical accompaniment ranks 4 (Любченко, 2016, p. 135).

And in general,

the results obtained during the focus groups made it possible to determine the features of information assimilation by ear, the influence of expressive means of radio journalism on the cognitive processes of the audience, and other factors involved in such mental processes as: sensation, perception, attention, memory, imagination, and thinking. In addition, the experiment made it possible to identify the main trends in the nature of assimilation of both the airwaves in general and individual types of radio broadcasting (Любченко, 2016, p. 146).

In this article, we propose a different methodological approach to studying the communication function of sound phenomena in the media environment – musical accompaniment, intros, interruptions, etc. In our opinion, both focus group work and surveys are quite applicable methods, but the results of experiments using these methods are marked by the subjectivity of the data, which lies in the individualized interpretation by the participants of the experiment as listeners of the nature of the influence of musical design on cognitive processes while listening to the radio. As Liubchenko herself notes,

the study on identifying the features of the development of cognitive processes while listening to the radio, conducted by us, involves a qualitative approach, when the primary ones are the subjective opinions of people, expressed when the attitude of the research subject is presented as the subjective value of the object for the individual, taking into account his experience. This is crucial when studying the individual auditory perception of information, the life experience of each participant in the experiment, and identifying subjective factors influencing the cognitive processes of listeners (Любченко, 2016, pp. 110–111).



In the case of searching for results independent of the participants in the experiment, it is worth applying a different methodological approach that does not involve analyzing the participants' statements, but is based on the listeners' unconscious and uncontrolled reactions to musical content.

The proposed methodological approach involves the use of the method described in the Laboratory of Hidden Media Effects of the Department of Social Communications of the Taras Shevchenko National University of Kyiv for the correlation of neurophysiological indicators of research subjects with elements of media phenomena (B. Різун, 2025). Based on this invariant method, a method for correlating skin electrical resistance, heart rate variability and pulse in young people with musical news intros was proposed (A. Різун, 2025).

The purpose of applying the method for correlating skin electrical resistance, heart rate variability and pulse in young people aged 20–26 with musical news intros is to determine the procedure for conducting research using electrophysiological methods to study the hidden functions of musical news intros in the form of media effects uncontrolled by the subjects of the study.

To conduct research using this method, permission is required from the [Committee on Bioethics](#) of Scientific Research at the Taras Shevchenko National University of Kyiv.

The recommended number of subjects for the control and experimental groups is initially 30–35 people for each group.

Before the study using this method, a preliminary examination of the research subjects is organized, since no surveys are carried out by the researcher during the experiment. Each healthy volunteer fills out an online questionnaire, and also undergoes online psychological testing aimed at determining the general condition of the volunteer (PSM-25) and his emotional state (level of depression) PHQ-9, GAD-7 (for screening for generalized anxiety disorder). Using the Spielberger-Hanin test, self-assessment of the level of anxiety at the moment (reactive anxiety as a state) is determined.

The criteria for inclusion/exclusion of subjects in/from the research group(s) are determined by methodological recommendations for the use of the research method, psychological tests, and by the researcher, for example, regarding the age, gender, and social status of the subjects. Subjects will be identified by the results of their questionnaire as potential research participants who have consented to participate in the study.

Those with severe mental disorders, who have 10 or more points on the PHQ-9 psychological tests, and 15 or more points on the GAD-7 psychological tests are not included in the study.

The course of the study is prescribed in the standard operating procedure for the study, recorded in the research protocol, which is part of the description of the methodology (A. Різун, 2025, p. 16).

The processing of the study results begins with an examination of the files of the participants' responses to the questionnaire and psychological tests. The purpose of the examination is to edit the response files to fill in the gaps, remove unnecessary marks, etc. At all stages of the results processing, the “Data Correlation Table \_Shimmer” is filled in with the following column names:

ID  
Sex (0 - m; 1 - f)  
Age  
PSM-25 total score  
PHQ-9 total score  
GAD-7 total score  
Spielberger-Hanin total score  
Average electrical resistivity for BBC radio MNI  
Average electrical resistivity for Ukrainian radio MNI  
Average electrical resistivity for Radio Liberty MNI



Average electrical resistivity for Public radio MNI  
Average heart rate variability for BBC radio MNI  
Average heart rate variability for Ukrainian radio MNI  
Average heart rate variability for Radio Liberty MNI  
Average heart rate variability for Public radio MNI  
Average pulse rate for BBC radio MNI  
Average pulse rate for Ukrainian radio MNI  
Average pulse rate for MNI Radio Svoboda  
Average pulse rate for MNI Hromadske Radio  
Correlation index(es) (at the researcher's choice)

After filling in the data correlation table, various types of correlation analysis are performed based on the tabular data. The corresponding results are placed in the column(s) of the table “Correlation index(es) (at the researcher's choice)”.

The interpretation of the data in the correlation table is carried out in order to find out to what extent the indicators of psychological tests for each participant and on average for the group differ from the indicators of laboratory research: if, e.g., the tests indicate a state of excitement, and the MNI gives a result of calmness and tranquility or vice versa, then this will indicate the effectiveness of the MNI and their function.

