TRANSFORMATION OF THE UKRAINIAN SOCIAL POSTER IN THE ERA OF DIGITAL TECHNOLOGIES

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Abstract. The development of digital technologies and the transformation of the socio-cultural context have become key factors in the evolution of Ukrainian social posters, leading to the emergence of new approaches to their creation and dissemination. *The purpose* of this paper is to analyze the influence of digital technologies on the visual presentation of social posters in online environments, focusing on their adaptability, interactivity, and communicative effectiveness in the digital age. The structure of the paper is determined by the following research objectives: to explore the integration of innovative technologies into artistic practices, to examine the transformation of social posters under the influence of multimedia platforms, and to identify new forms of audience interaction. *Methodology* of the study is based on general research methods such as analysis and synthesis, induction and deduction, observation, and abstraction. These methods are applied to systematize theoretical concepts related to media studies and visual communication, as well as to analyze practical examples of social posters distributed through digital platforms like Instagram, TikTok, and YouTube. *Results* of the research demonstrate that social posters, as an effective tool for influencing public consciousness, show high adaptability to the changes caused by digitalization. The transition from static images to interactive, multimedia formats enhances the depth and multidimensionality of communication with the audience. Social media platforms serve not only as distribution channels but also as spaces for dialogue, mobilization, and the creation of collective social identity. *Practical implications*. The findings highlight the importance of considering platform-specific design requirements, the integration of interactive

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elements such as QR codes, and collaboration with influencers to maximize the impact of social posters in the digital environment. The use of digital technologies expands the possibilities for social activism, enabling the creation of visually compelling, emotionally engaging, and socially relevant content. *Value/originality.* This study provides a comprehensive analysis of the dynamic evolution of social posters within the framework of digital communication. It underscores the role of innovative design strategies and technological advancements in enhancing the social impact of visual messages. The originality of the research lies in its interdisciplinary approach, combining insights from media studies, graphic design, and social activism to offer new perspectives on the role of social posters in contemporary society.

1. Introduction

In the contemporary era, digital technologies have fundamentally reshaped the landscape of social and political activism. The convergence of art, media, and civic engagement has given rise to a dynamic phenomenon known as visual activism, wherein imagery serves as both a medium of expression and a catalyst for change. This transformation is particularly evident in the evolution of Ukrainian social posters, which have emerged as powerful instruments in the struggle for national identity, democracy, and social justice.

The proliferation of digital media platforms has revolutionized the creation, dissemination, and impact of social posters. Unlike traditional forms that relied on physical spaces for visibility, digital posters transcend geographical boundaries, reaching global audiences instantaneously. This accessibility has democratized the process of visual communication, enabling not only professional artists but also ordinary citizens to participate in the creation and distribution of politically charged imagery. The decentralized nature of digital platforms fosters a participatory culture where visual narratives can rapidly adapt to emerging socio-political contexts, amplifying voices that might otherwise remain unheard. This article explores the multifaceted role of Ukrainian social posters within the broader framework of visual activism. It examines how these posters have evolved from static propaganda tools to dynamic agents of resistance,

capable of mobilizing public opinion, countering disinformation, and fostering collective memory.

Furthermore, the article delves into the dual function of social posters in the digital age–as both tools of protest and instruments of state-sponsored campaigns. While grassroots movements harness the power of visual art to challenge authoritarian narratives and promote civic engagement, state institutions also leverage poster art to influence public perception and support national agendas. This duality underscores the complex interplay between art, politics, and technology in contemporary Ukraine.

Through an interdisciplinary lens, combining insights from art history, media studies, and political science, this article seeks to elucidate the transformative potential of visual activism. It argues that Ukrainian social posters, far from being mere aesthetic artifacts, are pivotal components of the country's socio-political fabric, reflecting and shaping the collective consciousness in times of crisis and change.

The rapid advancement of digital technologies and the transformation of socio-cultural contexts have become pivotal factors in the evolution of Ukrainian social posters. This transformation has led to the emergence of innovative approaches to the creation and dissemination of these visual messages. In today's world, where visual communication holds paramount importance, social posters must align with the demands of the times while preserving their emotional intensity and relevance. Digital technologies, actively integrated into artistic practices, open new horizons for engaging with audiences, providing social posters with enhanced expressiveness and functionality.

Understanding the impact of digital technologies on social posters is crucial, as it allows us to comprehend how the evolution of communication tools affects not only the technical aspects of poster creation but also the very essence of visual communication. As one of the most effective means of influencing public consciousness, social posters demonstrate a high level of adaptability to the changes brought about by digitalization. This understanding enables us to evaluate new opportunities for design, communication, and interaction that arise within the global information era.

The emergence of online activism, driven by mass participation principles, has significantly altered the nature of social posters. Digital

technologies act as catalysts for new formats of public campaigns, such as e-petitions, boycotts, and social initiatives. This digital evolution not only expands the possibilities for the creation, dissemination, and interaction with social posters but also solidifies their role as dynamic tools for societal influence.

2. The evolution of Ukrainian social posters
in the context of war and sociopolitical transformations

The Ukrainian social poster reflects the complex socio-political processes experienced by the country in the 21st century. From the time of the Revolution of Dignity to the full-scale Russian invasion of Ukraine in 2022, this art genre has become an important tool for mobilization, shaping national identity, and influencing public opinion. Modern technologies, the globalization of information flows, and the active involvement of digital media have made the poster genre particularly relevant, adapting it to new challenges. During difficult times, such as military conflicts or socio-political crises, social posters gain special significance, transforming into a powerful instrument of patriotic propaganda. War generates a specific phenomenon that can be described as a kind of "militarization" of the social poster. As a result, visual products emerge that, in peacetime, would have remained outside the focus of the advertising industry or attracted significantly less interest. However, in the face of acute social challenges, these works not only find their audience but also play a key role in shaping public consciousness, consolidating citizens, and mobilizing for action.

