

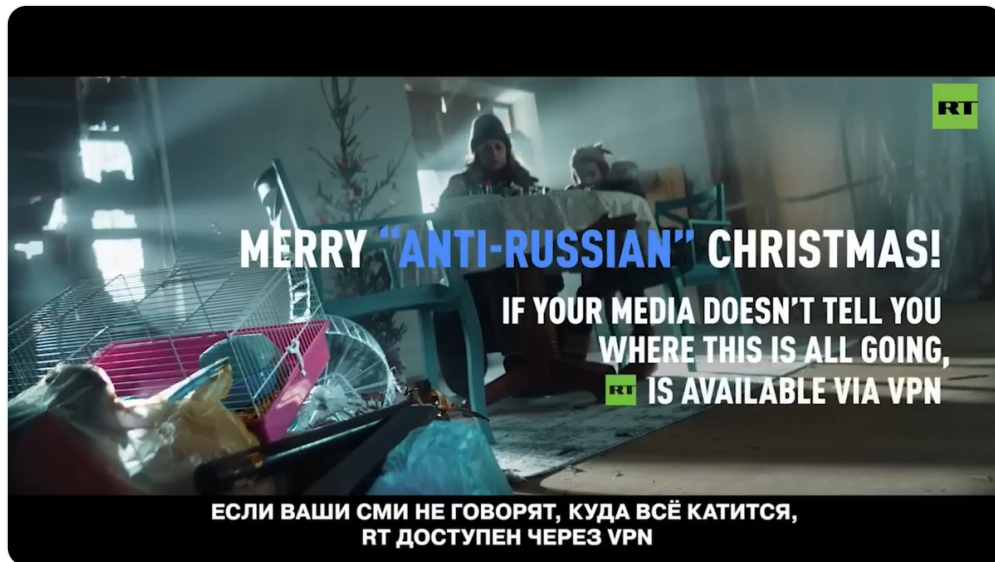


**Pekka Kallioniemi** @P\_Kallioniemi

Sep 29, 2023 · 19 tweets · [P\\_Kallioniemi/status/1707671131736424617](https://twitter.com/P_Kallioniemi/status/1707671131736424617)

In today's #vatniksoup, I'll dissect Russian propaganda, go through its main characteristics and also discuss how it differs from Ukrainian propaganda. This soup will mostly focus on the Kremlin's more "sophisticated" forms of media, like mobilization ads and advertisements.

1/18



From the beginning of Russia's full-scale invasion of Ukraine in Feb 2022, Russia's propaganda machinery has been going on full steam.

In addition to using social media, botnets and troll farms to spread their narratives, they've also produced various ads and videos.

2/18

WAR IN UKRAINE

# The Kremlin wants 'real men' to prove themselves by joining the fight in Ukraine

The ad comes as Moscow prepares for a counteroffensive expected to be launched by Ukraine this spring, having seen its own winter push falter.





Russian propaganda can be targeted at domestic population or to foreign audiences. Let's first look at how Russia promotes the war to its domestic audience. These ads generally focus on MASCULINITY, POWER and/or MATERIALISM.

3/18

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## Russia's appeal to 'warrior masculinity'

MARINA YUSUPOVA 10th May 2023

Putin's Victory Day pitch for more military recruits is unlikely to encourage men to enlist in the army.

A presidential press-office photo of yesterday's dais in Moscow: sepia 'great patriotic war' imagery, medalled veterans and retro-Soviet gigantism

HANS BÖCKLER STIFTUNG  
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**REPORT**

No. 656, July 2023

**WSI EUROPEAN COLLECTIVE  
BARGAINING REPORT 2022 / 2023**

Real Wages Collapse across Europe due to Inflation Shock  
This January, Mary Lither

**SUMMARY**  
Real wages fell by 4.5% in 2022 across 16 European countries, with a further 1.5% decline in 2023. This is the first time since the 1970s that real wages have fallen in all 16 countries. The report also shows that the real wage contract has broken down in all 16 countries, with the responsibility of making their countries more competitive falling on the backs of public employees. In Germany, the real wage contract has broken down in the banking sector.

