

# MEDIA COMMUNICATION IN THE REPUBLIC OF MOLDOVA IN THE CONTEXT OF THE COVID-19 PANDEMIC

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## Abstract

The COVID-19 pandemic has divided the world into groups of people who believe and who do not believe in the existence of the SARS-COV.2 virus, who accept and who are against vaccination. The SARS-COV.2 virus appears in the socio-human environment. It is a living, microbiological organism reproduced by the human body and propagated in the social environment. The COVID-19 pandemic led to extreme situations for the state's institutions and for the social ones, developed their activity capacities during crisis, presenting the weaknesses of the connections of the management at different levels and of the horizontal connections on the horizontal between the citizens and the social groups. SARS-CoV.2 also entered the media communication, where it shed light on the way in which the media exerts its information, sensibilisation, culturalization and formation functions of the socio-human values.

**Keywords:** *pandemic, factors, politics, cultural, social, religion, medicine, social institutions, virus, social cohesion, flu.*

## 1. RESEARCH PROBLEM

The COVID-19 pandemic has divided the world into groups of people who believe and who do not believe in the existence of the SARS-COV.2 virus, who accept and who are against vaccination. Both the former and the latter defend their viewpoints, but the latter bitterly protest against the decisions taken by the governments and organise violent street demonstrations. The paradox is that the COVID-19 pandemic is not a usual one, but a contagious plague which affects all social layers of the continuous changing world in the digital era, with a globalised economy, permanent travels, unlimited communication and information, mostly hitting the countries where there is poverty and who lack the access to medication. Since neither the provoking agent - SARS-CoV.2, nor its route to expansion can be easily observed, some claim that the COVID-19

disease is not different from an ordinary flue, that it is a product of "the conspiracy theory," and that is why everything that is related to COVID-19 represents a show with hidden purposes and has to be understood in another way than it is presented to us.

The historical documents prove to us that pandemics have accompanied mankind, manifesting themselves from immemorial times. Pandemics also existed during wars, being triggered by some extreme conditions of masses of people in continuous moment. They represent the unseen face of the God Mars (BERCA ET AL., 1991). Fighting pandemics requires discipline, strategies and tactics related to the military's sanitary arsenal. Under such conditions, the pluralism of opinion, as a weapon of democracy, can be effective until decisions are made. In the situations created by the pandemic, by wars, by a war with an unseen, but powerful enemy, who acts quickly, kidnapping thousands of lives, when the fight strategies and tactics are clear, the offensives are not debatable, but they have to be executed. The COVID-19 paradox consists in the fact that many people from the Republic of Moldova understand the danger they went through only post-factum, that is - and only in the happiest case! - after, with the sacrifice of doctors, they return among the living in the world of the dead. On December 2021, the number of COVID-19 dead from the beginning of the pandemic in the Republic of Moldova was 10 275 as the population is just over 2 million people, without taking into account the ones who work abroad. The ordinary individual from the Republic of Moldova, in the communication society, in the new, sovereign, independent and post-socialist state is subjected to a varied informational flux,

sometimes contradictory, regarding the COVID-19 pandemic and acts on his own or in separate groups in the face of danger.

**We consider that:** the COVID-19 pandemic seriously affects the social environment and forces the social institutions to use new action tactics during crisis, where the media institutions do not represent only arenas of the spectacle of the diversity of opinions, but become active players, the authorities in charge with the correct information, persuasive teachers, opinion formers in the fight against this unseen enemy - SARS-CoV. 2.

**Our purpose is to** highlight the factors which influence the activity of the media institutions in the social environment of the Republic of Moldova in the context of the COVID-19 pandemic.

