



**Department of Journalism
and Philology**

Developing a Sustainable Socio-Communicative Model of Commemorating the Russian-Ukrainian War Based on a Sustainable Humanitarian Paradigm and Artificial Intelligence

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How can we create a communication model in the conditions of hybrid war that can, at the same time, ensure information security, preserve democratic principles, and support social consolidation through understanding and commemorating the war?

WAR AS A CRISIS OF MEANING AND COMMUNICATION

Modern war is not only a fight for territory, but also a fight for how events are interpreted. In this context, commemoration becomes very important — how society understands, interprets, and remembers the war.

However, Ukrainian society experiences the war in different and unequal ways:

- ☑ soldiers and civilians
- ☑ volunteers and displaced people
- ☑ people who lived under occupation or in captivity
- ☑ citizens who moved abroad

This creates a situation where:

- ☑ different war narratives exist at the same time
- ☑ there is a risk of conflict between memories
- ☑ social fragmentation increases

In this situation, communication becomes a key factor of social stability.

FROM INFORMATION TO MANIPULATION: A NEW REALITY OF JOURNALISM

Research on modern war journalism shows that in hybrid war, the boundaries are becoming unclear:

- between facts and fake news
- between objective and subjective information
- between a journalist and a participant of events

Journalists work in conditions of:

- information overload,
- multi-channel data flow,
- constant psychological pressure.

Moreover, modern war journalism is becoming a hybrid phenomenon, where a journalist:

- is both an analyst, a communicator, and a “media soldier”,
- must not only inform, but also fight disinformation,
- works in a situation where information spreads faster than it can be checked.



This situation fundamentally changes the role of media in society.

UKRAINIAN EXPERIENCE: A CENTRALIZED MODEL AS A RESPONSE TO THREAT

The first weeks of the full-scale war showed how the Ukrainian media system adapted to extreme conditions.

In particular, regional media:

- changed their role from informing to service and mobilization,
- focused on people's survival and military information,
- активно fought against fake news.

This became the basis for creating a centralized information model — the United News telethon.

Its main functions at the beginning of the war:

- ✓ reducing disinformation
- ✓ creating a unified agenda
- ✓ building trust in official sources

However, in the long term, this model:

- ✓ does not meet the need for pluralism
- ✓ is criticized for political bias
- ✓ shows limited ability to adapt to a more complex information environment.

The background is a dark blue gradient. In the center, there is a large, faint globe composed of a network of dots and lines. Overlaid on this globe are three large, semi-transparent circular icons: a Telegram paper plane icon at the top, a Facebook 'f' icon at the bottom left, and an X (formerly Twitter) icon at the bottom right. Scattered around the globe are various smaller, faint icons representing social media elements like user profiles, messages, and likes.

DISINFORMATION ECOSYSTEMS: THE CASES OF TELEGRAM, FACEBOOK, AND X

TELEGRAM CHANNELS SPREADING DISINFORMATION AND PRORUSSIAN NARRATIVES IN GERMANY

RUSSIAN-LANGUAGE CHANNELS WITH GEOLOCATION IN GERMANY

“Deutschland verstehen”
“Literary critic Marina”

RUSSIAN-LANGUAGE CHANNELS WITH GEOLOCATION IN RUSSIA: CONTENT COMPRISES THE WAR IN UKRAINE AND GERMANY’S INTERNAL AFFAIRS

“The voice of Germany”

GERMAN-LANGUAGE CHANNELS WITH GEOLOCATION IN GERMANY / RUSSIA OR UNCERTAIN, CONTENT COMPRISES MESSAGES TRANSLATED INTO GERMAN FROM RUSSIAN MEDIA, TELEGRAM-CHANNELS

“Druschba FM” “Übersicht Ukraine”
“Info Defence DEUTSCH”

