

UKRAINE IN MAJOR INTERNATIONAL ONLINE MEDIA & SOCIAL MEDIA

Media monitoring analysis

May 2024



Executive Summary

- **The number of articles about Ukraine** in major international online media and social media discussions in May **decreased by 3%** compared to April.
- There were **16K+ articles** about Ukraine in major international online media with **total reach of 228 mln contacts**.
- The highest daily count of articles about Ukraine in May occurred when the **US permitted Ukraine to use American weapons to strike targets in Russia**. Other significant events that drew increased media attention to Ukraine included:
 - Ukraine's SBU security service foiling a Russian plot to assassinate President Volodymyr Zelenskyy and other high-ranking officials.
 - US Secretary of State Antony Blinken's visit to Ukraine.
 - The advance of Russian troops in the Kharkiv region.
 - The fifth anniversary of Volodymyr Zelenskyy's presidential term.
 - Belgium announcing the delivery of 30 F-16 fighters to Ukraine by 2028 during Zelenskyy's visit.
 - The return of 75 individuals from Russian captivity to Ukraine.
- The largest Ukraine-related topics in terms of the **share of voice** were:
 - ▶ The Russian offensive in Kharkiv and Donetsk regions — 15%
 - ▶ International support and Western weapons for Ukraine — 14%
 - ▶ The usage of Western weapons to hit targets in the Russian Federation — 8%
 - ▶ Sanctions against Russia and seizure of Russian assets abroad — 5%
 - ▶ Russian shelling of Ukrainian cities — 4%
 - ▶ Visit of US Secretary of State Anthony Blinken to Ukraine — 3%

Methodology

- To create this report, we analysed **articles about Ukraine** published in the **biggest international online news media** and **mentions posted on social media** during May.
- The list of the top news media was defined **based on the audience size** of the source.
- The report covers **65 major news media sources** for the following languages:
 - English (30 sources)
 - German (16 sources)
 - French (12 sources)
 - Spanish (7 sources)

The list of the analysed media sources can be found on the [last page](#) of this report.

- The list of the analysed social media sources include **Twitter, Facebook, Instagram, YouTube, and Reddit**.
- The media database for the analysis was **provided by the Looqme media monitoring company**.
- The social media database was **provided by the Determ monitoring company**.

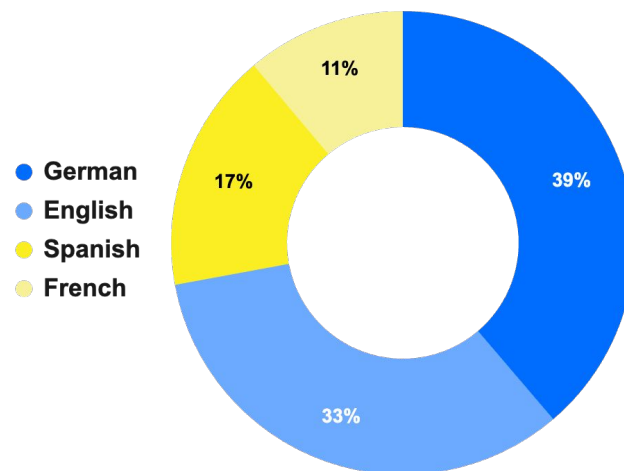
IN MAY, THE NUMBER OF ARTICLES ABOUT UKRAINE DECREASED BY 3% COMPARED TO APRIL

BRAND UKRAINE

Language distribution of publications about Ukraine in major online media

	Total number of publications about Ukraine (including duplicates)	Number of original publications about Ukraine	Total potential reach
German	7 718	3 900	68 109 686
English	5 323	3 356	120 421 927
Spanish	1 943	1 689	23 682 647
French	1 323	1 119	15 796 162

