

**SOCIAL MEDIA IN VOLODYMYR ZELENSKIY'S WARTIME
COMMUNICATION STRATEGY**

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Submitted to Central European University - Private University
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In partial fulfilment of the requirements for the degree of Master of Arts in Political Science

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Vienna, Austria
2024

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AUTHOR'S DECLARATION

I, the undersigned, **Marharyta Pavliv**, candidate for the MA degree in Political Science declare herewith that the present thesis is exclusively my own work, based on my research and only such external information as properly credited in notes and bibliography. I declare that no unidentified and illegitimate use was made of the work of others, and no part of the thesis infringes on any person's or institution's copyright. I also declare that no part of the thesis has been submitted in this form to any other institution of higher education for an academic degree.

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ABSTRACT

The research investigates Volodymyr Zelenskiy's usage of social media, especially Telegram, during the Russian war against Ukraine. Based on a content analysis of 4,242 posts published between February 2022 and February 2024, the research emphasizes how important emotional appeal and personal narrative are to Zelenskiy's communication and how the mode of information delivery affects engagement more than the type of content. Zelenskiy was able to keep a tight relationship with his audience and uphold Ukraine's reputation on the international scene by utilizing familiar environments, straightforward communication, and social media platforms. The study highlights difficulties in communicating with non-Western audiences as well, arguing that Zelenskiy's emotive speech failed to connect in places where geopolitical interests diverged, such as the Global South. Zelenskiy's social media success was mostly dependent on the emotional and visual components of his message, according to the research, which analyzes engagement metrics like views and responses. This makes Zelenskiy's approach a model for political leaders managing crises in the digital era.

INTRODUCTION

On February 24, 2022, Russia launched a full-scale invasion of Ukraine, which plunged the nation into a devastating conflict that disrupted its political, social, and economic fabric. Millions of people have been displaced by the conflict, and Ukraine's infrastructure has been severely damaged. In addition, the war poses a direct danger to Ukraine's sovereignty and a challenge to the international democratic order, placing the country at the epicenter of a geopolitical conflict.

Ukraine is now in a historically unique and extremely challenging situation as a result of this war. The nation found itself having to defend not just its geographical integrity but also its basic identity as a nation in the face of an existential danger. Through this unparalleled time of unpredictability, terror, and misery, the people of Ukraine looked to their leaders for guidance. Political leadership in this setting demanded exceptional abilities: not only must one oversee military policy, but one must also be able to bring the country together, keep morale up, and win over foreign allies in difficult circumstances.

It is impossible to overstate the historical significance of the invasion in 2022. It was more than just a military attack; Russia also sought to undermine Ukraine's sovereignty and take control of its destiny. The stakes for Ukraine were no less than their continued existence as an independent nation. Zelenskiy's position was crucial in this situation since it called for a combination of diplomatic dexterity, communication, and resilience. The circumstance required the leader not only to make sound decisions but also to motivate a nation that was experiencing a crisis. This required the leader to rise to the occasion in ways that went beyond what is often expected of political leaders in times of peace.

Due to the exceptional difficulties the nation experienced, Volodymyr Zelenskiy was held in high regard and given a variety of responsibilities as a leader during Russia's invasion of Ukraine. Zelenskiy was supposed to lead Ukraine through its darkest hour as the president of a country unexpectedly thrown into a full-scale conflict, with tenacity, vision, and clarity.

The prevailing anticipation was that Zelenskiy would keep the country together. Division, fear, and even collapse loomed enormously in the face of an invading military force. Ukrainians required a leader who could unite the country across social, political, and geographic differences and build resilience and a sense of shared purpose. Zelenskiy was also required to interact with the world community effectively. He needed to enlist the support of international friends on the political, military, and humanitarian fronts since Ukraine had fewer resources than Russia. Zelenskiy had to do this by framing Ukraine's war as a global struggle based on the protection of democratic ideals, in addition to making a call for aid. Furthermore, he was supposed to supervise the military's defensive plan in his capacity as commander-in-chief and make sure that, despite the overwhelming odds, Ukraine responded to the invasion in a coordinated and successful manner.

Zelenskiy's accomplishments in these fields have exceeded most predictions. By uniting Ukrainians under the common objective of fending off the Russian invasion, he was able to effectively preserve and even strengthen national unity. People were moved by his straightforward, casual communication style, which fostered a sense of unity and common struggle. His efforts to reach out internationally were especially successful, as he was able to garner substantial backing from across the world, which gave Ukraine vital military and humanitarian supplies. By using his appeals, he was able to make Ukraine's struggle reflect democratic values throughout the world, which attracted unheard-of support and sympathy from other countries.

In times of crisis, communication has a critical role in maintaining public morale, strengthening confidence in the leadership, and fostering unity, particularly in the face of existential dangers like war. In this situation, controlling public expectations, preserving unity, and cultivating both domestic and foreign support all depend heavily on the communication tactics used by political leaders, especially those in positions of national leadership. To assist the public feel less unsure and anxious during trying times, Coombs (2019) claims that crisis communication entails more than just disseminating timely and correct information. It also entails creating narratives that emotionally connect with the public.

Providing facts alone is not enough for effective political communication during wars and crises; one also needs to craft a gripping story that speaks to the needs, hopes, and concerns of the general public. According to Seeger, Sellnow, and Ulmer (2015), a leader's capacity to communicate ideas that foster confidence, reduce anxiety, and present a clear picture of the future is crucial to the effectiveness of crisis communication. The problem faced by political leaders is made more difficult by the swift change in media environments, as social media platforms have taken center stage as the primary means of communication. Hermida's (2021) research underscores the vital role of social media in contemporary political communication, especially in times of crisis, when conventional media channels may face limitations due to censorship, operational difficulties, or dwindling public confidence. Following the Russian invasion, people in Ukraine started using social media sites like Facebook, Twitter, Instagram, and Telegram more often as a source of up-to-date information, coordinated actions, and messages from leaders.

A strong argument for examining the relationship between political leadership, social media, and crisis communication during a conflict is formed by looking at the communication tactics used by President of Ukraine Volodymyr Zelenskiy during the 2022 invasion. Zelenskiy's strategy, which makes use of Internet media to keep a direct line of contact open

with both domestic and foreign audiences, has been universally acclaimed as creative and successful. This tactic is representative of a more general change in the way political figures interact with the people, especially in times of increased unrest. Political leaders may now directly approach their constituents and avoid conventional media gatekeepers thanks to the digital environment, as noted by Chadwick (2013). This gives them more control over their messaging and allows for quicker public participation. For Zelenskiy, this approach has proven instrumental in shaping the narrative of Ukraine's resistance, securing international solidarity, and mobilizing both domestic and foreign support.

It is impossible to exaggerate the significance of digital media for political communication, particularly in times of war. According to Gil de Zúñiga, Weeks, and Ardèvol-Abreu (2017), social media has completely changed the way political messages are created and presented. Sites like Twitter and Instagram allow leaders to interact directly with both supporters and opponents, respond quickly to changing circumstances, and communicate in real-time. Zelenskiy's regular use of unofficial video messages has helped to both personalize his leadership style and create a feeling of closeness and immediate connection with both the Ukrainian people and a worldwide audience. This method stands in stark contrast to traditional political communication, which is often scripted, formal, and disconnected from citizens' everyday lives—especially in times of crisis. Zelenskiy's approach fits the concept of "personalization of politics," as defined by Lilleker and Koc-Michalska (2017), in which political people portray themselves as accessible, approachable individuals rather than cold, impersonal bureaucrats.

Additionally, Zelenskiy's use of social media during the invasion is a prime example of the "affective turn" in political communication, which is defined by academics like Papacharissi (2015) as the preference for narrative coherence and emotional resonance above strictly informative material. Zelenskiy has continuously presented the Ukrainian war on platforms

such as Telegram as a moral and existential struggle for freedom and democracy, rather than merely a geopolitical one. This framework appeals to foreign spectators and political actors as well as the Ukrainian people by drawing on global democratic principles. This kind of very emotional communication may inspire strong forms of solidarity, spurring group action and maintaining resilience in the face of hardship, claims Castells (2009).

Considering Ukraine's media consumption during the war, Zelenskiy's communication approach becomes even more significant. According to studies by Shehata and Strömbäck (2020), people's media consumption patterns frequently change significantly during times of crisis, with people gravitating to sources that provide unfiltered information and real-time updates. Due to the disruptions brought about by the invasion, social media in Ukraine swiftly replaced traditional news sources as the main source of information for the vast majority of the public. According to a survey conducted by the Kyiv International Institute of Sociology (2022), 59% of Ukrainians identified social media as their main source of news during the early months of the war, with President Zelenskiy's social media channels being among the most trusted. This reliance on digital platforms underscores the strategic importance of Zelenskiy's decision to focus on these mediums for his wartime communication.

The Situational Crisis Communication Theory (SCCT), developed by Coombs (2019), represents a crisis communication theory that may be used to analyze Zelenskiy's communication efficacy. According to SCCT, leaders need to modify their communication tactics according to the particulars of the crisis, keeping in mind the general socio-political context, public perceptions, and emotional reactions. Zelenskiy has skillfully used SCCT principles in the situation of Ukraine, establishing himself as an open, strong, and compassionate leader who is aware of the hardships faced by ordinary citizens. Zelenskiy's communication campaign, which constantly reinforces messages of resistance, solidarity, and

optimism, has been essential in influencing public opinion and creating a feeling of purpose among the populace.

Moreover, it is important to pay attention to Zelenskiy's global communication actions. His videotaped remarks to foreign parliaments, together with his frequent posts on social media in both English and Ukrainian, have played a significant role in mobilizing international support for Ukraine. Political leaders in the digital era frequently have to modify their communications to appeal to a variety of audiences, including domestic and foreign, governmental and civilian ones, as noted by Gurevitch, Coleman, and Blumler (2009). Zelenskiy's accomplishment in achieving this is demonstrated by the extensive backing Ukraine has received from other countries, in the form of both military and humanitarian help.

With an emphasis on the role that form plays in comparison to content in the context of President Zelenskiy's social media presence during the Russian invasion of Ukraine, this research aims to investigate the dynamics of communication strategy during times of crisis. A key question guiding this research is: How does the form of information delivery influence the success of Volodymyr Zelenskiy's communication strategy compared to the content of the information? The hypothesis proposes that the way information is presented may have a stronger influence on the effectiveness of Zelenskiy's communication strategy than the content itself.

The primary source base includes 4 242 Telegram posts by President Zelenskiy between February 24, 2022, and February 24, 2024, gathered through automated data collection methods. These posts were analyzed in both Ukrainian and English languages, with data on engagement (reactions and views) used to assess the effectiveness of the communication.

Thus, the purpose of this research is to offer a thorough examination of President Zelenskiy's outreach strategy during the Russian invasion of Ukraine, with an emphasis on his

usage of social media. This study looks at the platforms he uses, the content, tone, form, and structure of his communications, to identify the elements that have influenced his communication's efficacy. This study adds to the expanding corpus of research on the function of digital media in modern political leadership by combining content analysis with theoretical frameworks from political communication and crisis communication.

CHAPTER 1

1.1 Theoretical Frameworks of Political Communication Research and Their Characteristics in Armed Conflict Situations.

A crucial field of research within the more general political science and communication studies disciplines is political communication. It covers the channels by which information is shared between the public, media, and political players, influencing public opinion, political conduct, and the course of policy. This area of study becomes especially important during times of armed conflict, as communication tactics may affect how the war plays out and how it is seen both at the national and international levels.

With early writings by Aristotle on rhetoric and Plato on dialogue offering fundamental insights into the persuasive power of communication in political situations, the academic study of political communication has origins in classical antiquity. However, the development of political communication as a separate academic discipline was spurred by the mass media's expansion and the necessity to comprehend how it affected political processes in the early 20th century. Key theories that are still relevant today emerged in the early 20th century. One such theory is the hypodermic needle model, often known as the magic bullet hypothesis, which proposes that media messages have a consistent, potent, and direct influence on an audience that is passive (Lowery and DeFleur, 1995). Although this model has since been critiqued and refined, it laid the groundwork for subsequent theories in media effects.