GERMAN-LANGUAGE TELEGRAM CHANNELS BROADCASTING RUSSIAN PROPAGANDA NARRATIVES, GEOLOCATION – GERMANY

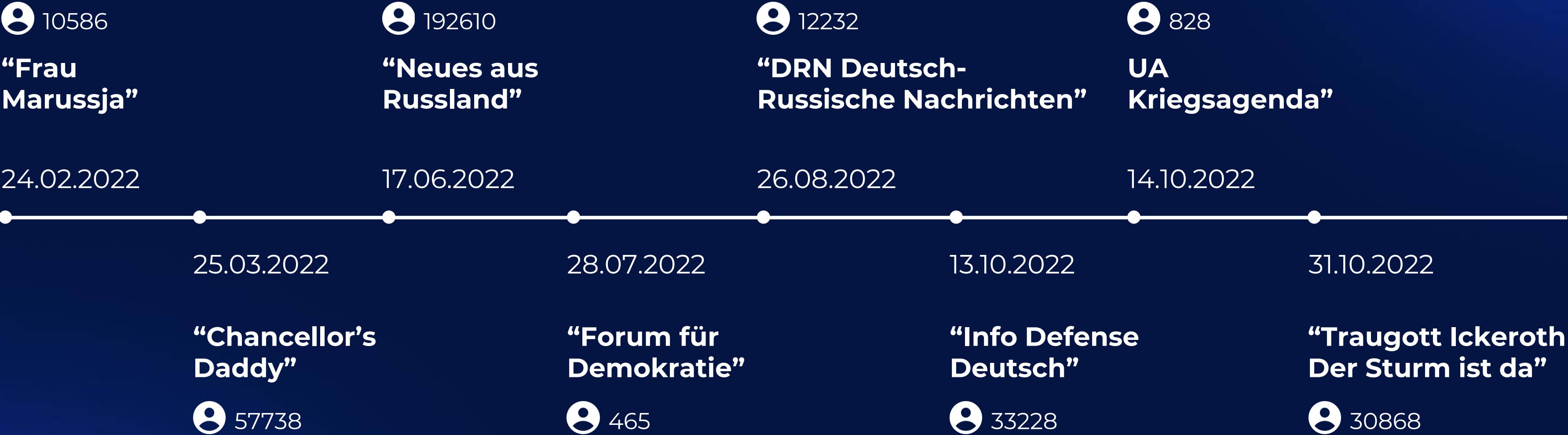
“Spiegel-offizieller-Kanal” “Putin Fun
Club” “Bürger Informative News”

GERMAN-LANGUAGE OR/AND RUSSIAN-LANGUAGE TELEGRAM CHANNELS WITH UNCERTAIN GEOLOCATION: CONTENT COMPRISES THE RUSSIAN WAR IN UKRAINE AND/OR GERMANY’S INTERNAL AFFAIRS

“Neues aus Russland” “War in
Ukraine/Ukraine’s War with Russia”



SOME OF THE CHANNELS COVERING RUSSIA’S WAR IN UKRAINE WERE FOUNDED AFTER THE BANNING OF RUSSIAN FOREIGN TV CHANNELS RT AND SPUTNIK AND RUSSIA’S FULL-SCALE INVASION OF UKRAINE.



THE PROPAGANDA CHANNEL “CHANCELLOR’S DADDY” DIRECTS ITS READERS TO ALLEGEDLY “HIGH-QUALITY” SOURCES WHERE THEY CAN GET “TRUE NEWS ABOUT THE WAR IN UKRAINE, REAL AFFAIRS IN GERMANY AND EUROPE, REMEMBER THE WONDERFUL USSR”:

“Russian Demiurge”

“Centralnoe-otoplenie”

“Empire is very evil”

“Arbalet Z says”

“VSPOMNI CCCP”

“Rude? Sorry”

“Deutsch Adler”

“Ukraina.ru”



