

УДК 327.82"2022/..."

**M. Trofymenko,  
I. Gridina,  
S. Petrova**

**CITIZEN DIPLOMACY DURING THE FULL-SCALE INVASION OF rUSSIA  
IN UKRAINE: THE ROLE OF STORYTELLING IN THE UKRAINE'S  
INTERNATIONAL IMAGT DEVELOPMENT**

*The article examines the influence and phenomenon of a storytelling, as a tool of citizen diplomacy, on the development of modern full-scale Ukrainian diplomacy. Based on the assumption about the significant influence of personal stories on the shaping of public opinion, the study was aimed to empirically confirm the relationship between citizen diplomacy, which often uses storytelling tools, and the perception of russian aggression against Ukraine by the European Union's citizens. It is assumed, that in the conditions of the modern information warfare, the influence of such stories on the formation and developing of international solidarity is an effective mechanism of citizen diplomacy. To achieve the main goal of the study, a survey was conducted among citizens of certain European Union countries in order to identify their readiness to accept Ukrainian narratives.*

**Key words:** *citizen diplomacy, storytelling, full-scale invasion, russian-Ukrainian war, international relations.*

DOI 10.34079/2226-2830-2024-15-39-133-144

**Introduction** In the context of modern international relations, where globalization, digitalization and ideological transformations significantly affect interstates' interaction, traditional diplomacy tools are gradually losing their monopoly role in the shaping states' international images. New approaches, such as economic, cultural, public and citizen diplomacy, are coming to the fore. Citizen diplomacy became so relevant in the context of the growing influence of individuals and civil society on international relations. Citizen diplomacy, as a new form of international interaction, is characterized by a high level of decentralization and a variety of its tools. It combines both advantages, such as ensuring broad public involvement and creating of new platforms for dialogue, and challenges related to the lack of uniform standards and potential risks of manipulation. Since citizen diplomacy has a significant potential for changing the characteristics of international relations, studying of its phenomenon is a current issue for modern international politics.

Even though full scale invasion of Russia in Ukraine continues to be a current topic for international society, because this case is directly connected with an issue of worldwide peace and balance, this matter doesn't seem as an important issue for the ordinary foreign nations' representatives. At the current stage we are observing insufficient attention of the international community to the russian-Ukrainian war. Despite the global scale of russian aggression against Ukraine, the level of awareness and involvement of public opinion abroad into this problem can't be considered as enough. At the same time, citizen diplomacy, especially in wartime, proved to be a powerful tool for mobilization of international support.

Andriana Bila, the leading specialist of the Department of Public Diplomacy and Communications of the Ministry of Foreign Affairs of Ukraine, made a statement that civil society played a decisive role in the formation of a new paradigm of public diplomacy in the conditions of russian aggression, filling it with new meaning and definition: «Where the

political will of the governance of foreign countries towards Ukraine acted isolated, was weak or absent at all, other more flexible and open means worked, such as: flash mobs and information campaigns in social networks for unblocking the supply of weapons to our country, a video address of the President of Ukraine to the world's nations, multi-thousand-strong rallies on the main squares of the capitals, artistic and cultural actions by Hollywood stars and the most famous artists in support of Ukraine, a boycott of everything what is called russian and posts with appeals to neutral countries to help Ukraine» (Біла, 2023). This experience proves that in the conditions of modern conflicts, public diplomacy is not only a tool of state policy, but also a powerful force of civil society.

The features and specifics of civil diplomacy, which became extremely important during the russian-Ukrainian war, enable our country to attract international support, while at the same time influencing public opinion abroad. Manipulation of the war factor during the election process clearly demonstrated the importance of public support for the political course of Ukraine's allies in opposition to russia. Through the media, cultural projects and personal contacts, Ukrainian citizens can convey their position, mobilize the international community, counter disinformation and form a positive image among citizens of other countries. This contributes to the maintenance of sanctions, humanitarian aid and political support at the international level.

Numerous studies of modern information warfare demonstrate that manipulation of narratives and disinformation are among the main tools of hybrid warfare. In this context, storytelling, as the art of narration, acquires special importance. It allows to share true information about the events in Ukraine, to form an emotional connection with the audience, and to construct a positive image of our country.

Therefore, the purpose of the article is to determine the possible mechanisms of influence of storytelling, which is used by Ukrainian citizens for the communication with a foreign audience. It is assumed that storytelling, as a component of public diplomacy, can be a factor in increasing the volume of reliable information about the war in Ukraine among citizens of other countries, a catalyst for mobilization support through the attraction of additional political, financial, and humanitarian aid from international partners, and also to form a sustainable positive image of Ukraine as a democratic state that protects its sovereign rights.

