

The thesis concerns with communication of Armenian and Azerbaijani Ministries of Foreign Affairs and Ministries of Defence on Facebook in relation to 2020 Nagorno Karabakh conflict. The official institutional accounts were used to bolster one sided narratives of the conflict, often by emotional appeals and misinformation targeting international and domestic audience. By analyzing FB communication of the named institutions, it aims to identify the key narrative-building tools utilized by state institutions in communication practice and how these tools are used prior to and during wartime. It also aims at comparing the communication practice across the institutions and in between the countries by analyzing Facebook posts of named ministries over period of 100 days using a dataset generated via Crowdtangle.