



INTRO

"[...] Sandu doesn't decide anything, she's just a puppet in the hands of the West [...] A woman is at the helm in Moldova, and that must be eliminated." - @TaroVneformata

"Russia is the STAR [...] all paths lead to it [...] Russia will provide a lot of moral and material support." - @JuliaErmish

"Everything is heading towards disaster [...] Moldova is being handed over to someone [...] - to Romania. [...] Maia Sandu is the last president of the country." - @aneliaTaro

"In the future, Ukraine, Moldova, and Romania will be united in a single coalition [...] of domination over the Black Sea." - @SwitTaroPrognozy

"Dorin Recean is linked to death and negative energies [...] he is difficult to read and you never know what his intentions really are." - @elena.astrologia

These messages could easily pass for a press release from a pro-Kremlin party, but in our case we are dealing with esoteric prophecies from the catacombs of politicized occultism. Everyone has heard of fake news, paid influencers, bot networks, and mouthpiece politicians, but a lesser-known element is mysticism and astrology. The more prone people are to conspiracies, the more fertile is the ground for Kremlin propaganda.

In sociology, there is the term "conspiritualism" – which refers to thinking that combines conspiracy theories with spiritualist/new age thinking. Belief in conspiracy theories is correlated with a lower level of critical thinking. Paradoxically, however, both those with a high predisposition and those with a low predisposition to conspiracies tend to consider themselves critical thinkers. Respectively, although it is a niche social fragment, the "conspiritualist" movement presents substantial risks of radicalization and dissemination of hostile narratives, following the model of an echo chamber.

In this analysis, we aim to understand how spiritual discourses (tarot, astrology, esotericism, etc.) are instrumentalized to deliver political narratives aligned with Kremlin propaganda. The study is based on monitoring 21 active channels on *TikTok* or *YouTube* specializing in esoteric topics, with content targeting Moldovan politics. We extracted the main ideas from each analyzed material, then coded (cataloged) the content according to three dimensions: theme (what is said), rhetoric (how it is said – e.g., alarmism, fatalism, labeling), and topics covered (current events or political figures). In total, we analyzed 48 videos, covering the period from the beginning of 2024 to August 2025 (for more details, see Appendix 1).

Thematic Coding

First, we monitored the selected channels and established a list of thematic categories for content related to the Republic of Moldova, from external influence to unification with



Romania and the energy crisis, then we counted how often these topics were addressed in all the material analyzed.

Figure 1

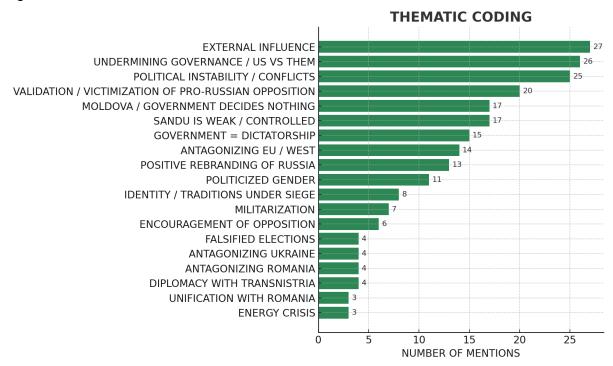


Figure 1 shows the central narrative core: **Moldova is a passive agent, without autonomy or decision-making power.** The codes *EXTERNAL INFLUENCE* (27), *MOLDOVA/GOVERNMENT DOES NOT DECIDE ANYTHING* (17), and *SANDU IS WEAK/CONTROLLED* (17) describe the same overall idea. The differences are in form, not substance – while some esoteric practitioners make indirect allusions to a weak, small, and powerless Moldova in the face of inevitable calamities, others do so more directly, with open references to Maia Sandu, the current government, or the West.

- "Moldova is not self-sufficient [...] it depends on external processes, interests, and alliances," says a practitioner of the occult arts from <u>@TaroVneFormata</u>.
- "Moldova is a hub where financial resources and weapons are invested [...] Nicuşor Dan will participate in this process [...] Romania will do whatever it wants with the Republic of Moldova, and as a member of NATO, it will draw it into all possible military actions," warns the fortune teller from <u>@SwitTaroPrognozy.</u>
- "Moldova's horoscope predicts that there will always be dark forces behind the scenes trying to control the situation in this country," says astrologer <u>@PavelGlobaTV</u>.