**Literature review** The question of the role of a storytelling for the international relations was addressed in the different researches and through different approached. Mainly the articles are related to the connection between storytelling and public diplomacy with their further impact on bilateral and multilateral relations. For example, «Storytelling in EU public diplomacy: reputation management and recognition of success» article, written by E. Hedling, provides a good example of storytelling' implementation into EEAS politics. The author refers to the importance of evoking emotions in a target audience and also using social media for their promotion. The problem of the connection between storytelling and narratives in IR is also given in this research (Hedling, 2022).

L. Hagström, and K. Gustafsson, also discussed the issue of narratives in the modern world, in particular giving the examples of East Asian foreign strategies, in their article «Narrative power: how storytelling shapes East Asian international politics». However, this article can be called more theoretical one, because authors' attention was attached to the phenomenon of narratives, their variations, link with counter-narratives etc (Hagström, Gustafsson, 2019).

The one of the most important researches, which regards the topic of storytelling in the times of current russian-Ukrainian war, is the article of R. Horbyk, D. Orlova, «Transmedia storytelling and memetic warfare: Ukraine's wartime public diplomacy». This research

highlights the course and changes of Ukrainian narratives and narratives about Ukraine on the international area, role of the storytelling for the public diplomacy. The authors also mention the important statement, that since 2014, the public diplomacy of Ukraine (as well as of russia) can only be comprehended as wartime public diplomacy (Horbyk, Orlova, 2023).

Taking into consideration previous studies, we can notice that storytelling, as a tool of public diplomacy, and citizen diplomacy are being studied separately as the important determinants for the nowadays international relations. Moreover, both of them became the points of interest for Ukrainian domestic scientists in the context of russian aggression. However, storytelling, as a tool of Ukrainian citizen diplomacy, especially under the conditions of full-scale invasion has not become the subject of our domestic modern literature and practical researches yet.

**Main content** In the modern communication practice, storytelling acquires the status of one of the most effective tools of influence. Its integration into the educational process, from school programs to specialized trainings, shows recognition of its potential. The widespread use of storytelling in PR, marketing, and other areas of public life is due to its ability to form an emotional connection between the communicator and the audience, which is a key factor in effective communication.

Appealing to the audience's feelings, stories craft shared experiences and cultivate a profound sense of belonging, and after all these shared themes, values, and emotions serve as bridges that bring people together (What is Storytelling? An Ultimate Guid, 2024). Considering experience of first couple of months of full-scale war in Ukraine, we should mention a really big amount of personal stories, which were becoming national legends and additional points of unitedness. For example, in the first days of the full-scale invasion, the story of the 'Ghost of Kyiv' quickly spread among Ukrainian society, turning an unknown individual into a national hero. Although it is confirmed that the «Ghost of Kyiv» was a squadron of several pilots, their personal stories have also become part of Ukraine's information landscape, in particular the figure of Andriy «Juice» Pilshchykov (Як з'явилась легенда про Привида Києва і хто "ховався" за героїчним образом, 2024). This story, as part of public and citizen diplomacy, became so popular that a manga titled «Ghost of Kyiv» was released in Japan. Moreover, comparing public money collections for military's purposes, we can see a tendency that biggest amount of money is going to those collections, which were published before some important dates, were based on successful stories or with a help of storytelling. For example, in less than two days, the Prytula Foundation and volunteer Serhii Sternenko collected 352 million hryvnias for the purchase of RAM II UAV kamikaze drones. It was a gathering of «people's revenge», organized after a series of russian missile attacks on Ukrainian cities in October 2022 (Найбільші збори на ЗСУ за час війни: на що і як швидко збирали кошти, 2023).

Analyzing the phenomenon of storytelling and its relationship with citizen diplomacy, it is appropriate to refer to the statements of Valery Pekar, one of the authors of the «Manifesto of Sustainable Peace». In his Facebook-post in December 2023, Pekar emphasized the relevance of this topic, noting that each state has its own internal problems and priorities. He also drew attention to the fact that although the events of 2022 in Ukraine shocked the world, the Ukrainian side did not manage to share with the international community its story effectively enough so it would become the central topic of the world's information agenda. We did not become the heroes of a series that is watched every night without stopping. For example, when in autumn 2023 escalation of Israel-Palestine conflict happened, it brought some attention from international society to the war in Ukraine, but only because of its' same features with new international conflict (Валерій Пекар, 2023).

