Propaganda, disinformation, informational, psychological and mental warfare as instruments of power in globalized world

Propaganda, dezinformácie, informačná, psychologická a mentálna vojna ako mocenské nástroje v globalizovanom svete

Viktor PORADA[1], Anton LISNÍK[2]

[1] The University of security management in Košice
2 Slovak Technical University in Bratislava

Abstract:

The report elaborates on the issue of disinformation as a tool for manipulation, influence and governance, the issue of information warfare. In connection with this, the basics of the concept are defined related to the terms disinformation, "disinformer", misleading, inaccurate, ambiguous, compromising, deceptive, falsified disinformation. Disinformation as an integral part of aggressive propaganda, manipulation, information and psychological warfare, propaganda, manipulation, disinformation practice and the life cycle of disinformation.

Keywords: *Disinformation, Propaganda, Manipulation, Psychological warfare, Disinformation practice*

Abstrakt:

Ve sdělení je rozpracována problematika dezinformaci jako nástroj manipulace, ovlivňování a vládnutí, problematika informační války. V souvislosti s tím jsou definovány základy pojmy| související s pojmy dezinformace, dezinformátor, zavádějící nepřesné, nejednoznačné, kompromitující, klamavé, zfalšované dezinformace. Dezinformace jako nedílná součást agresivní

Propaganda, disinformation, informational, psychological and mental warfare as instruments of power in globalized world
Viktor PORADA, Anton LISNÍK

propagandy, manipulace, informační a psychologické války, propaganda, manipulace, dezinformační praxe a životní cyklus dezinformace.

Kľúčové slová: *Dezinformace, dezinformátor, propaganda, manipulace, psychologická válka, dezinformační praxe*

Introduction

Information fundamentally influences the behavior of individuals, groups, communities, and nations. Information is the basis of our education, it helps us navigate complex situations, create a sufficient overview and our own opinions and life attitudes. The correctness of our decision-making depends on the objectivity of the information and its timeliness. To be able to make the right decision, we need to be able to verify information from independent sources and at the same time verify their truth by comparing them according to logical sequences and consequences.

Information technology, the Internet influence the way goods and services are sold. An integral part is also modern marketing, which makes considerable use of the digital, virtual environment. With relatively little effort (and little cost), information reaches the end consumer very quickly. Political marketing works in a similar way in the digital environment and mass media, influencing voters on a municipal and national scale. In a virtual, digital environment, it is possible to present almost anything so that it is very pleasing, convincing, and fulfills its purpose. A large amount of information enters our homes through television screens and computer monitors, including information of a business, marketing, or political nature. A large amount of information, their fast, dynamic sequence, do not give us many opportunities to further examine or verify them in everyday life.

The goal is to "sell" as quickly as possible, to gain an advantage over the competition, to overtake it in terms of time and material. The information is therefore also oriented towards our psyche, mood, various emotions. The moment of the first impression, the feeling, is often decisive. Nice packaging, appearance, touching story, hope of fulfilling our wishes or dreams. The first feelings and impressions also create the first attitudes, which we ourselves subsequently change with difficulty and slowly. The goal of marketing campaigns, as well as political propaganda and targeted disinformation, is to reach the largest possible number of people as quickly as possible and to induce in them the first attitudes that are in line with the goals of the person who promotes, organizes, and pays for the information campaign [1].

Information influences our decision-making, behavior, short-term and long-term attitudes, life orientation. It is therefore logical that the provision of information or misinformation can also be purposeful, so that the target recipients behave according to pre-prepared, expected, and planned scenarios, or that they themselves prepare them according to the interests of the originator of the disinformation. Mass media, mainstream and alternative information sources, the Internet, mobile phones (also equipped with cameras or video cameras) are therefore very effective tools for spreading information or disinformation of any kind [2].

**Propaganda, disinformation, informational, psychological and mental
warfare as instruments of power in globalized world**
Viktor PORADA, Anton LISNÍK

1. Information environment

Before we start dealing with the concepts of propaganda and disinformation, we will explain the basic concept of the information environment. NATO's information doctrine defines the information environment as the virtual and physical space in which information is received, processed and transmitted. It consists of information itself and information systems. It is further defined as "The information environment includes information itself, individuals, organizations and systems that receive, process and transmit information; and the cognitive, virtual and physical space in which it takes place'[3].