These ideas are dangerous because, on the one hand, they have the potential to undermine confidence in democracy and elections (if we don't decide anything anyway, why pretend?), and, on the other hand, to relativize and justify imperialism (since we will be subjugated anyway, at least let's stick with a familiar master).



Esoteric narratives about a Moldova lacking autonomy overlap perfectly with the messages of some opposition politicians and bloggers:

<u>Igor Dodon</u> - Since 2020-2021, Moldova has become a colony, where decisions are made outside its borders [...], in NATO member countries.

<u>Victoria Furtună</u> - And today, in 2025, we find ourselves led by a government that answers to Brussels, Washington, or Vienna, but not to Chişinău!

Gabriel Călin - The Republic of Moldova is a state subservient to the US and the EU, and Maia Sandu and the ruling party are just puppets in their hands.

This overlap shows that conspiracy rhetoric is not isolated, but represents a method by which pro-Kremlin messages are propagated and validated in the political arena.

Alongside the notion of external control runs a narrative framing the people in opposition to the government. The code *UNDERMINING GOVERNANCE* /'US VS. THEM' (26) includes messages that discredit the current political leadership and encourage pro-Russian opposition. The government is portrayed as abusive, immoral, weak, and lacking real popular support. Together with *GOVERNMENT = DICTATORSHIP* (16), this constitutes an effort to delegitimize the government, suggesting that it does not represent the people and does not deserve to be listened to or respected:

- "Calculating, hostile, and clever people have hidden agendas [...] secret services are involved in negatively influencing Moldova [...] Maia Sandu is aware of this and will betray Moldova," warns Maria, a political-occult commentator at @Fortuna.Mari.
- "The government is trying to build 'houses of cards' [...] on ephemeral expectations. [...] It has chosen the wrong path, which is linked to falsehoods, fears, and unjustified hopes" this is how the current political landscape looks, according to the arcana, as interpreted by the analyst from @JuliaErmish.
- "(Coming in 2025) popular uprisings, protests, clashes with the police" predicts an expert in astrological forecasts on the <u>@user-juliasternweg</u> channel.
- "Maia Sandu is afraid of losing power [...] She is pushing her dictatorship everywhere [...] Women arriving from the Russian Federation are being unjustly detained at the airport," comments Elena, a specialist in political astrology from @elena.astrologia.

Once again, politicians with ties to Moscow seem to be following *the* same "narrative constellations," for example, Igor Dodon, with constant references to <u>the yellow dictatorship</u> (an allusion to PAS), or Ilan Shor, who accuses the *ruling* party of <u>a coup d'état and electoral dictatorship</u>.

Another important component of political occultism is the discourse of *ANTAGONIZING THE EU/WEST (14)*, which comes along with a *POSITIVE REBRANDING OF RUSSIA (13)*. These codes indicate a clear geopolitical axis. The West is the enemy on *duty – false*,



<u>immoral</u>, <u>and cunning</u> – pursuing a *hidden agenda* against Moldova and its people. It is "<u>pulling the strings</u>" to bring Moldova into open conflict with Russia.

- "A transition is expected [...] Illegal and secret agreements are being signed [...] there is pressure from outside, decisions are being made about this transition [...] This change will be presented as something beautiful [...] The West [...] will intervene with strong economic and diplomatic pressure, and the Moldovan government will play their game," warns Elenushka, from @elenuhka Tarobezprikras, according to the arcane analysis.
- "Who is influencing the situation with Evghenia Guţul the most? [...] It is the West [...] not just Maia Sandu [...] the quote refers to the conviction of Bashkan Evghenia Guţul. As we can see, the West could not stay out of this either, according to the arcane reading of two magicians from @TAROTFORECASTS_Victor Bespalov.
- "The EU is not helping Moldova substantially [...] Moldova has the ILLUSION that it will be helped by the West [...] An arsenal and military contingent that pose a threat to Russia will be deployed on Moldovan territory" the esoteric analysis is provided by the fortune teller from opensessangle-prognoznaladoni-nd3lz.

Such messages are abundant in current public discourse, confirming the consistency and recurrence of these narratives even outside occult audiences:

- "It is PAS that is leading Moldova to war, dragging it into NATO's adventures and turning the country into a bridgehead against Russia" Igor Dodon's comment this year.
- Moldova is being drawn into war (implicitly by the West) <u>NewsMaker.md</u> quotes Irina Vlah, leader of the *Heart of Moldova* party.

