

Abstract

The thesis "Strategic Communications in the Information War between Russia and Ukraine" explores the complex relations between the two countries, focusing on the interaction of strategic communications and information warfare. The theoretical part presents a brief analysis of the main scientific publications, which introduces the reader to the concepts of hybrid warfare, information warfare as its component, and methods of information warfare. This part also defines the concept of strategic communications and strategic narrative. The practical part of the work is presented in the form of a case study, which aims to identify and analyze different narratives used by Russia and Ukraine to describe the events of the first week of the invasion (24.02.22 - 03.03.22) using a selected news portal of the country (Russia and Ukraine). The conclusion is that Ukraine and Russia use both different and similar methods of information warfare and a large number of narratives, thus forming different perceptions of reality among the people of the country.

Keywords

Information warfare, strategic communication, strategic narrative, Ukraine, Russia, war in Ukraine