The US military doctrine for information operations also defines the information environment in a very similar way but elaborates it methodically in more detail and consistently and describes it as follows: The information environment is the sum of individuals, organizations and systems that collect, process and disseminate information, or act on it. This environment consists of three interrelated mensions that continuously interact with individuals, organizations, and systems. These dimensions are physical, informational and cognitive"[4].
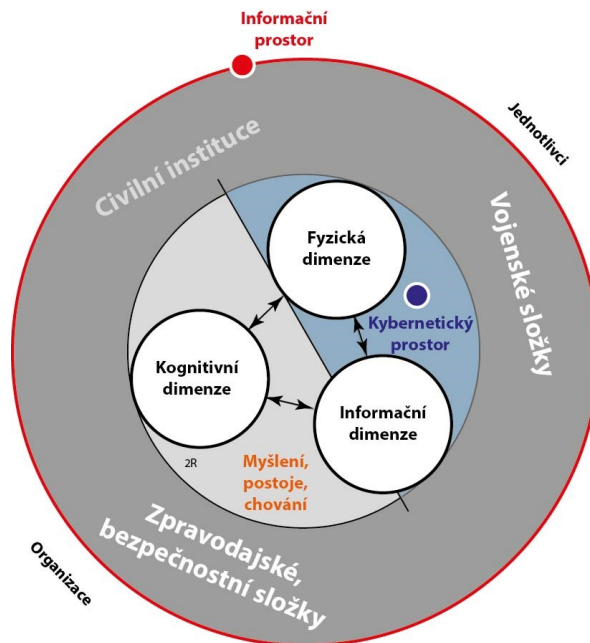

Fig. 1Relationship between physical, informational, cognitive dimensions, cyber and information environment. In the information environment, where information war (information warfare] takes place, there are not only military forces, but also intelligence and other security forces and civil institutions, the public. Both individuals and organizations and institutions exist and function in this environment. Author: Roman Rak

Individual dimensions can be described as follows:[4]

• The physical dimension of the information environment includes people, equipment, and supporting infrastructure. These include primarily command and control systems, commanders and staffs; computing and communication technology and the like, i.e. real material things.

• The information dimension of the information environment includes the content itself, i.e. information and how it is collected, stored, processed, protected, and disseminated. This dimension includes the life cycle of (dis)information, i.e. from its creation (ordering) to its acceptance by its recipient.

• The cognitive (cognitive) dimension includes thinking, i.e. the attitudes, perceptions, and opinions of those who receive, transmit, or react to information. The cognitive dimension refers to the recipients of (dis)information, i.e. people, the effect on human individuals.

That part of the information environment that includes digitized information in computer systems, storage and networks is called cyberspace. Operations in the information environment include operations in all three dimensions, including cyberspace.

2. Information Wars

Information wars are being waged in the information environment. Information warfare is defined as "the use and management of information to gain a competitive advantage over an adversary. Information warfare (information wars) may include the collection of tactical information, ensuring the quality of one's own information, spreading propaganda and disinformation to demoralize the enemy and the public, reducing the quality of the adversary's information and preventing it from collecting it"[4].

One of the prerequisites of a successful information war, especially in relation to the civilian population, is to question the existence of the truth. To create a mainstream climate in which it is possible without disturbing anyone. To tear apart the concept and its content. Eroding, eroding...[5].

2.1 Definition of the concept of disinformation

We encounter the concept of disinformation almost every day, especially in tense, crisis situations of complex social, global transformations, in times of conflicts of economic, political, social, military or civilizational interests.

In Western literature, we often come across the opinion that the concept of disinformation was first born in Russia, in the 18th century, and was the fruit of the love between Prince Grigory Alexandrovich Potemkin-Tavrichesky and Empress Catherine the Great. To make an impression, the prince invited the empress to the Crimea and on the way showed her the scenery of the villages on the horizon[6]. The story is very well known as the so-called "Potemkin Village". This comparison is tendentious and is usually used to discredit any Russian creation, when something was "done just for the eye", to make a good impression, even though it may not have been true in reality.

