

## **Abstract**

*The dissertation thesis focuses on the issue of the effectiveness of mass media instrumentalization on the information-psychological level in offensive foreign policy strategies. Despite an increased interest in both the offensive potential of mass media assets as well as particular strategies enabling to employ these assets to assertively decide political and military conflicts in the course of the last two decades, there is still a crucial lack of understanding of how the effectiveness of these strategic approaches is produced or could be appraised. Therefore, this dissertation thesis aims to construct a comprehensive definition of effectiveness in the given context and use it to generate a new and unparalleled analytical model that can be applied to proceed with a qualitative assessment of the 'efficiency potential' of (real or prospective) offensive foreign mass media campaigns led on the information-psychological level. Such a kind of tool (or similar) is still desperately missing. In the last step, a purposefully selected case study framework – Russian mass media in Ukraine in 2013 (but referencing to both: the period of building up the Russian media network starting from the first presidential term of Vladimir Putin and its utilization during the latent and escalation phases of the Russian-Ukrainian conflict between 2013 and 2014) – is employed to test how the inferred analytical model works in practice and to verify what results we can get when applying it in the conditions of a real contemporary international environment. As such, this dissertation thesis pushes forward our theoretical knowledge (by creating an innovative definition concerning the effectiveness of mass media instrumentalization in purpose-driven offensive foreign policy strategies) but also enhances our methodological reasoning and contributes to the level of practical analytical work (by using the created theoretical background to generate a general analytical framework that is still desperately missing). In this manner, the thesis fits and extends our knowledge in the specific category of academic literature focusing on the importance of mass media and transborder information messaging in contemporary international relations, strategic, and security studies.*