

Abstract

This bachelor thesis examines the way Russia presents itself in the propagandistic TV show *Evening with Vladimir Solovyov*. The research is set against the backdrop of the retreat of Russian troops from Kherson, which took place in November 2022 and was a significant event within the context of the Russian war against Ukraine. The core of the thesis investigates how Russia is portrayed by the show's guests and how the principle of contrasts is utilized, defining Russia indirectly by contrasting it with the West. Firstly, the thesis introduces the concept of propaganda, providing a closer explanation of the term, and focuses specifically on Russian propaganda to clarify the analytical framework. Subsequently, the context of the war in Ukraine is presented, contextualizing the retreat of Russian troops from Kherson. Four episodes of the show, which were recorded and broadcasted immediately before, during, and after the retreat from Kherson, are then analyzed. The author examines how Russia is presented in these episodes and how definitions of the West are used in its portrayal. Statements by the propagandists describing the West are identified, indirectly characterizing Russia as well. Then, specific definitions are compared with their opposites through post-structuralist analysis.

Finally, the thesis answers the research question, stating that in the context of the war against Ukraine, Russia is presented as a victim, while NATO is portrayed as the aggressor. It confirms the hypothesis that Russia is indirectly presented in the show through contrasts with the West. The author also concludes that this deepens the traditional discourse of Russian national identity, positioning Russia in opposition to the West.