



How Russia's Propaganda Narrative Shaped Western Perceptions of its War on Ukraine

Dr Michael Lawriwsky

Wednesday 15 May 2024: 5:30pm for 6 – 7pm AEST at Level 13, 356 Collins Street, Melbourne VIC 3000

Russia's propaganda narrative in the 2014-2021 period, especially the "saving persecuted Russian speakers" slogan, was very effective in promoting tacit Western acceptance of the invasion of the Crimean Peninsula, the invasion of the Donbas, and of Kremlin mantras such as "failed state", "corrupt society" and so on.

Those early PR successes (resulting in minor sanctions, minimal military support and lip-service) emboldened Putin to launch his full-scale invasion in February 2022.



Since then, Russian propaganda has not been as successful because of how Volodymyr Zelensky has responded, how Ukraine has fought the Russian army to a standstill, and how the Russian army has behaved. As a result, the pro-Ukrainian narrative has been stronger relative to the Kremlin, albeit the Russian narrative is still powerful, painting pictures about "a stalemate", "persecution of the Orthodox church", and "the need for negotiations" rather than an urgent ramping-up of Western military industrial capacity.

What more can Ukraine do to successfully persuade the world of the genocidal nature of Russia's goals? How should we respond to Russia's internal propagandists?

AIIA Victoria invites you to join Dr Michael Lawriwsky to explore these important questions.



In 1990 Dr Michael Lawriwsky was visiting professor at the International Management Institute Kyiv, where he taught in the first (and last) MBA course in the Soviet Union. Previously he served as editor of the Australian Ukrainian Review, and was subsequently chair of the Ukrainian Studies Foundation at Monash University and a trustee of the Shrine of Remembrance. His career has included positions in academia, investment banking and consulting. He has written a two-volume biography of Albert Jacka VC, as well as articles on Ukrainian issues and the Ukraine-Russia interaction in the Journal of Ukrainian Studies, Quadrant magazine, the IPA Review, The Australian, The Age, The Herald-Sun and other publications.

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