Even if comparison with TV series doesn't seem appropriate in terms of any war – it

actually represents real situation in a proper way. We can say that if a person doesn't have any connections with Ukraine, for instance doesn't have any friends or mates over there, possibility of a low interest in the war's course gets higher, than for people, who actually have personal interest in this problem. The reason is that being further from the point of the event center makes people forget about it, due to egocentric nature and deep involving into their own problems.

For example, Valeriy Pekar also says that we should: «stand on every stage of the world where Russians stand and interrupt their narratives with our own. It is necessary to go to every podium in the world after the Russians and refute their stories by telling our own» (Валерій Пекар, 2023).

Difficult part about implementation of storytelling into Ukrainian citizen diplomacy is that storytelling depends on narrative structure that must have a clear beginning, middle, and an end, so a story must convey something what happens (Hedling, 2020). Until war in Ukraine is not over, main amount of stories will be on going, which means a need in updates. Moreover, successful or happy stories, in our opinion, can't be considered as such also until the end of the war, because living in the country, which is being under the shellings each and every day, doesn't provide any sense of stability and safeness, which are crucial points for people's happiness (happy ending in terms of storytelling).

However, the possibilities of storytelling as a tool of public diplomacy and an instrument of influence on international law have already been realized by the civil society of Ukraine, which is making attempts to investigate this phenomenon. So, for example, in 2023, as part of the 20th International Documentary Film Festival on Human Rights, 3 festival events on war coverage were held, one of which was entitled «Storytelling in War: How Journalists Can Help Deliver Justice?» (Як говорити про війну, аби світ почув?, 2023). As part of this event, the organizers of the event had the opportunity to talk with the first journalist since the Nuremberg Trials who testified at the International Criminal Court in the case of war crimes in the former Yugoslavia (in The Hague), Ed Woolliam. He exposed the existence of concentration camps, death and rape camps in Omarsk and Trnopolje. During this discussion, it becomes clear that international journalists are one of the most important storytellers, who are entrusted with a difficult and important task: to convey to the world community the «golden mean» - information built on their own experience, which should also become the maximum objectivity of a professional. Speakers of the event also raised the issue of how to correctly present information, in particular, regarding the use of specific expressions: victim or survivor (Як говорити про війну, аби світ почув?, 2023).

Another event of this festival was the discussion «Voices of Ukraine: how to talk about war so that the world understands», the speakers of which were war correspondent and director Mstislav Chernov, director Roman Lyubiy, journalist Natalka Humenyuk and documentarian Tom Jenings. These speakers also raised issues underlying successful storytelling. Ms. Humenyuk, for example, notes that our journalists must be unique and write the best articles so that world-class publications pay attention to them, because even in Ukraine, for example, printing houses at one time did not want to print about the war in Syria. It is also mentioned here that the stories of the above-mentioned journalists' own experience, the stories of civilians, and not the stories of the military from the front, are much more popular among the foreign audience - it is noted that geopolitics should become human. Moreover, the speakers shared their own cases that became successful already during the full-scale invasion of the Russian Federation and are important for defining the people's diplomacy of Ukraine and storytelling as its tool (Як говорити про війну, аби світ почув?, 2023).

As the example of a powerful connection between storytelling and citizen diplomacy,

we want to consider the release of the documentary movie «20 days in Mariupol», made by Mstyslav Chernov. This documentary brought the attention of international society to the Russian-Ukrainian war, when none of the news could, and this is why it's worth to have its' own place in this particular article.

Mstyslav Chernov is Ukrainian photojournalist, filmmaker, war correspondent and novelist known for his coverage of the Revolution of Dignity, War in Donbas, including the downing of flight MH17, Syrian civil war, Battle of Mosul in Iraq, the 2022 Russian invasion in Ukraine, including the Siege of Mariupol. Chernov is an Associated Press journalist, the President of the [Ukrainian Association of Professional Photographers \(UAPP\)](#) and a member of "Ukrainian PEN" since July 2022 (Mstyslav Chernov). Despite this, in the context of Mariupol's siege, he can be considered as key figure of a citizen diplomacy. By filming Russia's war crimes and interviewing civilians in Mariupol, Chernov got enough of materials to make full-length movie, and meanwhile his staying in Mariupol to send it to the worldwide known media's, so they could publish it and Ukrainian government could use it as the evidences of crimes.

