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INFORMATION AND PSYCHOLOGICAL WARFARE: A NEW DIMENSION OF GEOPOLITICAL RIVALRY

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Annatasion: *The article examines the phenomenon of information warfare as a key element of modern international and domestic political confrontation. The author analyzes the transformation of conflict in the context of the transition to an information society, where information becomes not only a resource, but also a weapon. Particular attention is paid to the concept of information and psychological confrontation, its goals, methods and means of influence. The essence of information superiority as a key factor in the strategic struggle of states is revealed. Various forms and degrees of information confrontation are considered - from information expansion to information aggression and war. The instruments of influence are described, including media, psychotronic, electronic, linguistic and psychotropic means. The author emphasizes that information warfare represents a qualitatively new stage in the development of international relations, requiring comprehension and adaptation to the new realities of global security.*

Key words: information society, information war, information-psychological confrontation, information superiority, information aggression

Açar sözlər: informasiya cəmiyyəti, informasiya müharibəsi, informasiya-psixoloji qarşıdurma, informasiya üstünlüyü, informasiya təcavüzü

Ключевые слова: информационное общество, информационная война, информационно-психологическое противоборство, информационное превосходство, информационная агрессия

Today, the 21st century can rightfully be called the information age. We are witnessing another revolution, where the attitude towards information takes on a special character. Information, in turn, changes humanity and affects the course of world events. Throughout its history, humanity has accumulated a great deal of information. However, the information we have accumulated recently has, in fact, become much greater than has ever been accumulated in history. This, of course, is incredible progress. But the most important point is that all this information is now available to everyone, and we are in an ocean of information. For example, if earlier the work consisted of a person having to search for the information he needed, now we are faced with the problem of how to select the information we need to solve our specific problem in this ocean. Global informatization of modern society is taking place.

The modern dependence of civilization on information technology has made it more vulnerable in this aspect. In addition, the situation is influenced by the model of an open society adopted today. The key result of the formation of the information society was the emergence of a global information space, in which an intense struggle for information superiority has unfolded. Information superiority is the ability to more effectively collect, process and disseminate a constant flow of information about the current situation in real time, preventing the enemy from doing the same. Information superiority is not given for all times, it is mobile, fluid and requires constant efforts to maintain. Information superiority can manifest itself in various forms - from the ability and capability to more efficiently and

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quickly assess the situation, make and communicate adequate decisions to subordinates, to the exclusion (significant difficulty) of information support for the enemy by conducting offensive information operations. Information confrontation is not a disease, not a paradox that should be eliminated - it is a new stage in the development of international relations, politics and society, which requires management and determination. Research shows that today there are two directions in which information confrontation can be deployed: information-technical and information-psychological. Despite the fact that both directions are closely interconnected with each other, it is necessary to dwell in particular on the study of information-psychological confrontation. Since it directly affects the psyche of the population.

Research into the phenomenon of information warfare

The transition from the 20th to the 21st century is marked by new political, economic and cultural processes that are gradually becoming global. The information society has led to the emergence of new forms of conflicts - informational ones, which practically did not exist in the industrial society or had less intensity, scale and did not pose such a threat to human security. In this qualitatively new society, a transformation of aggression is taking place, which takes the forms and characteristics of information aggression.

Information aggression is actions aimed at causing specific and tangible damage to the enemy in certain areas of his activity. The main features of information aggression include: limited and localized use; controlled, metered infliction of harm; exclusion of dangerous types of information weapons that complicate control over the scale of damage; limitation of the spatial and quantitative coverage of information infrastructure objects and social groups subject to information impact; narrowing of advertising space and time frames (aggression, as a rule, ceases after achieving all goals and is rarely protracted); as well as a natural weakening of the effect of aggressive information impact after the end of the activity of the source of aggression.

In the era of globalization, information confrontation in geopolitics has become much more large-scale, going beyond the information rivalry between geopolitical entities, since the struggle is for the minds and hearts of the majority of humanity. In modern conditions, traditional methods of strict management of society have also changed, and information and psychological confrontation is becoming increasingly relevant.

The main goal of information and psychological warfare is to disrupt the functioning of the management system of state institutions and persons making strategic decisions. During information and psychological warfare, all physical limitations of weapons are overcome, they retain their destructive effect for a long period, do not injure their own soldiers, and do not require significant material costs in relation to tactical and strategic types of weapons.

