

ПРИКЛАДНІ СОЦІАЛЬНО-КОМУНІКАЦІЙНІ ТЕХНОЛОГІЇ

UDC 007:304:659.3

DOI <https://doi.org/10.32782/2710-4656/2025.2.2/37>

Baliun O. O.

National Technical University of Ukraine «Igor Sikorsky Kyiv Polytechnic Institute»

Fysun D. M.

National Technical University of Ukraine «Igor Sikorsky Kyiv Polytechnic Institute»

Fisenko T. V.

National Technical University of Ukraine «Igor Sikorsky Kyiv Polytechnic Institute»

ANIMAL IMAGERY AS AN ELEMENT OF CONSTRUCTIVE PROPAGANDA IN THE CONTEXT OF RUSSIA'S WAR AGAINST UKRAINE

This article explores the use of animal imagery in Ukraine's wartime propaganda. Based on media monitoring, over twenty animal images were analyzed. The study identifies and systematizes two main groups of animals frequently mentioned in the media that have acquired propagandistic significance: dogs and cats. Two analyzed animal images stand out as the most well-known: Patron the dog and Stepan the cat. The research confirms the significant impact of these images on shaping public opinion and attitudes toward current events.

The military, politicians, media, and social media users actively support disseminating information about these animals. Such content helps improve the public's psycho-emotional state and strengthens belief in Ukraine's victory, as even four-legged companions stand on its side.

The study highlights both commonalities and differences in the public influence of Patron and Stepan. Shared characteristics include their embodiment of patriotism, role as mascots, active engagement with the public, contribution to charity and important social causes, and widespread popularity on social media. Distinct differences include their species, roles, and functions. Patron the dog is primarily associated with protection, safety, and patriotism, reflecting his role in Ukraine's State Emergency Service. Stepan the cat, in contrast, is known for his charitable efforts, supporting the army and animals affected by the war.

Both figures evoke positive associations but differ in their origins, functions, and methods of public engagement. Additionally, the article analyzes Stepan the cat's reputation management based on key factors such as media interaction, partnership development, public loyalty, internal image formation, social responsibility, government relations, and international influence.

Key words: *influence, image, military propaganda, Stepan the cat, propaganda, Patron the dog, animal imagery in propaganda.*

Problem Statement. Throughout history, propaganda has evolved depending on the tools available at different periods. As propaganda developed, specialized methods and techniques were introduced to enhance effectiveness. The strategies used are carefully selected based on the audience's level of awareness, preferences, and societal development to achieve the desired impact on recipients.

Constructive propaganda plays a crucial role in shaping positive images of Ukraine and its military and showcasing the humanity of Ukrainian defenders. This type of propaganda is significant for younger audiences, including children and teenagers, as it fosters patriotism and cultivates critical thinking skills.

Animal imagery has long been utilized in propaganda and military affairs due to the strong connection between humans and animals. In ancient times,

horses were considered the best companions of warriors and rulers, playing key roles in significant battles and acting as loyal partners. In the 20th century, during the World Wars, dogs gained popularity as companions and valuable assistants in military operations. Beyond the battlefield, dogs traditionally symbolize comfort, providing emotional relief and practical support in everyday life.

At the same time, animal imagery can be used as a tool for manipulation, particularly in spreading propaganda messages. It is important to note that animal symbols are formed and utilized situationally in Ukrainian propaganda. Therefore, examining the role of animals in propaganda campaigns—especially within the context of the Russia-Ukraine war—is a relevant and timely area of study.

Analysis of recent studies and publications. In the context of Russia's aggressive information policy – not only against Ukraine but also against globally accepted legal and moral norms – the study of propaganda remains highly relevant for Ukrainian and international researchers. Between 2024 and early 2025, a Google Scholar search for the phrase “war propaganda” yielded 2,970 scientific publications.

Researchers outline the structure of propaganda technology based on three key pillars: technological knowledge, methods, and specific actions tailored to particular factors and available resources [1–3]. Various studies explore definitions of concepts such as “war propaganda,” “propaganda of war,” “information war,” “information-psychological warfare,” and “information/psychological operations” [2; 4–6]. However, there is a noticeable lack of systematic research on animal imagery in propaganda campaigns, particularly in the Russia-Ukraine war.

The purpose of the article is to determine the role and significance of animal imagery in Ukrainian propaganda during the Russia-Ukraine war.