Moreover, one of the main narratives in the “20 days in Mariupol” documentary, which is important for storytelling existence as a part of citizen diplomacy, was given by the Mariupol citizens. Main amount of people, who were interviewed by Mstyslav Chernov, were asking him to film and share everything, because they believed that this could help for the prosecution of Russia. This point is crucial for our citizen diplomacy, because it shows that civilians are ready to talk about war horrors they face if it can help our country to win this war. Accordingly, when «20 days in Mariupol» was released and won the Academy Award for Best Documentary Feature Film, the entire world focused its eyes on Ukraine. Eventually, Mariupol citizens, by letting to film their stories, helped to create an untouchable piece of art, which reflects historical events and Ukrainian point of view through the most powerful tool – people's sufferings.

Nevertheless, none of these hypotheses can be realized without the international community's willingness to engage with and consider Ukrainian narratives. Without foreign interest in our narratives, the implementation of storytelling would be significantly hindered. To address this, our study presents a small-scale, representative investigation, grounded in specific questions, to identify the foundations for integrating storytelling into public diplomacy.

To analyze main trends and importance of a storytelling in terms of war, we chose five different countries of European Union, which (EU) can be considered as the most important platform for promotion of Ukrainian citizen diplomacy. List of represented countries includes Czech Republic, Germany, Italy, Poland and Spain and provides 20 independent opinions of citizens from each state, collected through the Google forms.

The purpose of this survey is to identify general trends in the perception of the Russian-Ukrainian war by European citizens. Putting aside national peculiarities, we aim to form a holistic view of European public opinion and empirically confirm the hypothesis about the relationship between war and narrative. The survey was built on the basis of ten questions with fixed answer options and the possibility to provide an expanded answer.

First of all, the first question «Do you consider Ukraine as a part of European region/society?» of our poll proved that the main amount of Europeans considers Ukraine as a part of European region, or at least they are inclined to think so. Moreover, the data given in the second question «What is your general thought about Ukraine and Russian aggression against it?» shows that 62% of interviewed people declared that they support Ukraine and believe that its sovereignty is inviolable.

According to the given replies in the third question «In your opinion, how does the

war in Ukraine affect you or your country?», 55% of interviewed people can feel an influence of russian-Ukrainian war partially, when 38% feel the full personal connection with the war and situation in general, and only 6% of interviewed people don't feel any influence of Russian-Ukrainian war. At the same time, the fourth question «Are you interested in the events in Ukraine, which are connected to russian-Ukrainian war?» helps to understand that interest in the russian-Ukrainian armed conflict is still inherent (87%) but in general more than half of replies belong to the statement, that people are not looking for the news on purpose (53%) and rather encounter them occasionally.

The fifth, sixth, seventh, ninth and tenth questions can be qualified as complex ones, because interviewed Europeans could choose several options. In the fifth question «If you are interested in the course of events of the russian-Ukrainian war, then why?» the reason which was chosen the most to describe interest in the war sounds like «this war affects security in the EU's countries», when the second popular is «I am interested in politics and international relations». The less popular answer, but still existed one underline personal reasons. Another situation with proportion in the answers was given in the sixth question, which sounds like «If you are not interested in the course of the war, which reasons can you count?». Two («I am not interested in any war news» and «News about the war spoils my mood») out of the four given reasons got same amount of votes and the third one «I don't think it's important for me/my region» is only one vote below.

The seventh question, «How do you get information about the Russian-Ukrainian war?», was important for this survey to prove the hypothesis about the importance of using social networks for sharing useful for Ukraine narratives among European citizens. According to the result of the poll, the Internet network and any social network are leading over other options, which are traditional media on the «second place» and friends and mates on the «third place».

According to the eighth question «Do you see now any news about war in Ukraine in your state, regional, local media?», news about the war are still being seen by European citizens. Only 4 people out of 100 don't see any news about russian-Ukrainian war, which gives Ukrainian diplomacy a chance to promote all the important narratives.

The most chosen answer in the ninth question «What could make your interest in the events in Ukraine/the Russian-Ukrainian war higher?» was related to the desire of European citizen to know more about positive changes and efforts aimed at establishing peace in Ukraine.

In the tenth question, «You feel emotionally involved into the problem of the Russian-Ukrainian war when», 71 European citizen pointed out that personal stories of Ukrainians about the war make themselves feel emotionally involved into the problem of russian-Ukrainian war. Second the most popular answer sounds like «You hear the news about the course of events on the Ukrainian front» and got 48 votes.