In the context of information and psychological warfare, diplomatic, psychological and propaganda methods of influencing public opinion are used, subversive actions in the sphere of culture and politics, disinformation, and the introduction of agents into local mass media are permitted. Dissident and rebel movements are supported, including the provision of information assistance and intelligence data. Designing the strategy and tactics of information and psychological warfare involves the use of methods that were previously used separately and in an isolated format, such as sabotage, guerrilla actions, terrorism, humanitarian operations and propaganda, at a new technological level. Participants in this confrontation may be both states or coalitions, as well as religious, extremist and terrorist organizations that do not have a clear national affiliation.

According to intensity, scale and means, the following degrees of information confrontation are distinguished: information expansion, information aggression, information

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war. [3, 213] Information warfare is the rivalry of social systems in the information-psychological sphere for the desire to influence certain spheres of social relations and the introduction of control over sources of strategic resources, as a result of which some participants in the rivalry gain advantages necessary for further development, while others lose them.

Information warfare is aimed at achieving the goals of the country's state policy, both in peacetime and in wartime. It is a natural, objective process that has always been and will be relevant in relations between states, regardless of the development of cooperation between them.

Information warfare (in the political sphere) includes three components:

The first is strategic political analysis.

The second is information impact.

The third is information counteraction.

Strategic political analysis is a set of measures to obtain information about the enemy (competitor) and the conditions of information confrontation; to collect information about one's allies; to process information and exchange it between members of one's political community for the purpose of organizing and conducting actions. The information must be relevant, reliable and complete.

The second component of information warfare is information impact. It includes measures to block the extraction, processing and exchange of information, and the introduction of disinformation.

The third part consists of measures of information counteraction (protection), including actions to unblock information necessary for solving the problems of managing political processes, and blocking disinformation disseminated and introduced into the system of forming world public opinion by competitors (opponents). [1]

Today, information warfare can be confidently considered a result of the development of society. It emerged at a certain stage of its evolution as a consequence of scientific and technological progress and information integration of the world community, becoming an independent aspect of foreign policy. Powerful states in the field of information technology, military and intelligence capabilities received new means to implement their plans: imposing their will on other peoples and states, unauthorized interference in the information infrastructure of other countries and anonymous defeat of the enemy using electronic weapons. Therefore, it is no coincidence that in the 20th century, scientists from England, Germany, the USA and other countries began to actively study and formulate the concept of information and psychological warfare.

The potential of information and psychological confrontation also includes a propaganda component. Effective propaganda impact is built on the basis of knowledge of crowd psychology, psychology of manipulation, or influence, media psychology. Each of these areas is an integral part of the modern propaganda mechanism, or, as they now say, manipulative and persuasive technologies. Of particular importance is media psychology, formed at the intersection of sociology, social psychology, and personality psychology. One of the tasks of media psychology is associated with the study of psychological processes of the influence of mass media on the consciousness of the audience and the consequences of this influence. [4, 39]

In the competition and confrontation of the world's states, as well as in the implementation of their political plans, the emphasis in the use of force (economic, diplomatic, military) is shifting to information means and methods. This transformation of war does not lead to its weakening; on the contrary, under the pretext of the transition to a

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non-violent world, the struggle becomes even more fierce and insidious. International legal norms governing the issues of declaring war and its beginning have practically disappeared. Military operations now often act as the final phases, sometimes they become an important element of a scenario aimed at eliminating the enemy and occupying his territory.

Information and psychological warfare has many methods and means, from ordinary advertisements to specially developed mathematical programs. The choice of methods and means of information influence is determined by specific goals, the nature of the object of influence, and means of protection.

The methods and means of conducting information and psychological warfare can be divided into five corresponding sets or groups of means used for destructive information impacts:

1. Mass media. Mass media and propaganda tools as a type of information weapon of mass destruction are intended to purposefully cause information damage to the spiritual and moral life of the population of the hostile side in order to create an obstacle to similar actions by the enemy.

2. Psychotronic tools are intended for remote zombification of the population and military-technical personnel of the opposing side, as well as for inducing mental and psychophysiological disorders in people - users of new information technology systems.

