

"VICTORY PLAN" BY V. ZELENSKY: REACTION OF THE KREMLIN AND THE RUSSIANS



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The Institute for Conflict Studies and Analysis of Russia

**Comprehensive media analysis using
artificial intelligence**

INTRODUCTION

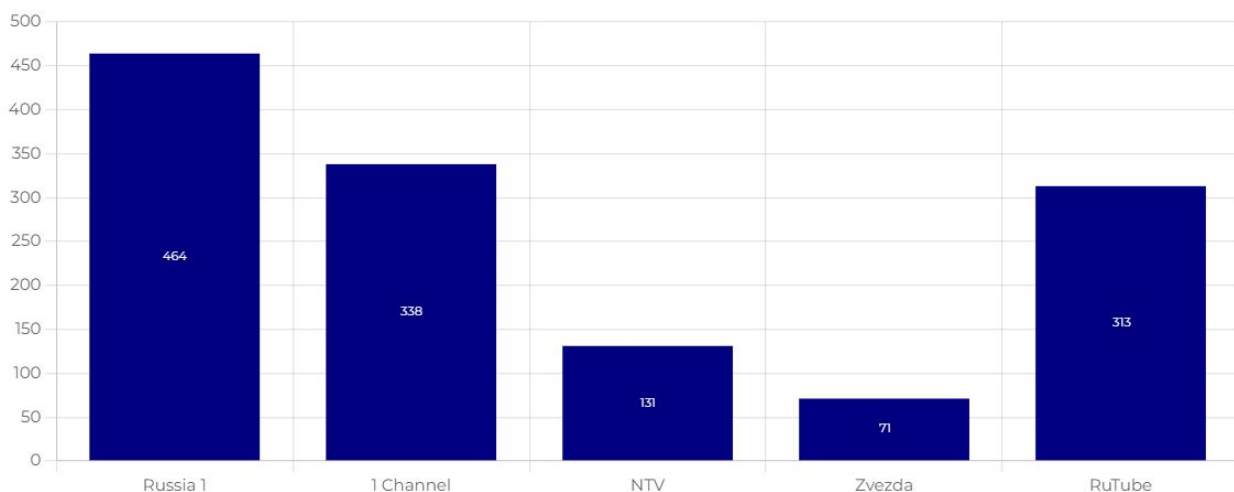
The Russian military-political leadership seeks to express confidence and to speak in the language of ultimatum. In their statements, representatives of the Kremlin, including Vladimir Putin himself, dismissed the possibility of peace negotiations based on Ukrainian proposals or any plans intended to end the war. Currently, the main such plan is the "Victory Plan," first mentioned by President Volodymyr Zelenskyy in August 2024. Later, it was presented to the U.S. President and other international allies of Ukraine, and on October 16, Mr. Zelenskyy presented the "Victory Plan" in the parliament publicly.

A study of the Russian media environment — both state propaganda TV and social networks — provides an opportunity to assess whether Russian authorities and society neglect Ukraine's approach to ending the war and, as a result, do not discuss it at all.

"VICTORY PLAN" ON RUSSIAN TELEVISION

Analyzing broadcasts from Russian television channels and video platforms using a specialized AI-powered tool, War of Words — enables determining how frequently the "Victory Plan" has been mentioned since late August 2024. As Figure 1 shows, starting from August, the "Victory Plan" was referenced more than 1300 times across major propaganda channels and the RuTube platform, with the highest frequency occurring on the state television channel "Russia 1."

Figure 1. The number of "Victory Plan" mentions on Russian television.

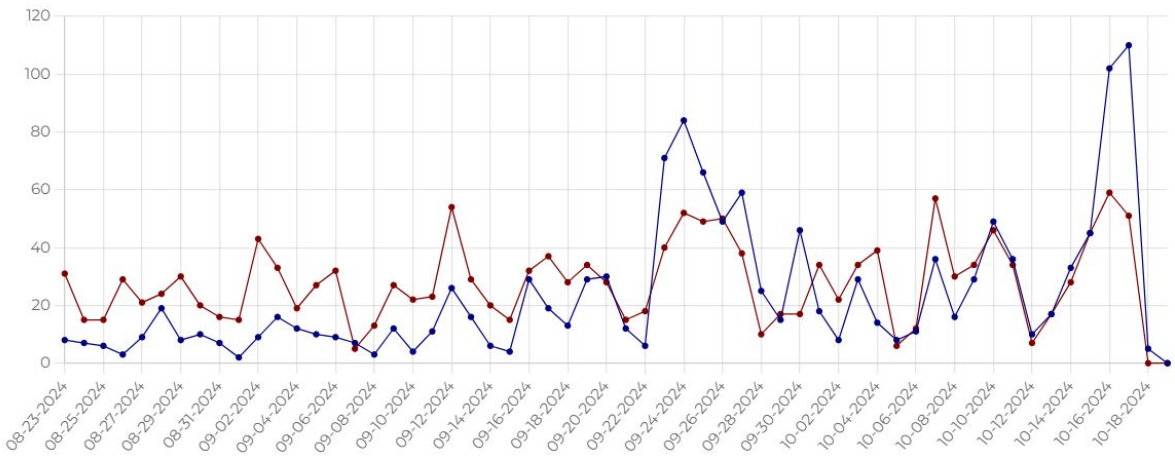


KREMLIN NARRATIVES RELATED TO THE "VICTORY PLAN"

Active discussions surrounding the "Victory Plan" broadcasted on Russian television accompany strategic narratives from the Kremlin. In the context of President Zelenskyy's statements, the Kremlin leverages all available propaganda tools to promote topics related to the decline of Western assistance to Ukraine and confrontation with NATO.