Thus, we can talk about the general impression that Europeans had after two years of a large-scale war in Ukraine. The survey indicates strong European support for Ukraine and highlights the widespread interest and emotional involvement in the conflict, driven by security concerns, personal stories, and the role of social networks in information dissemination. However, to achieve the aim of this article and to find out the role of storytelling in the shaping European opinion about the russian-Ukrainian war, we decided to compare the third and tenth questions, which are covering the issue of emotional involving, and the fifth and ninth questions, which are referring to the reasons of foreigners' interest in the war. These two comparisons can help to define storytelling's impact on Ukraine's international image, due to the analyzation between real and hypothetical statements of survey participants.

According to the third question, 55% of respondents feel a partial influence of the war on themselves or their country, while 38% feel a full personal connection, and only 6% do not feel any influence. The tenth question shows that personal stories from Ukrainians significantly increase emotional involvement (71 responses). This emotional connection is essential for maintaining long-term interest and empathy. This distribution also underscores the varying degrees of personal relevance that storytelling can amplify. By sharing personal stories and highlighting the broader implications of the war, storytelling can enhance the perceived impact and personal connection among audiences.

In the fifth question «If you are interested in the course of events of the Russian-Ukrainian war, then why?» the reason which was chosen the most to describe interest in the war sounds like «this war affects security in the EU's countries» (71 replies), when the second popular is «I am interested in politics and international relations» (52 replies). The less popular answer, but still existed one underline personal reasons (22 replies). At the same time, the most chosen answer in the ninth question «What could make your interest in the events in Ukraine/the Russian-Ukrainian war higher?» was related to the desire of European citizen to know more about positive changes and efforts aimed at establishing peace in Ukraine (51 replies). The second and third the most popular answers got almost the same amount of replies: «I would be more interested in the course of events in Ukraine if I had a friend/mate from Ukraine» – 28 replies, and «I would be more interested in the course of events in Ukraine if a new escalation of the conflict began» - 27 replies. With a very small gap in 3 replies the fourth reason was named «I would be more interested in the course of events in Ukraine if I knew more about the culture of this country».

According to these two questions, narratives focusing on how the conflict impacts European security policies, defense strategies, and everyday safety can make the issue more relevant and urgent for the audience, than just personal stories of Ukrainians. However, taking into consideration analysis made about the third and tenth question, we can imply that storytelling should strategically balance narratives about security, political dynamics, and personal and cultural stories. By fostering understanding and empathy, these narratives can build bridges between communities and contribute to a more informed and engaged public, which will be immersed into the whole situation in Russian-Ukrainian war, including news from the frontline and rear news. This demonstrates storytelling's power to change perceptions and attitudes.

**Conclusion** Storytelling has been becoming an important part of the modern international relations for the countries from different parts of the world. Being a tool, which can be controlled by official authorities, storytelling is being implemented into Ministries, own-state politicians, organizations' agendas, usually as a part of public diplomacy etc. However, phenomenon of storytelling, as political method, is not studying within the frames of citizen diplomacy. This particular type of diplomacy is difficult for official institutions to shape and control, what can be a reason of this topic being not studied yet. For the Ukrainian scientific society this topic should be also current, due to war reasons and attempts to involve and encourage Ukrainian refugees to work on our international image and goals in our strategy.

By providing theoretical part and new collected data in this research, we tried to point out the reasons for studying and implementing storytelling into the citizen diplomacy. After analyzing one hundred replies, given by the citizens of five different European countries, we were able to point out a general pattern. Since Ukraine is being considered by the main amount of representatives as a part of Europe, the base for the Ukrainian storytelling company is higher than in any another region of the world, due to cultural, social, political similarities. Storytelling is a powerful tool in shaping European opinions about the Russian-Ukrainian war.

It enhances emotional engagement, makes distant events relatable, increases interest through positive narratives, and can shift perceptions from hypothetical disinterest to real emotional involvement. These benefits highlight the importance of incorporating personal stories and positive developments in news coverage to shape public opinion and foster a deeper connection to global events. Thereby, storytelling proves its features and useful aspects in the times of war and appeals to the problem of its usage in the terms of citizen diplomacy.