The study of political communication underwent a substantial transition in the years following World War II, especially with the introduction of empirical research techniques. Paul Lazarsfeld, Bernard Berelson, and Hazel Gaudet presented the two-step flow of communication theory in their 1944 study "The People's Choice," which questioned the idea of direct media

effects. Instead, they proposed that media influences are mediated by "opinion leaders," who interpret and disseminate information to less engaged public segments (Lazarsfeld, Berelson, and Gaudet, 1944). This theory established the notion that interpersonal contact is crucial in influencing political attitudes and emphasized the intricacy of media influences.

As this field advanced, academics created increasingly complex theories to describe how the media affects public opinion and political conduct. According to the agenda-setting theory, which was put out by Maxwell McCombs and Donald Shaw in their 1972 study, the media significantly influences the public's perception of critical problems by drawing attention to some while ignoring others. The study of political communication during conflicts has benefited greatly from this theory, as it highlights some aspects of the conflict (e.g., violations of human rights, military victories) while downplaying others (e.g., civilian casualties, diplomatic efforts) (McCombs and Shaw, 1972).

Through the processes of framing and priming, the media not only sets the agenda but also significantly influences public opinion on subjects. According to framing theory, the way information is conveyed—whether by language, images, or the setting in which it is given—can have a big impact on how the general public interprets events. For instance, a war presented as a "humanitarian intervention" can get greater support from the general public than one presented as an "invasion" (Entman, 1993). Framing is a potent technique in political communication because of the media's capacity to sway public opinion by emphasizing some parts of a story while leaving out others, especially in times of war when public support is vital.

Priming, which is closely associated with framing, addresses how the media shapes the standards by which the general public assesses political figures and problems. For example, the public is more likely to evaluate a leader's performance based on their perceived efficacy in handling military matters than on other factors like economic policy or domestic welfare if the

media consistently highlights the leader's military decisions made during a conflict (Iyengar and Kinder, 1987). Because of its ability to dramatically influence public opinion, this selective emphasis on priming makes it a crucial part of political communication during wars.

The propaganda model provides a critical viewpoint on the function of the media in political communication, particularly during wars. It was established by Edward Herman and Noam Chomsky in their key work "Manufacturing Consent" (1988). This concept holds that the interests of powerful elites, such as the government and corporate entities, have a significant effect on media content, resulting in a systematic bias that advances these groups' goals. The model specifies five filters that impact media content: media ownership, advertising as the main revenue stream, news reporting from influential sources, flak as a tool for media discipline, and anti-communist or other ideology as a control mechanism.

In the context of armed conflicts, the propaganda model implies that media coverage is typically biased to favor the narrative that fits with the goals of strong players, such as the government or military. This may lead to the concealment of information that could contradict the official narrative and the marginalization of dissident voices. For example, the American mainstream media during the Iraq War mostly supported the government's claim that weapons of mass destruction existed, even in the face of overwhelming evidence to the contrary (Herman and Chomsky, 1988).

The development of digital media has had a profound impact on political communication, especially in times of war. Political actors now rely heavily on social media platforms like Facebook, Instagram, and Twitter to interact with the public directly, bypassing conventional media intermediaries. As a result of this change, new theoretical frameworks have emerged to explain the dynamics of political communication in the digital era.

One such framework is the networked public sphere argues that digital technologies have created a more decentralized and participatory public sphere, where information flows more freely and a greater diversity of voices can be heard. This has profound implications for political communication during conflicts, as it allows for real-time dissemination of information and enables grassroots movements to challenge official narratives (Benkler, 2006).

The idea of media convergence runs parallel to the networked public sphere. Jenkins draws attention to the growing blurring of the lines separating various media genres, with social media, user-generated content, and traditional media all affecting and overlapping with one another. Due to this confluence, there are now new platforms for political involvement and storytelling that allow individuals to create and share political information, changing public opinion in previously unheard-of ways (Jenkins, 2006).

The emergence of cyber warfare, in which state and non-state actors employ digital instruments to sway public opinion, disrupt enemies' communication plans, and carry out psychological operations, is another development brought about by the digital age. In the context of armed conflicts, when digital platforms may be used to propagate misinformation, sway public opinion, and demoralize opposing soldiers, cyber warfare is especially relevant.

For instance, both parties in the Russian-Ukrainian war are using advanced digital tactics to influence both local and foreign audiences. Particularly Russia has been accused of utilizing social media platforms to disseminate false information and confuse both the international community and the people of Ukraine. These initiatives are frequently in tandem with broader military and political plans, underscoring the contemporary era's growing integration of cyber and kinetic warfare (Rid, 2013).

The media's role in shaping public perception during conflicts cannot be overstated. Through agenda-setting, framing, and priming, the media can influence how the public

understands and reacts to conflicts. This can thus have a big impact on the military and political tactics that governments use.

The emergence of real-time reporting and the 24-hour news cycle have increased the media's impact in more recent wars. Often referred to be the "first televised war," the Gulf War of 1991 showed how live broadcasts may influence public opinion. Social media's introduction has advanced this by enabling the rapid dissemination of data and pictures from war areas, which may swiftly sway public opinion and put pressure on governments to act (Hoskins and O'Loughlin, 2010).

Theoretical underpinnings of political communication offer a thorough framework for comprehending the flow and use of information for political purposes, especially in the setting of armed conflicts. Technology breakthroughs, historical changes, and the strategic goals of those engaged all have an impact on the complex and dynamic interactions that occur between the media, political players, and the general public.

Political communication research must advance in step with the evolving nature of armed conflicts in the digital era. In their assessments, researchers need to consider the effects of digital media, cyberwarfare, and the evolving public sphere. By doing so, they will be able to comprehend the function that communication plays in disputes and how it may affect how things turn out in the long run.

1.2 Social Media's Impact on Political Communication

Over the past century, the media's role in political communication has changed dramatically. As technology has advanced, political messages have been created and distributed differently, starting with radio, and continuing with television and the Internet. In the past,

traditional mass media—such as newspapers and television—had a monopoly-like hold on political information, serving as gatekeepers to regulate the public's access to information (McQuail, 2010). However, this paradigm started to be challenged by the advent of the Internet in the late 20th century, which made it possible for more participatory and decentralized forms of communication to arise (Castells, 2009).

The rise of social media in the early 21st century further accelerated this shift, providing platforms where political actors could engage directly with citizens, bypassing traditional media gatekeepers (Bennett and Segerberg, 2013). Social media promotes many-to-many communication, in contrast to traditional media, which usually uses a one-to-many communication paradigm. This enables a more engaging and participatory political discourse (Chadwick, 2013). This change has affected political communication dynamics as well as the tactics used by political players to sway public opinion and rally followers.

Social media's function in political mobilization is among its most important contributions to political communication. According to Tufekci (2017), social media platforms have shown to be effective instruments for organizing and overseeing political actions, ranging from large-scale demonstrations to grassroots movements. Social media is becoming essential for political activists and campaigners because of its rapid information dissemination and real-time action coordination capabilities.

One of the most important examples of social media's impact on political mobilization is the Arab Spring of 2010–2011. In states like Tunisia, Egypt, and Libya social media platforms like Facebook and Twitter were widely used to plan protests, disseminate information, and rally support for democratic movements abroad (Howard and Hussain, 2011). Scholars have emphasized how social media facilitated the evasion of activists from state-run media, hence enabling the dissemination of regime-critical material and enabling the coordination of mass mobilization campaigns (Aday et al., 2012).

Similar to this, social media has proven crucial in energizing people in the context of electoral politics. A prominent example of how social media platforms like Facebook and YouTube were strategically used to attract younger voters, collect money, and develop a grassroots movement during Barack Obama's 2008 presidential campaign is that campaign's electoral success (Kreiss, 2012).

There are a few important aspects that contribute to social media's efficacy in political mobilization. First, social media platforms make it possible for the information to spread quickly and allow political players to interact in real-time with big audiences (Tufekci, 2017). When timing is crucial, such as during protests or political campaigns, this immediacy is very useful.

Second, social media makes it possible to establish online groups that help supporters develop a feeling of unity and shared identity (Bennett and Segerberg, 2013). According to Sunstein (2001), these groups frequently behave as echo chambers, reinforcing common values and ideas that can promote unity and inspire collective action. Political actors may contact directly with their followers because of social media's interactive character, which can serve as a strong incentive for political engagement by creating a sense of personal connection (Papacharissi, 2015).

Lastly, data-driven campaigning and microtargeting are made possible by social media platforms. Political campaigns can increase the relevance and effect of their communication efforts by customizing messages to target demographic groups through the analysis of user data (Kreiss, 2016). Voter turnout is increased, and indecisive voters are mobilized especially well by this focused approach to political communication (Hersh, 2015).

Social media now plays a crucial function in the shaping of public opinion in addition to its role in political mobilization. Agenda-setting and framing theories, which have historically been connected to mass media, are being used more and more in the context of social media

(McCombs and Shaw, 1972; Entman, 1993). According to these views, social media presentations and discussions of topics have a big impact on how the general public feels and perceives them.

According to the agenda-setting approach, which emphasizes some topics while downplaying others, the media does not teach people what to think; rather, it tells them what to think about (McCombs and Shaw, 1972). This agenda-setting role is not exclusively held by traditional media sources in the social media landscape. Rather, it is distributed across a larger group of participants, such as influential people, members of the general public, and political elites who participate in the online discourse (Meraz, 2011).

Trending topics on social media platforms such as Twitter have the potential to impact the media agenda, making them crucial venues for agenda-setting. Studies have indicated that topics gaining popularity on social media platforms frequently get more attention from conventional media sources, indicating the intermedia agenda-setting capabilities of social media (Vargo, Guo, McCombs, and Shaw, 2014). This dynamic has important ramifications for political communication because it gives political players the ability to influence media coverage by sparking online debates about particular topics.

In the context of social media, framing theory—which examines how topics are presented to shape public interpretation—is also quite relevant (Entman, 1993). Due to social media's decentralized structure, different frames might fight for supremacy in public debate, making the media landscape more fractured but also more pluralistic (D'Angelo and Kuypers, 2010).

Through savvy utilization of hashtags, memes, and viral material, political actors frequently employ social media to promote particular frames that support their goals (Borah, 2011). The #MeToo campaign, for example, used framing on social media to draw attention to issues of sexual harassment and assault, greatly affecting public opinion and resulting in concrete legislative changes (Fileborn and Loney-Howes, 2019). Social media's capacity to

highlight some narratives while marginalizing others highlights how influential it is in shaping public opinion.

But social media's pluralistic structure may also result in the spread of opposing viewpoints, escalating political divisiveness. Social media may aggravate ideological divisions by generating echo chambers where users are exposed exclusively to material that validates their views. Confirmation bias is the tendency for people to gravitate toward content that confirms their own opinions (Sunstein, 2001).

While social media offers numerous opportunities for enhancing political communication, it also presents significant challenges. These challenges can undermine the quality of political discourse and have serious implications for democratic governance.

One of the most pressing concerns regarding social media in political communication is the spread of misinformation and disinformation. The structure of social media platforms, which prioritizes content that generates high levels of engagement, often leads to the amplification of sensational or misleading information (Vosoughi, Roy, and Aral, 2018). This can distort public perceptions and contribute to the spread of false narratives, particularly during critical moments like elections or political crises (Tucker et al., 2018).

Automated bots and organized disinformation operations can artificially increase the prominence of specific narratives on social media, contributing to the spread of misinformation (Ferrara et al., 2016). The extensive use of misinformation during the 2016 U.S. presidential election is evidence that both state and non-state actors have utilized these strategies to sway public opinion and obstruct democratic processes (Howard, Kollanyi, and Woolley, 2016).

The echo chamber effect, in which users are predominantly exposed to material that confirms their own opinions, is another major issue brought about by social media (Sunstein, 2001). By deepening ideological divisions and restricting exposure to opposing viewpoints, this

phenomenon may exacerbate political polarization (Pariser, 2011). Social media algorithms, which filter material according to user preferences to increase user engagement, frequently make matters worse by isolating users from competing ideas through the creation of "filter bubbles" (Bakshy, Messing, and Adamic, 2015).

The echo chamber effect creates a more hostile and less deliberative atmosphere, which not only divides public opinion but also degrades the standard of political debate. Users who only get material that supports their opinions are less inclined to converse productively with others who disagree with them, which creates a more polarized and divisive public realm (Benkler, Faris, and Roberts, 2018).