The results and discussion. The global information space is increasingly influenced by the popularity of cute and charming animals, primarily dogs and cats. This trend, which originated on social media, has extended into major media outlets, boosting engagement and serving as an additional tool for media influence. Animals frequently become PR elements for politicians, brands, libraries, and educational institutions. For instance, in the United Kingdom, the official Chief Mouser resides at 10 Downing Street [7], while in the United States, the First Dog traditionally lives in the White House [8]. Similarly, in Ukraine, the National Technical University of Ukraine, “Igor Sikorsky Kyiv Polytechnic Institute,” is home to a well-known cat named Maria Zakharivna [9].

Many military units have animal mascots, such as cats, dogs, wolves, owls, and even parrots, which provide psychological comfort to soldiers [10]. Our monitoring of media and social networks has identified an increasing trend in patriotic animal imagery. Some of the most well-known animals in Ukrainian military-related propaganda include:

Dogs: Patron, Kira, Max, Nicole, Krasavchik, Bayraktar, Gabriella, Vesta, Rambo. Cats: Stepan, Shaiba, Patron, Günther, Max, Chivas. Other animals: A lemur and a Tibetan yak named Bayraktar.

Despite the diversity of animal mascots, dogs and cats remain the dominant symbols. Therefore, this study analyzes the roles and impacts of these two groups.

Dogs play a crucial role in wartime efforts, participating in search and rescue operations and assisting in explosives detection. The most famous dog in Ukrainian media is Patron, a Jack Russell Terrier who has become a central figure in educational and propaganda initiatives. Patron has official social media accounts (Instagram, TikTok, YouTube, and an X/Twitter page) and actively engages in volunteer work.

According to the Ukrainian newspaper “Vechirniy Kyiv”, sales of postal stamps featuring Patron raised 1.5 million UAH in 2023. These funds were donated to Kyiv's animal shelters, rehabilitation centers, and surrounding areas. The symbolic role of Patron has been examined in detail in Volume 36 (75), No. 1, 2025, of Scientific Notes of V. I. Vernadsky Tavria National University. Series: Philology. Journalism.

Next, though less media-exposed, is the shepherd dog Kira, a full-fledged member of the “K-9” unit of the Special Operations Center “A” of the Security Service of Ukraine. Her work is reported to the public by the SBU press center. Like the dog Patron, she specializes in detecting and neutralizing mines and explosive devices [11].

A Belgian shepherd service dog named Max is in the National Guard of Ukraine ranks. He was quickly trained to follow commands in Ukrainian and is already assisting at one of the military checkpoints [12].

During the initial period of full-scale aggression, when Ukrainian citizens sought safety by evacuating from dangerous areas – often using railway transport provided by the public joint-stock company “Ukrzaliznytsia” – all employees of this organization demonstrated intense productivity around the clock. A small four-legged train conductor named Nicole played an essential role in this process, assisting railway workers by maintaining order and providing emotional support to passengers [13].

A Ukrainian soldier with the call sign “Beskid” brought his pet dog with him to the front line. The dog now helps during missions and comforts the soldier and his comrades. In an interview with the media, the soldier stated that his dog once saved his life by urging him to enter a trench, sensing imminent danger [14].

Canine therapy, or rehabilitation involving dogs, has not been a primary focus of Ukraine’s police force. However, the impact of the war with Russia has significantly changed the situation. At the beginning of the war, police officers and the service dog Bayraktar entertained children at the Kyiv railway station as they awaited evacuation trains. While the police previously used Bayraktar for criminal search operations, he now has another equally important mission – helping to maintain the psychological well-being of the population. This has become one of the state’s top priorities, directly affecting national stability and defense capability [15].

Additionally, at the beginning of the war, a Rottweiler named Gabriella assisted the military at a checkpoint at the entrance to Kyiv. She detected saboteurs, explosives, and weapons. Thanks to their unique instincts, animals, particularly dogs, play a crucial role in law enforcement operations [16].

The Rivne branch of the National Police has two German Shepherds assigned to search for enemy munitions at checkpoints [17]. The press service of the Main Intelligence Directorate of the Ministry of Defense also introduced the service dog Vesta to the public. Vesta is a specialist in detecting mines and explosive devices during search operations. She has helped save the lives of Ukrainian service members in numerous instances [18].

