Abstract

This thesis examines how Russia uses propaganda to build alliances with Serbia and Belarus in order to expand its influence and mobilize support. The study investigates the specific narratives and messages employed online focusing on how they shape public opinion and create a positive perception of Russia within the targeted countries. To get practical insights into the subject, the content analysis chosen as a research method for the thesis focuses on the content of selected media outlets in each studied country. In this context, the formation of pro-Russian sentiment is viewed as a social movement seeking social change. The thesis also incorporates the concept of hybrid warfare, which offers valuable insights into contemporary Russian strategic thinking and security challenges.