THE DISINFORMATION ECOSYSTEM

01

**OFFICIAL GOVERNMENT
COMMUNICATIONS**

02

**STATE-FUNDED GLOBAL
MESSAGING**

03

**CULTIVATION OF
PROXY SOURCES**

04

**WEAPONIZATION OF
SOCIAL MEDIA**

05

**CYBER-ENABLED
DISINFORMATION**

PRO-RUSSIAN DISINFORMATION AND PROPAGANDA IN GERMANY: RUSSIA'S FULL-SCALE INVASION IN UKRAINE (2023)

Researchers from CeMAS — Pia Lamberty and Lea Frühwirth — noted that after Russia's full-scale invasion in 2022, pro-Russian disinformation in Germany increased significantly.

After RT DE was blocked, propaganda moved to alternative media, Telegram channels, as well as blogger and conspiracy communities.

The main narratives aimed to discredit Ukraine and Ukrainian refugees. Disinformation активно used fears about the energy crisis, inflation, and social instability.

A close link was found between pro-Russian narratives and far-right groups. The study also confirmed the impact of disinformation campaigns on public opinion and political polarization.



TO BE CONTINUED: THE PRO-KREMLIN DISINFORMATION CAMPAIGN DOPPELGANGER IN GERMANY” (2024)



The monitoring, analysis, and strategy center CeMAS identified a large-scale Russian disinformation campaign called “Doppelganger.”

Its main method was creating fake copies of well-known media websites that looked like trusted Western outlets. Through these sites, Russian/pro-Russian content was spread and then amplified via networks of inauthentic accounts on X and Facebook.

The campaign was coordinated by structures linked to the Russian presidential administration, including Social Design Agency. Its main goals were to reduce support for Ukraine, increase distrust in Germany’s democratic institutions, and deepen social polarization.

Even after reports about fake accounts, X did not remove the disinformation content, which shows that its mechanisms for limiting disinformation are not effective enough.

A DIGITAL MODEL OF COMMEMORATION: THE HUMANITARIAN PARADIGM AND ARTIFICIAL INTELLIGENT



DIGITAL MEMORY MODEL FOR THE WAR



To develop a model of commemoration of the Russian-Ukrainian war that can store and organize historical memory in a clear and systematic way.

This model is a digital memory space that can also help fight disinformation.



Tasks:

- ✓ to create an algorithm that ensures reliable and well-structured information about war events
- ✓ to design a concept of a digital interactive model that combines databases, user interfaces, and analysis tools based on Artificial Intelligence
- ✓ to develop a pilot software product to test how the model works



Methods:

- ✓ social communication analysis (memory as a process of creating shared meanings)
- ✓ information modeling and algorithms, plus AI tools to process large amounts of data
- ✓ empirical modeling (building and testing an experimental system)

ALGORITHM FOR PRESERVING DIGITAL MEMORY



Main Idea: The study moves from chaotic data collection to a clear system of digital memory. War events are often scattered (news, photos, videos, eyewitness reports). Without structure, this information can lose context or become distorted.



Solution: A clear algorithm to store and organize important events and digital artifacts.

Key Stages of the Algorithm:

Data Collection

Information from media, social networks, official reports
Careful and critical choice of sources



Verification of Information

Checking original sources
Comparing different sources
Removing disinformation



Categorization

Organizing data by time, place, type of event
Using tags or Artificial Intelligence for analysis



Structured Storage

Saving data in databases or cloud systems
Creating a stable and accessible digital memory system

Result:

Not just an archive, but a long-term system for storing and accessing reliable information.

DIGITAL INTERACTIVE MODEL

Purpose:

A digital model based on the algorithm to create user services and software.
It helps to store, organize, interpret, and share information about war events in a simple digital format.