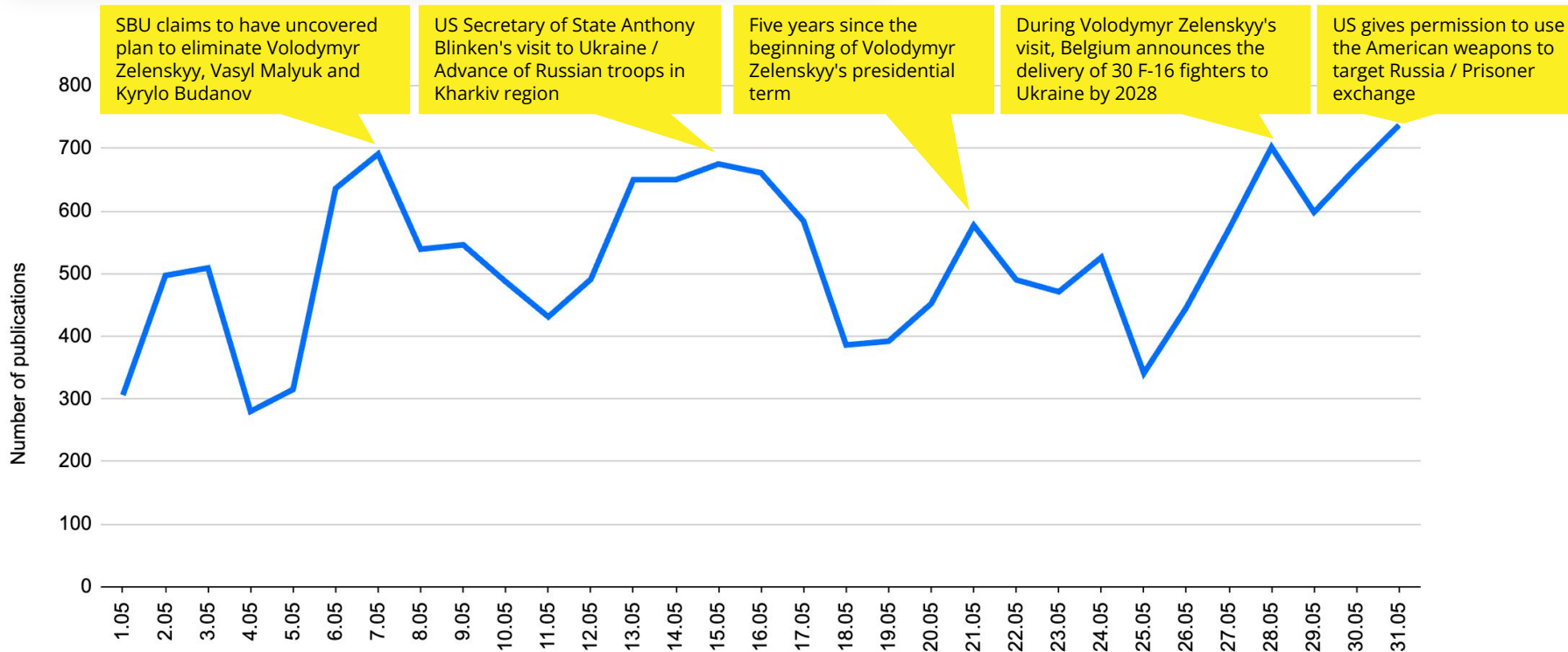
Share of English, German, French, and Spanish articles among original publications about Ukraine in major online news media



Total **16 307** articles -3% to previous period

Total **228 mln** reach -8% to previous period

Daily dynamics of publications and key topics about Ukraine



Key topics about Ukraine in terms of the % of published articles

Topic	Share of Voice
Russian offensive in Kharkiv and Donetsk regions	15%
International support and Western weapons for Ukraine	14%
The usage of Western weapons to hit targets in the Russian Federation	8%
Sanctions against Russia and seizure of Russian assets abroad	5%
Russian shelling of Ukrainian cities	4%
US Secretary of State Anthony Blinken's visit to Ukraine	3%



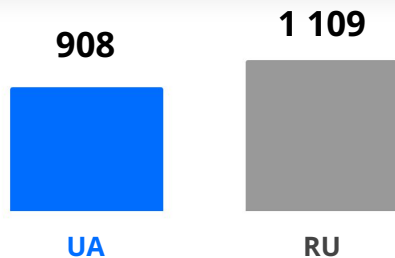
Share of voice is calculated as the % of articles dedicated to a particular topic among all the publications about Ukraine in the biggest news media (BBC, The New York Times, The Guardian, Fox News, The Washington Post, The Wall Street Journal, CNN, Spiegel, Le Monde, El Mundo).