## **2. ASPECTS OF THE SOCIAL ENVIRONMENT**

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The Republic of Moldova appeared three decades ago, just like the other new and independent states from the post-Soviet space, the former republics of the Soviet Union. The disappearance of the Soviet Union led to transformations in all the countries of the socialist camp, from Central and Eastern Europe. Democratization became “a general horizon” (MARGA, 2021), the political pluralism and the power succession of the parties driven by group interests, the substitution of the planned economy, based on the state by the free-market economy led to the privatization of the public goods, to the appearance of some new distribution and redistribution models of social goods according to the level of power, stimulating the dissolution of the old structures and the forming of a new social stratification based on economic freedoms and democratic deeds.

The academician Ilie Bădescu notices that “the transition towards capitalism and democracy led in reality to alliances with a sort of peripheral capitalism, interested in exploiting the country and not on developing it. [...] The same as yesterday’s society was full of religiousness, the modern and the postmodern ones are imbued with immanentist, universalist-soteriological

para-religions and, with them, new organizational systems are formed, such as the international ones and the ideological empires. A new currency appears, a new semantic, a new organisation. Money and the ideologies, together with the international organisation of the supranational corporations, can be found everywhere. We have to ask ourselves if they can be stopped when entering the school, the barracks, or even the Church.” (BĂDESCU, 2019)

The new independent state of the Republic of Moldova stated that the European integration represents its priority, alongside the promotion of European judicial, economic, social and cultural models. However, the ideologies of Marx and Lenin have not completely disappeared from the psychological spectre, the same as some information disappears from a computer by simply pressing the “delete” button. Once people get rid of Marx and Lenin, they enter the “consumerist” ideology and mercantilism appears in all structures of the society. A new bourgeoisie appears whose preoccupations are determined by the rapid gain using any means possible; the obsession of the luxury, of the expensive cars, of the expensive mansions. An oligarchic and corrupt elite appears, not caring about the national interests. A new moral, “the money moral” appears in this society of endless transition. Under these turbulent conditions a generation is formed, foreign from Marx’s ideology, trained in the field formed by the open world in the era of boundless communication and of digital technologies. The ambitious illusions of becoming rich overnight are ephemeral and appearances deceiving. During times of turbulences all kinds of crisis appear and they influence the social and psychological fields. Therefore, the people of the Republic of Moldova are in a state of permanent stress, because of their hopes of easily making a better life for themselves. They are influenced by the changes in the social environment, which appear after the implementation and the development of the democratic principles, of the norms based on human values and standards, capable of ensuring wellbeing through qualitative technologies which require cultural performances, to promote social equity and human right. Wishes are one thing, fact and realities are

another. The continuous oscillation between the East and the West, the thinking manner according to the saying "the good lamb sucks from two sheep," led to a continuous political instability. As a result, the state's institutions are always looking for durable development solutions through the efficient valuing of the human potential, social capital, so that these institutions can offer the conditions to improve the quality of life, to identify viable and timely solutions. However, the newly-formed governments, continuously updating the solutions developed by others change the orientations to "principles and values," according to their governing policies. In the last thirty years, governments changes, in the Republic of Moldova, approximately at one year and a half. The COVID-19 pandemic created some extreme situations both for the state's institutions and for the social ones, developed the work capacities under crisis, discovering the weaknesses of the connections between the leaders of every level, the legislative and the executive bodies, between them and the citizens, as well as the horizontal connections between the citizens and various social groups.

**The media institutions.** In thirty years of transition the media in the Republic of Moldova went through a continuous metamorphosis: from state-supported editorial offices, from the promotion of a single party, which represented "the spirit, the honour and the conscience of the people," to multipartyism, with various editorial offices, radio and television channels, holdings, trusts, media companies and corporations. Promoting the party, group and personal interests of party leaders - owners of media corporations has sparked gun fights in the arsenal of politicians' psychological warfare against their people. In these fights, eventually someone has to lose and this proves that the live of the Republic of Moldova's trusts is fleeting. In the period of the July 11, 2021 parliamentary elections, there were five major media-companies present in the Republic of Moldova:

1. Jurnal Trust Media (JTM) - with the TV channel "Jurnal TV" and the website [jurnaltv.md](http://jurnaltv.md), with the newspaper "Jurnal de Chişinău" - with [jc.md](http://jc.md), the radio station "Jurnal FM" - with

[jurnalfm.md](http://jurnalfm.md), the news portal [jurnal.md](http://jurnal.md), the weekly newspaper "ECONOMIST," the tabloid "Apropo Magazin" - with [apropomagazin.md](http://apropomagazin.md) and the advertising agency.