3. Electronic tools. This includes radio-electronic, optical-electronic and electronic computing ("computer viruses", "worms" that destroy software bookmarks). Electronic tools are intended for electronic suppression and destruction of enemy assets and forces. Optical-electronic tools are intended to suppress enemy optical-electronic tools. Electronic computing tools or computer technology tools are intended to increase the effectiveness of their own information systems and tools.

4. Linguistic tools are intended for use by specialists in international negotiations, signing and fulfilling agreements between the parties.

5. Psychotropic drugs are intended to influence the human psyche at the gene or chromosomal level. These drugs include special medications, psychopharmacological and psychodysleptic drugs, tranquilizers, antidepressants, hallucinogens, drugs, alcohol, etc. Tranquilizers literally break the connection between information-psychological and physical processes in the human body, and hallucinogens cause mental disorders.

The effectiveness of the use of methods and means of information and psychological warfare is confirmed by virtually all armed conflicts of recent decades. Their experience shows that modern methods of information warfare can lead to such consequences as: loss of a national idea, spiritual and material values, change in the social system and political structure; disintegration of the state and army; collapse of the economy; outflow of intelligence abroad and destruction of science; aggravation of ethno-confessional contradictions, etc.

The entire arsenal of information warfare methods is used to achieve the goals of information influence, attacks, battles and operations. The method of information warfare is understood as the order and techniques of using forces and means to seize and maintain information superiority over the enemy both in the process of preparation and during combat operations. The method covers the type and sequence of information influence on the enemy, the objects of influence, the composition of forces and means allocated for the information war, as well as their operational organization. The content of the image is distinguished by great diversity, since the same information can be formulated and transmitted to the control bodies of various forces and means.

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There are three main categories of methods of conducting information warfare: force, intellectual and combined methods. Force methods include those used to defeat information warfare objects with various types of weapons, this helps to achieve superiority in the amount of information that the country needs to solve certain military tasks. Intelligent methods are characterized by reflexive control of the enemy, their use ensures the achievement of information superiority in the quality of information. And combined methods include the achievement of information superiority in relation to the quantity and quality of information.

There is also another division of methods of information warfare. In information warfare, two main groups of methods can be distinguished: offensive (blocking, distraction, shackles, exhaustion, staging, disinformation, pacification, intimidation, provocation, overstretching, suggestion and pressure) or defensive (unblocking and identification).

An offensive struggle aims to gain and maintain information superiority over the enemy. Operations of such a struggle are aimed at disorganizing the enemy's control systems, but at the same time all actions must provide favorable conditions for combat operations of one's own forces. Whereas a defensive struggle, on the contrary, is carried out under the condition that the enemy's information superiority is significant and such a struggle is aimed at reducing his advantage. In such a struggle, the main means are aimed at ensuring the information security of control bodies.

Offensive actions of information warfare are considered to be information blockade, the main task of which is the use of force in such a way as to minimize the enemy's ability to obtain and use information that is needed to conduct actions. One of the main methods of conducting information blockade is electronic blockade - coordinated action by means of electronic suppression and functional destruction of technical elements of reconnaissance systems and information transmission channels of the enemy. [6, 42] Another offensive action is an information campaign, which affects individual objects of the enemy's control system or information resources as a whole. Information campaigns include, for example, manipulation of the media, culture or art, helping to instill one's ideology in society.

In modern warfare, success can be achieved without the invasion of ground forces into enemy territory; success is achieved through information actions and strikes. An information strike is one of the main elements of information warfare, which is a short-term, strong, coordinated action of forces and means on the most important element of the enemy's control system to achieve decisive goals - winning information superiority.

Thus, information warfare considers information as a separate object or as a potential weapon and a profitable target. It can be considered as a qualitatively new type of military actions, active counteraction in the information space. Information warfare is an attack on the information function, regardless of the means used. In conducting strategic information warfare, specific weapons are used. These weapons do not cause physical harm, but can lead to a real war.

Considering that today the rapid and vigorous development of new information technologies allows for large-scale psychological operations and dangerous attacks on computer networks, a new independent type of weapon has emerged - information weapons. Information weapons are means used to influence the enemy's mind in order to force it to submit to the wishes of the other side. According to the objects of influence, two main forms of information weapons are distinguished:

1. Information and technical weapons, which mainly affect information resources, the information infrastructure of the armed forces, or the state as a whole.

2. Information and psychological weapons, which affect the moral and psychological state of a person, social and other groups of the population, or society as a whole.

