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**RUSSIAN OCCUPATION OF EASTERN GALICIA: REPRESENTATION
OF THE EVENTS OF 1914 – 1915 IN THE VIENNESE
GERMAN-LANGUAGE PRESS**

Abstract. *The purpose of the study is to elucidate the coverage of the Russian occupation of Eastern Galicia in the German-language press of Vienna in 1914 – 1915, in particular the Ukrainian publications focused on the German-speaking reader; to analyze the topics of the publications, the main narratives and means of influencing European public opinion, and to identify historical parallels with Russia's modern war against Ukraine. The research methodology is based on the principles of historicism, objectivity and systematicity and an interdisciplinary approach that combines press analysis, systematic and critical analysis of the source database, as well as content and comparative analysis of the press information mass. The scientific novelty of the study consists in the introduction of little-known materials of the Viennese German-language press in 1914 – 1915 into circulation, including the Ukrainian German-language press “Ukrainisches Korrespondenzblatt” (UK) and “Ukrainische*

Nachrichten” (UN), which covered events in Eastern Galicia occupied by Russia. For the first time in Ukrainian science, the issue has been analyzed how the Austrian and Ukrainian publicists (in the German-speaking world) interpreted the actions of the Russian occupation authorities not only as a military intervention, but also as a form of humanitarian aggression against the Ukrainian population. **The relevance** of the topic is due to historical parallels with the modern Russo-Ukrainian war; in particular the repetition of imperial practices, propaganda approaches, and the struggle to preserve the Ukrainian identity, as well as the lack of research on this issue based on the Ukrainian German-language press of Vienna during World War I. **Conclusions.** The content study of the Austrian and Ukrainian German-language press in Vienna at the beginning of World War I, namely the influential Austrian newspapers “Reichspost”, “Neue Freie Presse”, “Arbeiter-Zeitung” and the Ukrainian press “Ukrainische Nachrichten” and “Ukrainisches Korrespondenzblatt”, has shown that they covered the events of the Russian occupation of Eastern Galicia thoroughly carefully. The headlines of the publications have been analyzed, and the main journalistic narratives have been identified. Chief focus was on the attempts of the Ukrainian intelligentsia, through the Ukrainian German-language press, to convey the truth about repressions, the policy of Russification, and humanitarian aggression against the Ukrainians to the Western reader. Certain differences in tone, emphasis, and political approach to the humanitarian component of the conflict have been identified. The Austrian press mostly remained within the general war narrative, without focusing purposefully on the persecution of the Ukrainians as an ethnic group or a separate political group. The analysis of the German-language press in Vienna during the Russian occupation of Eastern Galicia in 1914 – 1915 enables us to draw clear historical parallels with Russia’s modern war against Ukraine.

Key words: Viennese German-language press, Ukrainian German-language press, “Ukrainische Nachrichten”, “Ukrainisches Korrespondenzblatt”, Russian occupation, Eastern Galicia.