2. General Media Group Corp (GMGC) - with the television channels "Prime", "Canal 2," "Canal 3" and "Publika TV", with their respective: [prime.md](http://prime.md), [canal2.md](http://canal2.md), [canal3.md](http://canal3.md) and [publika.md](http://publika.md), as well as the radio station "Publika FM", which broadcasts the journalistic content of the television channel "Publika TV";
3. The Prodigital SRL Company, which owns the TV channels "PRO TV Chişinău," "Acasă în Moldova" and the website [Perfecte.md](http://perfecte.md);
4. The media affiliated to the Socialist Party of Moldova: "Accent TV," "NTV Moldova," "Exclusiv TV," [Aif.md](http://aif.md), "Primul în Moldova";
5. The trust affiliated to the political party Sor, which appeared in 2018, with the following TV stations: "Orhei TV," "TV Centrală" (the former television channel "Euro TV") and the radio station "Radio Orhei FM."

The 2020 research performed by Magenta Consulting proves that television represents the most important source of information for the population - 58%, followed by the internet - 42%, the news sites - 20%, radio - 19% and written press - 8%.

The sources of information which were mostly viewed in the last month and which respondents trust the most are the following: television - 46%; social networks - 19%; news sites - 17%; radio - 3%; newspapers - 0,35%.

73% of the respondents have accessed the internet at least once a month. Over half of the internet users (58%), access Facebook several times per day, whereas Instagram is accessed several times by 31% of the respondents. Almost all of them use the internet to communicate with friends and relatives - 94% and for social networks - 91%. In order to gain information, internet users access: [Jurnal.md](http://jurnal.md) - 27%, [diez.md](http://diez.md) - 25% and [stiri.md](http://stiri.md) - 22%, [Point.md](http://point.md) 21%, [Protv.md](http://protv.md) - 18%, [Agora.md](http://agora.md) - 14%, [Publika.md](http://publika.md) 13%, [TV8.md](http://tv8.md) - 11%, [Prime.md](http://prime.md) and [Unimedia.md](http://unimedia.md) - 9%, [Zdg.md](http://zdg.md) - 7%, [Rise.md](http://rise.md) - 3%, [Newsmaker.md](http://newsmaker.md) - 3%, and [Esp.md](http://esp.md) - 3%

Respondents were presented with a series of news and statements, the first two being true and the last three false. They were asked to identify

the news they consider true and the ones they regard as false. 44% of the respondents considered that the fake news regarding COVID-19 is true: "COVID-19 was created in a lab in order to diminish the world's population." Most focus group participants stated that, in the Republic of Moldova, very few people can spot the fake news. A person considers that this is more difficult for the elderly people from rural areas as they have access to very few sources of information. At the same time, another focus group participant considers that a social network does not represent an official site, and that it can turn some news into fake news. (CONSULTING. MD, 2020)

The brief content analysis of the audio-visual from the Republic of Moldova during the COVID-19 pandemic proves the television channels' preoccupation for spectacle. In 2020-2021 (the first half of the year), the COVID-19 pandemic usually appeared in news bulletins as if it was a military press release during a time of war: the number of infected individuals, the sources of infection: national and international, sick people in serious conditions, intubated, the number of people treated and of those who lost the fight against COVID. In 2020, the health minister and sometimes the Prime-Minister presented the press releases. Such an approach is propagandistic in nature and suggests to the audience that the government cares for the citizens, while the medical system is facing serious problems. And the indicators of morbidity and mortality, presented in the form of absolute figures, do not say anything to the public, on the contrary, one and the same content, but with indicators deferred repeatedly, confuses the minds, puts vigilance to sleep, leading to indifference. Among the entertainment programs, including music and culinary shows, present in the programmes of all TV channels, in 2020 the producers posted social videos of prophylactic training of the population, made with the support of the World Health Organization promoting messages such as: "the postal packages received from China are not dangerous," a message repeated insistently even when in China the virus SARS - CoV.2 was taken under strict control, and the new cases of COVID-19 proved to be unique and imported. Most TV channels in the Republic of Moldova, if not all, excluded from their programmes the epidemiological training and instructive shows, the virology, the social debates and the talk-shows on