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Modern information weapons are the manipulation of systems of ideas about the world, about man, about the nature of civilization and the paths of its development, about the most humanly significant values. Information technologies allow us to expand and strengthen the means of influencing public sentiments, help to fundamentally manage them, direct them in the right direction, changing the vectors of public energy flows. The tasks of information warfare include the introduction of false ideas about the surrounding world into consciousness, with the help of which public consciousness is manipulated.

Thus, it should be noted that to achieve the goals of information impacts, attacks, battles and operations, the entire range of information warfare methods is used. [2, 19] Modern states, especially their armies, are so dependent on information support that they can be rendered incapable of combat by means of electronic, infrared and other means of suppression. Without destroying manpower, such weapons can completely paralyze the work of information resources.

The information tools that exist today are capable of convincing anyone of anything that poses a significant threat to society, as it encourages people to make erroneous decisions that in turn benefit the enemy. Moreover, it has become obvious that not only countries, but also various criminal, including terrorist groups, have strong information potential, and they are able to ensure the achievement of various political, economic, military and other goals.

At present, the study of information warfare, the process of its origin and development, forms of manifestation and methods of implementation is of great relevance. The study of numerous means and methods of information warfare, which is a form of information confrontation, is becoming a very important tool for achieving geopolitical dominance in the international arena and at the same time is a certain guarantor of building an effective information security system. On the other hand, the threat of the emergence and spread of new forms of political extremism, which will be based on the use of modern types of information wars, is of relevance. [5, 42]

Thus, the information wars of the 21st century have reached a new level, a level that allows one to subjugate someone without using physical force. New information technologies have increased the possibilities of information influence of countries of the world. In such conditions, the issue of ensuring the information security of these countries is acute.

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ИНФОРМАЦИОННАЯ И ПСИХОЛОГИЧЕСКАЯ ВОЙНА:НОВЫЕ ИЗМЕРЕНИЯ ГЕОПОЛИТИЧЕСКОГО СОПЕРНИЧЕСТВА

Тальшинский Елвин Бахруз оглы

Резюме

В статье рассматривается феномен информационной войны как важнейшего элемента современного международного и внутриполитического противостояния. Автор анализирует трансформацию конфликта в условиях перехода к информационному обществу, где информация становится не только ресурсом, но и оружием. Особое внимание уделяется понятию информационно-психологического противоборства, его целям, методам и средствам воздействия. Раскрывается суть информационного превосходства как ключевого фактора в стратегической борьбе государств. Рассматриваются различные формы и степени информационной конфронтации — от информационной экспансии до информационной агрессии и войны. Описаны инструменты воздействия, включая медиа, психотронные, электронные, лингвистические и психотропные средства. Автор подчеркивает, что информационная война представляет собой качественно новый этап в развитии международных отношений, требующий осмысления и адаптации к новым реалиям глобальной безопасности.

İNFORMASİYA - PSİXOLOJİ MÜHARİBƏ: GEOSİYASİ RƏQABƏTİN YENİ ÖLÇÜSÜ

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Xülasə

Məqalədə informasiya müharibəsi fenomeni müasir beynəlxalq və daxili siyasi qarşıdurmanın ən mühüm elementi kimi araşdırılır. Müəllif münaqişənin transformasiyasını informasiya cəmiyyətinə keçid şəraitində təhlil edir, burada informasiya təkcə resurs deyil, həm də silaha çevrilir. İnformasiya və psixoloji müharibə anlayışına, onun məqsədlərinə, üsullarına və təsir vasitələrinə xüsusi diqqət yetirilir. Dövlətlərin strateji mübarizəsində əsas amil kimi informasiya üstünlüyünün mahiyyəti açılır. İnformasiya qarşıdurmasının müxtəlif formaları və dərəcələri nəzərdən keçirilir – informasiya ekspansiyasından tutmuş informasiya təcavüzü və müharibəyə qədər. Təsir alətləri, o cümlədən media, psixotronik, elektron, linqvistik və psixotrop vasitələr təsvir edilmişdir. Müəllif vurğulayır ki, informasiya müharibəsi beynəlxalq münasibətlərin inkişafında keyfiyyətcə yeni mərhələni təmsil edir, qlobal təhlükəsizliyin yeni reallıqlarını başa düşmə və uyğunlaşma tələb edir.

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