Another emerging worry in political communication is the ethical implications of social media. Privacy and permission are called into question when personal data is used for micro-targeting in political campaigns, especially when consumers are not aware that their data is being gathered and exploited. The possibility for improper use of social media data in political campaigns was brought to light by the Cambridge Analytica incident, in which millions of Facebook users' personal information was obtained without their authorization and used to influence the 2016 U.S. presidential election (Isaak and Hanna, 2018). Calls for more regulation and openness surrounding the gathering and use of personal data in political communication have resulted from this.

In addition, there are a lot of difficulties with the social media platform content moderation problem. Although social media companies have put standards in place to deal with harmful content, disinformation, and hate speech, these regulations are frequently handled inconsistently, giving rise to claims of prejudice and censorship (Gillespie, 2018). Maintaining the integrity of public debate while defending free speech is a difficult and constant task that calls for serious thought and control.

Social media's function in political communication will continue to be a crucial subject as it develops. The next studies and policies must tackle the intricate relationship among social media, politics, and democracy. This will help to maximize the benefits of these platforms for the general welfare while minimizing the threats they represent to democratic processes.

1.3 Assessment Criteria for the Success of President Zelenskiy's Social Media Communication Strategy.

Evaluating communication tactics is crucial to comprehending the impact and efficacy of political actors' use of these tactics in influencing public opinion and rallying support during times of crisis. Strategies for political communication are created with specific goals in mind, like increasing public awareness, garnering support, or influencing the views and behavior of the intended audience. However, there are several obstacles in determining how effective these tactics are, particularly when it comes to social media. These difficulties arise from the complexity of social media platforms, where a wide range of variables interact in ways that might mask the direct effects of a communication strategy, such as user engagement, content virality, and audience sentiment. Nevertheless, establishing clear criteria for evaluating the effectiveness of such strategies is crucial for both academic analysis and practical application.

President Volodymyr Zelenskiy has gained international recognition since the start of the Russian invasion of Ukraine in 2022 and is known for his skillful use of social media to interact with both local and foreign audiences. His communication approach is well known for being quite successful, especially when it comes to gaining a lot of support and keeping up a high level of involvement on different social media platforms. To frame the story of Ukraine's battle against Russian aggression, inspire worldwide solidarity, and maintain the spirit of the Ukrainian people, Zelenskiy's use of social media has been essential.

Understanding "social media logic" is essential to comprehending the dynamics of digital platform communication. The procedures, practices, and rules that influence social media interactions are referred to as social media logic. These include the datafication, connectivity, popularity, and programmability principles, all of which have a big impact on how successful a communication strategy is (Dijck and Poell 2013).

Programmability is a reference to the capacity of social media platforms to influence user interactions by giving particular kinds of content a higher priority through algorithms. Zelenskiy makes sure a large audience sees his messages by crafting them to fit these algorithms. For instance, the use of emotionally charged language and visually captivating content raises the possibility that his posts will be boosted by the platform's algorithms.

Social media networks frequently give preference to material that receives a lot of likes, shares, and comments, this is a reference to popularity. Zelenskiy's communication plan makes good use of this idea by creating material that would probably resonate with his audience and get more exposure. The fact that his videos go viral and are often shared on many platforms is proof that this strategy works.

Connectivity presents the fact that social media makes it easier for users to build networks, which speeds up the quick dissemination of information across various groups. Zelenskiy's approach makes use of these networks by promoting communication and involvement with his material, which expands its audience. He further improves connectedness by clear calls to action in his postings, which helps his messaging resonate with a variety of audiences.

Datafication refers to large volumes of data on user interactions that are gathered by social media platforms, and this data may be utilized to improve and streamline communication tactics. Zelenskiy's staff probably makes use of this data to track how well his postings do and modify their strategy according to what the public responds to the most. His communication

approach may be continuously improved through this iterative process, guaranteeing its efficacy throughout time.

To systematically evaluate the effectiveness of Zelenskiy's communication strategy, several key criteria can be employed. These criteria provide a framework for assessing the impact of his social media efforts on various dimensions.

Engagement Metrics:

A post's likes, shares, comments, and retweets are examples of engagement metrics. Elevated levels of engagement signify that the audience is finding the information meaningful and is being motivated to participate in it. When it comes to Zelenskiy, his postings frequently garner millions of reactions, indicating a high level of popular interest and engagement.

Audience Reach:

The amount of material that is viewed and shared across various social networks is referred to as audience reach. This measure is crucial for evaluating a communication strategy's overall visibility. Zelenskiy appears to have a far wider audience than just the people in Ukraine, based on his extensive social media presence and the international attention his views have received.

Sentiment Analysis:

Sentiment analysis measures the emotional tone of audience reactions to determine how they are responding to the information as a whole. While negative feelings might imply criticism or dissatisfaction, positive sentiment conveys support and approval. Understanding the tone of shares and comments may help determine how well Zelenskiy's messaging elicits the intended emotional reaction from his audience.

Content Virality:

The term "virality" describes the rate and volume of material distribution across various channels. Highly viral material is an effective strategy for influencing public opinion since it travels quickly and reaches a wide audience. Zelenskiy's frequently popular video messages are essential to keeping his communication efforts visible and relevant.

Message Consistency and Adaptability:

Effective communication strategies are flexible enough to adjust to changing conditions, but they also retain a constant core message. Themes of resistance, resiliency, and solidarity are constantly emphasized in Zelenskiy's propaganda, and they have persisted throughout the battle. In addition, he has been able to retain the resonance and effect of his teachings by changing their tone and focus on reaction to certain circumstances.

Zelenskiy's communication plan is highly effective in all respects when these criteria are applied. His social media postings receive millions of likes, shares, and comments, indicating a strong audience connection. He often receives significant levels of interaction from his audience. His story is extensively circulated and stays at the forefront of public conversation due to the vast reach and viral nature of his messaging.

In conclusion, a mix of skillfully written narratives, judicious use of visual content, and a thorough comprehension of social media dynamics may be credited with President Zelenskiy's communication strategy's success on social media. Through the application of social media logic and a focus on essential elements that connect with his audience, Zelenskiy has increased and effectively maintained his leadership presence throughout an unprecedented moment of crisis. The above-mentioned criteria offer a thorough framework for assessing the effectiveness of his communication approach, which has not only sparked support inside Ukraine but also garnered a great deal of attention and solidarity from across the world.

1.4. Utilizing Content Analysis to Examine President Zelenskiy's Social Media Communication Strategy.

Content analysis, a well-established research method within the social sciences, has increasingly become a vital tool in political communication studies, particularly in analyzing the vast amount of data generated by political actors on digital platforms. Global attention has been drawn to President Volodymyr Zelenskiy's social media strategy in light of the Russian invasion of Ukraine in 2022. One of Zelenskiy's most important tools for communicating with audiences both domestically and abroad is social media, which presents an unrivaled chance to examine how a political leader handles crises through digital communication.

Content analysis is a research technique used to systematically analyze the content of communication. To find patterns, themes, or trends, it entails coding and classifying text, pictures, or videos. To enable researchers to systematically examine big datasets, the objective is to transform qualitative data into a format suitable for quantitative analysis (Krippendorff, 2018). Content analysis, which was first applied in media studies, has developed to handle the complexity of new digital environments, such as social media, where enormous volumes of text, multimedia, and user interactions are produced daily.

The capacity of content analysis to manage big datasets while preserving impartiality is one of its key benefits. According to Neuendorf (2017), content analysis makes it possible to examine communication materials in a methodical and repeatable way, which is crucial for the validity of the results. Political communication study benefits greatly from this approach as public comments, speeches, and media appearances by leaders provide an extensive amount of data. Through performing content analysis on social media, researchers may monitor and contrast the frequency of specific themes, messages, or phrases over time, giving them valuable insights into the communication tactics used by political actors.

Content analysis has been crucial in the field of political communication in detecting and dissecting the tactics political leaders employ to influence public opinion. Researchers may measure the rhetorical strategies and narrative frameworks politicians use by looking at political speeches, news media coverage, and now social media material (Holtz-Bacha & Norris, 2011). This approach has been particularly beneficial in election studies when political figures design messages specifically aimed at particular voter categories. However, it has also been extended to the research of communication during crises, like Zelenskiy's response to the Russian invasion.

Content analysis has been used in several studies to examine the communication of political leaders during times of war. For instance, Althaus et al. (2009) examined how US presidents have presented military operations using content analysis, concentrating on the rhetorical techniques employed to defend foreign policy choices to audiences at both domestic and international levels. Comparably, Coombs (2019) investigated crisis communication tactics in business and government reactions to catastrophes using text analysis. These precedents inform the analysis of Zelenskiy's communication, as his messaging during the war reflects a blend of crisis management, wartime leadership, and international diplomacy.

While content analysis provides insightful information on Zelenskiy's communication strategy, there are several issues with the process when it comes to social media content. The multimodal aspect of social media posts—which frequently incorporate text with pictures, videos, and other multimedia elements—presents one difficulty. Textual analysis is the main emphasis of traditional content analysis. However, it needs to be modified to incorporate a multimodal approach that takes into consideration the importance of visual and audio features when used in digital political communication.

The dynamic interaction between users and the material presents another difficulty when assessing social media content. In contrast with traditional media, which often only allows for

one-way contact, social media platforms provide two-way dialogue between public figures and their audience. User activities can affect a post's effect and reach, including likes, shares, and comments. Therefore, to properly comprehend the influence of these messages on the audience and the larger discourse, content analysis—while useful in shedding light on the messages generated by political leaders—must be combined with additional techniques, such as sentiment analysis or network analysis.

At last, how political information is viewed and shared on social media sites is also influenced by the algorithms that control them. Posts with higher levels of interaction are frequently picked up by algorithms and shared with a wider audience. As a result, there is a feedback loop wherein some content—especially ones that are emotionally charged—has a higher chance of getting pushed. Although content analysis can reveal messaging patterns, it is necessary to consider platform-specific dynamics to comprehend how messages are prioritized and shared by social media sites like Facebook and Twitter.

To reflect the complexity of digital political communication, more studies on this topic should incorporate sentiment analysis, network analysis, and platform-specific investigations. Analyzing political behavior and public involvement in times of crisis and beyond will need a knowledge of the mechanics and effects of material on social media, as this platform continues to play a vital role in political leadership.

CHAPTER 2

2.1 Overview of the President's Communication Strategy: Zelenskiy's Approach on Social Media.

President Volodymyr Zelenskiy's communication strategy in social media during the Russian invasion of Ukraine demonstrates a remarkable adaptation to the rapidly evolving landscape of digital political communication. Zelenskiy, who came into power with an already established social media presence from his time as a television actor and producer, harnessed these platforms to foster a direct connection with both domestic and international audiences. His strategy is characterized by the effective use of social media tools, including emotional storytelling, strategic messaging, and the exploitation of viral content, which have contributed significantly to his public image and Ukraine's international standing during the war.

Zelenskiy's pre-existing familiarity with mass communication, coupled with his understanding of the power of social media, allowed him to deploy platforms like Telegram as one of the essential tools in his crisis communication efforts. "Telegram is the main source of information in society according to our research" claims Budanov (Петренко, 2024). Before the Russian invasion, Zelenskiy had already cultivated a substantial audience, which positioned him uniquely to utilize social media as a primary vehicle for political messaging during the war. His social media accounts, including both official and personal pages, became key channels for disseminating information, rallying domestic and international support, and maintaining the morale of the Ukrainian population. Before the invasion, 27% trusted Zelenskiy and in the first days of the full-scale war, 91% of Ukrainians supported President Volodymyr Zelenskiy's (Соціологічна група Рейтинг 2022).

Zelenskiy's ability to blend several methods of interaction to suit varied target groups has been one of the strategy's standout aspects. He regularly makes emotional pleas, speaking directly to the Ukrainian people in a way that blends sensitivity on a personal level with resilience on a national one. His messaging to the international community changes to a more formal diplomatic discourse, emphasizing the conflict's global ramifications, appealing for help, and preserving Ukraine's standing in the international community.

His approach is centered on relatability and authenticity, which he expresses through informal communication techniques like messages and selfie videos that show him in casual attire and frequently from unidentified locations to highlight his role as a leader actively taking part in the defense of his nation. By humanizing him and setting him apart from other politicians, these strategies have strengthened Zelenskiy's appeal to the general people. His lessons become not simply educational but also emotionally stirring as a result of his deft utilization of personal narrative and references to particular war victims.