We believe the analysed sample of sources represents the general trends in major foreign media.

Source: Looqme media monitoring database, May 2024

IN MAY, RUSSIAN SPEAKERS WERE TRADITIONALLY QUOTED SOMEWHAT MORE OFTEN THAN UKRAINIAN ONES

Number of articles citing Ukrainian or Russian public figures



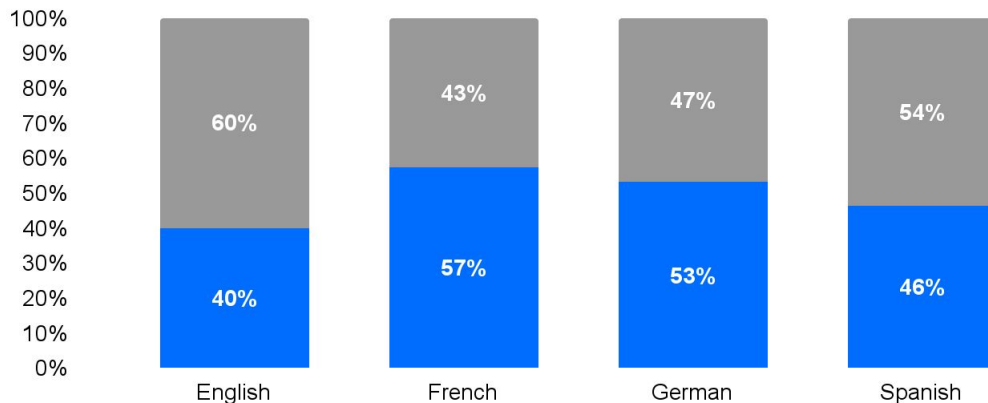
UA SPEAKERS – mentions of the most influential Ukrainian politicians & military

Zelenskyy, Yermak, Shmyhal, Stefanchuk, Zaluzhny, Kuleba, Umierov, Podolyak, Arakhamia, Budanov, Nikiforov, Vereshchuk, Danilov, Poroshenko, Fedorov, Kislytsia, Kubrakov, Pavliuk, Syrskyi, Klitschko

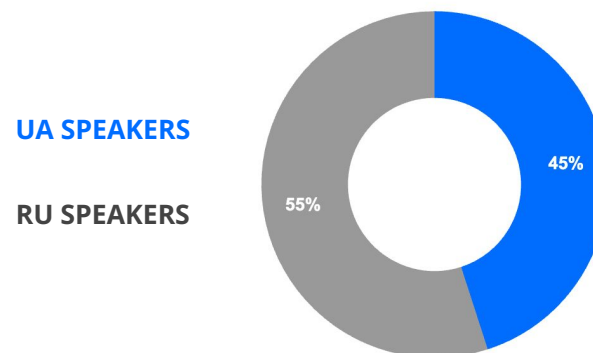
RU SPEAKERS – mentions of key figures of Russian politics

Putin, Lavrov, Zakharova, Shoigu, Nebenzia, Peskov, Kadyrov, Medvedev, Pushylin

Share of articles citing Ukrainian or Russian public figures, different languages



