

# **UKRAINE IN MAJOR INTERNATIONAL ONLINE MEDIA & SOCIAL MEDIA**

Media monitoring analysis

**August 2024**



## Executive Summary

- In August, **the number of articles about Ukraine** in major international online media **decreased by 7%** compared to July, and mentions on social networks **decreased by 13%**.
- There were **13K+ articles** about Ukraine in major international online media with **total reach of 190 million contacts**.
- The highest daily count of articles about Ukraine in August occurred on **August 19, when Volodymyr Zelenskyy said that the Kursk operation was aimed at creating a buffer zone on the territory of the Russian Federation**. Other significant events that drew increased media attention to Ukraine included:
  - F-16 fighter jet crash in Ukraine
  - Independence Day of Ukraine
  - Germany issues an arrest warrant for a suspect in the case of the Nord Stream bombing in 2022
  - Russian missile strike on a supermarket in Kostiantynivka
- The largest Ukraine-related topics in terms of the **share of voice** were:
  - ▶ Military operation of the Armed Forces of Ukraine in the Kursk region of the Russian Federation — 37%
  - ▶ Russian shelling of Ukrainian cities— 6%
  - ▶ International support and Western weapons for Ukraine — 6%
  - ▶ Strikes on critical infrastructure in Russia — 5%
  - ▶ Ukraine at the 2024 Summer Olympics in Paris — 5%
  - ▶ Russian offensive in the Donetsk region — 4%
  - ▶ F-16 fighter jet crash in 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 August.
- 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.

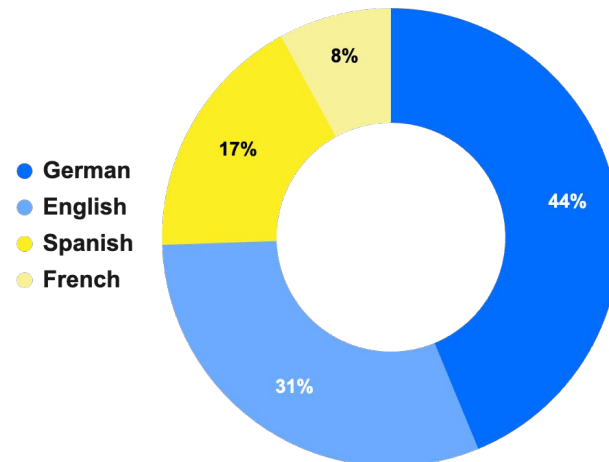
- The list of the analysed social media sources include **Twitter, Facebook, Instagram, YouTube, and Reddit**.
- The media database for the analysis was **provided by the Looqme media monitoring company**.
- The social media database was **provided by the Determ monitoring company**.

# IN AUGUST, THE NUMBER OF ARTICLES ABOUT UKRAINE DECREASED BY 7% COMPARED TO JULY

## 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  | 7 503   | 3 467   |  | 63 538 770            |
| English | 3 351   | 2 433   |  | 92 021 132            |
| Spanish | 1 858   | 1 391   |  | 24 658 922            |
| French  | 796   | 632   |  | 10 319 032            |