topics related to the anti-COVID 19 prophylaxis. This happens while on internet there are all kinds of fake news, such as "the 5G antennas," or "liquid chips for the global control of mankind," of "useful advice," of "personal experiences" of some anonymous authors which say that they know everything: the danger of vaccination, the medical networks and the untraditional, but efficient treatment methods.

The COVID-19 pandemic, on the media arena of the Republic of Moldova, appears according to the traditional entertainment schemes of the media spectacle, which manifests itself influenced by factors belonging to the social environment.

**Political factors.** The political pluralism as a promoter of democracy in the Republic of Moldova stems from the Communist Party of Moldova, brought and established by the Soviet tanks as a driving force of the society and was put outside the law by the August 1991 putsch, organised in Moscow by the communist conservatory forces and which failed spectacularly. In 2011, two decades after the independence of the Republic of Moldova, there were 77 political groups which represented legal entities, many of them having changed their names two, three or even four times, while others participated in various merging processes. This period recorded 104 party names (VOLNIȚCHI, 2010). Before the July 11, 2021, anticipated parliamentary elections, the Public Service Agency of the Republic of Moldova recorded 53 political parties or organisations, 23 of them manifesting a major interest in changing the future of the Republic of Moldova. Although there is a large number of political parties, which speaks about many categories of individuals who want to gain access to power, the circumstances prove that the interest of the population in the political life of the country is still quite low. Every fifth respondent in the sociological survey conducted by the collaborators of the Centre for Sociology and Social Psychology of the Institute for Political, Judicial and Sociological Sciences within the 20.80009.1606.13 project "The forming and consolidation of social cohesion in the Republic of Moldova in the context of its closeness to the European Union," considers that politics and politicians contribute to a more united society, whereas 69% of the respondents consider that they mostly divide people. At the same time, every nine respondent

was not able to offer a clear answer to this question. The successive analysis of the discourses presented by the candidates in the parliamentary elections, starting with 1994, when, for the first time, there were parliamentary debates and ending up with the July 11, 2021 elections, mostly presents a demagogical competition of strange and impossible to achieve promises, addressed to nostalgic and believing people. For three decades, from one election to the next, some parties claim that they will restore the Soviet Union, the most powerful country in the world, where the people of the Republic of Moldova were prospering because prices were low, education and health were free, ensured by the state; and that the communist future was somewhere close... In an in-depth interview, when asked why many candidates for the position of deputy on the party lists, as well as the leaders of these lists, promise what they know from the beginning that they cannot fulfil, a former deputy, a person with responsible positions in state institutions, said that we must agree that people from the Republic of Moldova are artistic and gullible, farm the land, do not get upset when they do not get what they hoped for after sowing the fields and do not get upset when they fool each other a little bit (!?) Communism was not built, but many believed in it, regarded it as a truth and created an ideal that they cannot forget. This answer sheds light on many aspects of the problems which led to the building of a breach between the political class and the voters; an outdated style of thinking of some representatives of the political groups that managed to form within three decades, time considered enough for a new generation to emerge; they formed the need for new leaders in politics with modern visions, based on knowledge and love of people, to form a truly democratic elite. A political elite can neither be formed outside the people that it tends to take care of, nor torn by the politician who hatched her. The political elite of the Republic of Moldova appeared on a soil full of the elements of a decomposing political field under the impact of transition. The situation created by the COVID 19 pandemic makes the gap between some politicians and the citizens become even

larger, whereas between others it becomes closer. This process, however, appears with the price of life, of human existence.