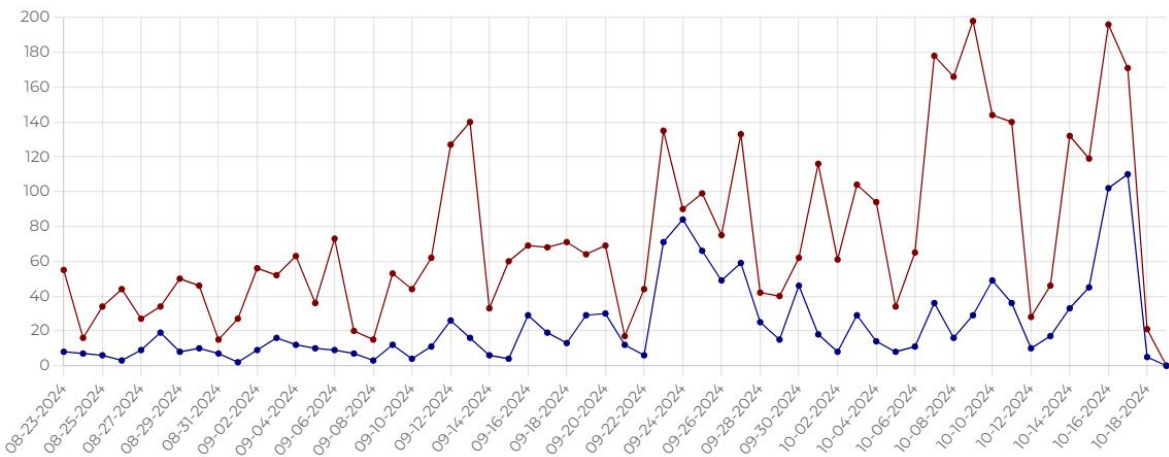
Figure 2 illustrates the frequency of mentions on propaganda channels, showing that the narratives about the "Victory Plan" (blue line) and "Western support" (red line) indicate active discussions regarding Western assistance in relation to the strategies presented by President Zelenskyy.

Figure 2. Correlation between the "Victory Plan" and "Western support" mentions.



Additionally, Kremlin propagandists continue to push the narrative of an imminent threat from NATO and the possibility of a full-scale war with the North Atlantic Alliance as the next phase of the conflict escalation. Figure 3 shows that mentions of NATO (red line) in relation to the "Victory Plan" (blue line) have a clear trend of increasing frequency in the Russian information space.

Figure 3. Correlation of "Victory Plan" and "NATO" mentions.

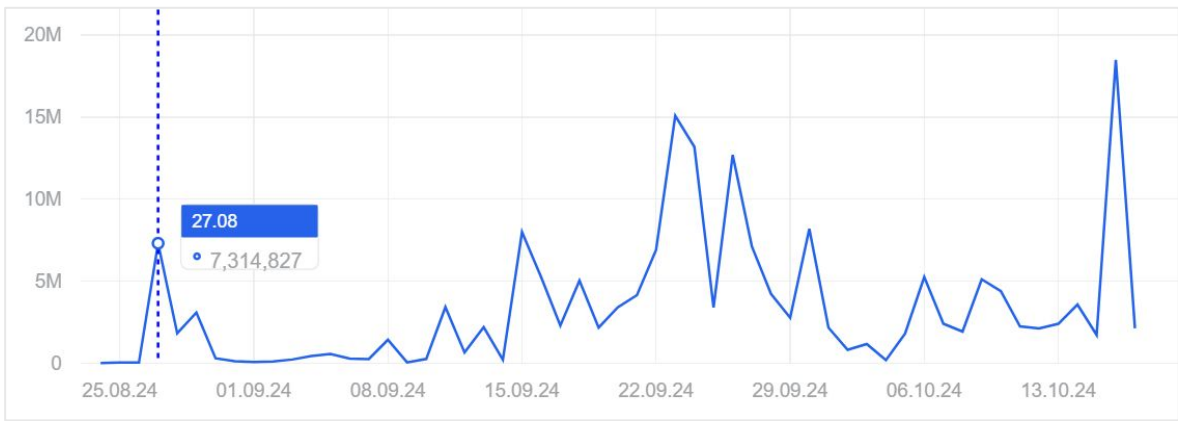


REACTION OF RUSSIANS TO THE "VICTORY PLAN" ON TELEGRAM

Since its first mention in August 2024, Russian propaganda has actively used the "Victory Plan" to manipulate public opinion and discredit Ukraine's military-political leadership. Analysis using the Osavul AI-powered platform to assess the information environment and detect local and global information threats reveals the level of interest in this topic within the Russian media space.

As shown in Figure 4, Russians expressed strong interest in Volodymyr Zelenskyy's initiative after its first mention in late August 2024, with over 7 million people viewing the reports then.

Figure 4. The number of views of Telegram publications regarding the "Victory Plan."



The total publication views of the "Victory Plan" during the mentioned period reached 181 million.

The number of publications regarding the "Victory Plan" for the mentioned period exceeds 20 thousand.

Russian users' reactions to relevant publications reached 3.5 million.

The analysis shows the active involvement of Kremlin-affiliated sources in covering the "Victory Plan," spreading false and distorted information about the strategy presented by President Zelenskyy. **The analysis identified 852 compromised sources out of a total of 7,130.**