

Abstract

The diploma thesis examines the role of social media in war communication, focusing on digital diplomacy and crisis communication tactics, specifically the use of digital platforms by Ukrainian diplomatic and governmental actors during the ongoing conflict with Russia. The main objective of the thesis is to systematically examine Ukrainian wartime communication using thematic-content analysis as the primary methodological approach. The study reveals in detail the prevalent communication strategies used by selected Ukrainian official profiles on social network X and the consistency across these accounts in the use of strategic communication. By detailing the application of the strategies of action mobilization, story construction, and emotional appeal, the thesis offers actionable insights for improving communication strategies during conflict. Moreover, the results highlight the transformative role of digital platforms in shaping public opinion and influencing international discourse during crises. The investigation sheds light on the strategic implementation of digital media in international relations and crisis management and offers an understanding of effective communication practices that could enhance the effectiveness of future diplomatic efforts and the efficiency of crisis communication.