### Appendix

1. Do you consider Ukraine as a part of European region/society?

Country	A	B	C	D
Germans	15	0	3	2
Poland	11	0	9	0
Italy	11	1	8	0
Spain	12	0	5	3
Czech	16	0	3	1

2. What is your general thought about Ukraine and russian aggression against it?

Country	A	B	C	D	E
Germans	11	6	3	-	-
Poland	18	-	1	1	-
Italy	10	10	0	-	-
Spain	12	6	1	0,5	0,5
Czech	11	8	1	-	-

3. In your opinion, how does the war in Ukraine affect you or your country?

Country	A	B	C	D	E
Germans	5	13	2	-	-
Poland	16	4	-	-	-
Italy	7	12	1	-	-
Spain	4	14	2	-	-
Czech	6	12	1	-	1

4. Are you interested in events in Ukraine, which are connected to russian-Ukrainian war?

Country	A	B	C	D	E
Germans	6	9	1	2	-
Poland	10	9	-	-	1
Italy	9	10	1	-	-
Spain	7	11	1	1	-
Czech	2	14	3	1	-

5. If you are interested in the course of events of the russian-Ukrainian war, then why?

Country	A	B	C	D	E	F
Germany	7	16	10	0	2	-
Poland	16	17	12	10	0	-



Italy	1	11	11	2	2	1
Spain	4	13	10	4	1	-
Czech	6	14	9	6	3	1

6. If you are not interested in the course of the war, which reasons can you count?

Country	A	B	C	D	E	F
Germany	1	1	2	-	18	-
Poland	-	-	-	-	20	-
Italy	-	-	2	-	18	-
Spain	1	-	-	1	19	-
Czech	1	3	-	-	17	-

7. How do you get information about the russian-Ukrainian war?

Country	A	B	C	D	F
Germany	15	17	7	1	-
Poland	10	19	8	-	-
Italy	14	16	-	-	-
Spain	7	17	1	-	1
Czech	11	16	4	1	-

8. Do you see now any news about war in Ukraine in your state, region, local media?

Country	A	B.	C	D	E
Germans	7	8	3	2	-
Poland	11	7	2	-	-
Italy	8	10	2	-	-
Spain	2	7	9	2	-
Czech	7	6	6	-	1

9. What could make your interest in the events in Ukraine/the russian-Ukrainian war higher?

Country	A	B	C	D	E	F	G
Germans	8	10	9	7	2	1	-
Poland	6	6	3	7	7	-	1
Italy	7	11	4	2	4	-	-
Spain	7	11	8	11	-	-	-
Czech	6	13	2	5	1	4	-

10. You feel emotionally involved into the problem of the russian-Ukrainian war when:

Country	A	B	C	D	E
Germany	18	9	5	1	-
Poland	14	11	5	1	-
Italy	17	8	6	-	-
Spain	10	14	4	1	-
Czech	12	6	3	3	-

