ANALYSIS OF VOLODYMYR ZELENSKYY'S TELEGRAM POSTS BY MEANS OF TEXT MINING

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Abstract*: This article analyses the posts the Ukrainian President Volodymyr Zelenskyy made in English on the Telegram channel "Zelenskiy / Official", since the beginning of Russia's full-scale invasion of Ukraine, 24 February 2022, and until 19 September 2022, using text mining software and techniques. The study analyses readability, lexical density, the most frequent terms, correlations, collocations, and common phrases. In terms of techniques, mind-mapping, trend analysis, network analysis, n-gram generation and topic modelling were used. The positioning of this real-time public discourse is relevant since the channel has one million individual subscribers from around the world. Furthermore, Zelenskyy has been qualified as a celebrity politician (Archer and Cawston), who also gained wide electoral support through his social media presence (Dorosh, Nocon and Zakaulova). It is even more relevant to analyse the English posts since it can be inferred that they debuted with the full-scale attacks of 2022 (since the creation of the channel on 30 July 2019, only three posts in English were made before 24 February 2022).*

Keywords*: Zelenskyy, discourse, social media, Telegram, emotional marketing, text mining, political communication*