The legal definition of a social poster in Ukraine is based on regulatory acts, particularly the Law of Ukraine "On Advertising," which states that social posters are information of any type, disseminated in any form to promote universal values and achieve socially useful goals without the intention of making a profit. This definition reflects the specifics of poster usage in the post-Soviet space, where the term "social poster" has an established meaning. In the international context, particularly in the USA and European countries, the terms "public service advertising" or "public service announcement" (PSA) are more common, emphasizing the focus on public interests and the social function of these communication products [11].

With the onset of the Russian-Ukrainian war in 2014, Ukrainian social posters quickly adapted to new circumstances and began actively using military themes, focusing on patriotic narratives, national defense, and support for the Armed Forces of Ukraine. In addition to traditional printed posters, new formats emerged, such as patriotic videos calling for unity, pride in Ukrainian soldiers, and support for the army. Examples of such initiatives include works like "Advocates of the Heavenly Hundred," "Airport. Return Alive," "The Ukrainian Army – Our Pride," and others, which became powerful symbols of that period's struggle. The full-scale Russian aggression against Ukraine, which began on February 24, 2022, stimulated a new phase in the development of social posters. From the first days of the war, this art form responded quickly to challenges, adapting its forms and content to the conditions of information warfare, while Ukrainian artists and designers created visual images that not only supported the morale of the population but also served as agitation aimed at the enemy. Outdoor advertising operators actively contributed to supporting patriotic sentiments, placing messages on billboards and digital screens conveying to the occupiers that their presence in Ukraine was unwelcome. These images also called on Ukrainians to unite, highlighting the heroism of the Armed Forces and the civilian population.

A special place is occupied by the "I Am a Veteran" campaign, initiated in August 2022 by the Ukrainian Veterans Foundation, aimed at rethinking the public perception of veterans, demonstrating their role in modern Ukrainian society as active, energetic, and inspiring individuals. Modern social posters evolve under the influence of political, social, and technological transformations, adapting to societal changes, responding to current challenges, and addressing pressing issues. This dynamic development reflects the integration of advanced digital technologies, such as computer graphics, animation, and virtual reality, which open new possibilities for creative experimentation. Thanks to these technologies, posters become more interactive, engaging a broader audience and providing a deeper emotional impact.

Social posters in Ukraine today not only respond to the challenges of the times but also create a unique cultural space that combines traditional artistic techniques with modern technological achievements. This allows them to remain relevant and effective tools of social influence, contributing

to the formation of national consciousness and the mobilization of civil society. In the context of contemporary socio-political transformations, particularly the full-scale Russian invasion of Ukraine in 2022, Ukrainian posters have undergone changes and acquired new forms and functions. The war has forced artists to rethink their approaches to visual art, adapting it for information warfare, social mobilization, and cultural identification. In today's convergent culture, where old and new media interact, the poster has become a tool that synthesizes traditional print methods and digital technologies, necessitating the study of the evolution of poster art, its impact on society, and its role in shaping national consciousness.

Propaganda plays a significant role in modern conflict, with both sides actively using it to influence public opinion both within their countries and internationally. Russia and Ukraine create different narratives using news, social media, videos, posters, and other media. Ukrainian posters have become powerful means of resistance, inspiration, and communication, showcasing not only the horrors of war but also the spirit of resistance, courage, unity, and hope for victory. They often convey important instructions to citizens during martial law, such as safety recommendations or information about significant initiatives (fundraising or volunteer activities). Many illustrate the support Ukraine receives from abroad, reminding Ukrainians that they are not alone, while also influencing international audiences to encourage further assistance and sanctions against Russia. Some have a sarcastic or satirical tone, mocking the enemy, which boosts the morale of Ukrainians and potentially demoralizes the adversary. Ukrainian artists, many of whom work with contemporary symbols and imagery, create works that resonate with the international community, serving as a form of "soft power." Artistic images can attract global attention more effectively than political statements, evoking empathy and a desire to support Ukraine. Thus, posters have become more than just a means of information or agitation – they reflect cultural identity, the spirit of resistance, and serve as symbols of Ukraine's struggle on all fronts.

The social poster as a propaganda tool has deep historical roots and has evolved alongside the development of printing and technical innovations. From Roman wall inscriptions to Renaissance posters with political commentary, posters have always served as a means of influencing public opinion [8]. The invention of Gutenberg's printing press was a turning

point, allowing for the production of satirical and political images for a wide audience. However, the true establishment of the poster as a tool of mass propaganda occurred during the Industrial Revolution, which provided opportunities for mass production and communication [1]. World War I and subsequent revolutionary movements in the Soviet Union, China, and Cuba were periods of intensive use of propaganda posters. Posters proved to be effective propaganda tools during global wars, especially when other communication channels were limited, as they allowed for the rapid and effective dissemination of information, shaping public opinion, and maintaining morale both on the front lines and at home. Posters had a powerful emotional impact, often creating an image of the enemy and mobilizing society for active engagement. However, in the second half of the 20th century, with the development of new media such as cinema and television, posters lost their dominant role in propaganda. Nevertheless, unlike other media, posters remain accessible and understandable even in an oversaturated information space.

One of the key features of Ukrainian posters is their synthesis of traditional and modern visual forms. They often combine elements of national symbols, historical imagery, and contemporary ideas, helping to create a powerful national narrative. Popular posters with heroic images of Ukrainian soldiers, the use of blue and yellow colors, and numerous depictions of symbols of the struggle for independence have become important markers of identity, strengthening national spirit. Although digital media has significantly changed the way posters are produced, distributed, and consumed, the physical form of the poster retains its power as a symbol and tool. The culture of convergence, described by H. Jenkins [9], allows for circulation across various media platforms, sometimes undergoing changes and remixes initiated by users. Unlike traditional posters, creating such remixes does not require artistic skills, making the process accessible to a wide range of people. Digital posters can be easily printed and distributed in various formats, such as flyers, stickers, or even banners. They can also be printing on clothing, further expanding their influence.