РОСІЙСЬКА ОКУПАЦІЯ СХІДНОЇ ГАЛИЧИНИ: РЕПРЕЗЕНТАЦІЯ ПОДІЙ 1914 – 1915 рр. У ВІДЕНСЬКІЙ НІМЕЦЬКОМОВНІЙ ПРЕСІ

Анотація. **Мета дослідження** – розкрити висвітлення російської окупації Східної Галичини 1914 – 1915 рр. у німецькомовній пресі Відня, зокрема українських виданнях, орієнтованих на німецькомовного читача, проаналізувати тематику публікацій, основні нарративи та засоби впливу на європейську громадську думку, провести історичні паралелі з сучасною війною Росії проти України. **Методологія дослідження** базується на принципах історизму, об’єктивності і системності та міждисциплінарному підході, що поєднує пресознавчий аналіз, системний і критичний аналіз джерельної бази, а також контент- та порівняльний аналіз масиву пресової інформації. **Наукова новизна** дослідження полягає у введенні до обігу маловідомих матеріалів німецькомовної преси Відня 1914 – 1915 рр., включно з українськими виданнями “Ukrainisches Korrespondenzblatt” та “Ukrainische Nachrichten”, які висвітлювали події в окупованій Росією Східній Галичині. Вперше в українській науці проаналізовано, як австрійські й українські публіцисти (в німецькомовному просторі) трактували дії російської окупаційної влади не лише як військову інтервенцію, але і як форму гуманітарної агресії щодо українського населення. **Актуальність** теми зумовлена історичними паралелями із сучасною російсько-українською війною, зокрема повторюваністю імперських практик, пропагандистських підходів та боротьби за збереження української ідентичності, а також відсутністю дослідження цієї тематики на основі української німецькомовної преси Відня періоду Першої світової війни. **Висновки.** Дослідження контенту австрійської та української німецькомовної преси Відня початку Першої світової війни, а саме впливових австрійських газет “Reichspost”, “Neue Freie Presse”, “Arbeiter-Zeitung” і українських видань “Ukrainische Nachrichten” та “Ukrainisches Korrespondenzblatt” засвідчило ретельне висвітлення у ній подій російської окупації Східної Галичини. Проаналізовано тематику публікацій, встановлено основні публіцистичні нарративи. Особлива увага приділена спробам української інтелігенції через українську німецькомовну пресу донести до західного читача правду про репресії, політику русифікації та гуманітарну агресію проти українства. Аналіз німецькомовної преси Відня у період російської окупації Східної Галичини 1914 – 1915 рр. уможливує окреслити виразні історичні паралелі із сучасною війною Росії проти України.

Ключові слова: віденська німецькомовна преса, українська німецькомовна преса, “Ukrainische Nachrichten”, “Ukrainisches Korrespondenzblatt”, російська окупація, Східна Галичина.

Problem Statement. The issue of the Russian occupation of Eastern Galicia during the Great War remains poorly researched in the context of its reception and coverage in the contemporary information space. This concerns the Ukrainian German-language press that operated in Vienna, the political and intellectual centre of the Danubian Empire. The Ukrainian German-language press and publications by the Ukrainian authors served as an important media tool to counter the Russian propaganda. They appealed to European values of freedom of speech, national self-determination, human rights, and popularized the Ukrainian issue at the international stage. In the context of modern information warfare, historical revisionism, and the struggle for European support for the Ukrainian national aspirations, turning to the experience of a century ago takes on additional importance. The experience of the Russian occupation of Eastern Galicia in 1914 – 1915 reveals the characteristic features of Russia’s imperial policy towards the Ukrainian territories, in particular – forced russification, repressions against the Ukrainians, and systematic propaganda. These same practices in modernized forms are also observed during the modern Russo-Ukrainian war. The analysis of how the German-language press in Vienna, in particular the Ukrainian press, covered the Russian occupation helps not only reconstruct historical receptions, but also understand the origins of modern narratives rooted in a long tradition of information warfare.

Review of Recent Research and Publications. The issue of the Russian occupation policy in Galicia during World War I has been covered by the Ukrainian and foreign researchers in scientific publications over the past decade. In particular, the informational impact on the population of Eastern Galicia was analyzed and the characteristic features and peculiarities of the Russian propaganda during the Great War were identified in the article by Vitaliy Vyzdryk (Vyzdryk, 2019); the team of authors highlighted the socio-economic situation of the population of Eastern Galicia under the Russian occupation in 1914 – 1917 (Kuchera, Hainal, & Danyliak, 2021); Roman Lechniuk did the research on the ways in which World War I, and later the Polish-Ukrainian and Soviet-Polish wars (1914 – 1921), affected the situation of the Greek Catholic parish clergy in Galicia (Lekhniuk, 2024); Iryna Kuchera analyzed the national, cultural and educational policy of the Russian occupation administration in Eastern Galicia in 1914 – 1917, highlighted the situation of the Ukrainian Greek Catholic Church under occupation and the tasks of the Russian government institutions in the region throughout the war (Kuchera, 2013). In Elizabeth Heid’s monograph (Heid, 2019) there is analyzed the coverage of Galicia in the press of the capitals of two warring empires in 1914 – 1917; the author analyzes the ideological basis of this press and traditional stereotypes, the conditions of war, and the demands of propaganda. Some methodological issues of researching the described issues are revealed in the work of Vasyl Ilnytsky and Mykola Haliv (Haliv, & Ilnytskyi, 2021; Ilnytskyi, & Haliv, 2022), Svitlana Orlyk (Orlyk, Ilnytskyi, & Haliv, 2024), Kostiantyn Kurylyshyn (Kurylyshyn, & Haliv, 2025).