Structure of the Model

Information Level

- ✓ Database with event data (date, place, description, sources, media)
- ✓ Stores and organizes historical information

Technological Level

- ✓ User interface (for example, an interactive map)
- ✓ Search by place and time
- ✓ Easy navigation through large data sets

Intellectual Level

- ✓ Use of Artificial Intelligence
- ✓ Data analysis and summaries
- ✓ Content adapted to user needs

Humanitarian Level

- ✓ Focus on human values and meaning
- ✓ Memory of victims, stories of heroism
- ✓ Transforms data into collective historical memory

Result:

A multi-level system that turns data into meaningful and accessible digital memory.

EXPERIMENTAL MODEL & VERIFICATION OF INFORMATION

Main Idea:

An experimental model was created to test how to check information reliability. The key principle is to use several independent sources to confirm or reject a fact. fication is effective.

Verification Process:

Define the Fact

- ✓ Choose a clear fact to check
- ✓ Separate facts from opinions

Source Analysis

- ✓ Evaluate how reliable the source is

Cross-Check Information

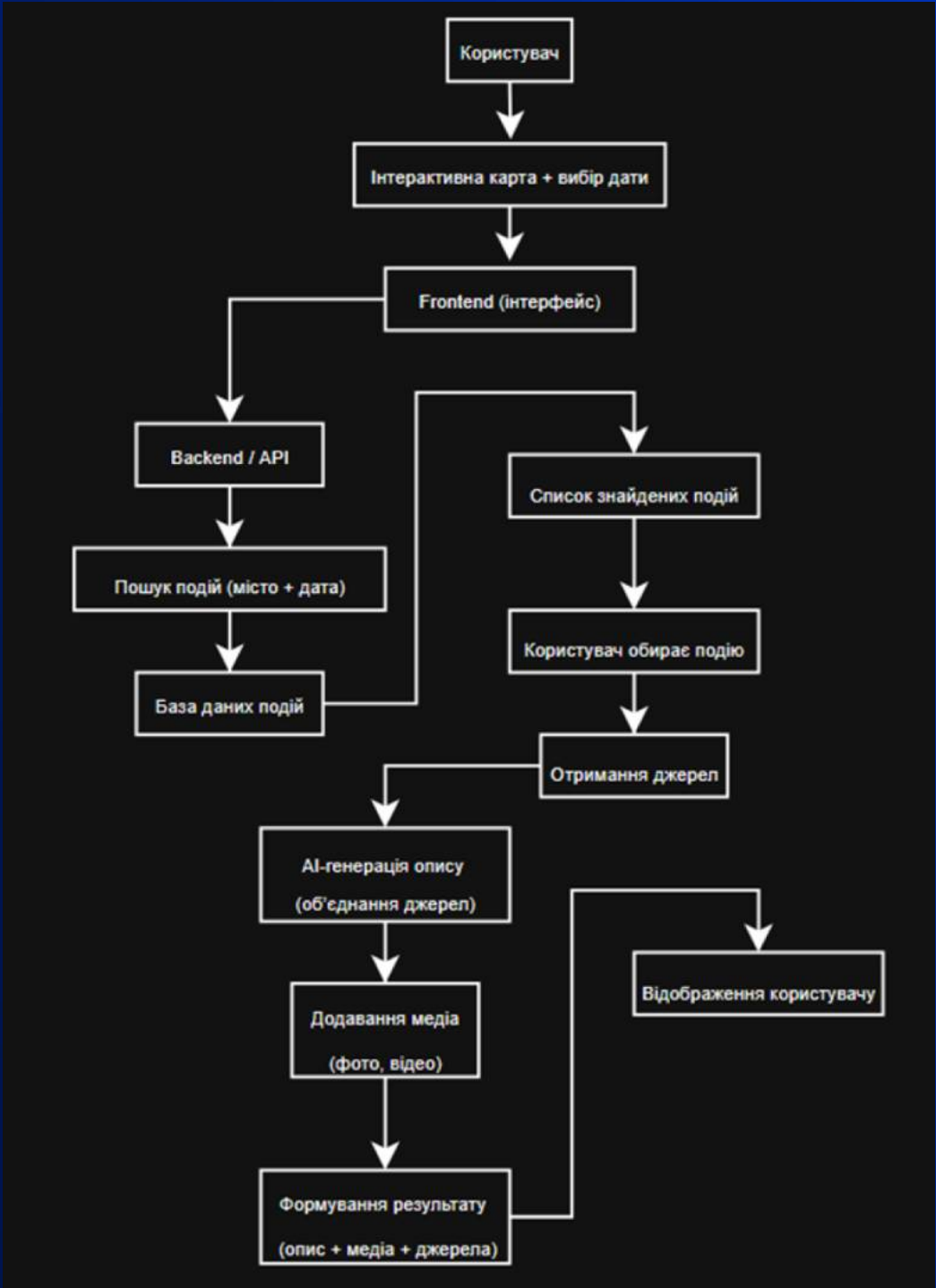
- ✓ Compare with independent sources
- ✓ Use international media and analytical platforms

