



# Methods And Goals Of Information War

Dr. Ahmed Jaber Khayoon

University of sumer  
ahmedjabber113@gmail.com

ABSTRACT

In this article, we will consider the methods and goals of conducting information wars on the Internet, give examples of the main strategies and technological components of conducting an information conflict. We will talk about what exactly is done to implement information influence on people and manipulate their consciousness.

Keywords:

information wars, information war goals; weapons of information warfare; information warfare methods, victory in the information war; defeat in the information war, information confrontation.

### Introduction

Information wars have long been a technology for achieving certain goals. For many centuries, presumably even since the advent of oral and written speech, information wars have been in our lives. Within the framework of this confrontation, all means of disseminating information were used: leaflets, newspapers, books, radio, television and even just rumors. However, with the advent of the Internet at the turn of the 20th and 21st centuries, information wars received a completely different meaning and moved to another qualitative level. The Internet removed the boundaries and allowed them to become easily accessible, fast, and most importantly less expensive. Today, there are many options for defining "information war", we will try to formulate accurate and correct concepts, which we will rely on in our research. Firstly, information warfare is a psychological impact on the civilian population of another state, using the dissemination of information. In this sense, the term "psychological warfare" can also be used, since the impact on the audience

occurs precisely with the help of psychological factors

Secondly, information warfare is a specially targeted action to gain information superiority by damaging the enemy's information processes, while protecting one's own media field. This definition is close in meaning to the concepts of "creating a state image" or "managing a country's reputation." Despite the obvious differences in the wording of these terms, the goal of information warfare is to control people's actions. And the main weapon here is the methods of processing information that have a global impact on the information systems of the opposing side. The goal of this influence is to undermine the economic component of the enemy state. But it is worth noting that information wars today can take place both without any other methods of waging an armed conflict, and in conjunction with other types of combat operations. The main property of information wars is the ability to find the most vulnerable spots in the information defense of the enemy. Many modern countries are developing their own theories of conducting

information confrontation, the leaders in this area can be called Russia, China and the United States.

In our research we will consider modern methods of conducting information warfare, as well as the goals that countries set for themselves in a psychological battle. We will try to highlight the pros and cons of the psychological technologies used, as well as show the results of information confrontation between countries. The object of the study is the information processes of different countries. The subject of the study is modern communication technologies, as the main means of conducting information wars in society. As a basis for the methodological study, we took the methods of synthesis and analysis, induction and deduction, as well as the method of systematization.

### **The results obtained and their discussion**

The basis of any information war is a destructive impact on the opposing side. This impact can be exerted on the information itself by modifying or destroying it, or by creating special malicious computer programs, such as viruses. All this is necessary to be able to control people's consciousness and make their actions predictable. However, any information warfare weapon can be used for both evil and good, depending on the goal pursued. In modern realities, the following goals of information warfare can be identified:

- 1) to control the information sphere with the aim of using it to protect against enemy actions (counterinformation);
- 2) establish control over information in order to conduct information attacks on the enemy;
- 3) to increase the overall effectiveness of the armed forces through the use of both military and information functions.

From here we see that the goals of information warfare are completely different from wars in the "traditional" sense. Physical destruction of the enemy and deprivation of his armed forces in this case does not matter, but the destruction of significant economic and strategic facilities, global disruption of financial systems, subjugation of the population of the attacked

country - this and much more become the main tasks of information confrontation. In the era of information conflicts, plans for conducting combat operations are developed more often by civilian specialists than by military personnel. And accordingly, a modern army must know all the new information technologies and look for ways to use them. To achieve their goals, competing parties fully use the entire range of means that can affect the intellectual and information system of the enemy. Here, as in the case of traditional warfare, information warfare has offensive and defensive actions, but whatever the final goal of resistance, everything begins with the target design and development of its own cycle of actions.

We will consider the sequence of steps of the aggressor's side and try to identify the main components for achieving the desired result. So, after defining the main goal, it is necessary to develop a strategy, that is, a scenario according to which the main impact on the enemy side will occur. This stage is one of the most voluminous, because it includes both defining the target audience for which the impact will be carried out, and calculating all the costs for the planned manipulation. Costs can be associated with the creation of special accounts in social networks, the number and frequency of publications posted, as well as the search for authoritative sources. The next stage is the preparation of all the necessary infrastructure for the start of the information war. This includes purchasing the required number of accounts, creating a management system for them, writing provocative content and selecting authors to create new texts. Next comes the process of monitoring the effectiveness of the impact, checking whether everything corresponds to the plan, if necessary, adjustments are made, because the situation may have changed since the process was launched.