The purpose of the study is to elucidate the coverage of the Russian occupation of Eastern Galicia in the German-language press of Vienna in 1914 – 1915, in particular the Ukrainian publications focused on the German-speaking reader, to analyze the topics of the publications, the main narratives and means of influencing European public opinion, and to identify historical parallels with Russia’s modern war against Ukraine.

Research Results.

The Austrian Press. The most influential Viennese newspapers – the Catholic daily “Reichspost”, the liberal bourgeois daily “Neue Freie Presse”, the central organ of German Social Democracy and Austria’s “Arbeiter-Zeitung” – from the beginning of the Great

War became an active source of information about events on the Eastern Front and the course of the occupation of Galicia, because its territory was not only a theatre of military operations, but also the object of possession of both empires. Austrian war correspondents, limited by the coordinating activities of the Imperial and Royal War Press Office (K.u.K. Kriegspressequartier), during the first weeks of the war often drew information from the Galician press, which published the news that went beyond the official reports of the Army High Command: “There were specialists who could read a little Polish and diligently collected reports from local newspapers in Galician towns about the Russian atrocities in the occupied territory, etc.” (Bermann, 1998, 185).

During the first months of the war the reports of Austrian journalists mainly concerned the Eastern Front, in which there was emphasized the violation of generally accepted norms of war by the Russian side; the Cossacks became the constant “heroes” of reports from the areas captured by the Muscovites, as the embodiment of rage, brutality, and unjustified cruelty (Nahe dem Feinde, 1914; Mordbrennerieen, 1914; Greuelthaten der Kozaken, 1914). The Viennese press focused on the border regions of Austria: the occupied areas of Galicia and Bukovyna were identified as places of the most brutal vandalism, atrocities, cynical looting, and savage behaviour of the Russian troops against the local population, incompatible with international humanitarian law (Wie die Russen in Galizien hausten, 1914; Barbarische Kriegsführung, 1914; Die russische Verwüstungswut, 1914; Die Russen in Galizien, 1914; Die Schandtaten, 1914). Let us quote a somewhat more extensive message from the “Reichspost” dated November 29, 1914 (reprinted from “Kuryer Polski”), in which there was discussed the “management” of Russian soldiers in the villages of Zarszyn, Jachmir, Wzdud, Jasionów near Przemyśl: “We have been robbed, all our oats, hay and wheat have been taken away... All the farms around us have been plundered. Zarszyn has been completely destroyed. The magnificent park has been cut down...” (Das Wüten der Russen, 1914).

The Austrian newspapers constantly published reports from the military rear command (*in German* – militärisches Etappen Kommandos) and the Galician Governorate about the immeasurable damage that the Russians had inflicted on the population of Eastern Galicia. The “dry” official reports were supplemented by contributions from their own informants. Along with materials about acts of terror against the civilian population of the region in general, there were sometimes reports about the persecution of the Ukrainians. Thus, referring to the report of its correspondent, the Reichspost covered the suffering of the Ukrainian population during the almost year-long reign of Moscow’s terrifying terror in Eastern Galicia and Bukovyna: “The Russians were by no means satisfied with the task of inflicting significant economic damage. The Pan-Slavic “saviors” focused their main argument on the national and cultural achievements of the Ukrainians. With blind fury, everything that even remotely resembled Ukrainian was ruthlessly suppressed”. The authentic letters attached to this report (written by women who remained under occupation to their husbands, and mothers to their sons) contained descriptions of merciless torture and numerous murders of the Ukrainians simply for belonging to their nation (Als die Russen in Ostgalizien, 1915). There were reports of mass arrests and imprisonment of the Ukrainians (Die Ukrainerverfolgung, 1914), and of the looting of the Ukrainian villages of Krekhovychi, Rozhniativ, Luhy, and Spas (Die russischen Räubereien, 1914). Focusing on Russian occupation policy, the Viennese press reported on large-scale repressions against the civilian population on ethnic grounds: “For Ukrainians, their newspapers are suppressed, all their libraries and National Museum are closed, as are their societies and educational institutions. The Ruthenian books, together

with prayer books, published in Galicia, must be handed over to the police for destruction. Failure to comply with the order will result in three months in prison or a fine of 3,000 rubles. Correspondence in the Ukrainian language is also prohibited” (Lemberg, 1915). In addition to the total persecution of the Ukrainian population, the Viennese press focused on covering anti-Semitic manifestations in the Russian army and arbitrariness against the Jews (Verschleppung, 1915; Die Juden, 1915 and many other). By the way, in the discourse of the Austrian press, the Jewish community of Eastern Galicia was recognized as the most oppressed during the war as compared to other peoples of the Danubian Empire.

