

AN ANALYSIS OF THE IMPACT GENERATED BY THE RUSSIAN FACTOR IN THE INFORMATION SPACE OF THE REPUBLIC OF MOLDOVA

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Abstract. *After the proclamation of independence in 1991, the Republic of Moldova was and remains in the sphere of influence of the Russian Federation, not just as an “imperialist ambition” of the Kremlin in the illusion of reanimation of the USSR, but also as a buffer zone for not admitting NATO's expansion to the East. A component of the imperialist instrument used to maintain its external influence is information propaganda. The purpose of the article is to investigate and to compare the forms and methods of Russian propaganda in the local informational space, from the perspective of the impact it exerts on the consumer of media products in the Republic of Moldova. By observing the principle of objectivity and truth, using the method of comparative, qualitative and content analysis, the means and tools of Russian propaganda used to manipulate the opinion of the population on what is “truth” and “false” have been identified.*

Keywords: *hybrid war, soft power, manipulation, misinformation, the Russian world*

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