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

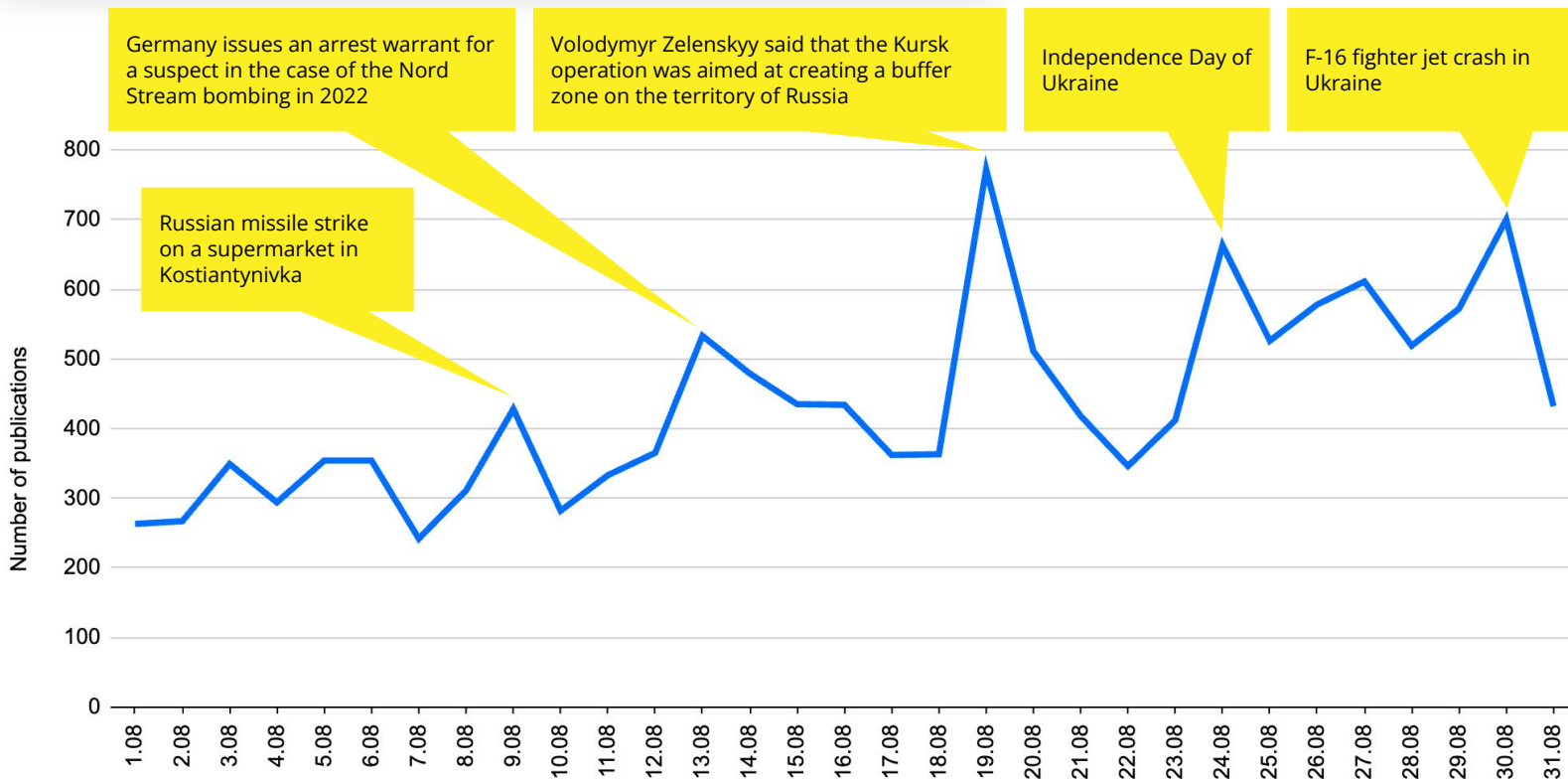


Total **13 508** articles -7% to July

Total **190 mln** reach -4% to July

**IN AUGUST, THE LARGEST DAILY NUMBER OF ARTICLES ABOUT UKRAINE WAS PUBLISHED ON AUGUST 19, WHEN VOLODYMYR ZELENSKYY SAID THAT THE KURSK OPERATION WAS AIMED AT CREATING A BUFFER ZONE ON THE TERRITORY OF THE RUSSIAN FEDERATION.**

## Daily dynamics of publications and key topics about Ukraine



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

| Topic  | Share of Voice |
|--|----------------|
| <b>Military operation of the Armed Forces of Ukraine in the Kursk region of Russia</b> | <b>37%</b>     |
| Russian shelling of Ukrainian cities   | 6%             |
| International support and Western weapons for Ukraine                                  | 6%             |
| <b>Strikes on critical infrastructure in Russia</b>                                    | <b>5%</b>      |
| <b>Ukraine at the 2024 Summer Olympics in Paris</b>                                    | <b>5%</b>      |
| Russian offensive in the Donetsk region  | 4%             |
| <b>F-16 fighter jet crash in Ukraine</b>   | <b>3%</b>      |