**Real wages report card in the services, 2000-2022**

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## Russian imperialism has roots going back hundreds of years



10.5.2023 | ECONOMY AND SOCIETY LANGUAGES AND CULTURES

The Moscow Times  
30 YEARS INDEPENDENT NEWS FROM RUSSIA

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## Russian Soldiers Send Home 58 Tons of Looted Items from Ukraine – Investigation

May 26, 2022



04-07-2022 Thu 16:33:40  
Camera 01

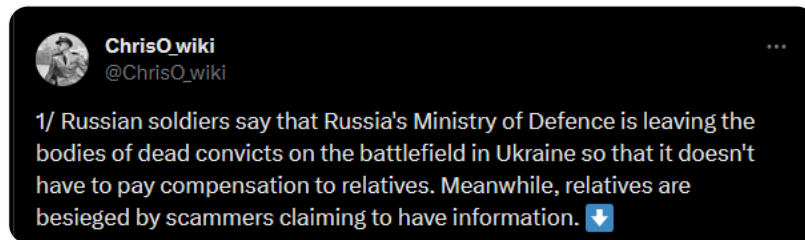
In Apr 2023, Russian Defense Ministry published a recruitment video in which anyone who is still doing a regular job instead of getting killed in Ukraine is not a "real man". In addition, young men are attracted with a hefty salary (by Russian standards).

4/18



This appeal to one's masculinity is a common theme in Russian propaganda, but it is then complemented with the idea of wealth. But as we know, Russia's casualties in this war are incredibly high, and often the families of the fallen are not even compensated.

5/18





**Ara Vanady**  
@AraVanady



No [#Deadrussiansoldiers](#) from [#Moscow](#) or [#StPetersburg](#) - but many from poor, rural areas. Those moms don't travel days to Moscow to protest, they don't speak out, but take the € 100 (= US-\$ 105) they get as compensation for any fallen [#soldier](#). Insane? No, Russia! A sick country!



11:20 PM · May 8, 2022





In another ad published in Sep 2023, two Russians discuss how they're going to buy real estate and move to Kyiv and Odesa after they've been captured. This ad is all about Russian imperialism and power, and it is in...



...contradiction to the Kremlin's official statements of the war being about "denazification" and "saving the Russian-speaking population" in Ukraine.

In reality, the war is about conquest and genocide, as most of you already know.

7/18

**TASS** RUSSIAN NEWS AGENCY RU

MILITARY OPERATION IN UKRAINE 24 FEB 2022, 06:12

## Decision taken on denazification, demilitarization of Ukraine – Putin

Justice and truth are on Russia's side, President Vladimir Putin said

© Mikhail Metzger/POOL/TASS



UKRAINE CRISIS 7 JUL 2022, 19:21

## Donbass residents subjected to isolation, genocide for eight years — Putin

Commenting on plans to give the Donbass residents the opportunity to participate in Russia's "More than a journey" project, the Russian president said that it was very important

MOSCOW, July 7. /TASS/. The population of Donbass has been subjected to isolation and genocide for eight years, Russian President Vladimir Putin said on Thursday.

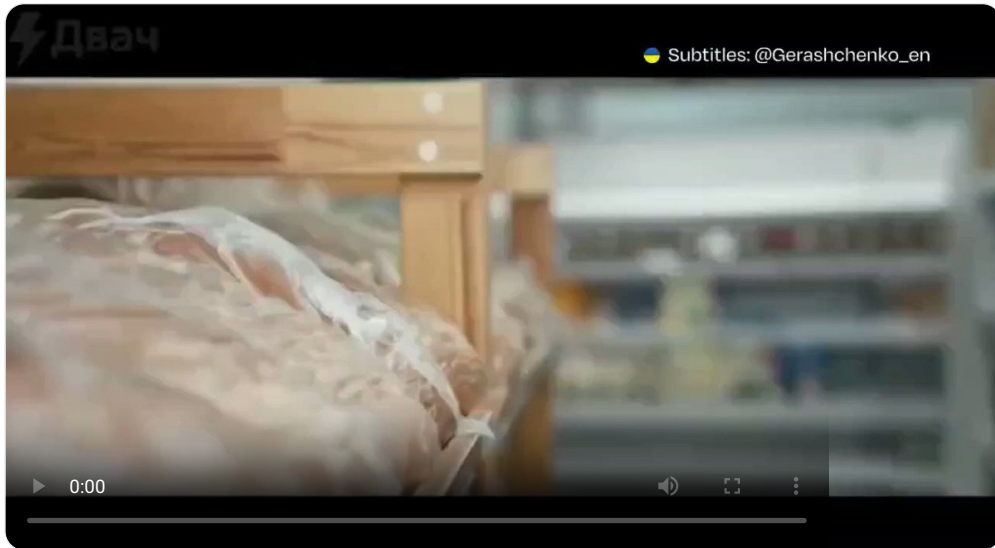
"The people there for a long time, for eight years, have been, as they say, neither here nor there," the head of state said during a meeting with the winners of the Leaders of Russia competition.

"I am not even mentioning bombardments and such but in general, this is the isolation and genocide, if one also considers the accompanying eight-year-long military pressure," Putin stressed.