Russia, in turn, is presented as a "non-interventionist hermit" at worst. Other labels include: "Moldova's karmic partner"; "the man who hands out candy [...] (almost free gas)"; "the star who provides moral and material support"; "innocent victim (implicit)", and so on. Although less charming in her statements, Gagauzia's Bashkan Evghenia Gutsul does not hesitate to express her admiration and gratitude to the Russian Federation as well:

 Russia has saved our people once again and confirmed its status as a friend and defender of the Gagauz people. – reports <u>gagauzinfo.md</u>

Amidst the barrage of messages portraying the current government as abusive, weak, and controlled by hostile external forces, a "positive" alternative is offered through the VALIDATION/VICTIMIZATION OF THE PRO-RUSSIAN OPPOSITION (20). It is idolized as a victim, but also as a virtuous savior fighting for justice despite unfavorable circumstances. Tarot readings and natal charts communicate:

• "The opposition is fighting, but it is suffering, it is possible that they will be pressured by the police and the army" – according to the forecast from @elena.astrologia.



- "Diana Caraman very well 'puts the government in its place' with her pertinent questions [...] She is honorable and victory-oriented" again communicated to us by @elena.astrologia, according to an analysis of natal charts.
- "Guţul was 'set up' [...] according to the horoscope" this is how the astral expert sees the situation
 @PavelGlobaTV
- "Alexandr Stoianoglo is impulsive and strong [...] he should win if the elections are fair," explains Tarot expert @elenuhka_Tarobezprikras ahead of the 2024 presidential elections.
- "Gutul, mother of two children, was convicted [...] Maia Sandu believes she has something to gain from the Gutul case in the next parliamentary elections [...] Her mission is to eliminate her political opponent as quickly as possible to prevent the triumph of the "Victoria" bloc [...] Maia Sandu is hiding the fact that her plan is to weaken and render the opposition dysfunctional," explains occult analyst @Prognoznaladoni-nd3lz.

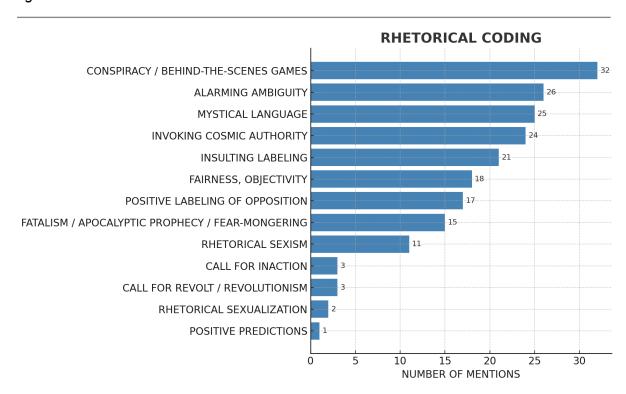
The rest of the themes, such as *POLITICAL INSTABILITY/CONFLICTS* (25), *MILITARIZATION* (7), *IDENTITY AND TRADITIONS UNDER SIEGE* (8), etc., serve as scarecrows that better anchor the other narratives. In the following sections, we will track "co-occurrence," i.e., the frequency with which these thematic codes are found in the same content as the other rhetorical codes and topics addressed, in order to highlight how they reinforce each other.

The thematic codes actually illustrate a coherent narrative front, where astrologers and tarot readers, together with the pro-Russian opposition and the Kremlin, deliver the same messages, with slight differences in tone. Occult practitioners manage to deliver ideas that resonate well with the public (at least among target audiences) without any effort to argue their case, but simply by legitimizing everything with an appeal to mystical/cosmic authority. Given that conspiracy thinking is usually associated with reduced critical thinking skills, conspiritualist and occult communities can actually form echo chambers for dangerous narratives.



Rhetorical Coding

Figure 2



After thematic examination, we also analyzed *the types of discourse* and labeled them by category. While the first section focused on the thematic marking of discourse *(what is being said?)*, here the focus is on the rhetoric used *(how is it being said?)* – the type of language used, expressions, recurring phrases, emotional tone, and others. The premise was that these probably serve an auxiliary role, to better anchor the implicit messages, especially in the absence *(in the vast majority of cases)* of factual argumentation.

