

Latvia Weekly:

Russophobia and language

Latvia | Week 42 | Month 10
June 17th - June 23rd, 2024

New observations this week: 8
Main channels: Facebook, TikTok, Kremlin-aligned media

Main keywords:

Russian language, Culture, Pensions, Taxes, NATO, Ukraine, LGBT, Eurovision, RailBaltica

Main narratives:

- Blames of alleged russophobia;
- General anti-government sentiments;
- Inevitable war between NATO and Russia;
- Sowing mistrust in the government of Ukraine;
- Anti-LGBT sentiments;
- The incompetence of the current government.

Overview:

During the examined week, the primary narratives relate to the current government's corruption and incompetence. In addition to general anti-government statements, there has been a resurgence in content claiming Russophobia caused by the language policies portraying the Russian-speaking diaspora as oppressed. Most notably, the response from the audience is highly supportive, with many stating that such policies can be equated to nazism. Regarding content, TikTok remains the platform that can garner the most significant engagement; similarly, in prior weeks, the engagement remains lower on other platforms.