### References

- "20 Days in Mariupol" wins the Oscar for Best Documentary Feature Film [online]. Available at: <<https://svidomi.in.ua/page/20-days-in-mariupol-wins-the-oscar-for-best-documentary-feature-film>> [Accessed 22 August 2024]
- Біла Андріана. 2023. М'яка сила в умовах війни: про публічну дипломатію України в Ліванській Республіці. Україна дипломатична. С. 750-751. [online]. Available at: <<http://ud.gdip.com.ua/vypusk-xxiv.html>> [Accessed 22 August 2024].
- Валерій Пекар [online]. Available at: <<https://www.facebook.com/share/46AqT8j3j6zeuZF/?mibextid=WC7FNe>> [Accessed 23 August 2024].
- Війна в Ізраїлі. Що відбувається у третій день нападу ХАМАС [online]. Available at: <<https://www.bbc.com/ukrainian/articles/c28vznr21xvo>> [Accessed 22 August 2024]
- Найбільші збори на ЗСУ за час війни: на що і як швидко збирали кошти [online]. Available at: <<https://www.slovoidilo.ua/2023/08/15/infografika/suspilstvo/najbilshizbory-zsu-chas-vijny-yak-shvydko-zbyraly-koshty>> [Accessed 22 August 2024].
- Як говорити про війну, аби світ почув? Дивіться на DOCUSPACE [online]. Available at: <<https://www.prostir.ua/?news=yak-hovoryty-pro-vijnu-aby-svit-pochuv-dyvitsyana-docuspace>> [Accessed 22 August 2024].
- Як з'явилась легенда про Привида Києва і хто "ховався" за героїчним образом [online]. Available at: <<https://www.rbc.ua/rus/news/k-z-yavilas-legenda-privida-kieva-i-htohovavsyia-1727777992.html>> [Accessed 22 August 2024].
- EU challenges and priorities in 2023 [online]. Available at: <<https://europa.eu/eurobarometer/surveys/detail/3092>> [Accessed 22 August 2024].
- Mstyslav Chernov [online]. Available at: <<https://www.mstyslav.com/bio>> [Accessed 22 August 2024].
- Hagström, L., & Gustafsson, K. 2019. Narrative power: how storytelling shapes East Asian international politics. *Cambridge Review of International Affairs*, 32(4), 387–406. [online]. Available at: <<https://doi.org/10.1080/09557571.2019.1623498>> [Accessed 22 August 2024].
- Hedling, E. 2020. Storytelling in EU public diplomacy: reputation management and recognition of success. *Place Brand Public Dipl* 16, 143–152. [online]. Available at: <<https://doi.org/10.1057/s41254-019-00138-2>> [Accessed 23 August 2024].
- Horbyk, R., Orlova, D. 2023. Transmedia storytelling and memetic warfare: Ukraine's wartime public diplomacy. *Place Brand Public Dipl* 19, 228–231. [online]. Available at: <<https://doi.org/10.1057/s41254-022-00283-1>> [Accessed 22 August 2024]
- The war in Ukraine, russian aggression against it and informational component of the war [online]. Available at: <[https://docs.google.com/forms/d/e/1FAIpQLSfuY2Q\\_J99xNAMNLTAReG-UVXMnV2AAN7zAU3Zj4xMG86V5bg/viewform?usp=sf\\_link](https://docs.google.com/forms/d/e/1FAIpQLSfuY2Q_J99xNAMNLTAReG-UVXMnV2AAN7zAU3Zj4xMG86V5bg/viewform?usp=sf_link)> [Accessed 22 August 2024]
- What is Storytelling? An Ultimate Guid [online]. Available at: <<https://www.theknowledgeacademy.com/blog/what-is-storytelling/#:~:text=Storytelling%20is%20the%20art%20of%20conveying%20narratives%20through,with%20others%2C%20convey%20messages%20effectively%2C%20and%20inspire%20action>> [Accessed 22 August 2024]

### References

- "20 Days in Mariupol" wins the Oscar for Best Documentary Feature Film [online]. Available at: <<https://svidomi.in.ua/page/20-days-in-mariupol-wins-the-oscar-for-best-documentary-feature-film>> [Accessed 22 August 2024]
- Bila Andriana. 2023. Miaka syla v umovakh viiny: pro publichnu dyplomatiuu ukrainy v Livanskii Respublitsi. *Ukraina dyplomatychna*. [Soft power in the conditions of war: about public diplomacy of Ukraine in the Republic of Lebanon]. S. 750-751. [online]. Available at: <<http://ud.gdip.com.ua/vypusk-xxiv.html>> [Accessed 22 August 2024]. (in Ukrainian).
- Valerii Pekar [online]. Available at: <<https://www.facebook.com/share/46AqT8j3j6zeuZF/?mibextid=WC7FNe>> [Accessed 30 August 2024]. (in Ukrainian).
- Viina v Izraili. Shcho vidbuvaetsia u tretii den napadu KhAMAS [War in Israel. What's happening on the third day of the Hamas attack] [online]. Available at: <<https://www.bbc.com/ukrainian/articles/c28vznr21xvo>> [Accessed 23 August 2024] (in Ukrainian).
- Naibilshi zbory na ZSU za chas viiny: na shcho i yak shvydko zbyraly koshty [The largest collections for the Armed Forces during the war: what and how quickly funds were collected] [online]. Available at: <<https://www.slovoidilo.ua/2023/08/15/infografika/suspilstvo/najbilshi-zbory-zsu-chas-vijny-yak-shvydko-zbyraly-koshty>> [Accessed 22 August 2024]. (in Ukrainian).
- Iak hovoryty pro viinu, aby svit pochuv? Dyvitsia na DOCUSPACE [How to talk about war so that the world hears? See DOCUSPACE] [online]. Available at: <<https://www.prostir.ua/?news=yak-hovoryty-pro-vijnu-aby-svit-pochuv-dyvitsya-na-docuspace>> [Accessed 22 August 2024]. (in Ukrainian).
- Iak zivylas lehenda pro Pryvyda Kyieva i khto "khovavsia" za heroichnym obrazom [How the legend about the Ghost of Kyiv appeared and who was "hiding" behind the heroic image] [online]. Available at: <<https://www.rbc.ua/rus/news/k-z-yavilas-legenda-privida-kieva-i-hto-hovavsya-1727777992.html>> [Accessed 22 August 2024] (in Ukrainian).
- EU challenges and priorities in 2023 [online]. Available at: <<https://europa.eu/eurobarometer/surveys/detail/3092>> [Accessed 22 August 2024].
- Mstyslav Chernov [online]. Available at: <<https://www.mstyslav.com/bio>> [Accessed 2 September 2024].
- Hagström, L., & Gustafsson, K. 2019. Narrative power: how storytelling shapes East Asian international politics. *Cambridge Review of International Affairs*, 32(4), 387–406. [online]. Available at: <<https://doi.org/10.1080/09557571.2019.1623498>> [Accessed 22 August 2024].
- Hedling, E. 2020. Storytelling in EU public diplomacy: reputation management and recognition of success. *Place Brand Public Dipl* 16, 143–152. [online]. Available at: <<https://doi.org/10.1057/s41254-019-00138-2>> [Accessed 22 August 2024].
- Horbyk, R., Orlova, D 2023. Transmedia storytelling and memetic warfare: Ukraine's wartime public diplomacy. *Place Brand Public Dipl* 19, 228–231. [online]. Available at: <<https://doi.org/10.1057/s41254-022-00283-1>> [Accessed 22 August 2024]
- The war in Ukraine, russian aggression against it and informational component of the war [online]. Available at: <[https://docs.google.com/forms/d/e/1FAIpQLSfuY2Q\\_J99xNAMNLTAReG-](https://docs.google.com/forms/d/e/1FAIpQLSfuY2Q_J99xNAMNLTAReG-)