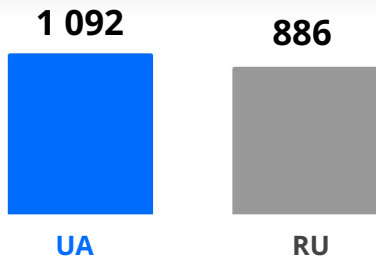


*Share of voice is calculated as the % of articles dedicated to a particular topic among all the publications about Ukraine in the biggest news media (BBC, The New York Times, The Guardian, Fox News, The Washington Post, The Wall Street Journal, CNN, Spiegel, Le Monde, El Mundo).*

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

Source: Looqme media monitoring database, August 2024

Number of articles citing Ukrainian or Russian public figures



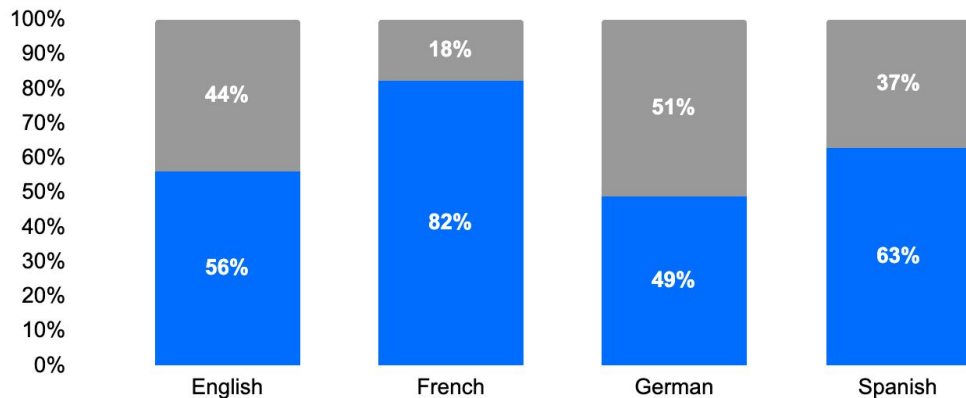
UA SPEAKERS – mentions of the most influential Ukrainian politicians & military

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

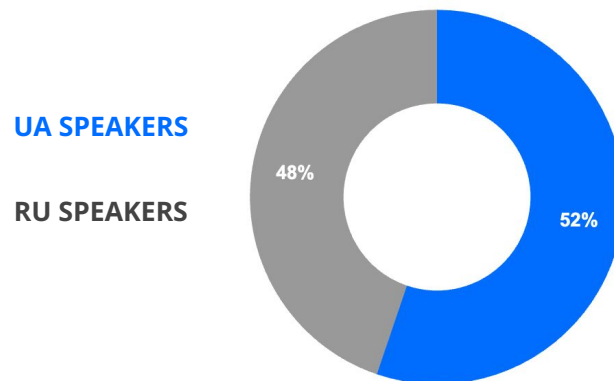
RU SPEAKERS – mentions of key figures of Russian politics

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



## Military operation of the Armed Forces of Ukraine in the Kursk region of Russia

Throughout August, the Western media continued to focus on the Ukrainian military operation in the Kursk region, which began on 6 August. Initially, the media focused on the suddenness and boldness of the Ukrainian military operation, which achieved a significant strategic success. The coverage was mostly positive, emphasizing that the operation demonstrated Ukraine's ability to act decisively and unpredictably. Later, the focus of the publications shifted to the potential diplomatic benefits for Ukraine, the long-term risks and consequences of the operation, as well as the depletion of Ukrainian resources.