The goal of Zelenskiy's team is to deliberately increase the reach of his messaging by utilizing viral material. Millions of people have watched video addresses, which are instantly shared on many media. These films often become viral, with excerpts appearing in traditional media sources throughout the world as well as on social media. Zelenskiy has been able to stay relevant in the international conversation about the conflict by depending on forms that are readily shared and emotionally relatable to a wide audience.

In addition, he frequently addresses certain international leaders or groups with direct demands to action, be it for sanctions on Russia, military support, or humanitarian aid. Through converting social media participation into real political and military support, these direct pleas

have played a critical role in maintaining Ukraine's status as a top issue on the international agenda.

Zelenskiy has difficulties despite the effectiveness of his communication plan, especially in light of the constantly changing social media landscape and the need to modify his message for various audiences and cultural situations. Even if his communication style is excellent, it needs to change all the time to keep his listeners from becoming tired of him, especially as the battle continues. Furthermore, it can be difficult to strike a balance between the urgency of social media and the requirement for cautious diplomatic messages, especially when delicate international addresses are involved.

2.2 Content analysis of President Zelenskiy's publications on the Telegram social network.

The content analysis approach was utilized to examine the communication's content by President Zelenskiy. A qualitative method was used for the analysis, with a focus on Zelenskiy's communication style and language use. President Zelenskiy's political communication structure and important categories were made clear through content analysis.

4,242 posts from President Zelenskiy's official Telegram account, automatically collected using Python, were included in the research. Two main factors were considered when selecting this platform: 1) The capacity to use outside services to automate data collecting; and 2) a large base of subscribers (732,000 as of June 2024). Even though Zelenskiy's other social media platforms—Facebook, X, and Instagram—are also quite popular, the automation of data collecting is hampered by their complex site architecture.

The study captured two years, starting on February 24, 2022, the day after Russia began its full-scale invasion and ending on February 24, 2024. Photos and videos were not included in the analysis; only textual information was included. Every post—both in Ukrainian and English—was examined in its unaltered original form.

Each post's textual content was accompanied by information on the publishing dates, audience engagement, and reach metrics. The number of views and reactions to Telegram postings served as a gauge for audience reach and engagement. Notably, since automated data collecting cannot differentiate between emotional responses, Telegram reactions are not classified as good or negative.

A coding table with the category name, numerical code, and keywords in both Ukrainian and English was made based on the criteria of the approach (Appendix 1). The purpose of this table is to arrange keywords for the methodical examination of Zelenskiy's publications.

An inductive procedure was used to pick the units of analysis (keywords), which arose directly from the data when words appeared in the material that was analyzed. To ensure that the keywords accurately represented the themes found in the text, an inductive technique was used over a deductive one to exclude any preconceived preconceptions about the content. A deductive approach that relied on prior research or individual interpretations of communication frameworks may have resulted in important concepts being either completely missed or insufficiently represented, which would have limited the analysis's scope.

There were two different sets of linguistic units created for the purpose of this study. Ten keywords from each set were selected from various postings and placed into carefully considered theme groups. Because the dataset contained postings written in both Ukrainian and English, it was necessary to use a dual-set technique. Posts with text in both languages were frequently found. To guarantee that the analysis was consistent throughout languages and fully

caught the meaning in each linguistic context, the English keywords that were picked had a close correspondence to their Ukrainian equivalents.

The word roots, which were closely related to the chosen theme categories, served as the units of analysis. For instance, the term "Terror" was expanded to include all comparable concepts, including "terrorism," "terrorist," "terrorize," and any other phrases that were similar. This method made it possible to analyze word variants associated with a single subject in great detail, allowing for the capture of subtle aspects of the theme's expression in the data.

To address the research objectives and categorize the units of analysis, five thematic categories were identified:

Reaction to the violence of Russia: This category focuses on posts that demonstrate Russia's involvement in the invasion, its role in acts of aggression, and its responsibility for war crimes. The intention is to identify content that emphasizes Russia's accountability in the conflict. Detailed statistics regarding the frequency and context of these keywords are provided in Appendix 2.

Appeal to the global community: Posts within this category call upon the global community to act in support of Ukraine. This includes appeals for military aid, the imposition of sanctions on Russia, and expressions of gratitude to international partners for their solidarity and assistance. The category with detailed usage data is presented in Appendix 3.

Encouragement of moral stability: The keywords in this category convey messages aimed primarily at internal audiences, fostering resilience, perseverance, and national pride. The language in these posts is often emotionally charged and carries a positive tone, encouraging citizens to believe in victory and maintain their morale throughout the conflict. Keywords with the corresponding data are presented in Appendix 4.

Actions used to resist aggression: This category includes posts that report on the efforts made by key national institutions, such as the President, the Cabinet of Ministers, the Verkhovna Rada, the National Security Council, and other leading bodies, to strengthen Ukraine's military capabilities and address the destructive consequences of the war. These posts target both domestic and international audiences, reflecting efforts to communicate actions taken at the highest levels. Keywords were categorized under this theme, with statistics available in Appendix 5.

Expressing condolences to the affected: Posts categorized here reflect expressions of sympathy towards both military and civilian victims of the conflict, as well as support for prisoners of war and the families of the deceased. The emotional weight of these posts is conveyed through specific keywords, and usage data for this category is provided in Appendix 6.

By applying this keyword-based categorization across multiple thematic areas, the analysis was able to systematically map out the key communication patterns present in the content. Each category not only served a distinct purpose but also helped reveal how different narratives were constructed and disseminated to both domestic and international audiences. This thematic breakdown allowed for a more nuanced understanding of the ongoing information exchange and the role it plays in shaping public perception during the conflict.

To reduce the risk of coding errors, qualitative and mixed data analysis was carried out using the computer software MAXQDA. The process involved searching for keywords within the Telegram data set, verifying the relevance of search results to the respective categories, and then applying automatic coding. The keyword coding outcomes are detailed in Appendix 7.

It's important to mention that text segments in the analysis can be assigned to multiple thematic categories simultaneously. The analysis results are shown as the frequency of word

usage within the text, rather than the percentage of coded segments associated with specific categories (Table 1).

Table 1

Keyword usage statistics by category		
Category	Number of keywords	Frequency of keywords in the posts, %
Reaction to the violence of Russia	8332	25,59
Appeal to the global community	8327	25,57
Encouragement of moral stability	8826	27,2
Actions used to resist aggression	5165	15,85
Expressing condolences to the affected	1920	5,89

The category "Reaction to the violence of Russia" accounts for 25.59% of the postings examined (Table 1), reflecting the political leader's reaction to the aggressor's actions. The wording used in most posts in this category was intended to arouse feelings of indignation, unfairness, and moral clarity about the issue. The posts frequently described violent atrocities, war crimes, and violations of human rights that were ascribed to the aggressor. Words like "war," "aggression," "murder," and "crime" featured regularly, often accompanied by imagery that underscored the brutal nature of the aggressor's actions. Framing the Aggressor as an Enemy of Humanity is highly visible. The political leader's communications consistently framed the aggressor as not only an enemy of the state but also as a violator of universal human values. By portraying the battle as one of morality, this framing helped to delegitimize the aggressor's acts in the eyes of both domestic and foreign audiences. These posts were all filled

with emotionally charged language. Words like "murder" and "terrorism" were employed to elicit a visceral emotional response from the audience in addition to characterizing the aggressor's conduct. This phrase created a deep emotional bond with the audience by supporting the story of victimhood and injustice.

Among the postings, 25.5% were categorized as "Appeals to the global community" (Table 1). The publications often requested military, financial, or diplomatic support from other countries. In this area, important words like "aid," "sanctions," "solidarity," and "diplomacy" were often used. Zelenskiy skillfully presented the dispute as a worldwide problem that endangered democracy, human rights, and international stability rather than only a domestic one. This framework had a crucial role in mobilizing support from throughout the globe and situating the conflict within the larger global war between authoritarianism and democracy. Posts in this category frequently made direct requests to foreign leaders, nations, or organizations. These targeted messages were crafted to resonate with specific political and cultural contexts, ensuring that the leader's calls for support were both relevant and persuasive to diverse international audiences.

The most common subject, representing 27.2% of the posts, was the encouragement of national morale (Table 1). The domestic public was the target audience for these messages. "Freedom," "unity," "resilience," and "victory" were among the often used buzzwords. These communications frequently had an uplifting tone, highlighting the cause's moral dignity and the certainty of victory. A lot of the postings in this category used emotive storytelling, historical allusions, and national symbols to instill a feeling of pride and responsibility in the populace. Invoking images of national heroes, the common battle for independence, and citizen sacrifices, the leader framed the conflict as an extension of the nation's long-standing struggle for freedom and sovereignty. One important aspect of this category was the president's use of informal language and personal narratives. Posts frequently showed the leader in relatable settings and

used honest, emotive language to establish a connection with the audience. By making the leader seem more approachable and encouraging a sense of solidarity among the populace, this strategy served to humanize the leader.

The category "Actions used to resist aggression" accounts for 15.9% of the postings (Table 1) and shows the proactive measures the military and administration were taking against the invader. To imply a feeling of activity and ability, terms like "defense," "counteroffensive," "mobilization," and "armed forces" were often employed. The goal of the leader's communication strategy in this area was to reassure audiences, both domestic and foreign, that the military and government were effectively and actively handling the conflict. The publications created a narrative of control and development by emphasizing continuing military operations, strategic triumphs, and the tenacity of the armed forces. Posts frequently contained extensive information regarding choices made by the government, military activities, and the distribution of resources. This openness strengthened the leader's reputation as a capable, resolute person who was actively defending the country by fostering a feeling of accountability and confidence.

The smallest number of posts (Table 1), 5.9% of the total, were messages of sympathy and support for the conflict's victims. The texts showed support for both military soldiers and civilians who had been killed, injured, or otherwise impacted by the violence. "Victims," "loss," "memory," and "families" were among the keywords. Posts in this category highlighted individual accounts of sacrifice and loss, many of which were quite personal. To personalize the struggle and emphasize its human consequences, the president often shared personal tales and alluded to particular victims. This tactic served to keep the public sympathetic to and supportive of the war effort by portraying the fighting as a shared national tragedy. Condolence messages were frequently accompanied by calls for national unity, urging the populace to

remember the martyrs' sacrifices by sticking together and supporting the cause. The story of shared struggle and common responsibility was strengthened by this framing.

A highly structured and rigorous strategy for political communication in a crisis is shown by the content analysis. Zelenskiy's rhetoric was deliberately designed to appeal to a variety of local and foreign audiences while upholding a morally clear, patriotic, and globally responsible narrative. The leader successfully communicated complicated political concepts in a way that connected with a wide spectrum of listeners by using emotionally charged language, personal narrative, and targeted appeals. The approach emphasizes how crucial emotional resonance and adaptability are to political communication, especially in times of war. Through a moment of tremendous crisis, the leader managed to unite foreign friends, maintain public support, and preserve population morale by striking a balance between transparency, action, and emotional appeal.

CHAPTER 3

3.1 Elements that enhance the success of Zelenskiy's communication approach on Telegram.

The next step of this research focuses on investigating whether there is a link between the described engagement metrics and the use of keywords categorized under different content analysis themes: "Expressing condolences to the affected," "Actions used to resist aggression," "Encouragement of moral stability," "Appeal to the global community," and "Reaction to the violence of Russia." To explore this relationship, correlation analysis was used. This statistical method measures the linear relationship between two variables and helps calculate the degree of their association.

It's crucial to understand that correlation does not imply causality between variables. A correlation analysis alone cannot determine the cause, but significant correlations suggest that additional factors could be at play and should be further explored. Nevertheless, the possibility of a causal relationship between correlated variables cannot be ruled out.

The analysis was carried out using a dataset that included engagement metrics and the number of keywords from each category for individual posts. SPSS was employed to calculate correlation coefficients.

The results (Table 2) demonstrated a direct positive correlation between the thematic category "Reaction to the violence of Russia" and the number of views and reactions, suggesting that posts using these keywords tend to receive slightly more views and reactions. Conversely, a negative correlation was observed between the category "Actions used to resist aggression" and the number of views and reactions. Additionally, "Appeal to the global community"

displayed a weak but significant negative correlation with views, indicating that more frequent appeals are associated with a slight drop in viewership.

