



## Diploma Thesis Evaluation Form

Author: Yuliia Rudenko

Title: Ukrainian preventive propaganda in Telegram

Programme/year:2023/24

Author of Evaluation (supervisor): Prof. Nik Hynek, PhD

Criteria	Definition	Maximum	Points
<b>Major Criteria</b>			
	Research question, definition of objectives	<b>10</b>	7
	Theoretical/conceptual framework	<b>30</b>	20
	Methodology, analysis, argument	<b>40</b>	30
<i>Total</i>		<b>80</b>	57
<b>Minor Criteria</b>			
	Sources	<b>10</b>	7
	Style	<b>5</b>	4
	Formal requirements	<b>5</b>	5
<i>Total</i>		<b>20</b>	16
<b>TOTAL</b>		<b>100</b>	73



## Evaluation

**Major criteria: See below**

**Minor criteria: See below**

**Assessment of plagiarism: not detected**

### **Overall evaluation:**

This thesis examines the role of preventive in Ukraine's response to Russian disinformation during the ongoing conflict. Focusing on Telegram, the thesis aims to analyze how Ukrainian state-related channels have used preventive propaganda to counteract Russian narratives and influence public opinion. The study seeks to assess the effectiveness of these efforts through social media analysis, content analysis, and sentiment analysis. The research objectives are stated, and the methodology is appropriately chosen for the study's focus on social media platforms. The use of engagement metrics such as emoji reactions and message views to measure the impact of preventive propaganda is welcome.

However, the thesis exhibits several notable weaknesses that limit its overall impact. One of the primary issues is the heavy reliance on quantitative metrics, such as emoji reactions, to gauge public sentiment. While these metrics provide some insight into engagement levels, they do not fully capture the complexity of public opinion or the effectiveness of propaganda. The thesis would benefit from a more balanced approach that includes qualitative data or interviews to supplement the quantitative findings.

Furthermore, the analysis lacks critical engagement with the broader implications of the findings. The discussion of the effectiveness of preventive propaganda is somewhat superficial, failing to explore potential shortcomings or unintended consequences. Additionally, the thesis could have benefited from a more in-depth exploration of alternative perspectives on the use of propaganda, particularly from a theoretical standpoint (there is ample theoretical literature out there, especially re. Twitter). The literature review, while thorough, is somewhat biased towards supporting the effectiveness of the Ukrainian approach without adequately considering the limitations or ethical concerns associated with such strategies. The empirical analysis, though detailed, occasionally suffers from repetition, which detracts from the clarity and conciseness of the argument. Some sections of the methodology and discussion could have been streamlined to improve readability and focus.



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**Suggested grade: 15 out of 20 at the University of Glasgow scale**

**Signature:**