The Russian leadership will do everything to completely restore living conditions in the Lugansk People's Republic (LPR) for all the residents of this region, the president said.

One recruitment ad focusing on materialism shows a grandpa who has to sell his shiny Lada in order to survive, but eventually his his grandson signs a contract to join the war.

This absurd ad simply shows how Russian propaganda values material possession over human lives.



Now, these ads may be the only connection to the war in poor areas, in which most of the information flows through TV channels. Russia's censorship organization, Roskomnadzor, makes sure that no information about Russia's losses and genocidal acts finds these people,...

9/18

#### **The main instruments, organisational aspects and funding of propaganda**

State television is Russian propaganda's main tool and the principal source of information for more than 60% of Russians, mainly elderly people and non-urban residents.<sup>[1]</sup> The most watched TV channels<sup>[2]</sup> Rossiya 1 and Rossiya 24, owned by the VGTRK holding (Russia's main radio and TV broadcaster), as well as the government-controlled Pervyy Kanal channel and NTV channel owned by the Gazprom Media company, are of particular importance when it comes to shaping public opinion. When the war with Ukraine began, the main channels modified their broadcast programming – the broadcasting of entertainment content and series was reduced and the duration of news and current affairs programmes was extended. Rossiya channels increased the duration of those programmes which serve to spread the main points of the Kremlin's propaganda message and are hosted by major Russian TV presenters. The duration of several shows was increased, including the "Vesti Nedeli" ("News of the Week")<sup>[3]</sup> TV show which presents a weekly summary of current events with the commentary by the programme's host Dmitri Kiselyov – the head of the government-controlled Rossiya Segodnya news agency; the "60 Minut" ("60 Minutes") TV debate show hosted by Olga Skabeyeva and Yevgeni Popov (a married couple) aired twice daily on weekdays; and the "Vecher s Vadimirom Soloviovym" ("Evening with Vladimir Solovyov") socio-political talk show aired daily. Each episode of these shows can even be up to three hours long.

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## Russia's Internet Censor is Also a Surveillance Machine

Russia's internet censorship has often been an opaque concept. Recent hack and leak operations, however, have shined light on the prominent role that Roskomnadzor plays in surveilling the internet and crushing dissent.

*Blog Post by Justin Sherman, Guest Contributor*  
September 28, 2022 11:47 am (EST)



Russian law enforcement officers clash with protesters supporting jailed opposition Alexei Navalny in Moscow in January 2021. Maxim Shemetov/Reuters

As the Putin regime continues its war on Ukraine, the Kremlin has almost totally repressed the speech, assembly, and press environment in Russia. A little-known Russian agency: Roskomnadzor, the country's internet and media regulator and, therefore, internet and media censor has been central to this

...and that these people living in poverty fully rely on the heavily filtered information they get from their televisions.

As the late Russian General Alexander Lebed said: "Let me recruit a platoon of the children of the elite, and the war will be over in a day."

10/18

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## Young, poor and from minorities: the Russian troops killed in Ukraine

Paris (AFP) – The bulk of the thousands of Russian soldiers killed in Moscow's onslaught against Ukraine are very young, have poor backgrounds and many are from ethnic minority groups, observers say.

Issued on: 17/05/2022 - 08:18 5 min

The propaganda that Kremlin produces for the foreign audiences differs from all this, and it often attempts to promote the INCONVENIENCE that the war brings. This type of campaigning peaked just before the winter of 2022, when the West was preparing for a "harsh winter"...

11/18



...due to the lack of Russian gas and oil. One of the more "popular" videos was the one depicting Christmas in Europe without Russian gas. In it, a Western family eventually becomes so poor, that they have to eat the family hamster.

12/18



In another ad, a woman is looking for love online in a cold and dark apartment. Eventually, he finds a Russian man who boasts with electricity, light and heat. After she decides to move to his place, there's already a bunch of "Western" women living with him.

13/18



Many of these ads were published with German audiences in mind, probably because of their strong military support of Ukraine, but also to support the rise of far-right, pro-Kremlin parties like AfD:

14/18

 **Pekka Kallioniemi**   
@P\_Kallioniemi · [Follow](#) 

In today's [#vatniksoup](#), I'll introduce a German right-wing and populist political party, Alternative für Deutschland, or AfD ([@AfD](#)). The party is best-known for their Euroskeptic and pro-Kremlin politics, and for having strong political and financial ties to the Kremlin.

1/19



9:03 AM · Aug 7, 2023 

 4.6K  Reply  Copy link

[Read 193 replies](#)

One example of this type of advertising is a video where German army authorities storm into a family's home and takes all of their money. The ad then claims that the German ad is taken directly from the German taxpayers.