At the end of March 2020, Igor Dodon, the president of the Republic of Moldova, in a post on his Facebook page explained his position in regard to COVID-19: "I shall tell you one thing, maybe my colleagues from the Ministry of Health will get upset. This virus can go through the human organism without even being noticed. You had a running nose, a little cold, when in fact you had coronavirus without even knowing." (RFI, 2020)

A similar position was presented by Victor Gaiciuc, the Ministry of Defence, in an interview presented on various news channels, following the army's demonstration with tanks against the coronavirus, after the state of emergency was declared.

A cynical manifestation of the violation of the security pandemic and epidemic restrictions imposed by the government in the midst of the coronavirus pandemic was a wedding in a luxurious location in the Ialoveni district, far from the eyes of the people, was made by many guests with high social status to the son of Prime Minister Chicu.

**Cultural factors.** Culture is a product of rational thinking, of knowledge and of actions based on knowledge; of science and technologies. The history of the appearance and evolutions of pandemics suggests that, each time, they put the culture of the civilisations to the test.

One of the most lethal pandemics was the Spanish flu, which existed between 1918-1920 with a mortality rate between 50 and 100 million casualties. The pandemic struck mankind in three successive waves and imposed harsh isolation measures. However, the coronavirus proved extremely versatile, changed continuously and was one step ahead of the innovations. It attacked mankind between 1957-1958 and in the 1968-1969 winter season, with less serious results in comparison to the Spanish flu (DESCOPERA, 2012). Following the 1918 Spanish flu, Romania was periodically struck, for a couple of years, by flu waves, the most serious one taking place in the winter of 1934. Back then it lasted for four months and made almost 240 000 people sick and killed 46 000 Romanians, especially children and

youngsters, more men than women and more people from the rural than from the urban surroundings (ADEVARUL, 2020). The COVID-19 flue appeared in December 2019, in Wuhan, China, being triggered by a virulent virus known as “the Wuhan coronavirus” or 2019-n CoV or SARS-CoV.2. Following the outbreak of the epidemics in Wuhan, China adopted a “a zero tolerance” strategy in order to stop the rapid spread of the SARS-CoV.2 virus. According to the official news agency Xinhua XIAN, on December 24, 2021, in China de city Xi with 13 million inhabitants, the capital of the Shaanxi province was blocked, as a mass testing led to 127 cases of COVID-19. The focus centre was taken under control. The city was shut down for four days, and only one family member was allowed to leave home once every two days to go shipping. The harsh fighting methods against SARS-CoV.2 pay off. According to statistics, until December 25, 2021, starting from the outbreak of the pandemic, in China there were only 4636 death and China’s economy presented a major growth during this period, in comparison to the economy of other developed states in the world.

In tracing and treating pandemics, medicine bases itself on virology and epidemiology. Only through a thorough knowledge of epidemiology and the rigorous application of its provisions can one win the war against an invisible enemy, avoiding the loss human lives to the maximum possible. According to the way in which pandemics are fought against, according to the way in which morbidity is prevented and mortality is minimised, one can judge the culture level of the individuals of a society and of the entire state. In the Republic of Moldova, COVID-19 proved to be a turning point in the implementation of health reforms, for the proper functioning of the medical insurance system. In the new sovereign and independent state, the reform of the state epidemiological service came with a new conception regarding the anti-epidemiological prophylactic measures regarding the transmissible diseases. The practices of the Soviet regime applied in the post-war years in combating the exanthematous typhus epidemics, based primarily on measures to locate and eliminate the outbreaks, were replaced by measures of diagnosis and the epidemiological prognosis of health. “The most important effect,