Table 2

		Expressing condolence s to the affected	Actions used to resist aggression	Encourage ment of moral stability	Appeal to the global community	Reaction to the violence of Russia
Reactions	Pearson Correlation	.025	-.134**	-.009	-.080**	.083**
	Sig. (2-tailed)	.357	.000	.787	.007	.005
	N	4242	4242	4242	4242	4242
Views	Pearson Correlation	.026	-.174**	-.007	-.061*	.147**
	Sig. (2-tailed)	.309	.000	.816	.038	.000
	N	4242	4242	4242	4242	4242
** Correlation is significant at the 0.01 level (2-tailed).						
* Correlation is significant at the 0.05 level (2-tailed).						

Based on this, it is reasonable to hypothesize that the technical features of Zelenskiy's social media communication strategy may have a stronger influence on its success than the content itself.

To identify possible technical patterns contributing to higher engagement, 10 of Zelenskiy's posts with the highest number of views and 10 posts with the highest number of reactions were analyzed, focusing on:

- The language of communication: a) Ukrainian; b) English.
- The communication format: a) text; b) text with a picture; c) text with a video; d) video.

Based on the results of the analysis, it was found that the largest number of views on Telegram are posted in the Ukrainian language (10 out of 10 posts) as we can see in Appendix

9. Also, posts in the Ukrainian language have the largest number of reactions (7 out of 10 posts), other posts often combine two languages (Appendix 10).

Regarding the forms of communication, videos with a short text description got the most views (9 out of 10) (Appendix 9), while posts with text and picture or video got the most reactions (4 - text and a picture, 4 - text and a video, 2 - text), presented in Appendix 10.

Based on the methodology presented in Chapter 1, I assessed the level of interaction between President Zelenskiy and his audience on the Telegram social network, focusing on audience reach and engagement metrics to gauge the effectiveness of his political communication online.

Audience reach on social media is the most basic form of interaction and is typically for Telegram measured by the number of views a post receives. Between February 24, 2022, and February 24, 2024, Zelenskiy's Telegram posts amassed a total of 4,203,904,934 views. The post with the highest view count was a video posted on December 31, 2022, featuring New Year's greetings. Additionally, nine of the top ten most viewed posts were addresses from Zelenskiy to the public, primarily from the early weeks of the full-scale war, categorized under "Reaction to the violence of Russia" and "Encouragement of moral stability." These posts predominantly feature video messages with brief text captions, as detailed in Appendix 9. Despite the substantial viewership, the number of reactions these posts garnered was relatively low, ranging from 13 to 48.

Engagement is measured by the number of reactions that a post generates. Over the analyzed period, Zelenskiy's posts on Telegram received a total of 12,523,545 reactions. Among these, a notable post from May 15, 2023, which thanked the defenders of Ukraine's skies, stands out. This selection of posts varies widely in content, topic, language, and form. It includes holiday greetings, posts about General Zaluzhnyi's resignation, and messages directed at the global community, as outlined in Appendix 10.

Additional crucial elements enhance Zelenskiy's social media communication approach's efficacy. These elements can be used as standards to assess how well other political personalities have used comparable tactics. Zelenskiy has skillfully used his background as a well-known comedian and his transition to president during a conflict to craft an engaging story. His portrayal as an everyday guy thrown into exceptional circumstances makes this tale appealing to both foreign and Ukrainian viewers. His life narrative gives his teachings a more genuine quality that increases their persuasiveness and relatability.

Zelenskiy's rhetoric is notable for its clarity and depth of passion. He frequently speaks in simple impactful language that appeals to a wide range of listeners. His rhetoric is intended to elicit strong feelings of anger against Russian aggression or support for the Ukrainian cause. Maintaining public attention and rallying support from both domestic and foreign sources depends on this emotive appeal.

Zelenskiy's image as a heroic leader who perseveres in the face of enormous misfortune is a recurrent motif in his communications. His public appearances and remarks, which frequently emphasize his will and commitment to guide Ukraine through the crisis, serve to further solidify this image. This heroic image has been successful in uniting the Ukrainian people and winning respect and support from other countries.

Zelenskiy has a very intimate and personal communication style, in contrast to typical political figures who frequently keep a certain distance from the public. He speaks directly to the audience, frequently in casual settings and with language that makes him seem personable and likable. Using this strategy has helped him establish a deep emotional bond with his audience, which is important for upholding credibility and trust in times of crisis.

The success of Zelenskiy's communication approach on Telegram is driven by a combination of emotional resonance, strategic use of multimedia, and a consistent narrative that emphasizes his leadership during a time of war. The examination of the relationship between

engagement metrics and content categories yields important information about the issues that draw in the largest audience. Though "Reaction to the violence of Russia"-related messages often garner the greatest interaction, technical elements-like word choice and video usage-seem to have an even greater influence on viewership and responses overall. Zelenskiy's capacity to connect with audiences on a national and worldwide level is further enhanced by his command of language, relatability, and visual presence. As the study progresses, analyzing the relationship between engagement metrics and content topics will help us better understand how successful political communication strategies are developed-not only for Zelenskiy but also for other political personalities facing difficult times. In the end, Zelenskiy's strategy provides an emotional appeal and authenticity model that has been crucial in sustaining popular support during the continuing battle.

3.2 Challenges of Zelenskiy's Social Media Messaging and Its Global Reception During the Conflict.

When it came to mobilizing international support during the Russian invasion of Ukraine, President Volodymyr Zelenskiy's social media strategy has been praised for its effectiveness. However, there were also instances in which he performed less than optimally, especially when it came to how he addressed certain international audiences. One area in which Zelenskiy's communication was hindered was when he made requests for financial and military support from non-Western allies, particularly those in the Global South and those who remained neutral or non-aligned during the war.

Throughout the battle, Zelenskiy's communication approach was marked by repeated emotional appeals, emphasizing the suffering of Ukraine and the moral superiority of upholding democracy against dictatorship. His speeches frequently focused on freedom, human rights, and

the existential threat that Russia's invasion presented to the democratic order worldwide in addition to Ukraine. Although this rhetoric resonates with Western friends, where democratic principles are deeply held, it was less successful in reaching other important foreign audiences.

Zelenskiy framed the war as a struggle for universal ideals in several of his publications to foreign governments and international organizations by directly relating Ukraine's struggle to larger global themes of good versus evil. Although this strategy was successful in forging bonds of solidarity with nations like as the US, Canada, and EU members, it was not always warmly received by countries in Africa, Latin America, the Middle East, and Asia, in particular, where geopolitical concerns may have taken precedent over democratic values, responded less favorably to this structure.

Zelenskiy's impassioned rhetoric in this regard occasionally comes out as too basic or even hostile to these countries. His remarks occasionally avoided addressing their particular worries, which included historical grievances that influenced their foreign policy, economic weaknesses, and dynamics of regional security. His strategy thus lost out on chances to forge alliances or, at the very least, acquire more diplomatic clout with nations that could have been crucial in further isolating Russia or indirectly aiding Ukraine's defense through diplomatic or humanitarian means.

Reaching the Global South, an area that remained mainly neutral or indifferent about the conflict, was one of Zelenskiy's biggest communication strategy obstacles. Many Latin American, Asian, and African nations were reluctant to support Russia or Ukraine, either claiming non-alignment principles or concentrating on their internal problems. While many of these nations were more concerned with economic stability, food security (particularly as the war interrupted global grain supply), and the possibility of wider geopolitical warfare, Zelenskiy's blunt and sometimes emotionally charged rhetoric did not always sit well with them.

Zelenskiy stressed the moral necessity of defending Ukraine in his messages, frequently drawing parallels between the Russian invasion, tyranny, and colonialism. Though effective, these parallels occasionally overlooked the distinct historical and geopolitical settings of the nations he was discussing. For instance, because the Soviet Union sponsored liberation movements throughout the continent throughout the Cold War, several African countries have maintained long-standing political and economic ties with Russia. Zelenskiy's attempts to win their support were hindered by these historical links since his arguments did not fully consider the nuances of these relationships.

Furthermore, Zelenskiy's messages did not adequately address or acknowledge the economic issues in these areas, especially in light of the war's effects on the world economy. Global food and energy costs surged as a result of the conflict, disproportionately hurting the world's poorest countries. Zelenskiy's pleas to these nations frequently centered on the moral battle of Ukraine; nevertheless, he did not always provide workable answers or discuss how aiding Ukraine might be consistent with their economic goals. Zelenskiy lost out on chances to form larger coalitions by adjusting his message to the unique needs and problems of several Global South nations because of their continued isolation.

Zelenskiy's use of social media to communicate was also lacking in one important area: he failed to balance his impassioned rhetoric with the more sobering realities of international diplomacy. Although his passionate appeals for international solidarity, military assistance, and sanctions were enthusiastically received by some, they were not always in line with the political and economic reality of his allies. Some countries, even those who supported Ukraine, were under political pressure within that made it hard to provide Zelenskiy the kind of help he was asking for.

For example, nations that have backed Ukraine's defense, such as Germany, France, and Italy, have also had to deal with challenging internal and external challenges about public

opinion, economic stability, and energy security. Though understandable from a Ukrainian perspective, Zelenskiy's persistent and urgent demands for greater military support and harsher sanctions against Russia occasionally caused strained relations with these nations, especially when their leaders were dealing with public opposition to rising energy prices or worries about potential economic repercussions.

In these situations, a more balanced approach that acknowledged the difficulties the others faced while still advocating for support may have helped Zelenskiy's communication strategy. Rather, his emotive pleas occasionally appeared to conflict with his allies' more measured and circumspect answers, which might have caused conflict or slowed down the decision-making process in certain situations.

Zelenskiy's performance in these domains emphasizes how crucial it is to customize crisis communication for various audiences. His general approach of moral framing and emotive narrative worked very well in many situations, but it wasn't always able to connect with audiences who had distinct geopolitical or economic realities.

Although Zelenskiy's communication approach was innovative and very successful in many ways, there were instances in which it was insufficient, especially when it came to capturing the attention of specific foreign audiences. He squandered a chance for deeper diplomatic engagement by focusing too much on his emotional appeals and paying little attention to the unique geopolitical and economic issues of the Global South and other non-aligned countries. This emphasizes how crucial it is to strike a balance between practical diplomacy and emotional resonance during times of crisis, especially when speaking to a variety of multinational audiences with different goals and viewpoints.

CONCLUSION

This study investigated Volodymyr Zelenskiy's communication tactics during Russia's invasion of Ukraine, concentrating on his usage of Telegram between February 24, 2022, and February 24, 2024. This thesis advances knowledge of the ways in which contemporary political leaders employ digital platforms to handle crises, uphold public confidence, and mold perceptions both at home as well as abroad. This study presents several significant conclusions based on a thorough examination of Zelenskiy's writings, which demonstrate his creative approach to political leadership in the digital era.

This study is significant because it looks at how digital media, crisis communication, and political leadership interact. Political leaders need to modify their approaches to the workings of social media as social platforms overtake conventional media. This study demonstrates how Zelenskiy's Telegram communications functioned as a vehicle for building emotional ties and mobilizing support during a period of national emergency in addition to being a tool for information dissemination.

This research adds to our understanding of how political communication changes in times of crisis and armed conflict. This thesis offers insights into how emotional resonance, personal storytelling, and informal communication may improve a leader's connection with both domestic and foreign audiences by emphasizing the importance of form over content.

This study showed that Zelenskiy's message form had a greater effect on engagement than content alone, so providing an answer to its main research question: how does the form of information delivery affect the effectiveness of Zelenskiy's communication strategy? The most effective video messages in drawing in viewers were those that had brief text and were shot in casual environments. The videos, which frequently showed Zelenskiy in ordinary settings, aided in building a connection with both Ukrainians and foreign audiences.

According to the research, Zelenskiy's social media communication approach is more successful when it comes to how the messages are conveyed than when it comes to the substance. Zelenskiy has been able to engage directly with a worldwide audience by avoiding traditional media thanks to the use of social media platforms such as Telegram. One of the most important conclusions is the prevalence of video communication, where Zelenskiy's usage of videos was crucial to the success of his plan.

His approach to leadership was emotional and relatable; he frequently disregarded conventional political barriers by appearing in non-staged settings and informal attire. This casual manner of speaking made him seem more approachable and intimate to his listeners, especially at the most crucial parts of the conflict. His rhetoric concentrated on themes of national unity, the moral legitimacy of Ukraine's cause, and requests for international solidarity. Zelenskiy was able to win worldwide sympathy by portraying the war as a struggle for global democratic principles, which touched viewers outside of Ukraine.