In particular, the Viennese press presented Russian actions against the Greek Catholic Church, which contributed to the self-preservation of the Habsburg monarchy as a Catholic guarantor, against this background. Therefore, the Greek Catholic Church and its clergy, which were closely linked to the Ukrainian national identity, occupied a central role in reports about the Galician Ruthenians (Ukrainians). An authoritative figure, the personification of honour and dignity was Metropolitan Andrey Sheptytsky, whom the Austrian press considered the most prominent Austrian Ukrainian. The activities of the Metropolitan were particularly carefully covered by the Christian “Reichspost”, starting with the publication of his appeal to the Galician Ukrainians “to the last drop of blood to remain loyal to the Kaiser and remain faithful sons of our people” (Eine Kundgebung, 1914) dated July 21, 1914. The decision of the Metropolitan to remain in Lviv with his flock, despite the danger of the Russian occupation, was recognized by the Viennese press as a demonstration of courage and awareness of high responsibility. His arrest by the occupation authorities (Metropolit, 1914a), as one of the most prominent Austrian Ukrainians and religious figures, was covered by the Viennese press as evidence of the persecution of the Greek Catholic Church and its Ukrainian believers. The Metropolitan’s deportation to Russia, the conditions of his detention (Das Schicksal, 1915), the course of his trial in 1916 and his state of health were in the constant focus of the “Reichspost” newspaper, as evidenced by the large number of publications in 1914 – 1917. The persecution of Galician Greek Catholics took place against the backdrop of the invasion by Orthodox priests with the aim of introducing Orthodoxy among the Ukrainian population, including by deporting the Ukrainian children to Russia to raise them in the Orthodox faith (Lemberg, 1915).

In addition to documenting and condemning the war crimes of the Russian army, the Austrian press covered the establishment of non-partisan national organizations, including the Ukrainian ones, and publicized their national appeals. Thus, it reported on the establishment of the Main Ukrainian Council in Lviv (Die Vorbereitungen, 1914), its appeal to the Ukrainian people (Aufruf des Ukrainischen Nationalrates, 1914) and the foundation of the Union for the Liberation of Ukraine (Die Erhebung der Ukrainer, 1914) and its call to Europe (Die Ukrainer Gegen den Zarismus, 1914). The “Appeal of Russian Ukrainians to the Public of Europe” was also published, and it was signed by D. Dontsov, V. Doroshenko, V. Melenevsky, O. Skoropys-Yoltukhovsky, M. Zaluzniak and A. Zhuk (Ein Anruf der russischen Ukrainer, 1914). A significant place in the Austrian press was occupied by reports on the foundation and combat success of national military formations, including the Ukrainian Sich Riflemen (Die “Ukrainischen Sitschower Schützen”, 1914)

Among the materials published in the capital’s press by representatives of both Ukrainian organizations, we recall the article by Reichsrat Ambassador M. Wassilko, in which the author, using historical facts, presented the age-old conflict between the Ukrainians and the Russians in a transparent and understandable form for any uninitiated person, emphasizing the strategic

importance of “Austrian Ukraine” as a defensive wall against Russia, and the guarantee of this – special courage and bravery of the Ukrainian soldiers in the ranks of the Austrian army and the unprecedented heroism of the Ukrainian Sich Riflemen (Wassilko, 1915).

In conclusion, it should be noted that the Austrian press in Vienna scrupulously reported on the activities of the Russian authorities in the occupied territory of Eastern Galicia, recorded the realities of humanitarian aggression, systematically reported on repressions against the population of the region, and highlighted the facts of war crimes against various national groups, including the Ukrainians. The main topics of the publications were war crimes, violence, destruction of culture, the strategic threat of Russia, and the linguistic and discursive means – the rhetoric of “barbarism”, “vandalism”, “terror”, “Russian robbery”, “arbitrary rule”, etc. The information base of the Austrian press was regulated by official sources, military reports, and telegraph agencies, ensuring state security in wartime through the prism of imperial rhetoric. Reprints from other press sources, mainly Polish, were used. The Austrian press played primarily a propaganda role in the information war with Russia, shaping the image of the Russian authorities as a threat to pan-European humanitarian values.

