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## **FROM MANIPULATION TO MOBILIZATION: THE DISCURSIVE REFRAMING OF UKRAINIAN ADVERTISING IN WARTIME**

During peacetime, advertising primarily fulfills consumerist objectives by utilizing emotional appeal and emphasizing brand differentiation. Russia's invasion in 2022 has significantly changed the role of advertising, turning it into a means for ideological mobilization, civic engagement, and emotional reinforcement. The wartime context of Ukraine offers a distinct perspective for examining the transition from market-driven strategies to culturally embedded, patriotic narratives. Researchers highlight the increasing importance of mythological and humorous elements in this transformation, indicating that folkloric symbols and comedic narratives function as mechanisms for promoting collective resilience (Kravchenko & Shanaieva-Tsymbal, 2023; Kravchenko et al., 2022; Shevchuk, 2023). This study analyzes advertising content in retail, education, healthcare, and military recruitment, enhancing the comprehension of advertising as a reflection of culture and a symbolic arena that influences national identity and maintains public morale during crises (Boiko, 2024).

This qualitative longitudinal study examines linguistic and semiotic changes in Ukrainian advertising before and after the war onset by combining Critical Discourse Analysis (CDA) and Semiotic Analysis (SA). CDA reveals implicit meanings, manipulative linguistic tactics, and ideological frameworks in verbal ad messages, whereas SA concentrates on non-verbal components, including symbolism, color schemes, layout, and nonverbal cues. This dual-method approach captures both the verbal and visual aspects of wartime advertising while facilitating the mapping of shifting narrative tactics related to national trauma and resilience-building. The dataset includes 24 video ads and one corporate website across the military, e-commerce, food retail, higher education, and social campaign sectors selected by their linguistic content and relevance to crisis-related themes.

The qualitative longitudinal study of wartime Ukrainian advertising uncovers seven primary transformations:

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1. *From Entertainment to Ideological Play.* Linguistic playfulness before the war, such as puns and rhymes, was a primary marketing strategy. In wartime, humor and wordplay assume patriotic significance, redirecting ads to promote national unity.

2. *Implicature as Identity Construction.* Implicatures, previously employed to suggest product superiority, now distinguish in-groups from out-groups and strengthen collective identities, as illustrated by statements such as "*Our beer for Ukrainians.*"

3. *Emotional Appeals as Moral Imperatives.* Once centered on individual emotions like pleasure, comfort, and aspiration, emotional appeals have shifted to collective moral imperatives emphasizing duty, unity, and resilience. Military recruitment campaigns and public service advertisements illustrate this process of moral reframing.

4. *No Competitive Framing.* Classic comparative ads have largely disappeared. Brands emphasize shared values, social cohesion, and national support, indicating a transition from individual consumerism to collective well-being.

5. *Recontextualization of Stimulus Language.* Pre-war motivational or sensory words like "*more effective,*" "*delicious,*" or "*pleasure*" are substituted with "*victory,*" "*unbreakable,*" "*support,*" and "*ours,*" thereby evoking patriotism and mobilizing public sentiment.

6. *Semiotics of Strength and Unity.* The national colors, blue and yellow, are predominant, and military uniforms along with solemn voiceovers, underscore collective resilience. Smiles and warmth still persist, though representing hope rather than indulgence.

7. *Advertising as a Reflection of Sociocultural Dynamics.* Wartime advertising has transformed into a mechanism of "public therapy," mirroring and influencing societal emotions—ranging from mourning to hope, trauma to defiance—thereby highlighting its significance in crisis communication.

This study illustrates that Ukrainian advertising, initially focused on commercial objectives, has transformed into a significant medium for reflecting and influencing public sentiment during wartime. Linguistic and semiotic reconfigurations, including the moral reframing of emotional appeals and the strategic use of national symbols, highlight advertising's ability to serve both economic, ideological, and psychological functions. Advertising enhances national resilience during the ongoing war by fostering cultural solidarity and boosting collective morale. Questions persist regarding the longevity of these mobilizing strategies in the post-war context and whether they will revert to pre-war consumerist norms over time. Future research could enhance understanding of this evolution by examining audience reception, comparing various conflict-affected regions, and incorporating quantitative methods, such as sentiment analysis, to evaluate the shifting influence of advertising on public discourse.

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**ОСОБЛИВОСТІ МАРКЕТИНГУ ОСВІТНІХ ПОСЛУГ**

У сучасних умовах стрімкого розвитку інформаційного суспільства, цифровізації економіки та глобалізації освітнього простору значно зростає роль маркетингу в системі надання освітніх послуг [1-10]. Освіта вже не сприймається як суто державна функція чи соціальна потреба — вона дедалі більше набуває рис повноцінного ринку, де діють закони попиту та пропозиції, конкуренції та інновацій. Саме тому маркетинг освітніх послуг стає ключовим інструментом стратегічного розвитку закладів освіти, їх позиціонування на ринку та формування позитивного іміджу серед споживачів знань [2, 5, 8].

Особливий інтерес викликає специфіка маркетингу у сфері освітніх послуг, оскільки на відміну від товарного маркетингу, він має справу з нематеріальним продуктом, що безпосередньо пов'язаний із формуванням людського капіталу [3, 7]. Таким чином, ефективне застосування маркетингових стратегій у сфері освіти вимагає врахування соціокультурного контексту,