### Among the key motives of Ukraine and the arguments "For" conducting the military operation of the Armed Forces of Ukraine on Russian territory:

- The attack is seen as a way to divert part of the Russian forces from the eastern front, which could create opportunities for counterattacks by the Ukrainian army in other directions;
- The operation boosts the morale of the military and civilians, demonstrating Ukraine's activity and unpredictability even in difficult conditions;
- Demonstrating strength on Russian territory may be part of a strategy to gain leverage in future negotiations with Russia. The event is also viewed as a tactic to reach negotiations rather than an attempt at annexation;
- For partner countries, the event signals Ukraine's ability to conduct bold and effective operations, encouraging more decisive support from the West;
- AFU control over territory near strategic objects could disrupt the supply and logistics of Russian troops;
- Western military experts note that the incident has shifted the dynamics of the war, forcing Russia into a defensive stance and making them reconsider their plans;
- The military operation exposed weaknesses in Russia's defenses, undermining Putin's prestige;
- The Kursk operation demonstrated the baselessness of fears regarding the use of Western weapons against Russia, allowing Ukraine to increase pressure on its Western allies for greater support.

### At the same time, publications contained critical comments for Ukraine regarding this operation:

- Some military experts question the appropriateness of the Kursk operation due to the risk of resource depletion and the lack of long-term strategic perspective;
- The Kremlin might use this attack for propaganda purposes to strengthen internal support for the war, mobilise new forces, and justify the war against Ukraine;
- Russia may respond to the incursion without reducing its activity in other areas, which could weaken Ukraine's defenses on other fronts;
- The use of Western weapons on Russian territory might cause concern among Ukraine's partners and lead to changes in support policies;
- There is a risk that the offensive could weaken Ukraine's defensive capabilities due to extended supply lines and the potential concentration of Russian forces for a counterattack;
- The AFU's operation may raise concerns among Western countries about the escalation of the war;
- Military actions on Russian territory reduced Ukraine's ability to effectively respond to Russian attacks in the east, especially if Russia continues its offensive on strategic targets, such as the city of Pokrovsk;
- The long-term consequences could be negative for Ukraine, despite the initial boost in morale.

surprise move , unexpected maneuver  
counterintuitive , bold incursion , daring  
lightning-fast thrust , unpredictable  
symbol of resilience and defiance

Words Western media  
used to describe the AFU's  
Kursk operation:

risky assault , questionable  
limited , exhausting  
high-risk



## Russian shelling of Ukrainian cities

In August, Russia's strikes on Ukrainian cities generated significant resonance in international media. **Throughout the past month, Russia conducted massive shelling across almost all regions of Ukraine.** Volodymyr Zelenskyy reported that, in just the last week of August this year, Russia fired more than **160** missiles of various types, about **800** guided aerial bombs (KABs), and **400** drones of various models at Ukraine. Also in the spotlight of Western media was the Ukrainian President's statement that, over the **30 months** of war, Russia has launched **10,000 missiles** and **33,000 bombs** at Ukraine.

### Throughout the month, the media covered the following strikes:

- The missile strike on a supermarket in Kostiantynivka on August 9, which killed 14 people;
- The strike on Kramatorsk on August 25, which killed Ryan Evans, a security advisor with the British agency Reuters;
- The massive missile attack on Ukraine on August 26, as well as strikes on Kyiv, Kharkiv, Dnipro, and other Ukrainian cities.

### Key messages in the media on this topic:

- Russian strikes have caused significant damage to Ukraine's already vulnerable energy infrastructure, leading to emergency power outages across the country.
- **Possible motives behind the Russian strikes, as suggested in publications:**
  - This is part of a broader Russian strategy aimed at demoralising the Ukrainian population, especially as winter approaches. The strikes target both critical infrastructure and aim to undermine the morale of Ukraine's civilian population;
  - A demonstration of the Kremlin's continued ability to harm Ukraine. The attacks serve as a reminder to both Ukraine and its Western allies that Russia retains significant military capability;
  - The strikes may be a direct response to Ukraine's military operation in Russia's Kursk region.
- Western media widely covered Volodymyr Zelenskyy's call for increased Western support, particularly lifting restrictions on the use of Western-provided weapons to strike deep into Russian territory. Articles note that Western allies have been hesitant to grant such permission, fearing potential escalation in relations with Russia.
- The strikes have reignited concerns about the stability of Ukraine's nuclear infrastructure and raised fears in the West that further attacks could lead to a nuclear disaster.