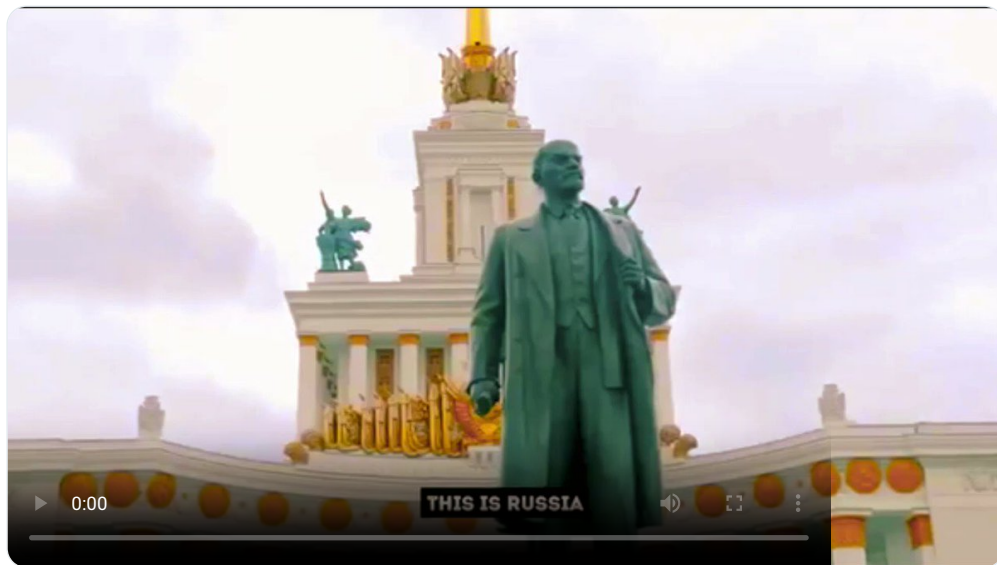
15/18



They've also published a bunch of ads which encourage the people from the West to move to Russia. All these ads also appeals to the Russian audiences, basically saying that "we have it so much better than the people in the West."

This ad even features a Ukrainian model.

16/18



In other ads, they've called for the end of "Russophobia", even trying to adopt a hashtag #StopHatingRussians.

This ad was published just a month after Russia started their genocidal attack on Ukraine, showing how tone-deaf these propagandists actually are.

17/18



To summarize the propaganda targeted at the West: it focuses on costs of the war and the inflation and price hikes it brings, naturally blaming it all on Ukraine rather than themselves. It also appeals to the regular voters to stop any kind of aid to Ukraine.

18/18

 **REUTERS**<sup>®</sup> World ▾ Business ▾ Markets ▾ Sustainability ▾ Legal ▾ Breakingviews Technology ▾ Investigate

Climate & Energy | Gas | Climate Change

## Analysis: Europe heads more comfortably into winter without Russia's Nord Stream gas

By **Kate Abnett, Nora Buli and Julia Payne**

September 26, 2023 6:43 PM GMT+3 · Updated 3 days ago



Pipes for the Nord Stream 2 gas pipeline in the Baltic Sea, which are not used, are seen in the harbour of Mukran, Germany, on September 30, 2022. REUTERS/Fabian Bimmer//File Photo [Acquire Licensing Rights](#) 

August 2023

## Annual inflation down to 5.2% in the euro area Down to 5.9% in the EU

The **euro area** annual inflation rate was 5.2% in August 2023, down from 5.3% in July. A year earlier, the rate was 9.1%. **European Union** annual inflation was 5.9% in August 2023, down from 6.1% in July. A year earlier, the rate was 10.1%. These figures are published by **Eurostat, the statistical office of the European Union**.

The lowest annual rates were registered in **Denmark** (2.3%), **Spain** and **Belgium** (both 2.4%). The highest annual rates were recorded in **Hungary** (14.2%), **Czechia** (10.1%) and **Slovakia** (9.6%). Compared with July, annual inflation fell in fifteen Member States, remained stable in one and rose in eleven.

In August, the highest contribution to the annual **euro area** inflation rate came from services (+2.41 percentage points, pp), followed by food, alcohol & tobacco (+1.98 pp), non-energy industrial goods (+1.19 pp) and energy (-0.34 pp).

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### Vatnik Soup

#vatniksoup is a Twitter thread series (and a hashtag!) where I'll introduce pro-Russian actors and propagandists from around the world, be they so-called "independent journalists", politicians, mili...

<https://vatniksoup.com>





Pekka Kallioniemi



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**Pekka Kallioniemi**

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