The strong emotional appeal compensates for the lack of rational argumentation. For example, the category ALARMING AMBIGUITY (26) refers to all vague messages with an obvious and toxic pessimistic tone. The prophecies declare imminent dangers and tragic revelations – an effective source for generating unjustified fears and anxieties. The evasive and interpretable nature of the wording allows the authors to take limited accountability for their own statements.

At the same time, the codes MYSTICAL LANGUAGE (25) and INVOKING COSMIC AUTHORITY (24) amplify the ambiguity of the message, but also wrap all the topics in an esoteric and metaphysical package. The first code refers to all the elements usually associated with occult discourse – energies, influences, intangible forces, terms borrowed from Eastern spirituality, etc., used to create an aura of depth and mystery. The second code follows the same course, but also gives the messages a transcendent and indisputable authority through references to planets, arcana, banes, cosmic cycles, Tarot cards, etc. Ultimately, all these seemingly decorative and innocent tools of discourse actually have harmful and dangerous implications.



The rhetorical the discourse marked primarily component of is by CONSPIRACY/BEHIND-THE-SCENES GAMES (32!) - most political processes/events are explained through a lens of conspiratorial skepticism, with multiple vague insinuations of secret agreements and plans hidden from the public eye. The main leitmotif remains implicit, but it suggests that "everything is decided for us." The esoteric layer gives a supposed legitimacy to the statements, in the absence of clear evidence and arguments. The aforementioned codes MYSTICAL LANGUAGE(25) and **INVOKING** AUTHORITY(24) illustrate this characteristic well: everything is argued through horoscopes, tarot cards, or karmic predictions. In addition, in many cases, the subjects also declared FAIRNESS/OBJECTIVITY (18) in their statements, in order to convey the idea that they are not pursuing any particular political agenda and do not control the results of their occult endeavors in any way.

The second most frequent discourse is that of *ALARMING AMBIGUITY* (26), which refers to "unpleasant events," "general unrest," "hard times," and many other worrying slogans, without providing any concrete details. Together with the fragments coded under *FATALISM/APOCALYPTIC PROPHECY/SCAREMONGERING* (15), they construct a picture with obvious emotional appeal, which induces fear, anxiety, and a **general feeling of lack of control.** These differ in intensity: in the first case, we are dealing with pessimistic and vague predictions – many unpleasant events; a complicated situation, etc., in the second case we encounter more serious and catastrophic forecasts, such as bloodshed, judgment day, nightmare, curse on Moldova; shattered hopes, hard times and fatal situations, and many others. Overall, we are dealing with alarmist discourse, which oscillates between apocalyptic fatalism and alarming ambiguity, with a general preference for the latter.

Ambiguity is the central key to the discourse because it keeps the audience in a constant state of anxiety and unease. In this way, a perfect vacuum is created in which any narrative can be projected and accepted. While fatalism and more elaborate apocalyptic prophecies have the potential to induce a state of acute and active alertness, it seems that the general aim is rather to induce a passive, lethargic state.

Furthermore, the codes *INSULTING LABELING (21)* (towards the current government) and *POSITIVE LABELING OF OPPOSITION (17)* (pro-Russian) complement each other. In addition to clear political favoritism, they denote the *intentionally* polarizing nature of the discourse, supported by elements of *SEXISM (11)* and *RHETORICAL SEXUALIZATION (2)* (e.g., about Maia Sandu: "[...] she wants a man").

Overall, the style of these expressions is consistent with the Kremlin's objectives towards the Republic of Moldova, particularly in terms of social polarization and undermining trust in democratic processes and institutions. A mature democracy needs citizens who are proactively involved in the decision-making process of common interest. However, the discourse analyzed pursues the exact opposite – conspiracies and toxic pessimism induce a general state of **political apathy** (*If evil is inevitable and everything is decided without me, why should I get involved?*). All this, together with antagonistic labels that degrade the government and favor Russia and the pro-Russian opposition, outlines a hostile information ecosystem that clearly serves **the interests of the Kremlin.** If we consider the profile of the target audience – followers of conspiritual thinking – we can deduce that such discourse can



further entrench the message being delivered, posing an additional risk of radicalisation and social polarisation.