## International support and Western weapons for Ukraine

This topic includes articles related to the providing 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.

### Key events in August highlighted by Western media on the topic of international support for Ukraine:

- New Military Aid Package for Ukraine from the U.S. Worth \$1.7 Billion (Package includes air defence interceptors, anti-tank weapons, missile system and artillery ammunition).

- The U.S. Department of Defence has announced a new military aid package for Ukraine valued at around \$125 million. The package includes air defence systems, multifunctional radars for detecting and countering enemy artillery, and anti-tank weapons.

- Rheinmetall is supplying battle tanks to the Czech Republic as part of a circular exchange with Ukraine.

- The Biden administration has rejected a proposal to send American contractors to Ukraine to service Western military equipment.

#### **The arrival of the first F-16 fighter jets in Ukraine**

sparked significant interest in Western media. Reports noted that this event was crucial for strengthening the Ukrainian Air Force, which had previously relied on outdated Soviet aircraft. The media highlighted that the fighter jets could strike deep into Russian-occupied territories, protect against Russian guided bombs, and boost the morale of the Ukrainian people.

However, the media also pointed out **the limitations of the F-16s due to a shortage of trained pilots and the limited number of aircraft** that can be deployed in combat. There was scepticism regarding whether the small number of F-16s currently available would significantly change the battlefield dynamics in the near future. Additionally, reports emphasized the increased Russian attacks on Ukrainian airfields.

Following the crash of an F-16 fighter jet in Ukraine on August 26 during the defence against a massive Russian missile barrage, some media outlets noted that the pilots might not have been fully prepared for combat scenarios involving modern American aircraft. **The incident raised concerns about Ukraine's ability to effectively integrate advanced Western technology** into its defence strategy.

Another current topic regarding international support for Ukraine is the **discussion about reducing German military assistance to Ukraine**. Saxony's Prime Minister Michael Kretschmer has called for a reduction in military aid to Ukraine, stating that Germany has reached the limits of its capabilities and that the war should be resolved through negotiations. This has sparked a negative reaction from some members of his party, who emphasized that **Germany should continue supporting Ukraine as it is crucial for protecting democratic principles, political stability in Germany, and security in Europe**.

Later, the media reported that due to a strained budget situation, Germany might cease military aid to Ukraine, and it is unclear how much funding will be allocated for this in 2025.

The Washington Post's commentator Lee Hockstader notes that **Germany is beginning to show signs of fatigue and wavering in its support for Kyiv**. This is particularly evident against the backdrop of internal political challenges, such as the rise of populist and pro-Russian sentiments in the eastern regions, where anti-Ukrainian parties are gaining popularity. There is also concern about the position of Germany's finance minister, who has proposed freezing new military aid to Ukraine. **This situation could have serious implications for the future stability of European support for Ukraine** and reinforce Russia's confidence that its strategy of patience, aimed at gradually weakening Western support for Ukraine, is effective and will yield the desired results.

## German

Discussions on reducing military aid to Ukraine from Germany

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

8+ **Hoffen auf den 50-Milliarden-Topf**

Wie es mit der Ukraine-Hilfe weitergeht

German Foreign Minister Annalena Burbock welcomes deployment of US long-range weapons in Germany

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

Annalena Baerbock begrüßt Stationierung von US-Waffen in Deutschland

Baerbock begrüßt Stationierung von US-Langstreckenwaffen in Deutschland

The Minister-President of Thuringia supports participation of German peacekeepers in a potential UN mission in Ukraine, [Spiegel](#), [N-tv](#)

Ramelow spricht sich im Fall von Waffenstillstand für deutsche

Ramelow will Blauhelm-Soldaten in der Ukraine - auch deutsche

## French

The use of French armoured vehicles during the Kursk operation of the Ukrainian Armed Forces, [Ouest-France](#)

Guerre en Ukraine : à Kursk, des anciens véhicules blindés de l'armée française au combat