Zelenskiy's communication approach of portraying Ukraine's battle as a global one has been extremely effective in uniting Western allies. However, the Global South and other areas with distinct geopolitical agendas have not responded well to his emotive pleas. This points to a weakness in his strategy when speaking to a wider range of foreign audiences.

The results of the research show that Zelenskiy's communication approach was very successful not just because of the content but also because of the emotional resonance and message structure. He was able to avoid the conventional, formal image of political leaders by carefully utilizing his personal story and informal settings, which made him more approachable. Zelenskiy's lessons remain relevant and influential throughout time because he continuously emphasized issues of justice, national resilience, and worldwide solidarity.

The data also revealed a direct correlation between certain themes—such as reactions to Russian violence and appeals to global partners—and higher engagement rates. However, the

emotional delivery and the form in which these messages were packaged had an even greater influence on audience interaction. The research supports the hypothesis that the way information is presented has a more substantial impact than the content alone, particularly in times of crisis when emotions run high, and audiences seek reassurance and solidarity.

The research's novelty lies in its detailed examination of President Volodymyr Zelenskiy's social media communication strategy during the Russian invasion of Ukraine. By emphasizing how the form of information dissemination may have a greater impact on Zelenskiy's communication strategy's effectiveness than the material itself, it offers a fresh viewpoint. It evaluates engagement through metrics like views and responses by using content analysis of over 4,200 Telegram posts. This provides a thorough examination of Zelenskiy's digital engagement strategies and narrative development. It showcases Zelenskiy's creative use of social media, especially Telegram, and offers a methodology for assessing political communication during a crisis using multimedia usage, emotional resonance, and engagement metrics. The thesis broadens the body of knowledge on crisis communication, digital leadership, and the role of social media in contemporary warfare by emphasizing form over content. This allows for a better understanding of the wider effects of political communication in conflict zones.

Zelenskiy is shown in this study as a contemporary political figure who skillfully modified his communication approach to meet the needs of the digital era. His strategy is an example of the "personalization of politics," in which political figures prioritize human connection above formal hierarchy. Even in the direst circumstances of the conflict, Zelenskiy was able to retain a personal connection with the Ukrainian people by utilizing casual and emotionally charged communication, which served to bolster his reputation as a brave and resilient leader.

Zelenskiy's ability to strike a balance between the requirements of domestic and worldwide communication is demonstrated by his effective use of social media, especially Telegram. He

employed emotional appeals, on the one hand, to maintain the unity and motivation of the Ukrainian people. Conversely, his appeals to the world community—typically presented in the framework of democracy and freedom—aided in mobilizing backing from other countries, leading to the provision of financial, military, and humanitarian aid.

His approach to communication demonstrates a keen grasp of how to weave together anecdotal evidence with the larger political narrative. Zelenskiy was able to maintain public morale and keep framing Ukraine's struggle as one of moral justice, not only military resistance, by emphasizing themes of national heroism, victimhood, and resistance. His approachable public demeanor and this framing were crucial in sustaining political support and worldwide media attention for Ukraine's cause.

Wider lessons for political leadership in the digital era, particularly in times of crisis, may be learned from Zelenskiy's communications during the Russian invasion. In an era where leaders can no longer exclusively depend on traditional media for public communication, his approach emphasizes the need for emotional involvement and authenticity. Leaders have the chance to speak with their audience directly using social media platforms such as Telegram, avoiding media gatekeepers and creating messages that are topical, relevant, and emotionally compelling.

This thesis shows that Zelenskiy's proficiency with social media and his capacity to create messages that strike an emotional chord with Ukrainians and the global community have contributed to his success as a wartime commander. His astute use of videos, casual conversation, and language laced with emotion serves as an excellent example of the changing dynamics of political communication in the twenty-first century. These findings provide a model of how contemporary leaders might use digital platforms to sustain influence and leadership in times of extreme crises, which is vital information for academics and political practitioners alike.

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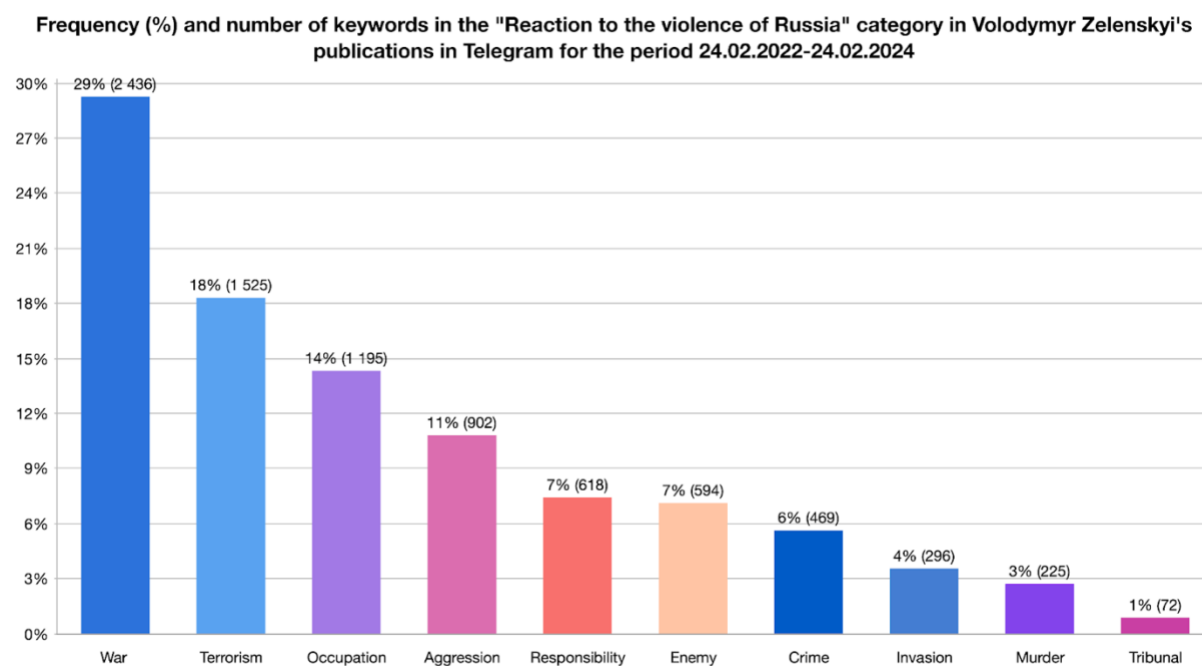
APPENDICES

Appendix 1

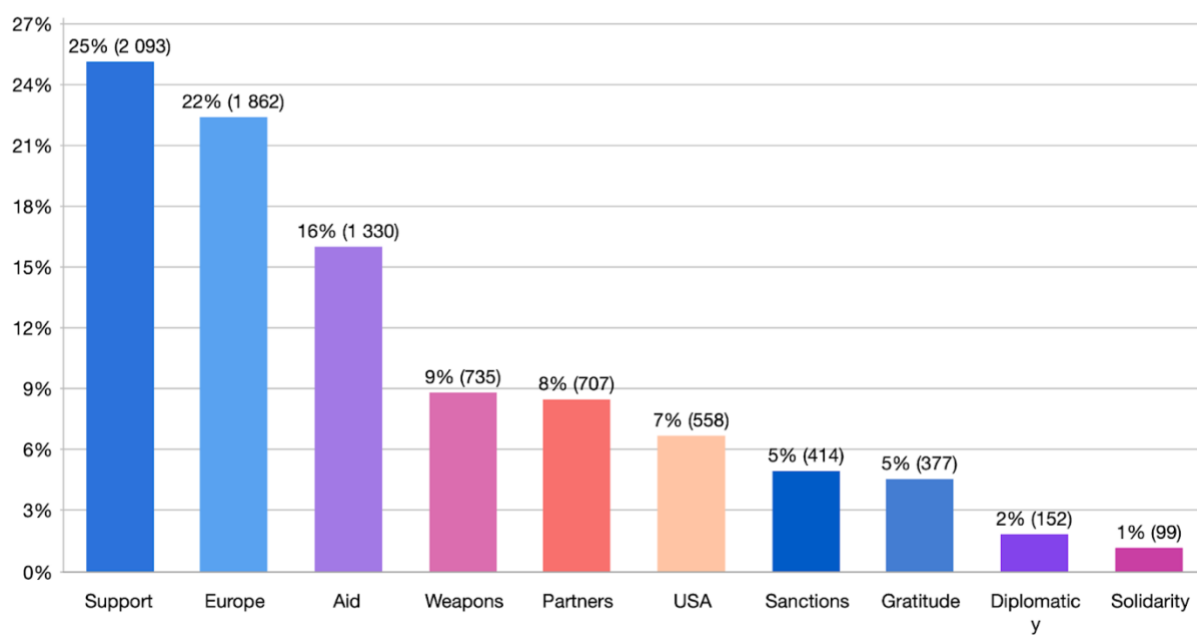
Coding table

Code	Category	Keywords in Ukrainian language	Keywords in English language
1	Reaction to the violence of Russia	Вбивство Відповідальність Війна Ворог Злочин Окупація Трибунал Тероризм Загарбання/Вторгнення Агресія	Murder Responsibility War Enemy Crime Occupation Tribunal Terrorism Invasion Aggression
2	Appeal to the global community	Дипломатія Санкції Партнери Зброя Європа Допомога Підтримка Солідарність США Подяка	Diplomacy Sanctions Partners Weapons Europe Aid Support Solidarity USA Gratitude
3	Encouragement of moral stability	Героїзм Перемога Єдність Незалежність Майбутнє Мир Воля/Свобода Народ Гідність Незламність	Heroism Victory Unity Independence Future Peace Freedom People Dignity Resilience

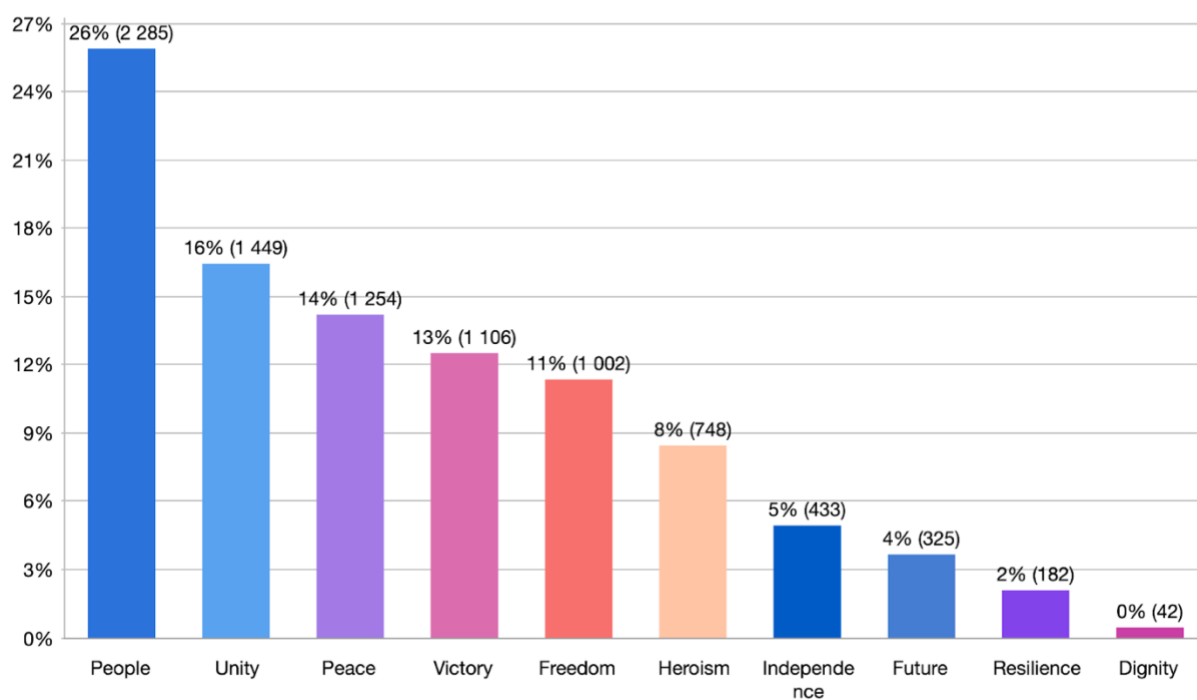
4	Actions used to resist aggression	Засідання Збройні Сили Поле бою Контрнаступ Розвідка Рішення Захист Мобілізація Передова Головнокомандувач	Session Armed Forces Battlefield Counteroffensive Intelligence Decision Defense Mobilization Front line Commander-in-Chief
5	Expressing condolences to the affected	Пам'ять Загиблі Цивільні Родини Втрата Співчуття Полонені Трагедія Постраждали Поранені	Memory Victims Civilians Families Loss Condolences Captivity Tragedy Affected Injured