In the case of propaganda posters related to war, digital posters disseminated online have gained popularity as they allow for reaching a broader audience not limited by geographical boundaries [11]. They are using not only for informing but also for expressing political views

and encouraging participation in discussions of socio-political events. In modern wartime conditions, posters cease to be merely a means of visual communication and become a commodity used not only for decorative purposes but also as an effective tool for financially supporting military efforts. Works created by well-known artists are particularly valuable, as their sale allows not only the spread of resistance ideas but also the raising of funds to support the army or humanitarian initiatives, turning art into one of the mechanisms of resistance. Exhibitions and online platforms that distribute such posters provide people with the opportunity to participate not only in the cultural process but also directly in financing the war, choosing between digital versions that can be stored virtually and printed copies displayed in private or public spaces. This format combines artistic, informational, and ideological components, ensuring that viewers, regardless of their geographical location, become active participants in both cultural and political discourse. Additionally, online platforms, especially those associated with crowdfunding or solidarity campaigns, play an important role in decentralizing the information space of the war, as they not only disseminate visual narratives but also allow independent initiatives and civil organizations outside the control of state or military structures to use posters for their projects. This approach promotes active citizen involvement in creating and spreading visual resistance, transforming poster art into an effective mechanism for mobilizing society.

The use of digital media for organizing political protests is not only a tool for mobilizing citizens but also a mechanism for democratizing protest activities. It allows a broader range of individuals to engage in political activism without being physically present at the events. The very fact that these platforms have become accessible to a wide audience has transformed traditional perceptions of the role of poster art in political campaigns. Thanks to digital technologies, the process of visual communication has become not only decentralized but also significantly more dynamic, enabling immediate responses to socio-political events and the adaptation of visual imagery to current contexts. This technological transformation has greatly influenced the organization of protest movements, as people who cannot attend rallies or demonstrations now have the opportunity to express their positions through the creation, personalization, and dissemination of protest posters in the digital space. Thus, the use of online tools has not only strengthened

the role of graphic design in political struggles but also made participation in protests accessible to a much wider audience, thereby contributing to greater mobilization and active societal engagement in political processes.

Despite the challenges that states face in attempting to control the decentralized flow of information in the digital age, they actively use online platforms to shape public opinion, control narratives about wars, and mobilize public support for military operations. The new information environment of warfare is difficult to control but easy to weaponize [15]. Government institutions, military bodies, and cultural organizations can provide online platforms that integrate various fragmented initiatives and guide users towards specific goals. However, the problem lies in the fact that these forms of propaganda can easily slip out of direct state control, especially in countries without centralized internet oversight. Therefore, while the state may attempt to shape public perception and direct messaging, individual groups and people continue to actively using alternative channels to express their views.

A vivid example of how wartime posters have become powerful symbols of resistance and national identity in Ukrainian history, particularly during the Revolution of Dignity (2013-2014) and the war with Russia, is the StrikePoster Initiative, which emerged during the Revolution of Dignity. This initiative clearly illustrates how posters became an important tool for expression and mobilization. Artists and ordinary users collaborated to create, distribute, and utilize posters both in physical spaces (during protests) and online. The initiative allowed people to express their emotions and political views through simple yet expressive graphic works. One of the most famous posters created by StrikePoster featured a yellow drop on a blue background with the slogan "I am a drop in the ocean," symbolizing the unity of protesters and frequently used during demonstrations in various Ukrainian cities. Another initiative, the Poster Museum, launched a large digital collection of posters dedicated to the Revolution of Dignity. These posters were used not only in Ukraine but also during demonstrations by the Ukrainian diaspora in other countries.

With the start of the war with Russia, Ukrainian artists and activists began actively using social posters not only as a means of visual protest but also as an effective tool of counter-propaganda aimed at combating Russian disinformation and mobilizing society. As noted by Ukrainian

artist A. Yermolenko, the digital space literally exploded with patriotic posters and symbols, becoming an immediate response to the information war with Russia, where visual art plays not only an illustrative but also an ideologically significant role. In the era of digital media, the role of posters has undergone radical changes. On one hand, they retain their traditional power as a form of visual propaganda, and on the other, they transform into an integral part of the global information space. Thanks to digital platforms, they have achieved even wider dissemination, as the online environment not only eliminates geographical barriers but also allows for instant audience engagement in the creation, distribution, and adaptation of posters to current events. In this context, social posters become a kind of "people's weapon" in the information war, capable of responding instantly to changes in the socio-political situation and mobilizing the masses.

After the Revolution of Dignity, patriotic posters in Ukraine became not just a means of artistic expression but also part of public discourse, leading to the emergence of competitions and exhibitions that became important elements of the country's cultural and patriotic life. One of the first and most significant such events was the "International Competition of Ukrainian Patriotic Posters (Without Censorship!)" organized in 2014 by the M17 Contemporary Art Center with the support of the "Ukrainian Cultural Front" platform, founded during the Euromaidan by artist and cultural animator A. Mukharsky. This competition was historic as it united artists from different countries around Ukrainian themes for the first time, and the concluding exhibition featured the top one hundred posters created by sixteen authors. The Ukrainian social poster has evolved into a complex, multi-layered phenomenon that combines art, politics, and civic activism. Its further evolution demonstrates the capacity of artistic practices not only to reflect reality but also to actively influence its formation. The competition organizers, particularly curators Y. Bilska and A. Mukharsky, emphasized the importance of reviving the tradition of poster art in Ukraine. Y. Bilska noted that during the Soviet era, posters were a popular form of mass art accessible to a broad audience, but over time, this genre disappeared. She highlighted the importance of its revival, as this art form has a powerful impact on mass consciousness. A. Mukharsky also stated that posters have always had the ability to boost morale and motivate people, serving as a powerful tool of propaganda and motivation.