Fact-Checking

- ✓ Use fact-checking tools
- ✓ Identify manipulation and disinformation

Example:

A claim about a “successful Russian offensive” was analyzed. Independent sources showed the opposite: slow progress, heavy losses, and no strategic success. Fact-checking confirmed that the claim was misleading.



Result:

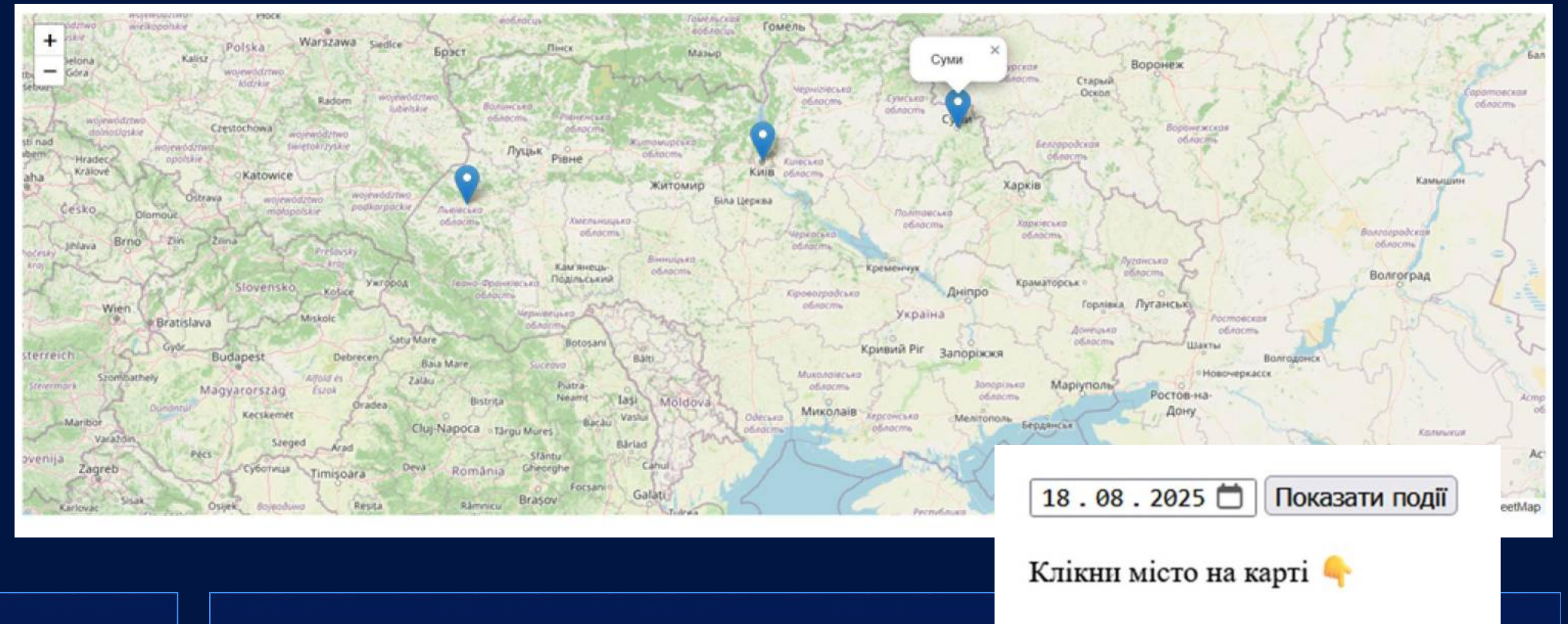
Information is classified by reliability level and can be added to a digital system. The model shows that this method of verification is effective.