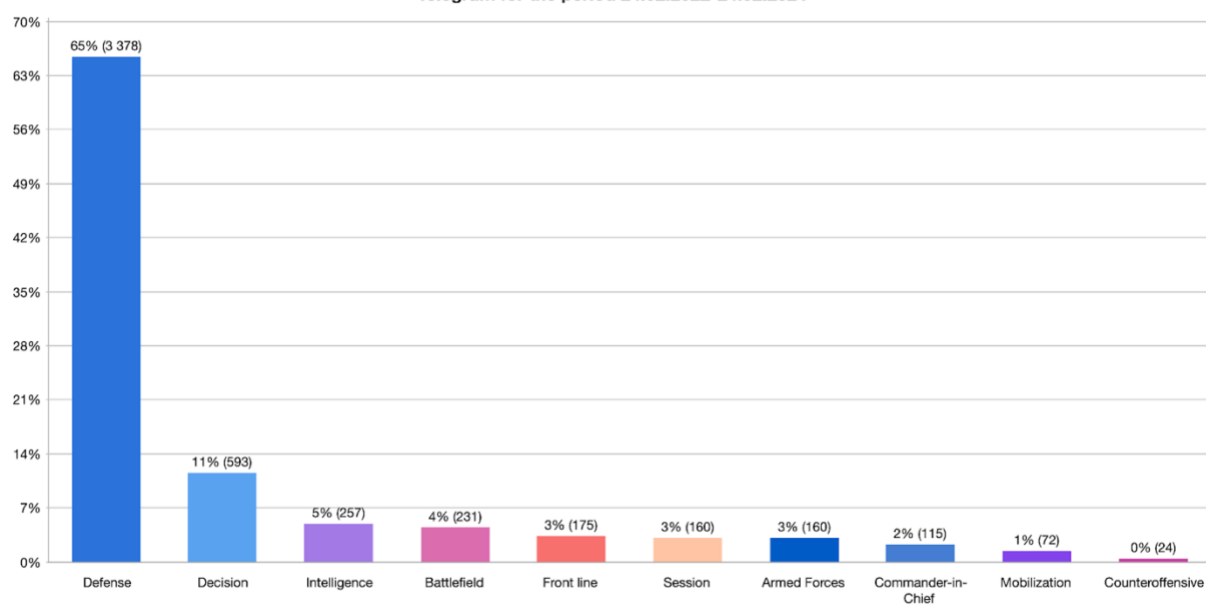
Frequency (%) and number of keywords in the "Appeal to the global community" category in Volodymyr Zelenskyi's publications in Telegram for the period 24.02.2022-24.02.2024

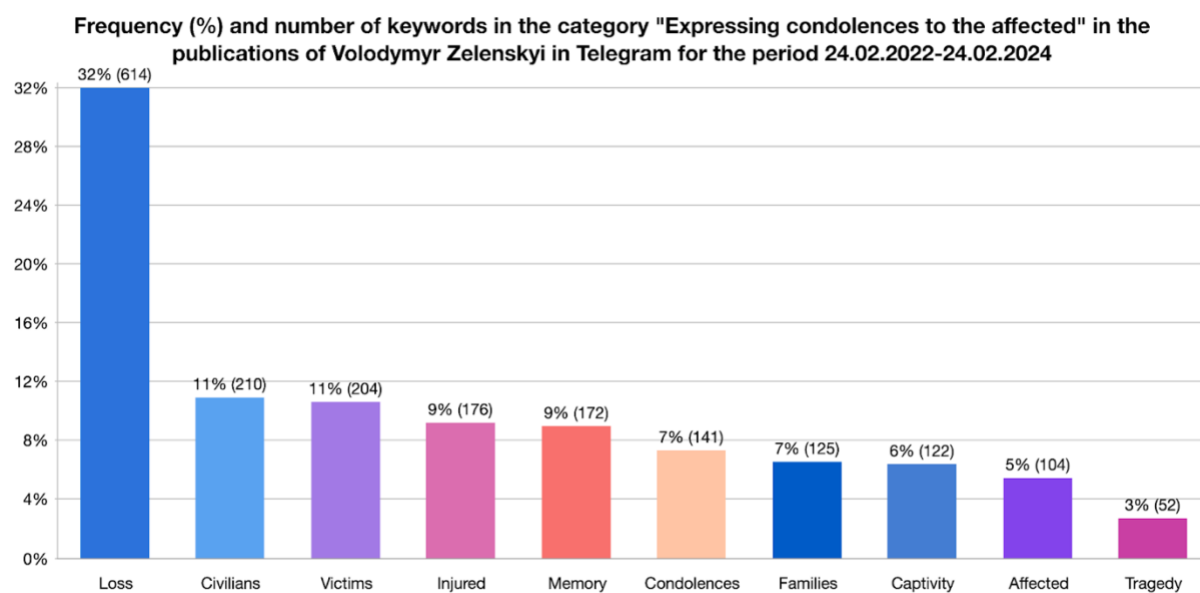


Frequency (%) and number of keywords in the category "Encouragement of moral stability" in the publications of Volodymyr Zelenskyi in Telegram for the period 24.02.2022-24.02.2024



Frequency (%) and number of keywords in the category "Actions used to resist aggression" in the publications of Volodymyr Zelenskyi in Telegram for the period 24.02.2022-24.02.2024



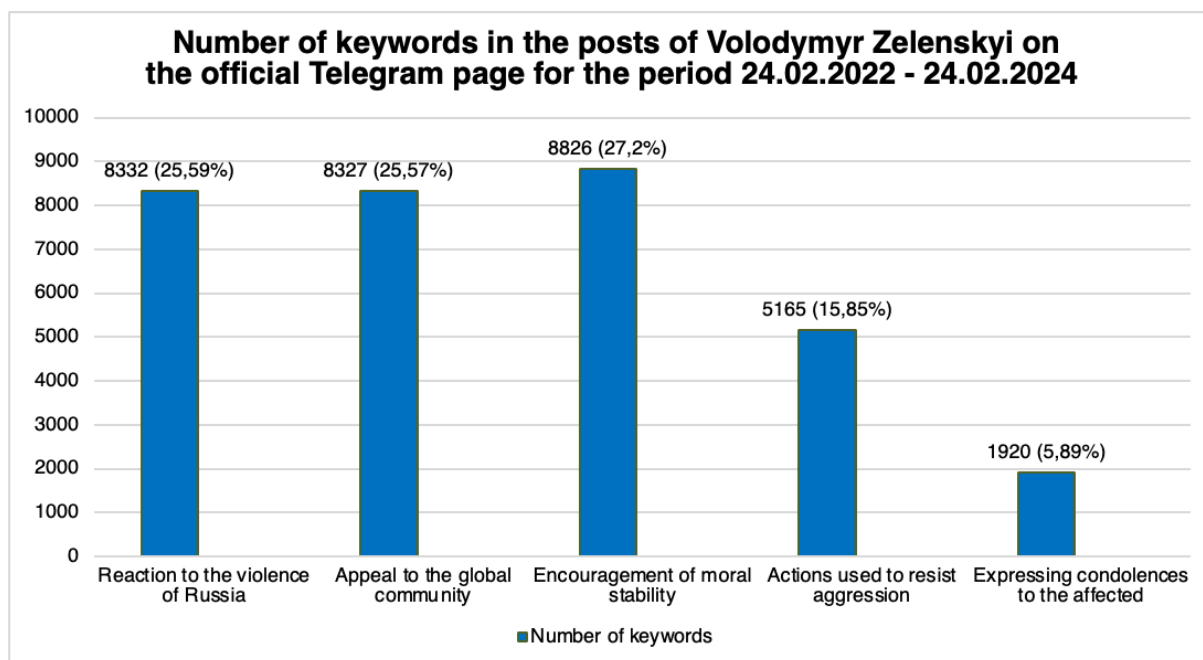


**Statistics of the use of keywords in the posts of Volodymyr Zelenskiy on the
official Telegram page for the period 24.02.2022 - 24.02.2024**

Category	Keywords / phrases	Number of keywords	Frequency of keywords in the posts, %
Reaction to the violence of Russia	Murder	225	0,7
	Aggression	902	2,77
	Responsibility	618	1,9
	War	2436	7,48
	Enemy	594	1,82
	Crime	469	1,44
	Occupation	1195	3,67
	Tribunal	72	0,22
	Terrorism	1525	4,68
	Invasion	296	0,91
Appeal to the global community	Diplomacy	152	0,47
	Sanctions	414	1,27
	Partners	707	2,17
	Weapons	735	2,26
	Europe	1862	5,72
	Aid	1330	4,08

	Support	2093	6,43
	Solidarity	99	0,3
	USA	558	1,71
	Gratitude	377	1,16
Encouragement of moral stability	Heroism	748	2,3
	Victory	1106	3,4
	Unity	1449	4,45
	Independence	433	1,33
	Future	325	1
	Peace	1254	3,85
	Freedom	1002	3,03
	People	2285	7,02
	Dignity	42	0,13
	Resilience	182	0,69
Actions used to resist aggression	Session	160	0,49
	Armed Forces	160	0,49
	Battlefield	231	0,71
	Counteroffensive	24	0,07
	Intelligence	257	0,79
	Decision	593	1,82
	Defense	3378	10,37

	Mobilization	72	0,22
	Front line	175	0,54
	Commander-in-Chief	115	0,35
Expressing condolences to the affected	Memory	172	0,53
	Victims	204	0,63
	Civilians	210	0,64
	Families	125	0,38
	Loss	614	1,89
	Condolences	141	0,43
	Captivity	122	0,37
	Tragedy	52	0,16
	Affected	104	0,32
	Injured	176	0,54



Language and form of communication in posts with the most views of Zelenskiy in Telegram

Date	Link	Text	Language	Form of communication	Views	Reactions
2022-12-31 21:43:06	https://t.me/V_Zelenskiy_official/4590	<p>2022 рік поранив нас у серце. Ми виплакали всі сльози. Прокричали всі молитви. 311 днів. Про кожну хвилину нам є що сказати. Але більшість слів – зайві. Не потрібні пояснення, прикраси. Потрібна тиша. Щоб почути. Потрібні паузи. Щоб усвідомити.</p> <p>Ми не знаємо достеменно, що принесе нам новий, 2023-й, рік. Я хочу всім нам побажати одного – перемоги. І це головне. Одне побажання для всіх українців.</p> <p>Нехай цей рік буде роком повернення. Повернення наших людей. Воїнів – до своїх родин. Полонених – до своїх домівок. Переселенців – до своєї України. Повернення наших земель. І тимчасово окуповані стануть назавжди вільними.</p> <p>Повернення до звичайного життя. До щасливих хвилин без комендантської години. До земних радощів без повітряних тривог. Повернення того, що у нас вкрали. Дитинства наших дітей, спокійної старості наших батьків.</p> <p>Нехай усе це принесе новий рік. Ми готові за це боротися. Ось чому кожен із нас тут. Я тут. Ми тут. Ви тут. Усі тут. Ми всі – це Україна.</p> <p>Слава Україні! З Новим роком!</p> <p>Версія жестовою мовою: https://youtu.be/AekmhA8DnAQ</p>	Ukrainian	Text and a video	7077653	48