The dog Rambo is another example of an animal image used in propaganda and widely spread in the media. He serves in a canine unit, part of a crime prevention program, to educate young people to be more tolerant and respectful of each other’s differences [19].

The above examples of using dogs as symbols are crucial elements of positive propaganda among the Ukrainian population. Various news stories about each animal’s history in the media and social networks often inspire audiences, foster patriotic sentiment toward the homeland, and improve emotional well-being.

In this context, it is worth noting that the widespread public attention to the image of Patron has led to a particular cult of the dog in society. This cult emerged organically and solely through public support rather than as a result of a pre-planned informa-

tion campaign promoting the animal. This indicates that society needs such a hero.

Beyond dogs, which are actively used in propaganda campaigns, the image of cats has also gained prominence. One such example is the cat Shaiba, who has become well-known among Ukrainians. His owner, Ukrainian serviceman Oleksandr Liashuk, considers Shaiba a mascot providing moral support on the front lines and in socially beneficial initiatives. One such initiative was a charity training session for a fundraising run in Kyiv, where participants donated to support air defense. Both Liashuk and Shaiba took an active part in this training. In September 2023, Shaiba was awarded volunteer recognition for contributing to raising 1 million hryvnias for purchasing armored vehicles and drones for the Ukrainian military. Shaiba also maintains his popularity through social media, and his owner has bought him several sets of military gear and an embroidered shirt (vyshyvanka) [20]. This cat’s image is another example of positive propaganda that fosters patriotism while serving as counter-propaganda that unites the nation in a shared struggle against the threat.

The police force in Kherson has also adopted a cat named Patron. He received this name because he wears a cartridge around his neck, meant to be used against the last remaining Russian occupier. The cat serves as a mascot for law enforcement officers, improving their emotional state while on duty [21]. The image of Patron the cat symbolizes resilience and hope for victory, contributing to the well-being of service members.

The State Emergency Service of Ukraine (SES) has also integrated rescue dogs and cats into its ranks. For example, the cat Chivas became part of a rescue team as a kitten, thanks to the head of special rescue operations. Over time, Chivas was issued a uniform and given a rank for major. Another cat, Osia, was rescued from Northern Saltivka in Kharkiv and has now found a home among the Kharkiv police force. He has his designated space, maintaining positive morale among law enforcement officers [22].

Günther and Chivas are figures who inspire and entertain the public. They serve as symbols for their owners and embody resilience and heroism in propaganda images.

One of the most popular animals among Ukrainians is the cat blogger Stepan. Social media pages, including Instagram and TikTok, are run on behalf of the cat, attracting millions of followers. He gained fame due to his unique character and expressive face. Jokes and memes featuring him have spread worldwide. His image even appeared on Time magazine

cover [23], and American pop star Britney Spears posted about him on her Instagram. He has also participated in advertisements for brands such as Valentino, Crocs, and Puma.

Stepan's owners have successfully leveraged his popularity to support the Ukrainian army by organizing charity fundraisers. For example, funds collected in Stepan's name have been directed to support the Azov brigade [24]. Additionally, a fundraiser was organized in his name to help animals affected by the war. Within four days, his social media followers contributed \$10,000 (as of March 28, 2022). On April 9, 2022, the Ukrainian cat was nominated for the "Oscars" of the blogging world. On May 18, 2022, Stepan from Kharkiv received the Influencers and Bloggers Award in Cannes, and the proceeds from the tickets to the award ceremony were donated to support Ukraine. By June 20, Stepan's Instagram page announced the successful completion of a fundraiser for animals, raising €15,000. The cat also became an ambassador for the Ministry of Culture and Information Policy's project "Preserve Ukrainian Culture" [25].

Like Patron the dog, Stepan has become a symbol of patriotism. News about him influences international perceptions of Ukraine and unites Ukrainians in

their desire to support the army and financially defeat the aggressor state.

Since the image of Stepan the cat is nearly as popular as that of Patron the dog, we have also conducted a factor analysis of his reputational activities (Table 1). The factor analysis of Patron the dog is described in Volume 36 (75), No. 1, 2025, of the Scientific Notes of V. I. Vernadsky Tavriya National University. Series: Philology. Journalism.

Thus, Stepan the cat is a philanthropist who supports the military and injured animals and participates in fundraising and social events. Like Patron the dog, his image is unique and evokes positive associations, but they differ in their origins, functions, and methods of interaction with society.