obtained between the years 1994 and 1999 is familiarizing doctors with the epidemiological diagnosis of the population, the development of health improvement measures according to causal, natural and anthropogenic (social) factors and the development of public health surveillance systems” (SANATATEA, n.d.). Coming back to present days we notice the certainty with which the states’ authorities have publically confessed that the pandemic discovered a fragile and inefficient health system. Almost as if the culture of the medical health system, of disease prevention and treatment represents something that has to be applied with certain occasions. Shortly after the outbreak of the pandemic, the number of infections increased continuously among the population and the medical staff. The quarantine measures proved to be incoherent, and applied chaotically. All taken together confused the population. Many people neglected the epidemic health regulations, believing that “this coronavirus can pass through the human body and go unnoticed.” In fact, COVID-19 highlighted some features of the Soviet individual, his voluntarist courage: if it is not possible, but I want it real bad, then it can become possible; duplicitous thinking: we think one thing, we say something else, and we do the third; distorted organic solidarity: I have not seen, I have not heard, I have not read, but I accuse; conditional liberalization: me to you, you to me. Thus, in the midst of the pandemic, mass performances were organized; ceremonies with hundreds of people indoors, and the vaccination campaigns were neglected by many people. In the fourth wave, in October 2021, the number of daily infections exceeded 1,800 people, and the number of COVID-19 deaths was approaching 50 people every day, aged between 27 and 92.

**Religious factors.** Most of the population of the Republic of Moldova, despite their atheistic formation due to the Soviet ideologies, 96,8% according to the 2014 census is Crestian-Orthodox. The Orthodox Church of the Republic of Moldova has a history influenced by the annexation of the Eastern side of the Medieval Moldovan State to the Russian Empire in 1812. This was the time when the Church was dismantled and its eastern side entered the Jurisdiction of the Russian Orthodox Church.

The state of things did not change in regards to the 1812 situation and also existed after 1991, in the new sovereign and independent state. The Orthodox Church of Moldova declared itself autonomous, remaining in the component of the Moscow Patriarchy, as the Metropolitan Cathedral of Chisinau and of the entire Republic of Moldova. In this period, also, the Metropolitan of Bessarabia was reactivated, just like the old Orthodox Church belonging to the Romanian Patriarchy, the spiritual, canonical and historical successor of the Metropolitan of Bessarabia, created after the Great Union of 1918, and functioned until 1944 inclusively. Because of the COVID-19 pandemic, the Metropolitan Cathedral of Chisinau and of the entire Republic of Moldova and the Metropolitan Cathedral of Bessarabia adopted various positions which prove a different style of approach related to the restrictions and the security norms of the citizens in relationship to those imposed by the sanitary organs regarding the anti-COVID-19 vaccination. It is proven that extreme situations may influence religious institutions when it comes to the formation of certain convictions among the believers, according to the way the clergy leadership understands and interprets the unknown phenomena.

Therefore, in May 2020, the Synod of the Moldovan Orthodox Church (SMOC) addressed a letter to the Presidency, Parliament and Government imposing certain clauses for a possible COVID-19 vaccination, citing conspiracy theories that vaccination is a way for the "globalist" antichrist system "to introduce microchips into people's bodies so that they can control them through the 5G technology."

"Bill Gates is the main person responsible for the creation of the "microchip" technology, with the help of a vaccine which introduces "nanoparticles" into the body who reacts to the waves transmitted by the 5G technology and allow the system to control the individual from distance" (ZIARE, 2020). SMOC's letter was broadcasted entirely by the media, internet, written press and audio-visual. In March 2020, the Metropolitan Cathedral of Bessarabia launched a speech to the priests and the parishioners in which it expressed its concern regarding the health of its believers and made an appeal to strictly respect all the

measures issued by the Ministry of Health and by all the state's authorities. Believers were recommended that in case they had any suspicions regarding their health status to follow the advice of doctors and to pray at home listening to the liturgies either on TV or on the radio (Trinitas TV, Radio Trinitas) (MITROPOLIA BASARABIEI, 2020). In March 2021 the digital platforms published the following position in regards to vaccination:

- **The Metropolitan Cathedral of Bessarabia:** "... we encourage and we also urge the parishioners to be responsible, to be very well informed before making a decision.";
- **The Union of Evangelical Baptist Christian Churches of Moldova:** "... we are against the compulsoriness of the vaccine in our country (...) Does who get the vaccine should not punish the ones who do not get it and those who do not get it should not despise the others.";
- **The Roman-Catholic Bishopric of Chisinau:** "We should take into account our own good and of course the good of those who surround us. That is why, I personally (Pavel Ciobanu, the chancellor of the Roman-Catholic Bishopric of Chisinau) as well as other priests that I know are going to have the shot as soon as possible" (PUBLIKA, 2021).

### 3. CONCLUSIONS

The COVID-19 pandemic also made a mark on the media community of the Republic of Moldova that takes place in an environment with fragile structures of social institutions, where there is a kind of absurd thinking on behalf of the political leaders, driven by their narrow interests; it highlighted the confused orientations of the citizens in the social environment, sometimes to the detriment of their lives and those of their loved ones; proved the inconsistency of social energy coagulation centres capable of keeping citizens together in the orbit of survival in various crisis situations.

The power of modern medicine in the context of the COVID-19 pandemic is necessary, but not sufficient. In the case of an extremely contagious virus the capacity of the population to change its

behavioural patterns according to the recommendations of the specialists is of utmost importance. The will of the strong requires the support of the possibility of the many. The way in which decisions are understood and implemented depends on the culture of each and every one of us and on all of us together.

The SARS-CoV.2 virus manifests itself in the socio-human environment. It represents a living organism, microbiologically reduced by the human body and propagated in the social environment. As any other living organism, the corona virus continuously fights for its existence in its vital environment. Its power depends on the state of the socio-human environment, on culture, science, openness, communication, basically on the civilisation level of the society. In the socio-human environment, the corona virus population grows to a certain point, and then it diminishes like any other population in the process of the biological struggle for existence. However, the corona virus does not disappear, but it gains new forms, it produces new stems and its vital force may also be determined by the socio-human environment in which the new stems appeared.

The evolution of the Delta stem, much more aggressive, followed by the Omicron stem, much more contagious, cannot be explained outside the socio-human environment, disregarding the socio-economic development of the Republic of Moldova as a new, sovereign and independent state.

In the three decades of its existence, the Republic of Moldova was governed by 22 cabinets and 16 Prime-Ministers. The permanent change of government led to a turbulent, chaotic development, marked by political instability, recensions of concepts and vector reorientations, inefficient valorisation of the human and social capital, growth in social instability and economic inequalities – on regions, according to income, consumption and property allocation.

The democratization of the society took place together with the appearance of various parties, which basically stemmed from a single one – the Communist Party of the Soviet Union. The shift towards market economy and the liberal development require mentality changes, which take place slowly, marked by the interferences of

various historical, cultural, economic, social, psychological and legal factors.

The global COVID-19 pandemic proves, in the Republic of Moldova, the morbidity of the social environment; the risks the individual is exposed to, the lack of sanitary protection and economic and social security; the inconsistency of the political factors; the superficiality of the elements belonging to research and education; the degradation of communication, torn between fake and manipulation; the involvement of religion in the political show, the levity of the human factor, its inconsistency and weakness in the face of the material and sensorial temptations.

The COVID-19 pandemic clearly presented the factors which influence the media institutions, the communication in the social environment, favouring the development conditions for some hybrid forms of social conscience – a product of the communist thinking, overlapping a chaotic and aggressive liberalism, characterised by the savage capitalism which gives birth to a sort of ephemeral social solidarity and cohesion, according to various interests at certain moments. The media becomes a prisoner of the political-oligarchic structures with opinion group leaders pursuing their own personal interests. COVID-19 accentuates a dangerous phenomenon for the new sovereign and independent state, when the interests of one or several people may be above the interests of many, when the individual may replace the general and the principles of democracy degenerate into anarchy.

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