Share of articles citing Ukrainian or Russian public figures, all languages



The Russian offensive in Kharkiv and Donetsk regions

- At the beginning of May, the media highlighted that delays in Western weapons deliveries, Russia's advantage in manpower, and slow mobilisation in Ukraine allowed Russia to regain the initiative on the battlefield. Reports mentioned Russia's capture of the village of Ocheretyne in Donetsk and indicated that the Russian offensive was focused on two key targets: the cities of Chasiv Yar and Pokrovsk. Capturing these cities would have significant consequences for Ukraine. There were urgent calls in the media for more weapons and ammunition to be supplied to Ukraine to stop Russia's advance.
- In May, Russian forces attempted to break through the defensive line in north of the Kharkiv region. Key messages on this topic included:
 - The exact goal of the offensive was unclear. Possible reasons mentioned were:
 - Creating a buffer zone to reduce Ukrainian attacks on Russian territory,
 - Diverting Ukrainian resources from the eastern front,
 - Launching an offensive on Kharkiv.
 - Amid delays in Western aid to Ukraine, Russia is using its artillery and numerical superiority to advance. Although Ukraine began receiving new weapons from Western countries, the quantity is still insufficient to significantly impact the course of the war;
 - The Russian offensive highlights Ukraine's key vulnerabilities: a shortage of weapons, a lack of military personnel, weak air defenses, and insufficient or inadequately prepared defensive positions.
- Later, publications increasingly criticized the mistakes made not only by the collective West but also by Ukraine:
 - Articles frequently criticized the slow pace of mobilisation in Ukraine, especially compared to Russia;
 - According to Western media, the lack of fortifications aided Russia's advance, sparking sharp reactions within the Armed Forces of Ukraine;
 - Media noted that the Russian army has superior weaponry and better coordination of its forces.
- By the end of the month, media reported that the Ukrainian Armed Forces had halted the Russian offensive in Kharkiv through urgent redeployment of units, but the situation remained tense:
 - Ukraine is awaiting Western assistance, particularly air defense systems, but this help is arriving too slowly;
 - The delay in military aid is causing outrage among Ukrainians, as many losses could have been avoided with timely support;
 - Russian forces are regrouping near Sumy, which could lead to the opening of a new front. The Kremlin is trying to stretch Ukrainian battle lines, forcing them to weaken other positions.

International support and Western weapons for Ukraine

- This topic includes articles related to the supplying of various types of military, economic and humanitarian assistance to Ukraine, as well as other actions to support Ukraine, post-war reconstruction and the search for diplomatic ways to end the war.
- Throughout May, Western media focused on several key issues concerning Ukraine: the signing of bilateral security agreements with Western allies during Volodymyr Zelenskyy's foreign visits; military aid packages from the United States, the United Kingdom, Spain, Germany, Sweden, and Belgium; discussions about sending Western military instructors to Ukraine; the possibility of NATO enforcing a no-fly zone over Ukraine, and China's role in Russia's war against Ukraine.
- A significant topic in Western media in May was the discussion about NATO enforcing a no-fly zone over Ukraine. Notably, a group of intellectuals and military personnel, including Jonathan Littell and General Michel Yakovlev, in a column in Le Monde stated that France and the European Union should help Kyiv defend against Russian air attacks and develop a military strategy. Meanwhile, in Germany, politicians from the Christian Democratic Union, Free Democratic Party, and the Greens supported the idea of NATO protecting Ukraine's airspace. However, Leader of the Social Democratic Party of Germany Rolf Mützenich clearly opposed NATO's protection of Ukraine's airspace.
- The topic of sending Western military instructors to Ukraine also gained traction in the media. Publications discussed whether deploying instructors could further involve the US and Europe in Russia's war against Ukraine. Despite the risk of escalation, Western leaders are raising the issue of sending instructors. For instance, Lithuanian Foreign Minister Gabrielius Landsbergis mentioned the possibility of creating a special coalition of Western countries to send military units to Ukraine, and General Charles Brown, Chairman of the Joint Chiefs of Staff, stated that sending NATO military instructors to Ukraine is only a matter of time.
- The media extensively covered Chinese President Xi Jinping's visit to Europe, where China's role in Russia's war against Ukraine was a key topic. Reports noted that Beijing aims to maintain its strategic partnership with Moscow while avoiding actions that could escalate tensions with the West and harm its economic interests. China is accused of providing financial and military support to Russia, and Xi's visit to France, Serbia, and Hungary likely demonstrates Beijing's intention to play a more significant role in the war. Publications highlighted that China's growing involvement in the war could have serious implications for global security and stability. Western leaders (including Emmanuel Macron, Olaf Scholz, and Antony Blinken) urged China to "pressure Moscow" to end the war and warned against providing material support to Russia.
- Additionally, the media paid attention to Hungary's support for Ukraine. Reports spread Hungarian Prime Minister Viktor Orbán's statement that Hungary refuses to participate in financial or military support for Ukraine within NATO. Hungarian Foreign Minister Peter Szijjarto declared that allocating around 6.5 billion euros in military aid to Ukraine is unacceptable for his country.

