

RUSSIAN DISINFORMATION IN EASTERN EUROPE. VACCINATION MEDIA FRAMES IN RO.SPUNNIK.MD

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INTRODUCTION

Infodemia

Social media platforms and other media outlets have been hosting an epidemic of misinformation, while the World Health Organization has been dealing with the COVID-19 pandemic.



The infodemic is one of the factors that reinforce resistance or hesitation towards vaccines.

METHODOLOGY

The research aims to identify the frames associated with anti-COVID-19 vaccines, as well as the news values employed in constructing news discourse on vaccination in ro.sputnik.md media texts.

[Ro.sputnik.md](https://ro.sputnik.md) is the Romanian language version of the Sputnik news website

A mixed methods content-based approach

Automated text analysis



Thematic and discourse analysis

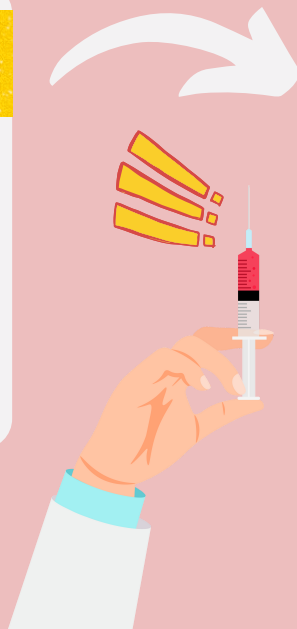
6 emphasis frames

Superiority of the Russian Sputnik V Vaccine, Fatal/Side Effects of EU Authorized Vaccines, Limitations of Individual Rights and Freedoms, EU and/or Romanian Authorities' Struggle, Children and Teenagers' Protection, and Big Pharma Conspiracy.



CONCLUSIONS

Identified emphasis frames propose a particular definition of the Russian vaccine, giving prominence to its superiority.



At the same time they build a wider frame on Russian institutions and the state's power dealing with major challenges such as the COVID-19 pandemic.

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