

This bachelor's thesis focuses on the analysis of the transformation in rhetoric on selected Telegram channels, specifically RIA Novosti and Vyacheslav Volodin, in the context of the Russo-Ukrainian conflict between 2021 and 2022. The main goal was to determine the impact of the Russian invasion of Ukraine in February 2022 on the rhetoric of these channels. The work examines whether there were fundamental changes in the rhetoric used, possibly in narratives, and whether the invasion generally triggered a turning point in the way information is presented on these channels. The analysis involved examining selected posts based on keywords relevant to the topic. The rhetoric, phrases used, and overall tone before and after the invasion were assessed, revealing significant changes in the way posts were presented. The result of the work shows that before the invasion, the channels tended to use a less aggressive and more informative approach, while after the invasion, the rhetoric became significantly more aggressive, with a strong emphasis on justifying Russian military actions and demonizing Ukraine. The research question regarding whether the invasion represented a turning point in the rhetoric of these channels was answered affirmatively. The analysis suggests that in response to the invasion of Russian troops in Ukraine, there was a certain turning point that affected not only the content but also the overall approach to presenting information on these channels. This work thus provides important insights into the role of digital media in modern geopolitical conflicts.