In addition to Stepan, other cat figures are gaining popularity in Ukrainian propaganda. For example, the head of the Ukrainian Military Intelligence (HUR) Kyrylo Budanov had a service cat named Gunther, whom he called a "true combat cat," describing him as "strategic, he even survived a missile strike" and "knows more state secrets than anyone in the country" [26].

Among the unusual animals helping the Ukrainian nation in its mental fight against the occupiers are a lemur born in March 2022 and a Tibetan yak named after the Turkish-made military drone Bayraktar. This

Table 1

Factor Analysis of the Reputational Activities of Stepan the Cat

Factors Influencing Reputation	Stepan the Cat
Media Engagement	Interviews and collaborations with journalists, regular publication of unique content on his official social media pages, partnerships with brands, organization of charity fundraisers, participation in TV programs, online streaming events, etc.
Building Relationships with Partners	Cooperation with advertisers (using Stepan's image for brands or promotional goods/services, including Valentino), communication with partners for organizing charity fundraisers (for the military and animals affected by war), participation in celebrity projects, joint photoshoots, and events.
Developing Consumer Loyalty	Strengthening Stepan's identity and brand; active presence on social media; collaborations with brands; participation in international events; building a loyal community around the cat; fostering emotional engagement with followers through social media interactions.
Creating an Internal Image	Personality (calming, entertaining image); values and beliefs (support for animals, patriotism, positivity, as conveyed through social media and media presence); role in the community (lifting spirits, entertaining, promoting, supporting, and initiating charity fundraisers); audience engagement (friendly and active communication); unique character traits (steadfast facial expression); collaborations with both international and local partners.
Social Responsibility	Participates in charitable initiatives and humanitarian projects, raising funds to support Ukrainian soldiers; strengthens national spirit by symbolizing unity among citizens; entertains the public with positive content.
Maintaining Relations with the State	Ambassador for the strategic communications project <i>"Preserve Ukrainian Culture"</i> .
Impact on the International Community	Draws attention to the needs of Ukrainian soldiers, civilians, and animals; serves as a symbol of resilience in the context of the Russia-Ukraine war.

Source: Authors' computation

weapon helps our army destroy enemy equipment at the front [27]. Thus, the images of these two animals reflect the unbreakable spirit of the Ukrainian nation and their remarkable struggle and promote patriotism in society.

In conclusion, we summarize the information about the animal figures that gained widespread recognition during the Russia-Ukraine war. In Ukrainian propaganda, there is a growing trend of using animal images for informational, educational, moral, and economic purposes.

Conclusions and suggestions. Propaganda using the image of Stepan the cat fulfills the following functions: informational and financial. The informational function partially covers events in Ukraine related to the war. In contrast, the economic function promotes and spreads information about charity fundraisers, such as those initiated on behalf of Stepan, and those spread through Stepan's official social media pages. The image of Shyba the cat fulfills a financial function: the cat's owner and the animal participate in charity campaigns and fundraising to support the Armed Forces of Ukraine.

The other animal images, such as the shepherd dog Kira, dog Max, dog Nicole, dog Handsome, dog Bayraktar, dog Gabriella, dog Vesta, dog Rambo, cat Shyba, cat Patron, cat Gunther, cat Max, cat Chivas,

the lemur, and Tibetan yak named Bayraktar, used in propaganda, fulfill informational and educational functions. Firstly, information about their involvement with military formations, specific branches of the Armed Forces of Ukraine (Territorial Defense), and state law enforcement and intelligence agencies, which is spread in the media, informs the public about the use of animals for national defense (dogs) and for boosting the morale of the military (partly dogs and cats). Secondly, the educational function of using these animal images is cultivating patriotic sentiments in society. Since most people are positively inclined towards animals and have developed emotional connections with them, their involvement in military affairs or charity generates thoughts like: "Even animals are defending Ukraine" or "Even animals are on the front line," which strongly correlates with the propaganda posters used during World War I and World War II.

Therefore, the positive perception and public support for animal images in propaganda have gained widespread local and international popularity and strengthened Ukraine's global image. Furthermore, society's successful reception of these images has laid the foundation for incorporating them into education and patriotic upbringing for the younger and older generations.