The use of Western weapons to hit targets in the Russian Federation

- Western media reflect the growing support for Ukraine from NATO and European allies regarding the use of Western weapons to strike Russian territory. Articles note that the policy of Western allies has aimed to avoid escalating the war with Russia but has simultaneously limited Ukraine's ability to defend itself effectively. These restrictions weaken Ukraine's battlefield positions and could undermine the stability of the post-war global order. Most articles convey support for Ukraine in its efforts to protect its territorial integrity and sovereignty.
- Key messages on this topic in the media include:
 - Despite the increasing risk of escalation, the United States decided to partially ease restrictions on Ukraine's use of Western weapons to target military objectives on Russian territory. This announcement symbolizes a shift in alliance policy towards more active support for Ukraine. In turn, Finland, Poland, Canada, Germany, and France have also declared their approval for such strikes using Western weapons. The media characterized this decision as the West erasing previously set "red lines";
 - Despite overall support, there are disagreements within NATO and among Western allies regarding allowing Ukraine to use Western weapons to strike Russian territory, sparking political debates in Europe and beyond. Media analyses cover various aspects of this issue, including legal, moral, and military consequences. The necessity for a clear understanding of the goals and strategies behind such support is emphasized in the media;
 - The situation around US military support for Ukraine has significantly changed due to intensified Russian military actions near Kharkiv, which increased pressure on the Joe Biden administration from Ukraine and its allies. The decision was made after it became evident that the prohibition on strikes on Russian territory gave Russian forces an advantage by allowing them to attack Ukrainian positions from their own territory without hindrance;
 - The US decision pertains only to the northern border of Ukraine in the Kharkiv and Sumy regions, where Russia is conducting offensive operations. Media note that this indicates the Joe Biden administration's intention to help Ukraine defend itself more effectively against the offensive while minimizing the risk of the war escalating into a direct confrontation between Washington and Moscow.

German

Visit of German Foreign Minister Annalena Baerbock to Kyiv

[Spiegel](#), [Tagesschau](#)

Baerbock zu Besuch in Kiew eingetroffen

Baerbock in Kiew

"Wir haben einen langen Atem"

German Defence Minister Boris Pistorius promised Ukraine 500 million euros worth of weapons during his visit to Odesa

[Spiegel](#), [ZEIT ONLINE](#)

Pistorius verspricht Ukraine neues 500-Millionen-Waffenpaket

Pistorius sagt Ukraine neues Waffenpaket mit 500 Millionen Euro zu

German government rejects the idea of no-fly zone enforced by NATO over Ukraine, [FAZ.net](#), [Spiegel](#)

Mützenich kritisiert Verteidigungspolitiker für „brandgefährlichen“ Vorstoß

Deutsche Hilfe bei der Abwehr russischer Raketen? »Notwendig und verantwortlich«

French

Sending French military instructors to Ukraine

[Le Monde](#), [Ouest-France](#)

Emmanuel Macron veut constituer une coalition européenne d'instructeurs militaires en Ukraine

Guerre en Ukraine : pour la première fois, des militaires français vont être envoyés en Ukraine

The topic of Ukraine during the visit of Xi Jinping to France

[Le Monde](#), [20minutes](#)

China's Xi arrives in France for Macron talks on Ukraine

Guerre en Ukraine : Xi Jinping parle « de résoudre la crise » et petite avancée russe

Belgium has confirmed the delivery of F-16 to Ukraine in 2025 [BFMTV](#), [Franceinfo](#)