UVXMnV2AAN7zAU3Zj4xMG86V5bg/viewform?usp=sf\_link [Accessed 28 August 2024]

What is Storytelling? An Ultimate Guid [online]. Available at: <<https://www.theknowledgeacademy.com/blog/what-is-storytelling/#:~:text=Storytelling%20is%20the%20art%20of%20conveying%20narratives%20through,with%20others%2C%20convey%20messages%20effectively%2C%20and%20inspire%20action>> [Accessed 23 August 2024]

Стаття надійшла до редакції 23.08.2024.

**М.В. Трофименко, І.М. Грідіної, С.В. Петрової**

### **НАРОДНА ДИПЛОМАТІЯ ПІД ЧАС ПОВНОМАСШТАБНОГО ВТОРГНЕННЯ РОСІЇ В УКРАЇНІ: РОЛЬ СТОРІТЕЛІНГУ В РОЗВИТКУ МІЖНАРОДНОГО ІМІДЖУ УКРАЇНИ**

*У статті розглядається вплив та феномен сторітелінгу, як інструменту громадянської дипломатії, на розвиток сучасної повномасштабної української дипломатії. Співвідношення між цими двома явищами, громадянською дипломатією та сторітелінгом, досліджено з точки зору сучасної фази російсько-української війни через спробу визначення їх впливу на неї. Теоретична частина складається з висунутих гіпотез та аналізу постановки цієї проблеми в публічному просторі. Для спростування та підтвердження висловлених тез щодо ефективності сторітелінгу для досягнень української публічної дипломатії було проведено опитування громадян окремих країн Європейського Союзу з метою виявлення їхньої готовності сприймати українські наративи.*

*Проаналізувавши сто відповідей, наданих громадянами п'яти різних європейських країн, ми змогли виокремити загальну закономірність. Оскільки Україна розглядається основною кількістю представників як частина Європи, то база для української сторітелінгової компанії є вищою, ніж у будь-якому іншому регіоні світу, через культурну, соціальну, політичну схожість. сторітелінг є потужним інструментом у формуванні думки європейців про російсько-українську війну. Він посилює емоційну залученість, робить віддалені події близькими, підвищує інтерес через позитивні наративи і може змінити сприйняття від гіпотетичної незацікавленості до реальної емоційної залученості. Ці переваги підкреслюють важливість включення особистих історій і позитивних подій у висвітлення новин для формування громадської думки та сприяння глибшому зв'язку з глобальними подіями. Таким чином, сторітелінг доводить свої особливості та корисні аспекти під час війни і актуалізує проблему його використання в умовах громадянської дипломатії.*

**Ключові слова:** народна дипломатія, сторітелінг, повномасштабне вторгнення, російсько-українська війна, міжнародні відносини.