Bibliography:

1. Lasswell H. D. Propaganda technique in the world war. *HathiTrust*. 1927. P. 233 URL: <https://babel.hathitrust.org/cgi/pt?id=mdp.39015000379902&seq=1> (date of reference: 17.02.2025).
2. Akaiomova A. Modern propaganda technologies in political communication on the eve of the 2012 parliamentary elections in Ukraine. *Gilea: scientific bulletin*. 2013. Vol. 75. P. 530–532. URL: <https://surl.li/kkgzml> (date of reference: 17.02.2025).
3. Perga T., Shevchuk T. The Influence of the War Propaganda on the British Society During the World War I. History pages. 2016. Vol. 43. P. 59–66. URL: <https://surl.li/teaakj> (date of reference: 17.02.2025).
4. Koruts Y. The concept of war propaganda: historical and legal aspect. *The South Ukrainian Law Journal*. Vol. 4-2019. Part.1 P. 118–121. DOI <https://doi.org/10.32850/sulj.2019.4.1.26> (date of reference: 17.02.2025).
5. Vorobiova I. Information and psychological weapons as an independent means of conducting information and psychological warfare. *Scientific and technical journal. Systems of Arms and Military Equipment*. 2010. Vol. 1. P. 141–144. URL: <https://surl.gd/xytyhl> (date of reference: 17.02.2025).
6. Hryhoriev V. Technologies of modern information and psychological warfare. *Information Security of the Person, Society and State*. 2015 Vol. № 2 (18). URL: <https://surl.li/rtwhox> (date of reference: 17.02.2025).
7. Kuzmenko Y. 17-year-old cat Larry from Downing Street residence will live with the cat of the new British Prime Minister. *Suspilne. Media*. URL: <https://suspilne.media/784953-17-ricnij-kit-larri-zitime-z-kiskounovogo-premera-britanii/> (date of reference: 17.02.2025).
8. Moiseieva M. Pets in the White House: interesting facts about the pets of US presidents. *Voice of America*. URL: <https://www.holosameryky.com/a/tvaryny-i-bilomu-domi/5752253.html> (date of reference: 17.02.2025).
9. Official profile of KPI cat Mariya Zakharivna. *Instagram. kpi_cat*. URL: https://www.instagram.com/kpi_cat/ (date of reference: 17.02.2025).
10. Slobodeniuk O. Fighting with us: soldiers of the 30th brigade from Zhytomyr region showed their front-line animals. *Suspilne. Media*. URL: <https://suspilne.media/zhytomyr/283234-vouut-razom-z-nami-voini-30-brigadi-z-zitomirskini-pokazali-svoih-frontovih-tvarin/> (date of reference: 17.02.2025).
11. Hranatova K. A valuable fighter – the shepherd dog Kira – will serve in the SBU Special Operations Center. *Chas.News*. URL: <https://surl.li/ncyivo> (date of reference: 17.02.2025).