Ukraine : à Kursk, des véhicules blindés de l'armée française au combat

French humanitarian aid to Ukraine, [Ouest-France](#)

Un vingtième convoi humanitaire est parti de Lorient pour l'Ukraine

À Plœren, un troisième envoi vers l'Ukraine pour Breizh Ukraine solidaire

## Spanish

Statement by Spanish Defence Minister Margarita Robles on Spain's continuing military assistance to Ukraine

[El Mundo](#), [20minutos](#)

Robles asegura que España seguirá apoyando a Ucrania con material defensivo: "Esto es una guerra"

Margarita Robles anuncia que España seguirá enviando "material defensivo" al Ejército ucraniano

Spanish Foreign Minister Jose Manuel Albares announces sending seven more powerful generators to Ukraine

[El Pais](#), [La Vanguardia](#)

■ España dona siete generadores eléctricos a Ucrania para que pueda hacer frente al invierno

España envía a Ucrania siete generadores eléctricos para hacer frente al invierno

Since the end of 2022, Spain has trained more than 5,000 Ukrainian soldiers

[El Pais](#), [La Vanguardia](#)











■ España suministrará armas a Ucrania por más de 1.100 millones, una ayuda militar sin precedentes

Más de 5.000 ucranianos se han formado en España para el combate

- Data from the Determ social media listening tool shows that the amount of mentions of Ukraine on social media **decreased by 13%** from August to July.
- **The Armed Forces of Ukraine's military operation in the Kursk region of the Russian Federation** became the most discussed topic on social media in August.
- **Other trending topics included**
  - International support for Ukraine
  - Ukraine at the 2024 Summer Olympics in Paris
  - The topic of Ukraine in the US election battles
  - Criticism of the US assistance to Ukraine
  - The provision of F-16s to Ukraine by Western allies and the crash of the fighter jet
  - Independence Day of Ukraine

## SOCIAL MEDIA LISTENING: POSTS WITH THE HIGHEST INTERACTION RATE

BRAND UKRAINE

| Source / Author  | Description   | Interactions | Engagement |
|--|---|--------------|------------|
|  <a href="#">Sarah Fields</a>    | The post criticises the double standards in the US international policy of supporting Ukraine and US citizens   | 179K         | 2.8M       |
|  <a href="#">Mohamad Safa</a>    | The author emphasises the selective reaction of social media users to female prisoners of war, depending on whether they are Ukrainian or Palestinian                       | 135K         | 2.1M       |
|  <a href="#">Cillian</a>         | The author highlights Robert F. Kennedy Jr.'s statement that Joe Biden sent Boris Johnson to Ukraine to force Volodymyr Zelenskyy to cancel the peace agreement with Russia | 120K         | 1.8M       |
|  <a href="#">Narendra Modi</a>   | A post about the visit of Prime Minister of India Narendra Modi to Ukraine  | 120K         | 6.6M       |
|  <a href="#">Globe Eye News</a>  | Coverage of the statement by the Prime Minister of Spain Pedro Sanchez on the importance of defending international law in relation to both Ukraine and Gaza                | 113K         | 1.6M       |
|  <a href="#">Wake Up America</a> | The post asks users whether they agree with Donald Trump's statement on whether Ukraine should "pay back" the US for the costs of supporting it                             | 112K         | 1.5M       |
|  <a href="#">Narendra Modi</a>   | A post about the visit of Prime Minister of India Narendra Modi to Ukraine  | 109K         | 6.7M       |
|  <a href="#">Jackson Hinkle</a>  | The author compares Russia's ban on participation in the 2024 Olympics with the absence of similar sanctions against Israel   | 104K         | 1.8M       |
|  <a href="#">President Biden</a> | US President Joe Biden congratulates Ukrainians on Independence Day   | 96K          | 3.2M       |
|  <a href="#">FOX Sports MX</a>   | A post about Yaroslava Maguchikh winning a gold medal at the 2024 Olympics  | 90K          | 1.6M       |

-  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 Your 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