In 2015, the competition expanded and became more diverse, attracting significantly more artists, including renowned names such as A. Yermolenko, M. Honcharov, I Semesiuk, S. Pashchuk, and D. Kryshovskyi. More artists had the opportunity to create political posters on specific themes such as "Support for the Ukrainian Army," "Freedom for Political Prisoners," "One United Independent Ukraine," "New Ukrainian Heroism," "Our Native Language," and "Prayer for Ukraine." A key part of the competition involved charity auctions where posters were sold, and proceeds were directed toward medical aid for Ukrainian soldiers at the main military clinical hospital in Kyiv. This was another way to combine art with social support during wartime. The competition was also supported by the Ministry of Culture of Ukraine, which organized a similar competition called "Ukrainian Patriotic Poster 2015." Its goal was to foster national consciousness and an active patriotic society through visual art. This was yet another attempt by state institutions to use posters as a tool for mobilizing public opinion and supporting military actions.

The program for supporting patriotic posters continued to develop, encompassing not only professional artists but also amateurs, including participants in military operations in Donbas and activists from temporarily occupied territories. Winning works were distributed in educational institutions, state and public organizations, as well as on large billboards and banners displaying patriotic messages in public spaces. Besides large state initiatives, smaller local projects also thrived, thanks to the accessibility of online media. In many Ukrainian cities after the Revolution of Dignity, initiatives emerged where political posters and caricatures dedicated to the "new heroes" of the country appeared on the streets. These initiatives were implemented locally due to the popularity and accessibility of social media, enabling anyone to print a poster and display it in public spaces.

Posters also became an essential element of online campaigns, such as the support for Ukrainian political prisoner O. Sentsov (#SaveOlehSentsov) and other individuals illegally imprisoned by Russia. They were actively disseminated through social networks and became symbols of the struggle for human rights and Ukraine's independence. One of the most notable examples of using poster art in online campaigns was A. Yermolenko's project during the 2018 FIFA World Cup in Russia: the artist created posters depicting Russia as an aggressor kicking a ball made of a human skull,

questioning the ethics of participating in a tournament held in an aggressor country. These posters quickly went viral, spreading through social media and printed copies used by activists during protests and pickets, particularly near the Russian Embassy in Kyiv. These posters not only raised important political issues but also utilized the power of visual propaganda to mobilize public opinion. Moreover, they served as a protest tool against sporting events held in a country that annexed Crimea and waged aggressive war in Donbas.

Following the Revolution of Dignity, patriotic poster contests and exhibitions became vital tools for mobilizing society, combining art, civic activism, and informational struggle. Thanks to digital technologies, the poster genre acquired new forms of expression, expanded its audience, and amplified its impact through social networks. In May 2022, the Ukrainian House presented an anti-war poster exhibition that began with nine large works in urban spaces and later expanded to over a hundred works by thirty-eight artists. These works became the voice of resistance, speaking in a simple yet powerful visual language, reminding us that art is not just reflection but also a weapon in the information war. Zaporizhzhia became the second center of Ukrainian wartime posters. As part of a joint project by the city's Department of Culture and Tourism and the contemporary art project BIRUCHIY, several special exhibitions were organized in the city starting from June 2022, featuring renowned Ukrainian artists such as A. Yermolenko, O. Sai, M. Honcharov, and N. Titov. Poster exhibitions dedicated to the war were also held in other Ukrainian cities: within the "Ukraine Above All!" project, posters by Ukrainian artists were presented not only in Kyiv but also in Lviv, Ivano-Frankivsk, and Khmelnytskyi. Many of these exhibitions were accompanied by artist meetings, often with a mobilizing character, as well as poster auctions and charity fundraisers to support military initiatives or artists in difficult conditions during the conflict.

3. The role of digital technologies in visual presentation

Motion Design, Animated Posters, and the Integration of Augmented Reality (AR) are among the key directions transforming modern graphic design, significantly influencing social posters. These new forms of visual communication open vast opportunities for artistic expression, interactivity,

and emotional impact. By combining traditional graphic design elements with innovative technologies, including animation and interactive features, posters acquire a new level of expressiveness, adapting to the needs of the digital age. As modern society operates under conditions of information overload, the human brain has become selective in responding to stimuli that capture attention and spark interest [5]. This phenomenon has laid the foundation for the development of animated posters, now one of the most innovative forms of communication in advertising and the social sphere. They are actively used on social media and outdoor digital screens, integrating into the visual landscape of modern cities.

Animation, defined as a visual dynamic message created through motion over time [3], is a fundamental element ensuring the effectiveness of animated posters. Its dynamism is achieved through the sequential change of images, with each subsequent image differing slightly from the previous one. The origins of using animation in advertising date back to the 1940s [14], but the term "animated poster" appeared later thanks to Swiss designer Felix Pfäffli. His concept involves presenting information as a sequence of frames using seamless looping, giving posters a cyclic structure conducive to prolonged perception [6].

One of the key characteristics of animated posters is minimalism and the simplicity of movements, which distinguish them from more complex forms of animation, such as films or long videos [4]. The main techniques for creating dynamics in posters include experimenting with typography, changing color accents, transforming element sizes, adding small moving components to draw attention, and playing with light and shadows. These methods not only attract attention but also ensure a deeper emotional impact, which is crucial for effective communication in the digital environment. The effectiveness of animated posters is confirmed by numerous studies. In 2018, Clear Channel, in collaboration with Talon, conducted an extensive study on the perception of dynamic posters compared to static ones. The results showed that animation significantly enhances the effectiveness of advertising campaigns: success rates increased by 23%, recall rates by 8%, and purchase intent by 20%. Overall, animated posters are twice as noticeable as static ones and retain viewers' attention 60% longer. This confirms the advantages of dynamic communication, which, through motion, provides deeper audience engagement.