The history of the use of disinformation actually goes back at least as far as ancient Rome. In the period before the Civil War around 44 B.C. the first historically documented information war was fought between Octavian and Mark Antony. In order to gain the support of the senators and populace, Octavian exploited Mark Antony's relationship with the Egyptian queen Cleopatra and falsely accused him of betraying Rome. As proof, Octavianus used a will forged by him, in which Mark Antony bequeaths Eastern Roman territories to Cleopatra and himself wishes to be buried in Egypt[7]. If we were to study in detail the famous war campaigns of warlords in history, we would find significantly more cases of disinformation, which at the time were rather called tricks or deceptions. War methods using trickery or deception were also known to the Chinese and can be found in ancient publications on the art of war. It was not just about the physical use of military force, but to break the spirit and dominate the will of the opponent, often even before the actual war conflict.

Even before the Chinese, the Egyptians were able to use in practice the phenomenon of information superiority over the opponent. But it was not in the military, but in politics, in the manipulation of crowds of simple, uneducated people. The ancient Egyptians already mastered astronomy, the movements of the planets and the Sun perfectly before 5000 BC. The pharaohs worshiped the cult of the sun god Reo. They had perfectly mapped the movements of the Sun and the Moon, they knew exactly the times of sunrises and sunsets, the times of solar eclipses. They were able to use this to their advantage in front of the huge crowds standing in front of the Egyptian temples. The eclipse of the Sun by the Moon was then presented to people as the divine power of the pharaoh, not as an astronomical phenomenon. The common people were then afraid of the powerful pharaoh and his priests.

The concept of information[8] logically, from a theoretical point of view, belongs to the field of informatics, where we should therefore correctly include the concept of disinformation and further develop it scientifically. This is already happening at some universities, and there are many theoretical discussions (e.g. Does disinformation have any informational value? But theory is often very far from practice, which is why the term disinformation is used very often in society today, often abused in various opinions, political, power-interest, etc. sharp clashes, without clearly defining what disinformation is (sometimes quite intentionally). The term disinformation thus receives a strong political connotation of various interest and power groups, without the term disinformation being correctly, exactly, scientifically defined and thus it was also approached from the point of view of science and law.

The concept of disinformation is therefore perceived by a large part of the population as information that the population, which elects the government and supports the state, should not actually learn, because the integrity of the ruling structures, their position and power, which may not, from a certain point of view, be in the current current configuration and time in accordance with the patriotic, general interests of the state and its security against the background of ongoing very deep economic, social and civilizational transformations. Power elites often use the term disinformation to artificially designate only another current of opinion that contradicts their ideology and propaganda. They thus gain the advantage of the possibility of public repression of competition, political opposition, and free-thinking individuals, who are thus publicly pillaged, scandalized, intimidated, and may even be prosecuted.

Fig. 2 The term disinformation has a number of synonymous meanings in the Czech language – false information, lie, fraud, mistake, rumor, enemy propaganda, deception, trickery, conspiracy, conspiracy theory, fake news, hoax, etc. This was the case until recently. Today, however, the elite can use these words to denote the real truth, which is brought by the opposition and which should not be heard, shared, etc. Source: Roman Rak [2]

From the point of view of general scientific knowledge, we also get deep into philosophy, because information and disinformation that negates it, their truth or falsity, are connected with the general concept of truth, a very complex philosophical entity [9]. What is truth [11]: Is there objective truth from the point of view of social sciences and human behavior? Or is "objective" truth just a certain view of social processes, activities, actions from a certain point of view of a certain subject? Therefore, the concept of disinformation and its interpretation must be considered from many different points of view [11], including those for whom "truth" and "disinformation" serve [12].

In the Czech literature, we most often find a definition where disinformation is lying, deceptive, false information that aims to influence the judgment and opinion of an individual, several people or the whole society, to create the appearance of trustworthiness and authenticity. Sometimes the goal is just to challenge the original information or its truth value by pretending that some kind of alternative truth exists. It is in an antagonistic position to the true report. A person who creates or spreads disinformation is called a disinformer.

