

This thesis focuses on the strategic deployment of the Great Patriotic War (GPW) myth in Russian political discourse and investigates how this historical narrative shapes national identity and legitimises political actions both domestically and internationally. The GPW myth, deeply embedded in Russian historical consciousness, is pivotal for understanding contemporary Russian political strategies. In this study, a combination of computational content analysis and manual qualitative content analysis was employed. This approach allowed for an in-depth examination of presidential statements and social media posts from the Russian Embassy in Latvia, focusing on the period from 2021 to 2024. Computational analysis identified broad patterns and trends in the use of the GPW myth on both domestic and international levels, while manual analysis provided nuanced interpretation and contextual understanding. The analysis revealed that the GPW myth is systematically employed in presidential statements to reinforce national identity and support regime legitimacy within Russia. Internationally, the GPW myth is used strategically in the Embassy's social media posts to justify Russia's foreign policy actions and counter Western influence, particularly during the war against Ukraine. This research demonstrates that the GPW myth is a versatile and powerful narrative tool in Russian political discourse. It plays a critical role in shaping public perception, reinforcing political legitimacy, and supporting strategic geopolitical objectives. These findings highlight the importance of historical narratives in contemporary politics and suggest the need for further research into the broader implications of political myths.