The benefits of animated posters go far beyond their technical features. Thanks to creative freedom, they allow designers to convey complex concepts in simple and visually appealing ways, enhancing visibility, memorability, and creating a positive user experience. This form of communication is ideal for the modern digital environment, characterized by high-speed information flows and constant competition for audience attention. It can be said that animated posters not only improve the aesthetics of visual design but also serve as powerful tools for interactive engagement, increasing communication effectiveness and driving social and commercial change. A key characteristic of animated posters is their ability to combine dynamic graphic elements, text, and sound effects. This combination creates a multi-layered impact on the audience, stimulating both emotional and rational perception. During the wartime context of 2022–2024, Ukrainian designers actively used animated posters to support patriotic sentiments, mobilize citizens, and attract international attention. These works were often disseminated through social networks such as Instagram, Facebook, and TikTok, where their dynamic format contributed to broad audience reach.

Motion design has become an integral part of contemporary visual culture, actively developing new technologies and communication forms. As a result, animated posters can easily adapt to various digital environments, such as social media, urban spaces, or interactive displays. Importantly, these posters can integrate elements of art and design, leaving room for personal expression, distinguishing them from purely utilitarian advertising formats. The synthesis of traditional and modern techniques also plays a significant role in creating animated posters. The use of hand-drawn graphics, collages, or illustrations combined with digital tools adds authenticity and depth to the works. The use of contemporary color palettes and typography allows for the creation of works that meet the aesthetic demands of modern audiences. Thus, animated posters and motion design open new horizons for social communication. Their interactivity, dynamism, and emotional richness enable them to reach broader audiences, ensuring a deeper perception of social issues. Combined with the latest technologies, these posters become powerful tools for transforming public consciousness and mobilizing action.

In the contemporary digital landscape, the role of technology in shaping visual communication has become increasingly prominent. Digital technologies are not merely tools but catalysts that redefine how social posters are created, presented, and perceived. This section delves into the transformative impact of digital innovations such as interactive design elements, augmented reality (AR), QR codes, and multimedia formats on the visual presentation of social posters. By enhancing user engagement, expanding creative possibilities, and increasing the reach of social messages, these technologies play a pivotal role in modern visual communication [12]. The integration of digital technologies has enabled social posters to evolve from static visual statements to dynamic, interactive experiences. This evolution reflects broader trends in media consumption, where audiences demand more engaging, immersive, and participatory content. The convergence of technology and design not only enhances aesthetic appeal but also amplifies the emotional and cognitive impact of social messages.

Interactive design elements have revolutionized the way audiences engage with social posters. Unlike traditional posters that rely on passive observation, digital posters invite users to actively interact with content. Features such as clickable icons, hover effects, embedded videos, and dynamic animations transform the viewing experience into an engaging dialogue between the message and the audience. This shift from passive to active engagement increases the effectiveness of social posters by fostering deeper cognitive and emotional connections. Interactive elements can guide users through complex narratives, highlight critical information, and encourage specific actions. For example, clickable infographics can reveal additional data layers, while interactive maps can illustrate geographical impacts of social issues in real-time.

Augmented reality (AR) represents one of the most innovative applications of digital technology in visual communication. By overlaying digital content onto the physical world, AR transforms social posters into immersive experiences that captivate audiences and enhance message retention [13]. AR-enabled posters can display 3D models, animated graphics, and interactive features that respond to user inputs, creating a multisensory experience that goes beyond traditional visual media. The potential of AR in social campaigns is vast. For instance, an AR poster

addressing environmental issues might allow users to visualize the effects of climate change on their local environment. Public health campaigns can use AR to demonstrate the spread of diseases or the benefits of healthy behaviors in an interactive, impactful way [6].

QR codes have become ubiquitous in digital and print media, serving as efficient gateways to online content. In the context of social posters, QR codes enhance connectivity by linking static images to dynamic digital resources. Viewers can scan a code with their smartphones to access websites, watch videos, sign petitions, or donate to causes, effectively extending the reach and functionality of the poster beyond its physical presence/ The strategic placement of QR codes can guide user behavior, directing attention to specific calls-to-action or supplementary information. This integration of physical and digital media supports a holistic communication strategy, where the poster serves as both an entry point and a continuous part of an interactive user journey [7].

The incorporation of multimedia formats–such as videos, animations, soundscapes, and interactive graphics–has significantly expanded the visual vocabulary of social posters. Motion graphics and video content, in particular, enhance storytelling by combining visual, auditory, and temporal elements to create compelling narratives. Multimedia posters can address complex topics more effectively than static images alone. For example, a video poster on refugee experiences can combine personal testimonies, statistical data, and emotive visuals to create a powerful, multidimensional message. This multisensory approach caters to diverse audience preferences and learning styles, increasing the likelihood of message retention and emotional resonance [10]. The proliferation of digital platforms has necessitated new design approaches tailored to different screen sizes, user interfaces, and interaction patterns. Responsive design ensures that social posters maintain their visual integrity and effectiveness across devices, from desktop computers to smartphones and tablets. Designers must consider platform-specific features and user behaviors when creating digital posters. For instance, content intended for social media platforms like Instagram or TikTok may prioritize vertical formats, bold typography, and concise messaging to capture attention within seconds. Conversely, posters designed for websites might focus on detailed infographics and interactive elements that encourage prolonged engagement [12; 14].

