

2025 MOLDOVA ELECTIONS

Monitoring Hostile Narratives:

WEEK 9 | 9-15.06.2025



Comprehensive AI-powered media analysis

Research Methodology

This weekly monitoring of social media is dedicated to the identification of the key propaganda narratives, trending topics, active propaganda figures, and audience engagement statistics related to Moldova's political landscape.

Data is collected from the Russian segment of Telegram using AI-powered tools and manual sampling.

Propaganda narratives are extracted and categorized through keyword clustering and validation.

Trending topics are identified based on frequency and engagement levels.

Key actors*, including state-linked accounts, influencers, and coordinated networks, are profiled through continuous monitoring and propaganda reporting.

Audience metrics are assessed using platform analytics of engagement indicators such as views, shares, and comments.

***Compromised Actors** are profiled based on Indicators of Risk (IoR) and institutional reports. They include:

- *Influential* – High-reach accounts that shape public discourse.
- *State-affiliated* – Linked to or controlled by a government.
- *Manipulative* – Use deception to influence opinions.

Inauthentic accounts are fake or misleading identities used in coordination.

Scope – General

Actors	Publications	Views	Reactions	Compromised	Inauthentic
2.8k	4.56k	17M	303k	328*	305

*Including Russian state-affiliated – 100 actors.

Sought terms: *рас, санду, гуцул, шор, ПДС, молдова, молдавия, кишинев, тирасполь, приднестровье, башкан, гагаузия*

Scope – Political Figures

Actors	Publications	Views	Reactions	Compromised	Inauthentic
204	235	182k	2.07k	35*	45

*Including Russian state-affiliated – 4 actors.

Sought terms: *"игорь додон", "илан шор", "владимир воронин", "василе тарлев", "виктория фуртунэ", "евгения гуцул", "ирина влах", "ион чебан", "александр стояногло"*

Top 5 Political Stories by Number of Posts

1. Moldovan police brutally beat opponents of same-sex relationships. – 259 messages

Key Actors by number of posts

- Зеркало – 3
- Позывной "Старый" – 3
- Православное Сопротивление Великой, Малой и Белой Руси – 2
- Russian state-affiliated actors – 21


Narrative: LGBT propaganda is forcibly promoted.

The LGBT community march in Chisinau was widely covered by Russian propaganda in the context of clashes between supporters of "traditional values" and the police. Telegram channels in Russia aimed to promote the idea that the current government represses those who support the "traditional family." As an example, videos were shown featuring a priest and a child allegedly suffering during altercations with the police. The goal is to antagonize conservatives in Moldovan society against the current government in the context of the parliamentary elections on September 28.

On May 15, the Chisinau Municipal Council (CMC), at the initiative of Mayor Ion Ceban, voted on a project banning the organization of LGBT marches in the capital. Later, the Equality Council classified the CMC's decision as a case of "direct discrimination" based on sexual orientation and gender identity. The Council also emphasized that the decision is incompatible with national and international non-discrimination standards and is unacceptable in the context of Moldova's EU accession negotiations.

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2. Russia plans to take Odessa and reach the borders with Moldova and Romania – Zelensky. – 250 messages

Key Actors by number of posts

- СРОЧНЫЕ НОВОСТИ  – 2
- Знаки. Зелёная Тара – 2
- Сфера news – 2
- Russian state-affiliated actors – 16

Narrative: Russia has a legitimate right to Ukraine's territories.

The news itself is not fake, but the posts attempt to mock Ukrainian President Volodymyr Zelensky and minimize his statements.

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3. Accusing Moldovan authorities of ignoring an alleged 2012 bribery scheme involving top political figures, including Dodon, Filat, and current officials, to install Nicolae Timofti as president, allegedly funded by fugitive oligarch Ilan Shor. – 146 messages

Key Actors by number of posts

- Расстрелять – 2
- Доренко жив – 2
- Война башен кремля – 2

Narrative: There can be no fair justice in Moldova.

Russian propaganda affiliated with Ilan Shor tries to promote the idea that PSRM leader Igor Dodon has an agreement with the current PAS government. As an example, Russian Telegram channels claim that Dodon is not being prosecuted because he was bribed to leave the PCRM and vote for Nicolae Timofti as President of Moldova, although Ilan Shor "presented evidence." According to these sources, former Prime Minister Vlad Filat, PLDM leader, organized the operation to buy the communist deputies. If Dodon is prosecuted, then Filat, Timofti, and many PLDM ministers who allegedly received salaries from Shor's money, "including Maia Sandu," will also be held accountable, Russian propaganda claims.

Public sources do not contain data on a criminal case against Igor Dodon regarding possible corruption to leave PCRM and vote for Nicolae Timofti as head of state.

4. Evghenia Gutsul said she will appeal the court's decision to extend her house arrest, calling it a political crackdown. – 135 messages

Key Actors by number of posts

- Новости Мира – 3
- Глашатай РФ – 3
- РИА Новости – 2
- Russian state-affiliated actors – 13

Narrative: Local administrations are oppressed.