The table below presents established interpretations of physiological indicators outside our research, which we consider as a material correlate of media effects and a consequence of the function of the communication influence of the MNI (Boucsein, 2012; Brosschot, 2007; Chalmers, 2014; Critchley, 2002, 2017; Dawson, 2007; Friedman, 2007; Kemp, 2013, 2010; Kim, 2018; Lehrer, 2014; Shaffer, 2017; Thayer, 2012, 2009):

**Table 1.**  
*Interpretation of physiological indicators*

Functions	Electrical resistance indicators	Heart rate variability indicators	Pulse indicators
calm, relaxation, drowsiness, depression, fatigue, chronic stress	high resistance		
stress, excitement, fear, joy, anxiety, hypersensitivity	low resistance		
calm, emotional stability, lack of severe stress, high stress tolerance		high heart rate variability	
anxiety, depressive states, burnout, chronic stress, exhaustion, emotional overload, panic attacks		low heart rate variability	
stress, anxiety, overexcitation (emotional reaction), panic attack, overfatigue, chronic stress, depression with elevated cortisol levels,			high pulse



PTSD (post-traumatic stress disorder)			
deep relaxation, calm, fatigue, apathy depressive states, exhaustion			low pulse

The lower the resistance, the greater the emotional or physiological arousal; the higher the resistance, the calmer the body's state.

The greater the rhythm variability, the better the body adapts to stress and environmental changes. Low variability may indicate a high level of stress, emotional exhaustion, or even mental disorders.

A high resting heart rate may indicate stress, anxiety, PTSD, or panic attacks. A low heart rate may be a sign of depression, emotional burnout. Sharp fluctuations in heart rate indicate autonomic dysfunction, nervous exhaustion, or severe stress.

In fact, based on the results of the preliminary examination of the subjects, as well as the results of the study, a dynamic socio-psychological portrait of the study participant was formed. The dynamics are associated with changes in the psychological states of the participants under the influence of MNI.

## Conclusions

We propose to apply this method in research on radio and television broadcasting to understand the effectiveness of MNI in influencing the audience. In general, functional analysis helps to determine how effectively MNI perform their functions in the media and allows them to be optimized to increase their impact on listeners and viewers.

A review of the literature, along with discussions with participants involved in research on the functions of musical news intros (MNIs), allows us to propose a potentially debatable hypothesis: the conceptualization of the function of MNIs – and, more broadly, of any media elements – is grounded, on the one hand, in theoretical predictions regarding their nature, content, and functional effectiveness based on their construction, structure, and patterns of use, and on the other hand, in empirical studies examining their actual effects on individuals or groups. In this context, the analysis of musical works becomes essential, as it entails a detailed examination of structure, harmony, melody, rhythm, and other compositional elements to understand how these features contribute to mood creation or information transmission. Musical analysis, as a research method, aims to investigate how such formal characteristics influence audience perception and emotional response, particularly within specific media contexts. For instance, harmonic analysis examines chord progressions that evoke certain emotional responses in listeners. It is often suggested – though further research is needed – that major chords are frequently used in news intros due to their association with neutrality and authority, thereby enhancing the perceived credibility and stability of the news content.

But from the point of view of melodic analysis, the short, sharp, and ascending motifs in the MNI indicate the dynamics and importance of the information.

From the point of view of rhythmic analysis, a fast tempo (~120 BPM (Beats Per Minute) and above) is considered to give energy, while a slower tempo (~60–80 BPM) can induce calmness. Timbre analysis, related to the assessment of the sound of instruments in news jingles (orchestral accompaniment, synthesizers, drums), gives reason to believe that many news jingles use brass instruments (trumpets, horns) to create a solemn and serious sound. Dynamic analysis of the MNI, when it comes to assessing the loudness and contrasts in the sound of a musical intros, leads to the conclusion that sudden changes in loudness can increase the attention of listeners. But all this requires an experimental evidence base.

The cultural approach to the analysis of musical intros is interesting as a research method that analyzes musical intros in the context of cultural, historical and social traditions. It helps understand how the music in news intros reflects certain values, identities, traditions and cultural codes within a



particular society or media environment. E.g., in the USSR and the USA in the 1950s–1970s, orchestral fanfares were used to give officiality to news, while in the 2000s, electronic motifs began to dominate.

Regarding the national specificity of musical intros, there is evidence that, e.g., neutral synthetic textures are preferred in Europe, orchestral fanfares in the USA, and melodic electronic motifs in Japan.

In terms of political and ideological influence, it is believed that in authoritarian states, news jingles often sound solemn, emphasizing the importance of official information, while in democratic societies the emphasis is on dynamism and openness.

Indeed, some ideas need confirmation in the form of facts obtained through this study. We have proposed a methodological approach based on experimental data.

**Authors' contribution:** Arsen Rizun – writing the text, developing the methodology; Inna Bielinska – developing approaches to testing the methodology, selecting psychological tests.

#### **Declaration of Generative Artificial Intelligence and Technologies Using Artificial Intelligence in the Writing Process.**

During the preparation of this article, the authors used ChatGPT4o to search for scientific sources. After using this tool, the authors checked and analyzed the suggested sources. The AI Assistant tool integrated into Adobe Acrobat Online was also used to analyze the content of the sources. The authors of the article bear full responsibility for the correct use and citation of sources.

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