Digital technologies have fundamentally altered the dynamics of user engagement with social posters. The interactive nature of digital media fosters active participation, where audiences are not just recipients of information but contributors to the communication process. Features such as comment sections, sharing capabilities, and real-time feedback loops create a dynamic, dialogic relationship between creators and audiences [9]. This participatory culture enhances the social influence of posters by facilitating the rapid spread of messages through networks of personal connections. Viral campaigns, hashtag movements, and user-generated content amplify the reach and impact of social posters, transforming them into catalysts for social change. The role of digital technologies in the visual presentation of social posters is transformative and multifaceted. By integrating interactive elements, augmented reality, QR codes, and multimedia formats, designers can create engaging, immersive, and impactful visual experiences. These technologies not only enhance the aesthetic appeal and communicative power of social posters but also redefine their role in contemporary society. As digital innovation continues to evolve, the creative possibilities for social poster design will expand, ensuring their continued relevance and effectiveness in promoting social awareness and advocacy.

4. Digital activism and the transformation of social engagement

The rise of digital activism has significantly transformed the landscape of social engagement, with social posters evolving into powerful tools for advocacy, mobilization, and public discourse. In the digital era, the intersection of visual communication and online activism has created new opportunities for reaching global audiences, amplifying social messages, and fostering collective action. This section explores how digital platforms, online campaigns, and interactive technologies have reshaped the role of social posters in contemporary activism, emphasizing their function as dynamic instruments for social change. Digital activism, often referred to as "cyberactivism" or "online activism," encompasses the use of digital tools and platforms to promote social, political, and environmental causes [10]. The advent of social media, blogs, and online forums has democratized activism, allowing individuals and grassroots movements to disseminate messages widely without the traditional gatekeepers of mainstream media.

Social posters play a crucial role in this digital ecosystem. Their visual impact, combined with the virality of online platforms, enables rapid dissemination of information, mobilization of support, and organization of collective actions. From awareness campaigns to protest movements, digital posters have become central to the strategies of modern activists. Digital activism also provides new ways for marginalized voices to be heard, overcoming geographical and political barriers that once limited participation in social movements.

Social media platforms such as Facebook, Twitter, Instagram, and TikTok have revolutionized the way social messages are shared and consumed. These platforms provide a space for real-time communication, community building, and grassroots organizing. Social posters, optimized for these digital environments, leverage visual storytelling to capture attention, evoke emotions, and inspire action [12].

Hashtag campaigns, viral challenges, and influencer collaborations have further amplified the reach of digital posters. For instance, movements like #BlackLivesMatter and #FridaysForFuture have utilized powerful visual content to unite supporters globally, turning digital spaces into arenas of social activism. The ability to instantly share and replicate visual messages across platforms has made social posters indispensable tools in the digital activist's toolkit. Moreover, the use of algorithm-driven content distribution ensures that impactful messages can reach targeted audiences more effectively. One of the most significant impacts of digital technologies on social activism is the democratization of content creation. Tools like Canva, Adobe Express, and mobile editing apps enable individuals with minimal design experience to produce professional-quality social posters. This accessibility empowers diverse voices to participate in activism, fostering a more inclusive and representative movement landscape [16]. The concept of "copyleft"–the practice of allowing free use and adaptation of creative works–has become prevalent in digital activism. Activists often share poster templates, graphics, and campaign materials under open licenses, encouraging widespread distribution and adaptation. This collaborative approach enhances the reach and impact of social messages while promoting a culture of collective ownership and participation [7].

Additionally, the rise of citizen journalism has further expanded the role of digital posters. Ordinary individuals can document events in real-time,

creating visuals that challenge dominant narratives presented by mainstream media. This grassroots-driven content often goes viral, mobilizing support and raising awareness on critical issues with unprecedented speed. Digital technologies have transcended geographical boundaries, enabling social movements to achieve global visibility and influence. Social posters, as part of this transnational communication network, can resonate with diverse audiences and inspire solidarity across cultures and borders. International campaigns addressing climate change, human rights, and social justice often rely on universally recognizable visual symbols to foster a sense of global unity [10]. The global reach of digital activism is also evident in the rapid mobilization of support during crises. For example, during the Arab Spring, digital posters and social media played a pivotal role in organizing protests, sharing real-time updates, and drawing international attention to local struggles. Similarly, the use of social posters during the COVID-19 pandemic helped disseminate critical health information and promote public health initiatives worldwide [13].

Moreover, global events like climate strikes and anti-war protests have benefited from synchronized digital campaigns. Coordinated online efforts ensure that local protests become part of a broader, global narrative, increasing pressure on policymakers and international organizations to address urgent issues. Influencers and online communities have emerged as powerful catalysts for digital activism. Social media influencers, with their large and engaged followings, can amplify social messages and drive participation in advocacy campaigns. Collaborations between activists and influencers often result in viral content that reaches audiences beyond traditional activist circles.

Online communities, including forums, groups, and networks, provide spaces for organizing, strategizing, and supporting activism. Social posters shared within these communities serve as rallying points, reinforcing collective identity and purpose. The interactive nature of digital platforms allows for continuous feedback, adaptation, and evolution of activist strategies, ensuring that campaigns remain relevant and impactful. Furthermore, online petitions, crowdfunding campaigns, and digital letter-writing tools have empowered individuals to contribute to causes without leaving their homes. This ease of participation has broadened the base of active supporters, enabling movements to grow rapidly and sustain

momentum over time. While digital activism offers numerous advantages, it also presents challenges and ethical considerations. The rapid spread of information can lead to misinformation, oversimplification of complex issues, and "slacktivism"–a phenomenon where online engagement does not translate into real-world action. Additionally, digital surveillance and censorship pose risks to activists, particularly in authoritarian regimes. Ethical concerns also arise regarding the use of graphic imagery in social posters. While such visuals can be powerful, they may also desensitize audiences or exploit the suffering of marginalized communities. Activists must navigate these ethical dilemmas carefully, balancing the need for impactful messaging with respect for the dignity and agency of those represented. Another challenge is the digital divide. Access to high-speed internet and digital literacy skills varies widely across regions and demographics, potentially excluding vulnerable communities from participating in digital activism. Addressing this disparity is crucial for ensuring that digital activism remains inclusive and equitable.