These rhetorical patterns are not limited to the conspirituality sphere, but are also reflected at the official level:

- "What Maia Sandu's regime is doing is banditry, turning parliamentary elections abroad into a political circus," said Maria Zakharova, an official with the Russian Foreign Ministry a clear case of insulting labeling of the government.
- "The republic is set to become the next Ukraine," the Russian Foreign Ministry said in a statement referring to Moldova a statement that falls within the realm of alarming ambiguity, associating Moldova with the war scenario in Ukraine, but without providing any concrete details.
- "They are now doing the same thing with Chisinau, presenting it with ultimatums. Chisinau obediently complies," said Russian Foreign Minister Sergei Lavrov in 2024. Although not an obvious conspiracy theory, it makes vague insinuations, suggesting the existence of hidden forces presenting ultimatums to Chisinau. It is the same tone as the rhetoric of CONSPIRACY/BEHIND-THE-SCENES GAMES. Insulting labeling is also present here in the image of Chişinău obediently complying.

Topics Covered

After analyzing the general themes addressed (what is said) and the types of discourse (how it is said), it is necessary to examine more specifically which personalities and political topics are targeted in these materials – what/who is being talked about? *Figure 3.*

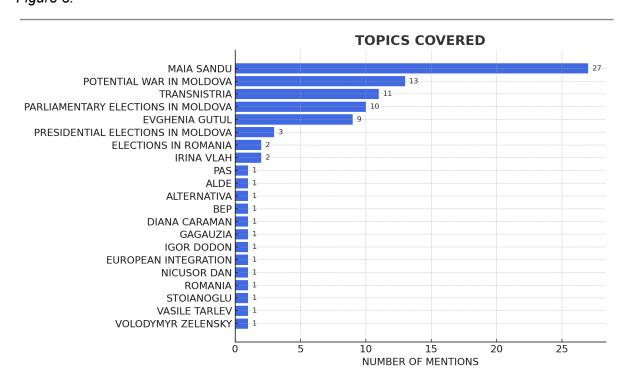




Figure 3 shows the central topics of pro-Kremlin narratives. The undisputed leader is **Maia Sandu**, with a total of **27** mentions. Almost the entire discourse is built on her delegitimization.

The topic of a **potential war in Moldova (13)**, together with the **Transnistrian** issue **(11)**, are complementary and uphold the second place – attempts are made to use real concerns and fears to anchor esoteric and mystical discourse in an everyday, tangible space.

The parliamentary elections in the Republic of Moldova, as the main political event of the year, were also frequently mentioned **(10)**.

The arrest and (subsequent) conviction of **Evghenia Gutul** created an opportune moment for the discourse of victimization/validation of the pro-Russian opposition. Gutul became a regularly invoked asset to promote the pro-Moscow political network, unlike other pro-Russian politicians, who were addressed in isolation and occasionally.

In general, even though we are dealing with a type of content with an obvious political slant, the discourse avoids specific topics. Instead, the themes addressed form a diffuse matrix, referring to personalities or broad general topics, without mentioning many concrete facts, verifiable data, or precise contexts. This characteristic supports the idea that the key messages are intentionally kept in the realm of impressions, emotions, and insinuations. Instead of precise argumentation, an almost archetypal way of thinking is used, appealing to the subconscious and instincts.

Next, we will examine how often these topics appear in the same materials with the rhetorical and thematic codes analyzed in the first part of the study.



Co-occurrences with Maia Sandu

Figure 4 - Rhetorical co-occurrences

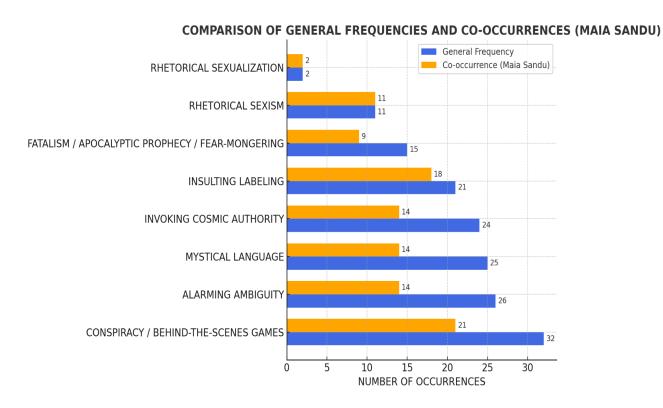
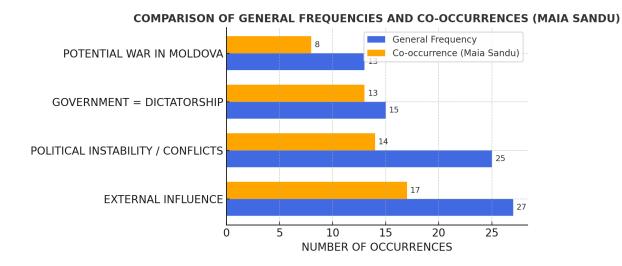


Figure 5 - Top thematic co-occurrences



In Figures 4 and 5, we have overlaid the general frequency of rhetorical and thematic codes with their frequency in co-occurrence with Maia Sandu. As a result, we can see a clear



concentration: Maia Sandu's name appears in more than half of cases where we have conspiracies, mystical invocations, alarming messages, or fatalistic rhetoric.