2022-02-27 16:03:56	https://t.me/V_Zelenskiy_official/746	Розмова з Олександром Лукашенком була дуже предметною. Я не хочу, щоб із Білорусі в Україну летіли ракети, літаки та гвинтокрили. Я не хочу, щоб в Україну з Білорусі йшли війська. І він мене запевнив у цьому.	Ukrainian	Text and video	6953814	48
2022-03-06 12:24:52	https://t.me/V_Zelenskiy_official/783	Терміново!	Ukrainian	Video	6734256	29
2022-04-12 18:08:16	https://t.me/V_Zelenskiy_official/1229	Проведено спецоперацію завдяки СБУ. Молодці! Деталі згодом. Слава Україні! ua	Ukrainian	Text and photo	6296863	29
2022-03-03 08:55:52	https://t.me/V_Zelenskiy_official/767	Нас стільки разів хотіли знищити. Не змогли. Ми пройшли стільки всього! І якщо хтось думає, що, подолавши все це, українці злякаються, зламаються або здадуться – він не знає нічого про Україну. І йому нічого робити в Україні. Иди к себе домой. Защищать русскоязычных людей. Не по всему миру, а в своей стране.	Ukrainian	Text and video	6182442	30
2022-03-04 20:45:23	https://t.me/V_Zelenskiy_official/774	Ми продовжуємо боротися. Ми захистимо нашу державу. Ми звільнимо нашу землю. Завдяки нашим героям.	Ukrainian	Text and video	6169407	25
2022-03-07 21:08:55	https://t.me/V_Zelenskiy_official/789	Я залишаюсь у Києві. На Банковій. Не ховаючись. І нікого не боюсь. Стільки, скільки потрібно, щоб перемогти у цій війні!	Ukrainian	Text and video	6158710	35
2022-03-02 07:14:52	https://t.me/V_Zelenskiy_official/789	Сьогодні українці – символ незламності. Символ того, що люди в будь-якій країні будь-якої миті можуть стати найкращими людьми на землі. Слава Україні!	Ukrainian	Text and video	6049421	27

	ial/762					
2022-03-02 22:49:23	https://t.me/V_Zelenskiy_official/765	Кожен окупант повинен знати: вони отримають від українців люту відсіч. Таку, що назавжди запам'ятають, що ми свого не віддамо!	Ukrainian	Text and video	6041732	34
2022-04-03 18:01:34	https://t.me/V_Zelenskiy_official/1082	Світ уже бачив багато воєнних злочинів. У різні часи. На різних континентах. Але настав час зробити все, щоб воєнні злочини російських військових стали останнім проявом такого зла на землі. Кожен винний у таких злочинах буде внесений у спеціальну Книгу катів. Буде знайдений і покараний.	Ukrainian	Text and video	6018150	13

Language and form of communication in posts with the most reactions of Zelenskiy in Telegram

Date	Link	Text	Language	Form of communication	Views	Reactions
2023-05-16 20:34:03	https://t.me/VZelenskiy_oficial/6249	<p>First of all, I want to thank all the defenders of our skies. Thank you, heroes! Eighteen of the eighteen missiles were shot down.</p> <p>That's why we are constantly working on visits that will bring more opportunities, more Patriot, IRIS-T, Crotale, Hawk, NASAMS systems. Again and again, I thank all our partners in the world who have helped our country with the appropriate air defense systems!</p> <p>We also have to remember how much effort it takes to get such weapons for Ukraine. How much time, energy, arguments, meetings and information work allowed us to build such an air defense system. This is a tremendous job... And I thank each and every one who is involved! At all levels! Day after day, month after month, our team has been working to ensure that we have protection of the sky. We used to hear that Patriots were supposedly unrealistic... And now here they are, Patriots.</p> <p>And that's not all we will provide for Ukraine! Together with Ukraine's partners, we will make the defense against terror as strong as possible.</p> <p>Glory to each of our warriors! Glory to everyone who helps! Glory to Ukraine!</p>	English	Text and video	225858	32014

2023-04-25 17:39:19	https://t.me/V_Zelenskiy_official/6000	<p>Активно працюємо над новою економічною стратегією України.</p> <p>Цей рік – рік початку нашого економічного зростання. Ми крок за кроком відбудовуємо інфраструктуру, але важливо вже зараз починати думати і над відновленням економіки нашої країни.</p> <p>Під час наради докладно розглянули шляхи для забезпечення темпів росту економіки та ВВП, розвиток різних галузей економіки, пріоритетні стратегічні сектори та інвестиційні політики. Україна обов'язково буде міцною, вільною, економічно успішною державою.</p> <p>—</p> <p>We are actively working on a new economic strategy for Ukraine.</p> <p>This year is the year when our economic growth begins. We are gradually rebuilding the infrastructure, but it is important to already start thinking about the economic recovery of our country now.</p> <p>During the meeting, we discussed in detail the ways to ensure economic and GDP growth, the development of various sectors of the economy, priority strategic sectors and investment policies. Ukraine will definitely be a strong, free and economically successful country.</p>	English and Ukrainian		255340	27315
2024-02-08 16:37:44	https://t.me/V_Zelenskiy_official/9406	<p>Я вдячний генералу Залужному за два роки захисту. Я вдячний за кожен перемогу, яких ми досягли разом і завдяки всім українським воїнам, які героїчно витягують цю війну на собі.</p> <p>Відверто поговорили сьогодні про те, що потребує змін в армії. Термінових змін. Я запропонував генералу Залужному бути й надалі разом у команді Української держави. Буду вдячний за його згоду.</p> <p>Відсьогодні до керівництва Збройними Силами України приступає нова управлінська команда. Я хочу, щоб бачення війни було єдиним і в наших воїнів у</p>	Ukrainian	Text and video	3129142	21875

		<p>Роботиному чи Авдіївці, і в Генеральному штабі та на Ставці. Я провів десятки розмов із командирами різного рівня. Зокрема, сьогодні говорив із бригадними генералами Андрієм Гнатовим, Михайлом Драпатим, Ігорем Скибюком та полковниками Павлом Палісою і Вадимом Сухаревським.</p> <p>Усі вони розглядаються на керівні посади в армії та служитимуть під проводом найбільш досвідченого українського командувача. Він має успішний досвід захисту – провів Київську оборонну операцію. Він має також і успішний досвід наступу – Харківської визвольної операції.</p> <p>Я призначив генерал-полковника Сирського Головнокомандувачем Збройних Сил України.</p> <p>Сьогодні ж говорив із генералами Мойсюком та Забродським. Їх досвід – на службі державі.</p> <p>2024 рік може стати успішним для України лише за умови ефективних змін в основі нашої оборони, якою є Збройні Сили України.</p> <p>UAUAUA</p>				
2023-07-11 10:06:58	https://t.me/V_Zelenskiy_official/6936	<p>Ми цінуємо наших союзників. Ми цінуємо нашу спільну безпеку.</p> <p>І ми завжди цінуємо відкриту розмову.</p> <p>Україна буде представлена у Вільнюсі, на саміті НАТО. Бо це – повага.</p> <p>Але Україна теж заслуговує на повагу.</p> <p>Зараз, на шляху до Вільнюса, ми отримали сигнали про те, що обговорюються формулювання без України. І я хочу підкреслити: це формулювання тільки щодо запрошення, а не щодо членства України.</p> <p>Безпрецедентно й абсурдно – коли немає жодних часових рамок і для запрошення (!), і для членства України; і коли натомість додається якесь дивне формулювання про «умови» навіть для запрошення України...</p> <p>Це схоже на те, що немає готовності ані запросити Україну в НАТО, ані зробити її членом Альянсу.</p> <p>А значить, залишається можливість торгуватися членством України в НАТО – у переговорах із Росією. А для Росії це</p>	Ukrainian	Text	1518856	21414

		означає мотивацію й надалі продовжувати свій терор. Невизначеність – це слабкість. І я відверто обговорю це на самоті.				
2023-06-24 09:54:11	https://t.me/V_Zelenskiy_official/6694	<p>Кожен, хто обирає шлях зла, – руйнує сам себе. Посилає колони військових знищувати життя іншої країни – та не може втримати їх від втечі та зради, коли життя чинить опір. Тероризує ракетами, а коли їх збивають – принижується, щоб дали «Шахеди». Зневажає людей та кидає на війну сотні тисяч – щоб врешті забарикадуватись у Московській області від тих, кого сам озброїв. Росія довго маскувала пропагандою свою слабкість і дурість свого правління. А тепер хаосу вже стільки, що жодною брехнею його не сховаєш. І все це – одна людина, яка знов і знов лякає 1917 роком, хоча взагалі ні до чого іншого привести не здатна.</p> <p>Слабкість Росії очевидна. Повномасштабна слабкість. І чим довше Росія триматиме свої війська та найманців на нашій землі, тим більше хаосу, болю і проблем для себе ж потім отримає. Це теж очевидно. Україна здатна захистити Європу від розповзання російського зла і хаосу.</p> <p>Зберігаємо нашу міцність, єдність та силу. Всі наші командувачі, всі наші воїни знають, що робити. Слава Україні!</p>	Ukrainian	Text	2147547	20931
2023-04-09 04:00:21	https://t.me/V_Zelenskiy_official/5802	<p>Я щиро вітаю українців та всіх християн, які сьогодні відзначають Великдень. Відзначають на передовій і в різних наших містах і селах.</p> <p>Вітаю братів поляків, литовців, латвійців, естонців. Наших справжніх друзів і союзників у США, Великій Британії, Німеччині, Італії, Франції, Канаді. У Празі та Братиславі, Любляні та Загребі, Відні та Бухаресті, Мадриді та Лісабоні, Амстердамі, Копенгагені та Брюсселі. Мільйони людей у Швеції, Фінляндії, Норвегії. Усіх, хто цього дня святкує Пасху в Європі, Латинській Америці, Африці, Азії та Австралії.</p>	Ukrainian	Text and picture	960599	20412

		<p>Це – сучасний світ. Світ, який прагне жити вільно. Світ, у якому цінують життя, повагу та рівність кожної людини. На варті цього світу сьогодні стоїть Україна. Воює за свою землю та бореться за свої цінності.</p> <p>Два дні тому я розділив іфтар із мусульманами України. Незабаром поздоровлю іудеїв України із завершенням Песаху. А рівно за тиждень привітаю всіх, хто святкує Великдень цього року 16 квітня.</p> <p>Ми можемо сповідувати різні релігії, але ми однаково віримо у свободу. У нас можуть бути різні традиції, але є спільна для всіх – це захист рідної землі. Ми відзначаємо світлі свята в різні дати, але одна буде єдиною для всіх: для України та всього вільного світу.</p> <p>Це День нашої Перемоги. Спільної. Неминучої. Перемоги світла, добра, справедливості, перемоги життя. Усього того, що символізує свято Господнього Воскресіння.</p> <p>Із Великоднем!</p>				
2024-02-08 15:59:30	https://t.me/V_Zelenskiy_official/9405	<p>Зустрівся з генералом Валерієм Залужним. Подякував за два роки захисту України. Обговорили, якого оновлення потребують Збройні Сили України.</p> <p>Обговорили також, хто може бути в оновленому керівництві Збройних Сил України.</p> <p>Час для такого оновлення – саме зараз. Запропонував Валерію Федоровичу й надалі бути в команді.</p> <p>Обов'язково переможемо!</p> <p>Слава Україні!</p> <p>UAUAUA</p>	Ukrainian	Text and picture	3601791	20409
2023-04-05 20:09:12	https://t.me/V_Zelenskiy_official	<p>Україна і Польща.</p> <p>Разом! Плеч-о-плеч в усьому. UAPL</p> <p>—</p> <p>Ukraina i Polska.</p> <p>Razem! Ramie w ramie we wszystkim! UAPL</p>	Ukrainian and Polish	Text and Video	536694	19760

	al/5769					
2023-04-16 05:00:13	https://t.me/V_Zelenskiy_official/5870	<p>Ми відзначаємо сьогодні свято Великодня з непохитною вірою в нашу перемогу.</p> <p>Ми пройшли вже чималий шлях. Попереду чи не найважча з вершин. Ми подолаємо її. І разом зустрінемо свій світанок, коли над усією нашою країною зійде сонце. Це синьо-жовтий прапор. Він неодмінно підійметься на всій нашій Богом даній землі, на всіх тимчасово окупованих чортами територіях. Сонце засяє на півдні, сонце засяє на сході, сонце засяє в Криму. Жовтогаряче сонце в мирному синьому небі, і це – світло справедливості.</p> <p>Христос Воскрес!</p> <p>_____</p> <p>Версія жестовою мовою: https://youtu.be/Ot4vuzM4eGc</p>	Ukrainian	Text and video	2345606	19570
2023-07-08 14:00:08	https://t.me/V_Zelenskiy_official/6907	Додому UA	Ukrainian	Text and picture	1008218	18798