

ABSTRACT

This paper explores the importance of propaganda's role within the social media environment, specifically as a potent weapon employed by state actors. Within the context of the Ukraine war, this investigation unravels the magnitude of this phenomenon paying attention to the actor which has harnessed this relatively new digital resource to an unprecedented degree: the Russian Federation.

Following a vast review of literature and an empirical exploration, this research highlights how Russia's utilisation of propaganda poses a major concern, especially for the United States and its allies. What renders this investigation particularly interesting is its deliberate focus on Latin America, a region where recent evidence suggests Russia is intensifying its propaganda activities. Scholarly attention remains scarce on this geographical area. To address this analytical gap, a detailed examination of Russian Telegram Embassy Channels in Colombia and Mexico is undertaken. This approach allows a better understanding of potential state sponsored and tailored propaganda, enhancing the knowledge about the phenomenon in the context of warfare.