

Title

The influence and mobilization character of Ukraine's civilian information campaign during the first year of war

Abstract

This thesis focuses on the impact of a civilian social media campaign during the first year of the war in Ukraine on population mobilization, humanitarian and financial initiatives. Through analysis of posts from social network X and personal interviews with actively engaged individuals, key mechanisms of online communication in crisis situations were identified. The findings show that communication on digital platforms played a crucial role in collective mobilization and coordination of joint action. In contrast, the effect on individuals' personal motivation is rather secondary. Meanwhile it was discovered that emotional and symbolical messages have a significant impact. The research is theoretically anchored in the concepts of networked and affective publics and set in the framework of strategic communication according to the concept of the Ukrainian Information security strategy (2017). The work provides new insights into the role of civilian communication through social networks during war and offers practical recommendations for planning and implementing strategic state communication towards the population.

Key words

Ukraine, war, civilian communication, strategic communication, social networks, mobilization