THE ROLE OF 'PEOPLE OF ACTION' IN ENHANCING UKRAINE'S SOFT POWER AND CONTRIBUTING TO ITS SUCCESS IN THE ONGOING CONFLICT WITH RUSSIA

ANASTASIIA LEMESH
INTERNATIONAL RELATIONS
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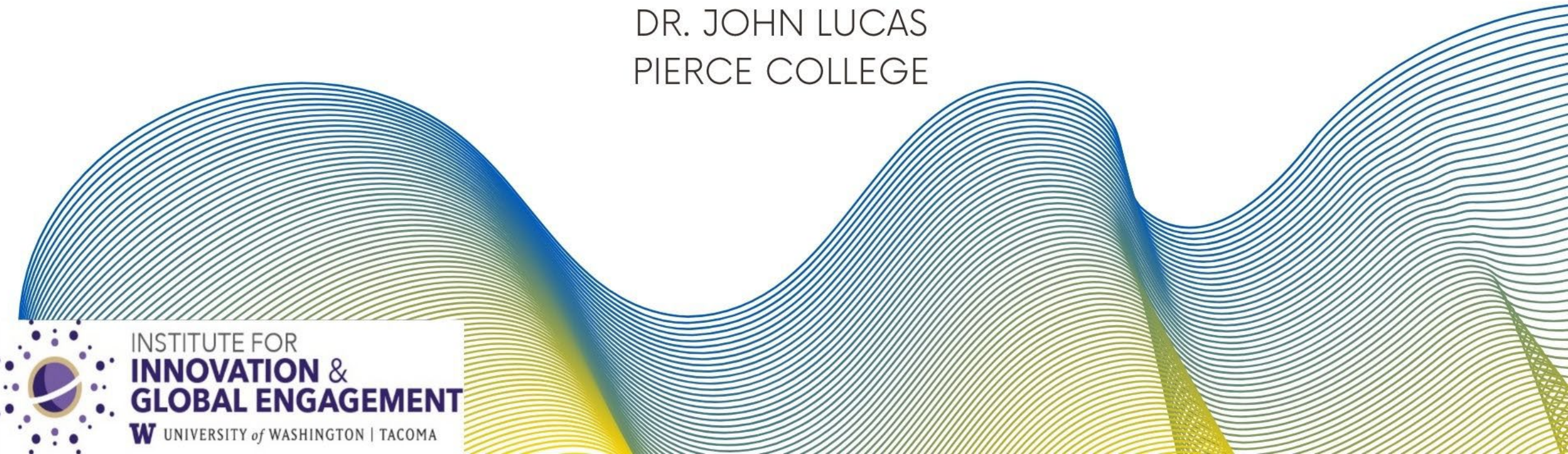

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GLOBAL SOFT POWER INDEX 2023

SINCE FEBRUARY 24TH, HOW HAS THE UKRAINIAN POPULATION TRANSFORMED INTO A CRITICAL COMPONENT OF UKRAINE'S SOFT POWER, AND HOW HAVE THEY ALTERED HOW THE REST OF THE WORLD VIEWS UKRAINE'S CAPABILITIES?

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The
Guardian

- **MOBILIZATION OF CIVIL SOCIETY**
- **COMMON SENCE OF PURPOSE**
- **IMMIGRATION**

INSTAGRAM PAGES CREATED BY REGULAR PEOPLE:

180K

397K

1.1M

#ukraine
36.9M posts

"UNISSUED DIPLOMAS" EXHIBITS

UKRAINIANS SING 'CAROL OF THE BELLS' AT CARNEGIE HALL

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INCREASED GOVERNMENT SUPPOR

THE POWER OF FREEDOM
UNITED24

- "I NEED AMMUNITION NOT A RIDE"

- 563 VIDEOS:

"OUR" - 4400
"UKRAINE" - 956
"LIFE" - 586

- GOVERNMENT-RUN PLATFORM TO RAISE MONEY

- GRATITUDE AND RECOGNITION OF PEOPLE

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THE POWER OF SOFT POWER:

- RECOGNIZING THE AGENCY OF PEOPLE
- VALUING CULTURAL DIVERSITY
- ENGAGING WITH CIVIL SOCIETY
- SUPPORTING GRASSROOTS INITIATIVES
- LEVERAGING DIGITAL PLATFORMS

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