Insulting labels target Maia Sandu in ~86% of cases (e.g., <u>weak; puppet; pawn of the West; receives "gifts to snort"; unbalanced, crazy, and hysterical; member of a sect, etc.).</u> A major part of the insulting labeling discourse is sexism and rhetorical sexualization, both of which are 100% about Maia Sandu (e.g., [...] she wants a man, but chose her career; Unclear intimate relationships; "negative" feminine energy in government, [...] feels lonely without a family; Moldova is unlucky with a woman in charge, etc.).

Insulting labels for Maia Sandu are a common tactic used by Russian disinformation forces. For instance, the so-called "sperm scandal" or the fake story that the Moldovan president is mentally ill.

In terms of themes, we have the following co-occurrences:

• EXTERNAL INFLUENCES (27). ~ 63%

"... a secret deal between Maia and an external curator," @elenuhka Tarobezprikras

"USAID is getting involved everywhere [...] It exerts more influence on the country's president" <u>@TAROTFORECASTS VictorBespalov</u>

"Maia Sandu - brought the country into economic crisis [...] (she) pursues foreign interests and is not interested in developing Moldova economically," @elena.astrologia

The idea that Maia Sandu is pursuing a hidden agenda dictated by external forces, with more or less direct insinuations about the West, is being heavily promoted. This is a recurring theme among actors representing Moscow's interests - "It's no secret that Maia Sandu is a mercenary for the West," says fugitive oligarch llan Shor.

• POLITICAL INSTABILITY/CONFLICTS (25) ~ 56%

"The people will suffer! [...] It will be a difficult period for the people under Sandu's government [...] (There will be) conflicts between the people and the government," @elena.astrologia

"(Coming soon) Big problems for Moldova [...] leading to bloodshed,"
@MadanCojocaru

"(Coming) Internal clashes [...] rebel organizations," @elenuhka Tarobezprikras

Maia Sandu is associated with political instability and potential conflicts based on social differences. The head of state is both the target of delegitimization and the narrative pillar through which existing social divisions are exacerbated. Pro-Kremlin actors do not hesitate to flirt with polarizing topics in order to generate provocations



and tensions. Again, Ilan Shor, for example, <u>declared</u> that "the government in Chisinau wants to liquidate Gagauz autonomy."

• POTENTIAL WAR IN MOLDOVA (13) ~ 62%

"It is leading the country to militarization," @elena.astrologia

"There is a secret plan to attack the Bear (Russia)," @zero_arcana-022

"(Coming soon) Military events and repression of the population," @JuliaErmish

Classic scare tactic – the main narrative is that Maia Sandu is dragging Moldova into war by cooperating with Western partners and modernizing the national defense system. The term "militarization" is used as a pejorative label. Similarly, Igor Dodon manipulates public opinion: "Moldova's involvement in the war is the only way Maia Sandu and PAS will remain in power."

GOVERNANCE - DICTATORSHIP ~ 87%

"(Maia Sandu) [...] will act from a position of power," @elenuhka_Tarobezprikras

"Sandu's power - she exercises control. Control over the media, control over journalism, we will have control over literature. [...] She controls absolutely everything!", @elena.astrologia

Maia Sandu is once again the main anchor of delegitimization, through which the current pro-European government is presented as a dictatorship, abusive and illegitimate. Again, a good example of the same rhetorical pattern is Igor Dodon, who declares "Maia Sandu, true Europeans do not act this way, but you are not European. You are a dictator."

The data indicates that Maia Sandu functions as a narrative magnet for delegitimization. The co-occurrences illustrated could indicate a broader strategy: personifying Moldova's vulnerabilities, real and alleged, in the image of a single leader. This facilitates the delegitimization of the government, as it allows efforts to be focused on a single, female figure. This also creates a favorable opportunity for the political instrumentalization of misogyny. The data in *Figure 6* below confirms this thesis: out of 10 mentions of the **parliamentary** elections, 7 refer to Maia Sandu, **the president**.



