

Abstract

This study explores the intricacies of Russian hybrid warfare narratives disseminated through the News Front platform. By conducting a systematic content analysis of articles in Slovak, Serbian, English and Russian, the research identifies both common and tailored narratives used to influence public opinion and destabilise target nations. The study identifies themes aimed at destabilising target nations and undermining democratic institutions. It reveals a sophisticated propaganda strategy that adapts to each audience's historical, cultural, and political landscape, highlighting Russian disinformation efforts' persistent and evolving nature. The findings emphasise the strategic role of tailored narratives in eroding trust in Western alliances and deepening societal divisions, demonstrating the Kremlin's adeptness at leveraging media for geopolitical gains.