

Russian propaganda in Kyrgyzstan

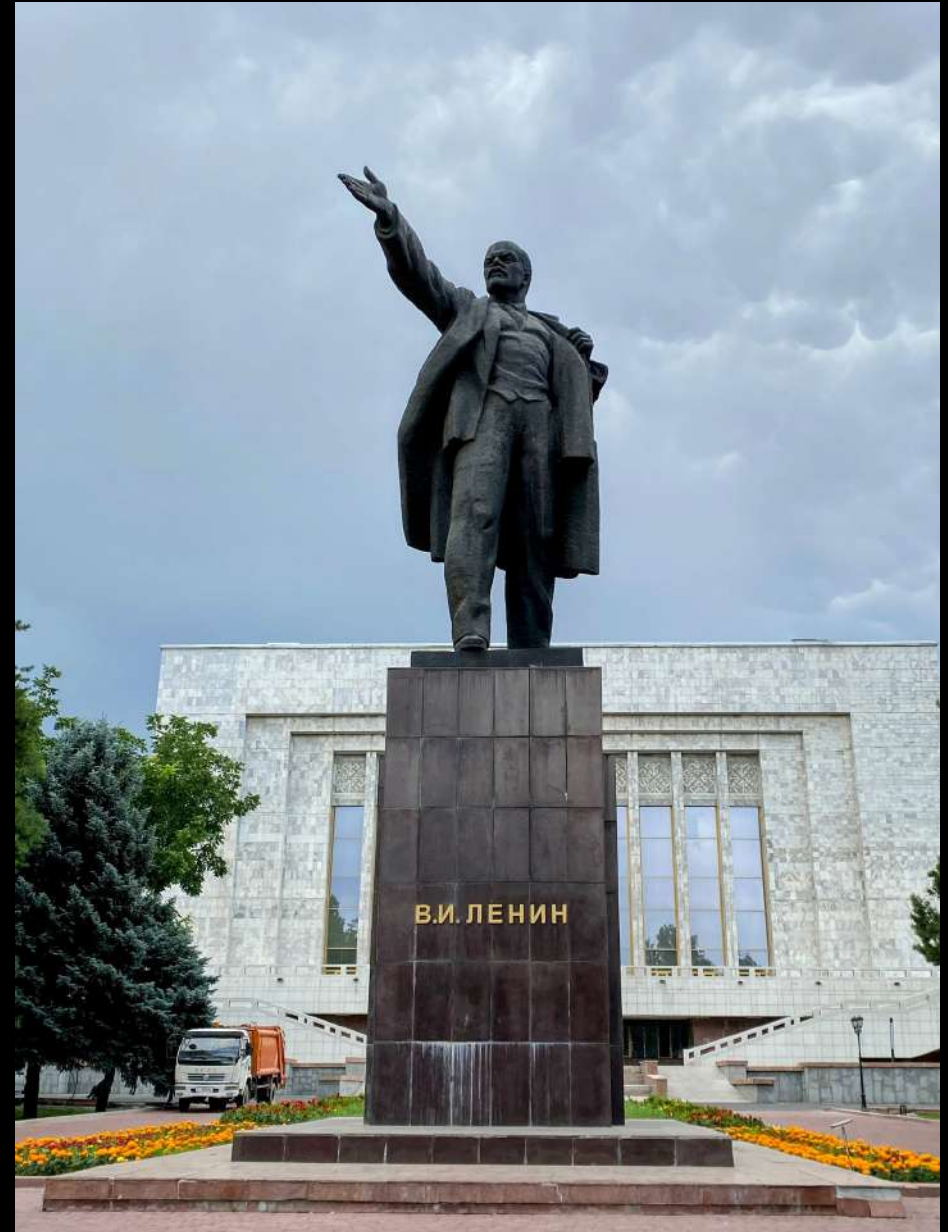
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In collaboration with EUCAM of CESS and Cabar Asia of IWPR



Key points

- Russian media did not arrive, it never left.
In Kyrgyzstan it is subsidised
- Russian propaganda is omnipresent
and weaved into social fabric
- Limiting Russia television is good,
but not enough
- Counter strategies are urgent



Narratives for Central Asians

- Ukraine is confused – don't be like it
- The West is not your friend
- You are small and weak
- Russia is a giver and forgiver
- War is opportunity



“For peace”

Demonizing Ukraine and recruiting into Russian military

SPUTNIK Кыргызстан

СВО: большие возможности ограниченной мобилизации в СНГ

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“opportunities” for Central Asians to fight in the war against Ukraine. “Limited mobilisation in the CIS”

Message for Europe

- Demonisation of Ukraine, Zelenskyy and refugees
- Glorification of Russia
- Pitching to Russophones
- Pitching to nativists and rightists
- Pitching to anti-colonialists



“Put did not start a single war, but he sure finished a few”

What to do?

- Ukrainian media for Central Asia
- Alternative narratives on social media, including OK and VK
- Invest into Central Asia
- Brand Europe in Central Asia
- Offer opportunities to labour migrants
- Don't become what you are fighting against