Co-occurrences with Parliamentary Elections Republic of Moldova

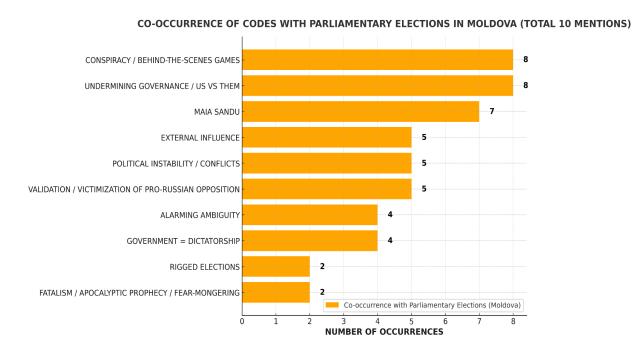


Figure 6.

A topical issue for 2025 is the parliamentary elections in the Republic of Moldova. For this reason, we analyzed the most frequent co-occurrences related to this topic.

Figure 6 shows us a set of codes at the rhetorical and thematic level. From what we can see, the main objective is presenting the elections as the opposite of a democratic and transparent process, through:

 CONSPIRACY/BEHIND-THE-SCENES GAMES (8) + RIGGED ELECTIONS (2) + EXTERNAL INFLUENCE (5) - these messages erode public confidence in the democratic electoral process. Instead, the image of a flawed and orchestrated spectacle (often from outside) is imposed. Such discourse can sow discord and confusion among the public and allow for the subsequent undermining of the legitimacy of the final result. Examples:

"How will the elections in Moldova unfold? [...] - The elections are not over yet, but the winners are already visible [...] Someone has already proclaimed themselves the winner [...] backroom deals, intrigues," <u>@TaroVneformata</u>

"The media that is not under the control of globalists will expose the truth about the completely dishonest elections that will take place in the Republic of Moldova," @elena.astrologia



"There are some conspiracies, disagreements, and political struggles going on," @TAROTFORECASTS VictorBespalov

Another objective is to advance a specific political agenda that promotes the opposition and disfavors the current government:

UNDERMINING THE GOVERNMENT/US VS. THEM (8) +
VALIDATION/VICTIMIZATION OF THE PRO-RUSSIAN OPPOSITION (5) – this
discourse outlines a clear dichotomy between favorites and antagonists. The
opposition is victimized and presented as being honest, upright, and having real
support from citizens. At the same time, the ruling class is associated with abusive
practices, controversies, and, again, external control.

"The "Patriotic Electoral Bloc" relies on the support of the people [...] They have a noble goal," "The "Alternative" party will enter parliament following an honest popular vote," <u>@TAROTFORECASTS_VictorBespalov</u>

"PAS is supported by the international community [...] Many resources are invested in PAS," <u>@TAROTFORECASTS VictorBespalov</u>

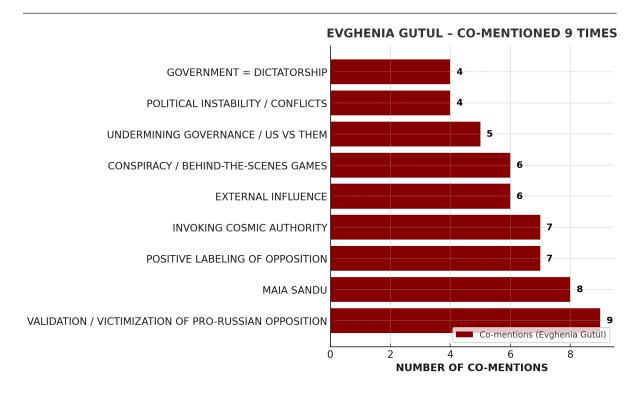
"(Evghenia Gutul) is being threatened/blackmailed [...] She may be being fed psychoactive substances," @Prognoznaladoni-nd3lz

The rest of the codes are auxiliary and do not feed into concrete messages. References to political instability and conflict, along with alarming and fatalistic rhetoric, can serve as an additional source of anxiety and fear.