Of particular importance is the fact that information warfare in modern conditions can be waged constantly, anonymously, often even unnoticed, from anywhere in the world. Specialists who carry out information attacks have modern knowledge in the field of psychology, which allows them to influence not only the consciousness and actions of a person,

but to leave a trace even on his subconscious. The latest methods of waging information warfare have become more invisible and dangerous, they allow the aggressor to achieve his goal as quickly as possible.

Let's consider the most effective methods of conducting an information war on the Internet. One of the most effective methods of disseminating necessary information on the Internet is a **leak**. A leak is the delivery of information to a potential audience that can cause a bright emotional coloring and resonance in society. Most often, information that is planned to be presented as a leak must first be legalized, that is, to be able to openly use it for one's own purposes. Let's take for consideration a topic that is currently one of the

most relevant - the military operation in Ukraine. Every day, materials appear on various information platforms describing the events taking place there and expressing opinions on this situation. It has become especially popular to post video footage that compromises information about the Russian army. For example, video footage appeared on Twitter, in which an alleged Ukrainian girl demands that Russian soldiers return to Russia, received more than two thousand retweets (Figure 1). But later it turned out that the original video footage taken for publication was made 9 years ago during the Palestinian-Israeli conflict. And specially re-recorded footage was posted on Twitter, and such leaks, unfortunately, are becoming more common every day.

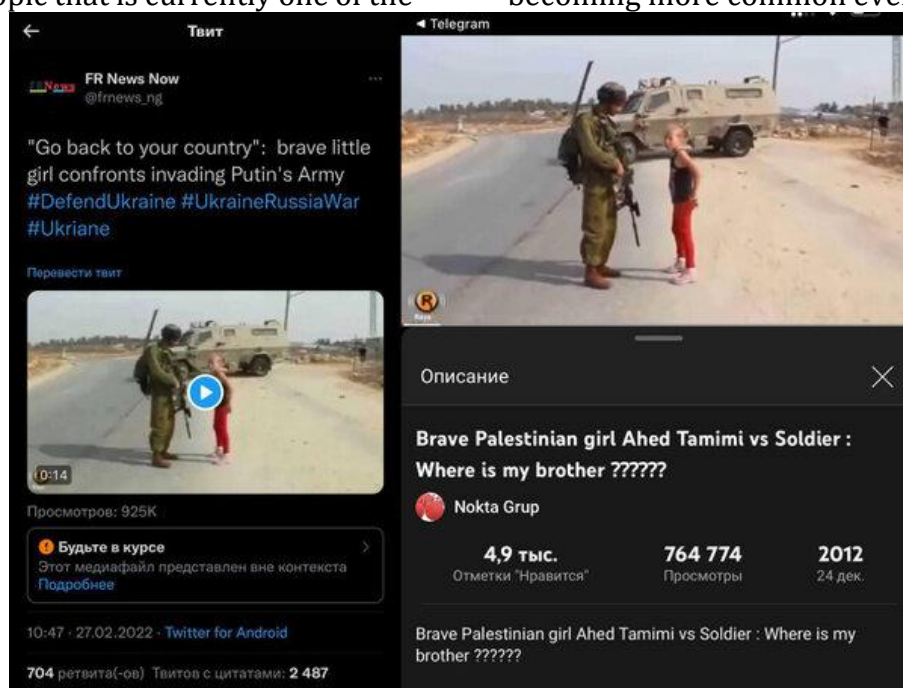


Fig. 1. Screenshot from Twitter  
"Children call on Russian troops to leave"

The next method of conducting information warfare, which is actively used by different countries, is **discrediting**. This method is associated with undermining trust, creating deliberate actions aimed at denigrating the image of the enemy state. The purpose of this method is to reveal all the negative aspects of the opposing side, exaggerating them as much as possible. In the absence of such, come up with, create or provoke situations that show the negative aspects of the life of the enemy state. As vivid examples, you can listen to the speeches of representatives of the foreign affairs agencies of

different countries. For a detailed analysis in our study, we took a video story from the Russian federal TV channel "First", released on August 2, 2022. Our attention was drawn to the title of the story "In Iraq, where the Americans verbally tried to build democracy, there is real chaos" (Figure 2). The story talks about the fact that the Americans brought another global disorder to Iraq, killed thousands of civilians, and finally lost their influence in this country tormented by their policies. In this case, the situation in the capital of Iraq served as another reason to compromise the US in the eyes of the Russian

audience. Despite the ongoing internal unrest in Baghdad, the low standard of living in the country, unemployment, Russian journalists highlight only the negative influence of the US

on life in Iraq. Thus, this story is an example of discrediting as a method of information warfare between Russia and the US.