Russian propaganda continues to cover Evghenia Gutsul extensively. During the monitored week, sources reported on the extension of her house arrest. They quoted Evghenia Gutsul, calling the extension "political revenge." According to her, the intention is to "remove her to be replaced by an obedient representative from Chisinau."

As a reminder, Evghenia Gutsul was detained on the evening of March 25 at Chisinau Airport while trying to leave the country. The Governor of Gagauzia is the subject of two criminal cases, one concerning electoral fund fraud and the other, illegal financing of political parties secretly controlled by Ilan Shor.

Russian propaganda tries to divert public attention from the cases targeting the governor, insisting on the idea that the local administration is under pressure and that the Gagauz autonomy is in danger of being abolished. These messages aim to discredit Chisinau authorities and fuel false narratives about the erosion of democracy and the establishment of an authoritarian regime.

5. A Ukraine–Southeast Europe summit took place. – 90 messages

Key Actors by number of posts

- ВЗГЛЯД МАКСА – 8
- Z-PolitWera – 2
- ЗА ПРАВДУ – 2
- Russian state-affiliated actors – 6

Narrative: Government is Russophobic.

The posts refer to the meeting of the heads of state of Ukraine, Romania, and Moldova at the Ukraine–Southeastern Europe Summit held in Odesa. Russian propaganda sources criticized Maia Sandu's statements regarding the Russian threat. According to them, these statements are "a call to the West and the EU to increase support for the regime in Chisinau before the elections." These messages aim to discredit the parliamentary elections on September 28. Thus, the Russian Federation is probing the ground for promoting falsehoods about Western interference in Moldova's internal affairs during the electoral context. Moreover, such messages have the potential to antagonize society and generate public discontent. Therefore, Russia could exploit these grievances to organize protests or other destabilizations before or after the elections.

Such statements are part of the Kremlin's rhetoric because every time potential destabilization acts by the Russian Federation against Moldova are publicized, Moscow officials respond with accusations of "Western puppetry" or "regime" regarding the Chisinau authorities.

Top Posts About Political Figures

1. The Moldovan government is demanding that the Chisinau mayor's office reverse its decision to ban the LGBT march. | [Source](#)
2. Yevgeniya Gutsul said she would appeal the court's decision to extend her house arrest. | [Source](#)
3. The leader of the Future of Moldova party decided to sue an activist from the WatchDog NGO for slander. | [Source](#)
4. Moldovan opposition takes to the streets to protest. | [Source](#)
5. Moldovan government continues to fight Orthodoxy. | [Source](#)

Key Actors by number of posts

- Гагаузский партизан – 6
- Компромат СНГ – 2
- Выборы Brief – 2

CONCLUSION

The march organized by the LGBT Community was heavily publicized by Russian propaganda to antagonize society and highlight so-called leaders defending traditional values. One of the leaders of the Alternativa Bloc, Ion Ceban, although positioning himself as pro-European, promoted an order limiting citizens' rights to public assembly, which contravenes European norms.

The Alternativa Bloc is increasingly present in Russian media. It was positively highlighted by Russian propaganda for the protests organized on June 9 in front of the Central Electoral Commission (CEC) against the politicization of the institution. At the same time, one of the leaders of the Alternativa Bloc, Ion Ceban, is portrayed as a fighter against LGBT values "promoted" by the government. Similarly, Russian media promotes false narratives that the Moldovan Government is fighting Orthodoxy because it does not allow the organization of the "Way of the Cross" march.

In general, Russian propaganda maximized the coverage of protests organized by Alternativa at the CEC, by PSRM at the National Agency for Energy Regulation, by Irina Vlah's party at the Audiovisual Council, and also the protests in Gagauzia supporting Evghenia Gutsul. Such coordination and coverage suggest that the protests were intentionally organized to mimic "mass dissatisfaction" with the PAS government.

The revival of Ilan Shor's accusations against Igor Dodon and their intense promotion in Russian media indicate an intensification of disagreements between the two pro-Russian leaders. Moreover, Igor Dodon's party is practically forced to merge into a bloc with formations affiliated with Ilan Shor, which is not to Dodon's liking. Thus, Shor tries to blackmail or at least discredit the former head of state to present him in a weaker position before Kremlin curators.

Russian propaganda tries to distance Vasile Tarlev, leader of the Future of Moldova Party, from the Shor group. Tarlev is portrayed positively because he sued the president of the [WatchDog.MD](#) Community, Valeriu Paşa. The former prime minister accuses Pasha of slander and claims to have no connection with Ilan Shor, although an investigation by [Ziarului de Gardă](#) showed otherwise. Attempts to discredit Moldovan civil society are not new and are part of the Kremlin's toolkit to influence public opinion in Moldova.

The Russian Federation continues to promote narratives regarding Western interference in Moldova's internal affairs, especially in the context of the September 28 elections. These messages aim to divide society and fuel social tensions, which Moscow could exploit to encourage protests or other destabilizing actions before or after the elections.