

The aim of the work is to analyze the hybrid strategy of Russia against Ukraine. The thesis works with the notion of the socio-cultural concept of the Russian world in the context of a hybrid war. Information campaigns and narratives based on identity change can be used for military purposes. Propaganda and historical paradigms are used in planning hybrid operations. During the military operation in Crimea and the war in Donbass, certain parts of society are radicalized and used in the active part of the conflict.