So, digital activism has transformed the role of social posters from static advocacy tools to dynamic instruments of social engagement and mobilization. The integration of digital technologies, social media platforms, and participatory content creation has expanded the reach, impact, and diversity of activist campaigns. As digital landscapes continue to evolve, social posters will remain vital in shaping public discourse, inspiring collective action, and driving social change globally [16]. Looking ahead, the continued development of emerging technologies such as virtual reality (VR), blockchain for secure activism, and artificial intelligence (AI)-driven content creation promises to further revolutionize the landscape of digital activism. These innovations will open new frontiers for creative expression, data-driven advocacy, and decentralized organization, reinforcing the enduring power of social posters in the fight for social justice.

Despite the broad capabilities of digital platforms, certain technical limitations still exist: not all users have access to high-speed internet or modern devices, which complicates the perception of complex multimedia posters, especially in social campaigns aimed at supporting vulnerable groups. However, the development of digital technologies not only changes traditional approaches to poster creation but also opens new prospects for social art, making it more accessible and interactive. By integrating

innovative methods and adapting to new formats, digital posters continue to effectively fulfill their primary mission–drawing attention to socially significant issues and stimulating real change. In contemporary visual communication, augmented reality (AR) technologies play an increasingly significant role, transforming the traditional format of social posters and endowing them with new functions beyond static imagery. Thanks to AR, posters are no longer mere carriers of information but evolve into interactive tools for audience engagement, capable of creating multidimensional communicative experiences that combine graphics, motion, and deep emotional immersion.

One of the most striking examples of augmented reality in social advertising is the World Wildlife Fund (WWF) campaign, which created AR posters to draw attention to the issue of endangered species. Using the mobile app "WWF Forests" (https://www.worldwildlife.org/wwf-forests), viewers could scan the posters, revealing three-dimensional animal images that "came to life," telling their stories and calling for active involvement in environmental protection. The integration of AR components in such campaigns not only increases audience engagement but also fosters an emotional connection between the viewer and the visual image, positively influencing the effectiveness of social initiatives.

Augmented reality has also found its place in educational projects, such as the campaign by the Natural History Museum in London, which offered visitors the opportunity to see animated versions of prehistoric animals through a mobile app, creating an effect of direct presence in a long-lost world (https://www.nhm.ac.uk). This use of AR not only visually expands content but also establishes a fundamentally new level of interaction between the viewer and the exhibition space, significantly enhancing audience interest and motivation for learning. Such experiments highlight the growing influence of AR technologies in the museum sector, transforming traditional exhibits into dynamic, interactive platforms that blur the lines between the viewer and historical context.

The commercial sector actively leverages AR capabilities in outdoor advertising, as demonstrated by Pepsi's campaign, which installed a transparent AR panel at a bus stop, creating visual illusions that made passersby believe they were seeing tigers, UFOs, or other fantastical elements through the glass. This solution, which went viral on social media,

proves that integrating AR into urban spaces opens new opportunities for audience engagement, expanding the boundaries of traditional advertising and creating unforgettable experiences. A similar approach was adopting by Coca-Cola at the London Science Museum, where, as part of a joint project with WWF, an AR experience was creating that allowed viewers to observe polar bears in their natural habitat, raising awareness of climate change issues.

Augmented reality transforms social posters, museum exhibitions, and commercial advertising into multidimensional communication platforms, erasing the boundaries between physical and digital spaces. Integrating AR into contemporary design not only makes information more accessible and emotionally rich but also establishes a new level of interaction, significantly influencing the development of visual culture in the digital age.

In Ukraine, virtual reality (VR) technologies are actively integrating into various fields, particularly in cultural projects and educational initiatives. For example, in 2024, the Ministry of Defense of Ukraine announced a competition to develop simulators for military training based on VR and AR technologies, demonstrating a commitment to using modern technologies to enhance the effectiveness of military education. However, the application of VR technologies in the context of social posters in Ukraine remains limited. This may be due to several factors, including the relatively high costs of developing and implementing VR content and the need for specialized equipment for viewing, which can limit accessibility for a broad audience. Additionally, creating effective VR applications requires interdisciplinary collaboration among designers, programmers, and virtual reality specialists, complicating the implementation of such projects.

Despite these challenges, the potential for VR in social posters is significant. Integrating VR technologies can provide viewers with a deeper emotional experience and facilitate more effective communication of social messages. In this regard, further research and experimentation in this field may open new opportunities for the development of social posters in Ukraine, adapting them to modern technological trends and audience needs.

The experience of international and Ukrainian initiatives demonstrates that AR is becoming an essential tool for creating social posters, allowing for the combination of traditional methods with innovative approaches.

With AR, social posters retain their function of informing and mobilizing while adapting to new technological and cultural realities. The continued implementation of AR technologies in this area will contribute to the development of social communication, enhancing its effectiveness and audience engagement. Artificial intelligence (AI) has become a powerful tool in many areas of human activity, including art and design. Its integration into the process of creating social posters opens new horizons for creativity, communication, and influence on public consciousness. This study aims to analyze the role of AI in modern social poster design, outline key directions for technology use, and assess its impact on the effectiveness and innovation of visual communication.