12. Hranatova K. Serving at a checkpoint and looking for saboteurs. How Max, the dog abandoned by the occupiers in Ukraine, lives. *Chas.News*. URL: <https://surl.li/csxgyb> (date of reference: 17.02.2025).
13. Barsukova O. Shaggy conductor: how dog Nicole helps Ukrzaliznytsia evacuate people. *Ukrainska pravda*. URL: <https://life.pravda.com.ua/society/2022/05/18/248688/> (date of reference: 17.02.2025).
14. Barsukova O. "They call him the big cat": how Labrador Handsome helps soldiers on the front lines. *Ukrainska pravda*. URL: <https://life.pravda.com.ua/society/2022/04/20/248333/> (date of reference: 17.02.2025).
15. Barsukova O. How police dogs comfort children in Kyiv during the war. URL: <https://life.pravda.com.ua/society/2022/03/14/247806/> (date of reference: 17.02.2025).
16. Barsukova O. "He won't let us bring weapons in": how Rottweiler Gabriella protects Kyiv from saboteurs. *Ukrainska pravda*. URL: <https://life.pravda.com.ua/society/2022/05/5/248531/> (date of reference: 17.02.2025).
17. Barsukova O. Four-legged police officers: how dogs Warrior and Torin help search for explosives. *Ukrainska pravda*. URL: <https://life.pravda.com.ua/society/2022/04/28/248443/> (date of reference: 17.02.2025).
18. Krechetova D. Looking for "gifts" from the occupiers: furry intelligence officer Vesta serves in the Ministry of Defense. *Ukrainska pravda*. URL: <https://life.pravda.com.ua/society/2022/05/29/248859/> (date of reference: 17.02.2025).
19. Spike J. Rambo, the injured Ukrainian war dog, gets a new start with Hungarian police. *Live Now Fox*. URL: <https://surl.li/faittq> (date of reference: 17.02.2025).
20. Fiialkovych V. After Patron the dog, the front-line Shaiba the cat received a medal. *Високий Замок*. URL: <https://surl.li/urbppc> (date of reference: 17.02.2025).
21. Kozova L. «He brings the cartridges»: Patron the cat serves with the police in the Kherson region. *UNIAN*. URL: <https://surl.li/chwwwa> (date of reference: 17.02.2025).
22. Barsukova O. Rescued Osa the cat from Kharkiv settled with police officers. *Ukrainska pravda*. URL: <https://life.pravda.com.ua/society/2022/06/2/248917/> (date of reference: 17.02.2025).
23. Osadcha Ya. Stepan the cat made it to the cover of TimesMonaco magazine. *Ukrainska pravda*. URL: <https://life.pravda.com.ua/society/2023/01/20/252446/> (date of reference: 17.02.2025).
24. Stepan the cat. *Instagram офіційна сторінка*. <https://surl.li/wcatg> (date of reference: 17.02.2025).
25. Shevchenko V. Influencers "Cats and Dogs" help Ukrainians survive the war. *BBC*. URL: <https://www.bbc.com/news/world-europe-66509999> (date of reference: 17.02.2025).
26. Poia A. He knows the most secrets: Budanov showed the "fighting" cat Gunther. *Ukrainska pravda*. URL: <https://life.pravda.com.ua/society/2023/02/26/253082/> (date of reference: 17.02.2025).
27. Barsukova O. Little Bayraktars: newborn lemur and Tibetan yak cubs in Ukraine named after drone. *Ukrainska pravda*. URL: <https://life.pravda.com.ua/society/2022/03/5/247678/> (date of reference: 17.02.2025).

Балюн О. О., Фисун Д. М., Фісенко Т. В. ОБРАЗИ ТВАРИН ЯК ЕЛЕМЕНТ КОНСТРУКТИВНОЇ ПРОПАГАНДИ В УМОВАХ ВІЙНИ РОСІЇ ПРОТИ УКРАЇНИ

Стаття присвячена дослідженню образів тварин у військовій пропаганді України. На основі проведеного моніторингу медіа проаналізовано більше 20 образів тварин. У статті виокремлено та систематизовано дві основні групи тварин, які найчастіше згадуються в медіа та набули пропагандистського значення. Це групи собак та котів. З'ясовано, що серед усіх досліджуваних образів тварин є два найбільш відомих образи, а саме образи пса Патрона та кота Степана. Дослідження підтвердило факт значного впливу цих образів на формування думок та ставлень до подій серед різних груп громадськості. З'ясовано, що поширенню інформації про цих тварин сприяють військові, політики, медіа, користувачі соцмереж. Така інформація сприяє покращенню психоемоційного стану, збільшує віру в перемогу українців, адже на їх стороні навіть чотирилані. Визначено, що вплив на громадськість образів пса Патрона та кота Степана мають спільні й відмінні риси. Зокрема серед спільних рис можемо виділити такі: уособлення патріотизму, слугують талісманами, активно взаємодіють із громадськістю, залучають увагу до благодійності та важливих суспільних питань, популярні в соцмережах. Серед відмінних якостей виявлено такі: перш за все – тип тварин, різні функції та ролі. Пес Патрон більше асоційований із захистом та безпекою, патріотизмом, що відображає його роль у ДСНС. Кіт Степан виступає як благодійник, підтримуючи армію та постраждалих тварин. Визначено, що обидва образи є унікальними та викликають позитивні асоціації, але вони відрізняються за своїм походженням, функціями та способами взаємодії із суспільством. Розроблено факторний аналіз репутаційної діяльності кота Степана, який ґрунтується на таких факторах як: взаємодія з медіа, налагодження відносин з партнерами, формування лояльності громадськості, створення внутрішнього іміджу, соціальна відповідальність, підтримка взаємовідносин з державою, вплив на міжнародну спільноту.

Ключові слова: вплив, імідж, військова пропаганда, кіт Степан, пропаганда, пес Патрон, образи тварин в пропаганді.