The Ukrainian Press. In connection with the Russian offensive, the following Ukrainian political organizations moved from Lviv to Vienna: a) the Union for the Liberation of Ukraine, which was created on August 4 by political emigrants from the Ukrainian provinces of the Russian Empire; b) the Main Ukrainian Council, which was founded on August 1 by Galician Ukrainians - representatives of several political parties. They almost simultaneously (September 16 and 17) began issuing their printed organs in German – “Ukrainische Nachrichten” (“UN”) and “Ukrainisches Korrespondenzblatt” (“UK”), respectively. Both Ukrainian newspapers set themselves the goal of promoting the Ukrainian issue among the German-speaking audience and reporting truthful information about the activities of the Russian occupation authorities, thus contributing to the formation of an international reception of the situation in Galicia. The choice of the German language for informational influence was entirely strategic: during World War I, German was the state language in the German and Danubian empires and one of the leading languages of international communication in Central and Eastern Europe.

From the very beginning, these newspapers published numerous appeals, appeals from the Main Ukrainian Council and the Union of the Liberation of Ukraine to protect the interests of the Ukrainian people in the European arena, protests against the anti-Ukrainian policy of the Russian authorities in occupied Galicia and Russian violence against the religion of Ukrainian Galicians (Protest, 1914; Protest der Ukrainer, 1914). The Ukrainian Viennese press repeatedly reported on the Ukrainian Volunteer Legion – the Ukrainian national military formation of the Ukrainian Sich Riflemen, founded in the first days of the war, and on the special courage and bravery of the Riflemen in battles (Neue Anerkennungen, 1914). Special focus was on the Ukrainian military, who fought for the Ukrainian statehood in the ranks of the Austrian army (Der ukrainische Soldat, 1914).

Numerous publications by the “UN” and “UK” documented the facts of Russian chauvinistic aggression, the brutal liquidation of all manifestations of the Ukrainian life in the occupied territories: the ban on the Ukrainian language, Ukrainian institutions, the destruction of historical memory, and confessional persecution. The propaganda statements of the Russian press about the “liberation” mission of the tsarist army in Galicia were refuted: “In Galicia and Bukovyna, Russia is destroying with fire and sword the cultural conquests of a handful of our people, which were gained by the labour and tears of the still living generation. Wild “soldiers” with their dirty boots are smashing the portraits of the best

sons of the nation, sacred to every Ukrainian, who gave the people true pearls of poetry, in Ukrainian national houses and educational associations. Long-haired missionaries rush like a herd of wild animals at the poor, completely destroyed people of Galicia by their "Slavic brothers." And at the same time, it is said that "Russia's mission is to liberate the peoples..." (Die deutsche "Barbaren", 1914).

The exceptionally hostile attitude towards everything Ukrainian contrasted particularly clearly with the loyal attitude towards everything Polish. As the Kraków newspaper "Nowa Reforma" reported, by order of the commandant of Lviv, General Sheremetiev, "all Polish newspapers (except "Gazety Lwowskiej") "continue being published... only the Publishing House "Dilo" is closed. In general, the Russian authorities do not recognize Ukrainians. Only Russian or Polish is allowed to be spoken in the streets... The Russian authorities recognize only Catholicism, Orthodoxy and Judaism" (Wiadomości, 1914).

Like the official Austrian press, the "UN" and the "UK" documented war crimes committed by the occupying authorities against the civilian Ukrainian population. Among the numerous macabre reports, eyewitness accounts documented, in particular, the atrocities committed by Muscovites in the Ukrainian villages of Bereziv, Yabluniv, and Liucha (Die Greuetaten der Kosaken, 1914), mass arrests and looting of the Ukrainian intelligentsia of Bukovyna (Aus Czernowitz, 1914), large-scale arrests and deportation of Galician Ukrainians to Russia (Politische Nachrichten und Glossen, 1915), in particular, due to "harmful activities," public and political figures M. Shukhevych, M. Zayachkivsky, K. Pankivsky, S. Fedak, K. Malyska, and the others were arrested and exiled to the northern regions of Russia (Die russische Willkür, 1915). Numerous reports informed of the destruction of Ukrainian-language books and magazines, artifacts of the Ukrainian culture, and the looting of Ukrainian institutions and national shrines, including the National Museum in Lviv (Das ukrainische Nationalmuseum, 1915).