The conducted research confirmed that in modern conditions, a graphic designer must consider several key aspects driven by global trends in visual communication development, the transformation of the social context, and the spread of digital technologies. The following directions are identified as fundamentally important for professional activity in the field of social poster graphic design:

1. Adaptation to the digital environment: a modern social poster must be adapted to the requirements of digital platforms such as social media, streaming video services, or mobile applications. The format and technical design parameters should consider the specifics of devices through which the audience consumes content, particularly smartphones and tablets. This necessitates the use of responsive design, image optimization, and the integration of multimedia elements such as animation or interactive components.

2. Developing an effective visual language: in an information-saturated environment, the ability of a poster to capture attention quickly becomes especially important. Therefore, it is crucial to use bright color contrasts, dynamic compositions, and short, clear text messages. Elements of visual language should be as concise as possible while still capable of evoking an emotional response.

3. Creating emotional impact through content and form: social posters should evoke an emotional reaction in the viewer through the use of strong visual metaphors, symbols, and cultural references. It is important to consider that emotional perception influences the audience's readiness to respond to the calls presented in the poster. Compositional decisions,

typography, and graphic elements must harmoniously combine to create a compelling image.

4. Integration of interactive components: designers should consider the possibility of integrating interactive features into posters, such as QR codes or hyperlinks that direct users to additional resources–informational articles, videos, or petitions. This expands the functionality of the poster, turning it into a multi-layered communication tool.

5. Focus on social media specifics: different platforms like Instagram, Facebook, or TikTok have unique content formats and perception characteristics that must be considered during design development. Instagram requires harmonious use of the square format, while TikTok allows for experimentation with video formats, integrating text messages into dynamic content.

6. Considering contextual relevance: designers need to take into account the socio-cultural context and the specifics of the audience. Social posters should address current societal issues and be comprehensible to the target audience. Global topics such as environmental protection, human rights, or peacebuilding require localized interpretations that consider cultural and regional characteristics.

7. Flexibility in stylistic approaches: a modern graphic designer should be able to combine traditional techniques (collages, hand-drawn graphics) with digital technologies, creating a unique visual style that maintains authenticity and remains competitive in capturing the audience's attention.

8. Ensuring inclusivity and accessibility: designers must consider principles of inclusivity when creating posters that are understandable to diverse population groups, including people with visual or hearing impairments. This involves using high-contrast colors, large fonts, and intuitive visual elements.

Thus, professional activity in the field of social poster graphic design requires not only a creative approach but also strategic thinking that takes into account the technological and socio-cultural challenges of the present. Integrating these principles into practice will enable the creation of effective visual solutions capable of promoting positive social change.

5. Conclusion

The evolution of Ukrainian social posters in the digital age reflects a transformative intersection of technology, art, and societal influence. Digital technologies have not only revolutionized the technical aspects of poster creation but also redefined their role as dynamic tools for social engagement, activism, and public discourse. This study has provided comprehensive insights into how digital platforms, interactive elements, and innovative design strategies enhance the adaptability, interactivity, and communicative effectiveness of social posters in contemporary online environments. The findings demonstrate that social posters have successfully transitioned from static, traditional formats to dynamic, multimedia-rich expressions that resonate with diverse audiences. The integration of motion design, augmented reality (AR), and artificial intelligence (AI) has expanded creative possibilities, enabling the development of visually compelling and emotionally engaging content. These technological advancements have not only enriched the aesthetic dimensions of social posters but have also amplified their impact, fostering deeper cognitive and emotional connections with viewers.

Digital platforms such as Instagram, TikTok, and YouTube serve as powerful dissemination channels, transforming social posters into interactive experiences that promote dialogue, mobilization, and collective identity formation. The incorporation of QR codes, interactive infographics, and multimedia elements facilitates seamless transitions between physical and digital realms, enhancing user engagement and expanding the reach of social messages. The role of algorithms in content distribution also cannot be underestimated, as they help target specific audiences, increasing the likelihood of message resonance and action.

Moreover, the rise of digital activism has underscored the critical role of social posters as catalysts for social change. Their ability to convey complex issues through succinct, impactful visuals has proven effective in mobilizing support, raising awareness, and inspiring collective action. The democratization of design tools has empowered individuals and grassroots movements to contribute actively to the creation and dissemination of social posters, fostering inclusivity and diverse representation in digital activism. This democratization has led to a more vibrant and diverse visual culture where voices from different socio-political

backgrounds can be heard, creating a richer tapestry of social commentary and advocacy.

The interdisciplinary approach of this research, combining perspectives from media studies, graphic design, and social sciences, has revealed the multifaceted nature of social posters in the digital era. It highlights the importance of contextual relevance, cultural sensitivity, and ethical considerations in the design and deployment of social posters. Addressing challenges such as the digital divide, content oversaturation, and ethical dilemmas is crucial for ensuring the continued effectiveness and integrity of social posters as instruments of social advocacy. The digital divide, in particular, remains a significant barrier, as access to technology and digital literacy varies across different regions and demographics, potentially limiting the reach of these powerful tools. Furthermore, the potential of emerging technologies such as virtual reality (VR), blockchain, and machine learning in enhancing the impact of social posters should not be overlooked. VR can create immersive experiences that deeply engage audiences, while blockchain technology can be used to ensure the authenticity and traceability of activist content. Machine learning algorithms can help optimize the design process by analyzing audience preferences and predicting which visual strategies are most likely to be effective.

In conclusion, digital technologies have fundamentally transformed the visual presentation of social posters, positioning them as vital components of contemporary visual culture and social communication. As technological innovations continue to evolve, the potential for creative expression, audience engagement, and societal impact will expand, reaffirming the enduring relevance of social posters in shaping public consciousness and driving social change in the 21st century. The continuous adaptation to new technological landscapes will ensure that social posters remain not only relevant but also a powerful force for advocacy, education, and mobilization across global communities.

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