## В Ираке, где американцы на словах пытались построить демократию, настоящий хаос



Fig. 2. Screenshot of a video from the official website of the federal Russian TV channel "First"

**"Shifting the emphasis in the information provided"** is the name of the next method used in the information war. The second name of this method is playing with the text or changing plans, that is, a special shift of emphasis occurs in the text that is beneficial to the manipulator. The information that needs to be highlighted is brought to the forefront, and all undesirable facts are transferred to the background. However, with the constant dynamics of events, priorities can change, and this method can have an incorrect effect on the audience's reaction. And given the principle of perceiving priority information, discussed above, this principle is unfavorable and sometimes even negatively affects the understanding of materials. The use of this method can often be found in materials on political and economic topics, when the reader's attention is deliberately shifted from the main topic. For example, in the electronic version of the Iraqi newspaper "Baghdad Today" a large number of materials are devoted to the topic of tense relations between Iraq and Iran with Saudi Arabia. In one of the publications: "Iranian Revolutionary Guard: Zahedan terrorists supported Pakistan, ... We will take revenge on Saudi Arabia and the UAE" we found the use of

this method. The text contains fragments of the speech of the commander-in-chief of the Iranian Revolutionary Guard, Major General Mohammed Ali Jaafari, on the topic of the armed operation that was carried out, and only at the end of the material does the talk turn to the number of people injured and killed during this operation. Thus, all the attention of the audience is focused on the analysis of the situation that occurred, on what measures will be taken to avoid similar cases, and only last of all on the number of victims. And this confirms the fact that the construction of the publication in this case is directly related to the goal of concealing the real number of victims.

To increase the audience's attention and smooth out conflict situations, the method of **"involving opinion leaders" is actively used**. In the modern world, the status and rank of a person play an important role; it is people who are authoritative in a particular issue who can influence the audience. However, if in the case of eyewitnesses, the fact of a person's presence and involvement in what is happening inspires trust, then this method is based on the authority of the communicator. Today, it is not necessary to be a politician, an actor, a singer to become a favorite of the audience. It is enough to be an

interesting person who understands different areas of life. As an example, let's consider a publication in the Iraqi newspaper "Baghdad Today" on a political topic. "Saad Hariri: Continuation of the interim government in Lebanon is not a solution" - the head of the Lebanese interim government expressed his

opinion on the new political reality, focusing on his publications on social networks (Figure 3). Thus, the politician's reasoning on this issue can be considered the opinion of a leader. And the Iraqi audience, after reading this text, will listen to this opinion, since this person is respected and well-known in this country.



Fig. 3. Screenshot of a publication from the newspaper "Baghdad Today"

In the coverage of international political news, as well as analytical materials, one can encounter the method of **"creating an image of the enemy"**. Creating a tense atmosphere by gradually escalating passions leads the reader into a state of anxiety. Due to the impending threat, the mass consciousness of the audience experiences fear, and it becomes easier to control it. There are opinions that this method is one of the main ones in information warfare. However, it is rather one of the important techniques used by the mass media to maintain and strengthen the cohesion of the group. The image of the enemy in this case creates

additional socio-psychological and ideological factors. In the public consciousness, the image of the enemy has deep historical roots that go back far - to tribal times and relationships. We are talking about a complex, collective image that includes various negative manifestations and features. As an example, we will cite cartoons taken from the Internet, which depict comic images of Russian President Vladimir Putin and US President Donald Trump (Figures 4 and 5). The difficult relations that have developed between the governments of Russia and the United States have been a topical issue for many years.





*Fig. 4. Photo of a caricature of US President Donald Trump*



*Fig. 5. Photo of a caricature of Russian President Vladimir Putin*

In addition to the above methods of conducting information warfare, one can also distinguish ordinary technical operations, when, for example, hackers from one side deliberately disable the information systems of the other side. The process of illegal penetration into the enemy's information field remains virtually unnoticed until the results of the operation appear. Destruction, distortion, theft or failure of technical equipment, media systems - all this is also a manifestation of information wars. Information interference in the management of technological processes can also result in the initiation of major man-made disasters on enemy territory. Information warfare is carried out using prepared and specially designed tools: fabrication of information, that is, the creation of deliberately false information, lobbying, blackmail, extortion and even information terrorism. But the system of means used in information warfare also includes simple techniques such as lies, repetitions, special structuring of information, its dosing and

collage, as well as the creation of myths and various subversive information actions. Even when analyzing publications of major world media, we encountered a large number of political stereotypes that have been formed for a long time, even historically. Today, stereotypes are perceived as basic parts of the world in which society lives. A stereotype is a typographic term denoting a hard copy that was taken from something real, intended to receive prints. Thus, referring to the diversity of the world, society perceives only the information that its stereotypes expect to perceive, strengthening in them, a single system of stereotypes is formed. And they in turn are formed into everyday ways, beliefs and teachings. As a result, public opinion is formed, which is an integral element of modern political life.