GUERRE EN UKRAINE: LA BELGIQUE PROMET DE LIVRER 30 AVIONS DE COMBAT F-16 À KIEV D'ICI À 2028

Guerre en Ukraine : la Belgique s'engage à livrer 30 avions de combat F-16 à Kiev d'ici à 2028

Spanish

Volodymyr Zelenskyy's visit to Spain

[El Mundo](#), [El País](#)

Felipe VI exige a Putin "la retirada completa, inmediata e incondicional" de Ucrania durante la visita de Zelenski

Visita de Zelenski a España el 27 de mayo de 2024 | Zelenski pide más sistemas de defensa antiáerea para frenar "las 3.000 bombas al mes" que lanza Putin

Spanish Defence Minister Margarita Robles confirms delivery of Leopard tanks to Ukraine

[La Vanguardia](#), [20minutos](#)











Robles confirma en Bruselas el próximo envío a Ucrania de tanques 'Leopard', blindados, obuses, misiles y munición de artillería

Robles confirma la entrega a finales de junio a Ucrania de más carros de combate Leopard

- Data from the Determ social media listening tool shows that the amount of mentions of Ukraine on social media **decreased by 3%** from April to May.
- The topic of **internation support of Ukraine** was the most discussed on social media in May.
- **Other trending topics included**
 - Advance of Russian troops in Kharkiv region
 - The usage of Western weapons to hit targets in the Russian Federation
 - Russian shelling of Ukrainian cities
 - Sports (football news and the fight between Oleksandr Usyk and Tyson Fury)
 - Sending Western military instructors to Ukraine

SOCIAL MEDIA LISTENING: POSTS WITH THE HIGHEST INTERACTION RATE

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Source / Author	Description	Interactions	Engagement
 Catturd	A call for the Republican Party to focus on US internal issues, not on other countries	278K	4.5M
 ESPN.FC	A publication about Ukrainian football player, Andriy Lunin	252K	0.6M
 BBC NEWS	A publication about a 98-year-old woman who left the occupied part of Ocheretyne on foot	103K	2.8M
 Robert F. Kennedy Jr.	Robert F. Kennedy Jr. claims that the United States is profiting from Russia's war against Ukraine, particularly in the agricultural sector	91K	0.2M
 Real Madrid C.F	Andriy Lunin offered to join Ukraine's national team for Euro 2024	82K	8.3M
 Robert F. Kennedy Jr.	Robert F. Kennedy Jr. emphasises the need for the US to seek an end to the bloodshed, not a continuation of the war	80K	0.2M
 Iran Jay Zhao	A publication about the Russian attack on the Factor Druk printing house in Kharkiv	77K	1M
 Tagesschau	A publication about the humanitarian aid to Ukraine from Germany totalling 60 mln euros	71K	0.5M
 Tagesschau	A publication about the visit of German Foreign Minister Annalena Baerbock to Ukraine	70K	0.5M
 Tucker Carlson	Tucker Carlson's interview with Geoffrey Sachs, covering Russia's war against Ukraine	69K	1.8M

- A positive publication for Ukraine
- A negative publication for Ukraine
- A neutral publication for Ukraine

The list of analysed media

ENGLISH

BBC, Daily Mail, The Guardian, Mirror Online, The New York Times, Washington Post, Mirror, Independent, Telegraph, CBC, CTV News, Express, Associated Press News, Reuters, Business Insider, CNN, FOXNews, CCTV, New York Post, USA Today, BuzzFeed News, The Sun, People, Wall Street Journal, MarketWatch, NBC News, National Public Radio, Sky News, NBS sport

GERMAN

Bild, Spiegel, Welt, ZEIT ONLINE, FAZ.net, Süddeutsche Zeitung, T-online, Tagesschau, N-tv, ORF.at, Kronen Zeitung, Der Standard, Merkur.de, Finanznachrichten, Finanzen.net, FOCUS online

SPANISH

El Mundo, El Pais, La Vanguardia, 20minutos, ABC, El Espanol, El Confidencial

FRENCH

Le Figaro, Le Monde, Ouest-France, BFMTV, 20minutes, Franceinfo, Purepeople, HLN, Nieuwsblad, VRT, RTBF