PILOT SOFTWARE PRODUCT



Main Idea:

A pilot web-based system was created to search, analyze, and display war events. It combines a database, user interface, and Artificial Intelligence tools.



How It Works:

- ✓ The user selects a place and date on an interactive map
- ✓ The system finds related events in the database
- ✓ The user gets structured information (description, media, sources)

Key Feature:

- ✓ AI automatically creates short summaries of events
- ✓ Makes information easier to understand
- ✓ Keeps links to original sources for transparency

System Design:

- ✓ Client-server architecture
- ✓ Integration of data, interface, and analysis tools

Result:

- ✓ Even with limits, the system shows that it is possible to create a single digital space for war memory.
- ✓ It can be developed into a large national system of historical memory.

**SOUND, WAR, AND MEMORY: ACOUSTIC
MODES OF EXPERIENCE AND
COMMEMORATION IN CONTEMPORARY
MEDIA PRACTICES**

SOUNDSCAPE OF WAR

During war, sound changes its role.
In peaceful life, sound is often just background.
But in war, it becomes very important for orientation and survival.

Sound as a Danger Signal

Sirens, explosions, and military sounds create an immediate reaction.
They work like commands that guide people's behavior.

Constant Acoustic Tension

People are always waiting for sounds.
This creates stress and makes the environment feel dangerous.

Acoustic Memory

Sounds stay in a person's memory even after they stop.
This can cause anxiety and strong emotional reactions.

**The soundscape of war creates a special way of perception,
where sound becomes a central part of human experience.**

ACOUSTIC COMMEMORATION: MEDIA PROJECT ANALYSIS

This project is a real example of acoustic memory. It was created by the Sumy Regional Philharmonic and the Department of Journalism and Philology.

The project is called “You Sleep in My Heart as Music...”.

The project combines interviews with mothers and wives of fallen soldiers and songs connected to their lives.

The main idea is to use sound as a way to keep memory.

The key point is that memory of the fallen is shown through their favorite music.

- ✓ Music carries personal meaning
- ✓ It keeps emotions and cultural experience
- ✓ When we hear it again, memory comes back

So, the fallen soldiers are not only described in words.

They are also remembered through sound — melody, rhythm, and voice.

This helps move from symbolic memory to sensory memory, where sound connects absence and presence.

Voice, Music, and Silence

The project is built on three elements:

- ✓ Voice (interviews)
- ✓ Music (songs)
- ✓ Silence (pauses)

Voice tells the story, music adds emotion, and silence gives space to feel and reflect.

In this way, the project becomes a living form of commemoration, where memory is not only told but also experienced.

CONCLUSIONS

The analysis of theory and practical examples allows us to make these conclusions:

- ✓ In war, sound works as a signal, a tool to guide behavior, and a source of emotional impact.
- ✓ In commemoration, sound becomes a medium of memory. It helps recreate presence and build collective experience.
- ✓ In modern media projects, especially “You Sleep in My Heart as Music...”, sound works as:
 - a sign of personal identity
 - memory trigger
 - way to represent a person through sound
- ✓ The concept of acoustic commemoration explains practices where sound is the main tool for working with memory, connecting individual and collective experience.

**Sound is a key element in modern media about war, trauma, and memory.
It needs further study from different academic perspectives.**