The central figure of the pro-Russian opposition

Figure 7



The central figure of the opposition is Evghenia Gutul, given that all the others have been mentioned only very rarely. In contrast, the Bashkan of Gagauzia appears a total of 9 times, a rate that constitutes almost half of all *VALIDATION/VICTIMIZATION OF PRO-RUSSIAN OPPOSITION* messages (20).

She is presented as a positive leader and persecuted victim, and her image is supported by flattering labels, cosmic/mystical legitimization, and her placement in conspiracy and external influence scenarios, in which she inevitably represents the injured party.

One noteworthy aspect is that Evghenia Gutul, the most frequently mentioned opposition figure, is discussed almost exclusively in relation to Maia Sandu. Thus, eight of the nine mentions place Guţu in direct contrast to the president, which could indicate an intentional narrative strategy. Gutul is presented as a kind of *anti-Sandu*. If Sandu is *weak and controlled*, Gutul is *strong and principled*:

"What is Evghenia Gutul's character and how does she differ from Maia Sandu? [...] She is a person who is not afraid to lead, not afraid to make decisions [...] She acts firmly [...] She can be compared to Joan of Arc [...] She has a much stronger chart than Maia Sandu." – highlights @elena.astrologia, according to an analysis of natal astrological charts.

Where Maia Sandu is *vicious/incorrect*, Evghenia Gutul is *a leader with virtue*:

"How will relations between Sandu and Evghenia Gutul evolve? [...] - Maia Sandu [...] is the one who exacerbates and tensions the situation [...] It is not her decision, but that of the



influential group behind her [...] Gutul acts here as an ideologue of order, democracy, and traditional values," reports @Prognoznaladoni-nd3lz, based on the results of a Tarot reading.

Where Sandu persecutes, Gutul is the victim:

"Evghenia Gutul [...] unlike Maia Sandu, has children [...] her conviction sparked serious protests in Moldova [...] Maia Sandu wins with the support of Western leaders [...] The dark motivation to arrest her (Gutul) is obvious [...] In May 2026, she could return to the political forefront and become a new national leader," reports @PavelGlobaTV. according to astrological predictions.

Naturally, we can hear similar statements from Moscow's proxies, such as Vladimir Putin's spokesman, Dmitry Peskov: "This is an example of illegal pressure on political opponents during the election campaign. We see how the opposition is being repressed. [...] Democratic rules and norms are being trampled on." Peskov was commenting on the conviction of the Bashkan of Gagauzia for involvement in the illegal financing of the SHOR party.

The fact that Igor Dodon, Alexandr Stoianoglo, or any other opposition politician has only one or two mentions each may indicate an intention to reduce the opposition to the figure of Gutul. This focuses public attention and creates a simple, easily digestible framework of the "fight between two women" type, which is even easier to package with sexist rhetoric (e.g., Gutul has a family and two children, unlike Maia Sandu).

Ultimately, this mechanism manages to mask the lack of coherence of the real opposition and offer the audience an "oppressed hero" who is easy to support.

Conclusions

The analysis of esoteric content with political themes illustrates a coherent narrative picture of delegitimizing the current pro-European government in favor of the Russian Federation and the pro-Russian opposition. References to conspiracies and hidden games, with alarming and fatalistic undertones, are directed particularly at Maia Sandu. She represents the personification of all the real and alleged vulnerabilities of the Republic of Moldova, in the image of a central, female figure. This creates fertile ground for discrediting, which also includes the element of politically instrumentalized misogyny.

Evghenia Gutul is contrasted with the head of state, not necessarily as a leader in her own right, but as *an anti-Sandu*. Her image as a victim and virtuous heroine helps to shape a thrilling narrative with strong emotional appeal. This dichotomy allows for the reduction of a complex political context to a simplistic narrative polarization – hero *versus* antagonist.



Overall, the esoteric themes bring nothing new in terms of content; we can see the same pro-Kremlin messages being repeated, only packaged in a form that is accessible and captivating to a target audience whose main interest is probably not politics. The main goal remains the erosion of trust in democratic processes and institutions, and the alarming discourse invoking cosmic/mystical authority has more potential to generate discord and radicalization, especially among audiences susceptible to such content. Conspiritualist narratives do not exist on their own, but only as an integral part of the pro-Kremlin information ecosystem.

The results indicate an effective narrative background that combines mysticism, geopolitics, and sexism in a cohesive manner to exploit existing social gaps. The conspiritualist audience, with its low predisposition for critical analysis, represents a real risk of radicalization *and* dissemination of hostile narratives.