Of a particular concern were the Russian authorities' plans for the total russification of the region. According to the project of the Administration of the School System in Galicia, it was planned to introduce 10 years of education in Russian, to establish 25 gymnasiums for boys and 25 gymnasiums for girls, 70 state schools, 9,000 folk schools, 10 teacher training institutions, and 2 pedagogical institutes (Das Schulwesen, 1915). For large-scale colonization, the Russian imperial commission prepared the resettlement of 300,000 Siberian peasants to Galicia on land taken from Ukrainian peasants (Die Ruthenen, 1915).

The "conversion" of Galician Ukrainians to the "Russian world" was carried out through the brutal ban on the Greek Catholic rite and the introduction of Orthodox Christianity (Russische Popen, 1914a). For this purpose, Bishop Dionysius of Volhynia and Bishop Tryphon of Mozhaisk arrived in Lviv accompanied by a "flock" of priests (Die russische Willkürherrschaft, 1914). "Imported" to Russify the population, Orthodox priests preached in Russian, which no one understood, so they were forced to resort to the services of interpreters (Russische Popen, 1914b). "Freeing" the Galician faithful from the influence of the Greek Catholic clergy, the Russian administration deported into the depths of Russia those Greek Catholic priests who disagreed with the policy of introducing Orthodoxy (Verschickungen, 1915), it was planned to establish an Orthodox seminary in Galicia (Aus Galizien, 1915).

The "UK" and "UN" focused on highlighting the special role of the Ukrainian Greek Catholic Church in creating the national spirit of Galician Ukrainians, nurturing folk traditions and the Christian faith, which caused the exceptional zeal of the occupation regime in oppressing and harassing the Uniate clergy, led by Metropolitan Sheptytsky. The press

closely followed the events surrounding his arrest and exile to Russia, constantly providing as comprehensive information as possible (Eine Heldentat, 1914; Metropolit, 1914b).

The Ukrainian press attached particular importance to countering the Russian propaganda machine, which, after the occupation of Eastern Galicia by the Russian troops, began to operate with extraordinary power. The Ukrainian publicists opposed this by publishing incriminating materials and polemicizing with imperial statements of hostile propaganda, convincingly refuting fabrications and slanders about the national liberation movement, the belonging of Ukrainians to the “Great Russian” nation, and fabrications about the origin of the Ukrainian language, exposing the imperial essence of the policy of Tsarist Russia, and depicting the danger of Russian imperialism to the peoples of Europe. In particular, the Ukrainian journalistic counter-propaganda highlighted the situation of national minorities in the Russian Empire – “the prison of peoples” (Das russische Völkergefängnis, 1914), exposed the deceit of Russian propaganda regarding the “liberation mission” of the Ukrainian people of Galicia, enslaved by Austria – the policy of lies (Die Luegenpolitik, 1914), which actually consisted in the extermination of a “wasp nest” of 2 million of Russia’s worst enemies – the Mazepinites – in “the contaminated Polish-Jewish-Mazepa centre” (Das russische Blatt, 1914).

The field of constant focus of publicists of the Ukrainian German-language press was the Russian imperial press (“Kolokol”, “Rech”, “Russkiya Vedomosti”, “Russkoe Slovo”, “Utro Rossii”, etc.), in which venerable imperial publicists of different political affiliations, but with unanimous views on the policy of russification of Galicia, published their chauvinistic doctrines (Herr Milukoff, 1915; Der russische Panslawismus, 1915).

Along with conveying information to the readership about the true nature of the Russian occupation of Eastern Galicia, the Ukrainian German-language press fulfilled its main task – the promotion of the Ukrainian issue, however, this issue goes beyond the scope of our article and will be the topic of the next study.