Thus, we approach the question of the possibility of countering the threats of information warfare. States can protect themselves in the sphere of information

confrontation only if this protection is active, with the use of all means of information influence, with the identification of the entire spectrum of external and internal enemies. Without a doubt, in the current situation it is necessary to restore the rich experience of special propaganda that many countries have accumulated during armed conflicts and wars.

Summarizing all of the above, we can come to the conclusion that The world is currently turning into a highly charged battlefield of ideas. This is no longer the world in which the material base was the subject of fierce competition. In this emerging world, the key to success is skillful management of information capabilities and resources, that is, strategic planning and management. The importance of information wars is growing every year, while their features are the absence of visible destruction, and gradual and imperceptible penetration into the life of another state. The methods of waging information warfare have undergone a number of changes in a relatively short period of time and have become a key means of achieving military-political goals. The destructive power of the information -psychological impact of these methods in modern conditions has become so great that it calls into question not only the independence of the defeated state, but also the very fact of the existence of its peoples as a national community.

#### List Of Used Sources

1. Askerova L. F. Information war as a type of manipulation Humanitarian scientific research // L. F. Askerova., 2017. - 256 p.
2. Grigoriev. M. A. Methods of waging information wars // M. A. Grigoriev., 2015. - 278 p.
3. Dragacheva O. S. Foreign policy image of the state and its leader: technologies of formation and positioning: dis. ... candidate of political sciences / O. S. Dragacheva. - Moscow, 2006. - 190 p.
4. Single window of access to educational resources. [Electronic resource]: federal educational portal. - Access mode: <http://window.edu.ru/> (date of access 07/26/2022). - Title from the screen.
5. Zelinsky S. Information and psychological impact on mass consciousness: mass communication, information and propaganda media as a conductor of manipulative methods of influencing the subconscious and modeling the actions of individuals and the masses / edited by Nagavkina L. S., Fedorova A. V.–M., 2008– 185 p.
6. Zuev S.E. Dimensions of information space (politics, technologies, possibilities). - M. Museum of the Future: information management, 2003.
7. Kuzmin AM Category "media environment" and its content at the current stage of development of society [Electronic resource] / AM Kuzmin: - Access mode [www.mediascope.ru/node/765](http://www.mediascope.ru/node/765) (date of access 07/26/2022). - Title from the screen.
8. Lebedeva M. M. World politics: development trends [Electronic resource] / G. V. Lebedeva.– Access mode [https://mgimo.ru/files/236036/lebedeva\\_mirpolit.pdf](https://mgimo.ru/files/236036/lebedeva_mirpolit.pdf) (date of access 07/30/2022). – Title from the screen.
9. Manoylo A. V. State information policy in special conditions: Monograph. Moscow: MEPhI, 2003. – P. 246
10. Channel One [Electronic resource]: All-Russian federal information television channel. - Access mode: <https://www.1tv.ru/?ysclid=l6f57tsx023146717> (date of access 02.08.2022). – Title from the screen.
11. The concept of information warfare in international law / T. R. Korotkiy, D. A. Koval // Almanac of international law.- 2010. Issue 2.-P. 331-343
12. Pocheptsov G. G. Information and psychological warfare. / G. G. Pocheptsov.–M., 2000–270 p.
13. RIA Novosti [Electronic resource]. : news agency.– Access mode: <https://ria.ru> (date of access 02.08.2022). – Headline from the screen.
14. The role of the media in foreign policy and the formation of the image of the state in the international mass

- consciousness // Information agency "ALANIAinform" [Electronic resource]. - Access mode: <http://osinform.org/29676-rol-smi-vo-vneshney-politike-i-formirovanii-obraza-gosudarstva-v-mezhdunarodnom-massovom-soznanii.html> (date of access: 07/27/2022, 15:50). - Title from the screen.
15. Slipchenko V. I. Wars of the sixth generation. Weapons and military art of the future. Moscow: Veche, 2002, p. 153
16. Khugaev V. A. The Role of Mass Media in the Information War / V. A. Khugaev. - Text: direct // Young scientist. - 2022. - No. 20 (415). - P. 453-456. - Access mode: <https://moluch.ru/archive/415/91921> (date accessed: 07/29/2022).
17. Shvets D. A. Information management as a technology for ensuring information security, Collection "Mass communication and mass consciousness", Moscow, MGIMO, 2003
18. Baghdad Today [Electronic resource]. : weekly newspaper. - Access mode: <https://baghdadtoday.news/category/2/> (date of access 01.08.2022). - Title from the screen.
19. The New York Times [Electronic resource]. : daily newspaper. - Access mode: <https://inosmi.ru/nytimes.com/> (date of access 07/28/2022). - Title from the screen.
20. RT [Electronic resource]. : international multilingual information television channel. - Access mode: <https://russian.rt.com/> (date of access 22.07.2022). - Headline from the screen.