Thus, the Ukrainian German-language magazines of Vienna fulfilled their historical communication mission: they ensured the proper popularization of the Ukrainian cause in the German-speaking world, speaking out in defense of the interests of the Ukrainian people and their national-state struggles. An important result of the activities of this press was the debunking of the myth of the “liberation” missionary work of the Russian Empire, the coverage of numerous war and humanitarian crimes of the Russian occupation authorities, incompatible with the norms of the civilized world. Drawing attention to the Ukrainian issue, recognizing it as one of the most relevant for European politics, was crowned with significant success: the Ukrainian German-language newspapers were sent to influential periodicals in Austria-Hungary, Germany, Italy, the Balkans, Holland, Denmark, Switzerland, Sweden, the American continent, as well as to scholars, politicians, and other prominent figures in these countries. Journalistic activity and propaganda activities achieved their goal, as evidenced by reprints of correspondence from the Ukrainian newspapers in numerous European publications (Hornykiewicz, 1966), as well as cooperation with the editorial offices of “UK” and “UN” of a number of respected scientific, political and public figures of Central and Western Europe, who discussed the Ukrainian issue on the pages of the Ukrainian press, emphasizing the originality of the Ukrainian people and its culture, the importance of the existence of the Ukrainian state and its prospects in rebuilding post-war life on the European continent.

The Ukrainian German-language press in Vienna created an alternative view of the events of the occupation of Eastern Galicia to the Austrian official discourse, highlighting the facts of war crimes by the tsarist army and Russian humanitarian aggression against the Ukrainian

population of the region, actively using appeals and calls from Ukrainian organizations, journalism by famous political figures and scholars, relying on eyewitness accounts and reports from the scene of the events. The main topics of the publications were war crimes, persecution of the Ukrainians, repressions against the intelligentsia and the Greek Catholic Church, the destruction of manifestations of national life, deportations, russification, and the linguistic and discursive means were the rhetoric of “barbarism”, “atrocities”, “Russian vandalism”, “Russian arbitrariness”, “Russian tyranny”, “Russian robbery”, “Russification”, etc. The Ukrainian publicists tried to influence the formation of a pro-Ukrainian position among German-speaking government officials, intellectuals, and the international press. The main result of the functioning of this press was the actualization of the Ukrainian issue on the European arena, the formation of a positive image of the Ukrainians as a separate political entity, and the discrediting of Russian propaganda.

Conclusions. The content study of the Austrian and Ukrainian German-language press in Vienna at the beginning of World War I, namely the influential Austrian newspapers “Reichspost”, “Neue Freie Presse”, “Arbeiter-Zeitung” and the Ukrainian press “Ukrainische Nachrichten” and “Ukrainisches Korrespondenzblatt”, has shown that they covered the events of the Russian occupation of Eastern Galicia thoroughly carefully. The headlines of the publications have been analyzed, and the main journalistic narratives have been identified. Chief focus was on the attempts of the Ukrainian intelligentsia, through the Ukrainian German-language press, to convey the truth about repressions, the policy of Russification, and humanitarian aggression against the Ukrainians to the Western reader. Certain differences in tone, emphasis, and political approach to the humanitarian component of the conflict have been identified. The Austrian press mostly remained within the general war narrative, without focusing purposefully on the persecution of the Ukrainians as an ethnic group or a separate political group. Instead, the Ukrainian German-language press consistently articulated Russia’s occupation policy as a humanitarian aggression aimed at destroying the national identity of the Ukrainians.

The analysis of the German-language press in Vienna during the Russian occupation of Eastern Galicia in 1914 – 1915 enables us to draw clear historical parallels with Russia’s modern war against Ukraine. In both cases, aggression is accompanied not only by military actions, but also by a systemic humanitarian policy aimed at destroying the Ukrainian identity: persecution of the clergy and intelligentsia, repression against the Ukrainian population, destruction of cultural heritage, mass deportations, and forced assimilation. Like a hundred years ago, the Ukrainian media should play the role of an active factor in international communication, appealing to the world community, recording the facts of crimes, and trying to influence the political decisions of world powers. This historical continuity not only deepens the understanding of the nature of Russian expansion, but also actualizes the importance of the humanitarian component in the international response to armed conflicts. The experience of the German-language press in Vienna during the Great War shows that the crimes of the aggressor recorded in the press may become an important factor in the formation of international opinion.

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