In Europe, especially by Slavic nations, the term disinformation is used (see above), but the Anglo-Saxon languages divide it in more detail into information [9]:

• **misleading** (inaccurate, ambiguous) (misinformation, misinformation);

• **compromising** (malinformation);

• **deceptive** (falsified) (disinformation, misinformation).

Fig. 3 A basic view of disinformation according to the Anglo-Saxon model. Source: Roman Rak [2]

2.2 Misinformation (inaccurate, unclear)

In this group, we include information where there has been an unintentional, unintentional error that changes the content of the information in a substantial way, so that it can mislead its users and thus influence their thinking, decision-making or behavior. This is usually the result of human or technical error. Errors or simple inaccuracies may occur in texts, language translations, graphs, numerical values, maps, images (wrong labels, numerical values, etc.). Misleading information does not necessarily arise only as simple mistakes, but also as a mere consequence of imprecise, ambiguous, ambiguous, incorrect expression, which is typical of many persons. The content can then be freely interpreted in different (even contradictory) ways, and some of them lead to misunderstandings, bad explanations, and subsequently wrong consequences [2].

In foreign, Western-oriented literature, we can therefore also find the inclusion of artistic forms of expression in the form of satire, parody, black humor as typical misleading information! An uneducated person, or a person who has no feeling or understanding for this way of expression, then perceives information presented in a satirical or parody form as real, and his decision-making, behavior or actions may even be perceived by someone as dangerous for certain groups of people, society, etc. Such approaches can also lead to the restriction of satire, parodies, and in extreme cases to censorship and subsequent banning, which should not happen in a democratic society, because it is essentially a restriction of freedom of expression. An interesting fact is

**Propaganda, disinformation, informational, psychological and mental
warfare as instruments of power in globalized world**
Viktor PORADA, Anton LISNÍK

that even during the normalization period in Czechoslovakia (the 1970s) it was possible to use satire to communicate a large amount of opinions (information) of a non-mainstream nature, e.g. in artistic forms; while, for example, now, frequent cases of calls for a blanket ban on all information and its forms of expression, which are not in line with the mainstream flow, are identified. The great paradox is that this is basically happening on a global scale, and especially in those states that pride themselves on their democratic establishment, but in reality, covertly, unnoticed, gradually, creepily and harshly suppress freedom of speech and the right to information, or even independent thought [2].

2.3. Compromising ("Malinformation")

Compromising information is a special, very specific case of disinformation understood in a broader context. Unlike misleading or deceptive information, this information is always true. As a rule, this is information of a very personal and impersonal, confidential nature, which under normal circumstances (due to ethics, morality, existing legal or internal documents of various degrees and reasons of secrecy, etc.) should not be disclosed or presented to the other party.

The publication or purposeful, yet non-public transfer of compromising information (in the form of various evidentiary materials – documents, videos, photographs, recordings, etc.) to the other party is carried out for the purpose of blackmail, discredit, compromise, damage to the image of a person, company, any object in general, including political party or even the state as such. Publication can cause various damages, in particular the loss of image, trust, etc., or the incitement of hatred, resentment, contempt, social/political condemnation, etc. It may be compromising materials of a personal nature (publication of intimate information from personal life – health status, various orientation, lovers, sex, etc.) or materials of various entities that the opponent, the public, the other party should never learn about (secret behind-the-scenes negotiations, agreements, contracts, activities, etc., which are in direct contradiction to what the other party officially claims).

Depending on the goal and the tactics to achieve it, the use of compromising materials is phased. If compromising materials are used for blackmail, the compromising information is first presented only to the object of interest and then not disclosed further after reaching its target. Unfortunately, compromising information is also used for repeated blackmail, and often after the goal is achieved, it is finally published in certain cases. If the goal of the compromising material or information is discrediting, the compromising materials are published right away, at the "right, very sensitive critical time" within the scope of those entities that are to be discredited. Sometimes it can be a relatively small, closed circle of subjects, other times it can be the public of one state or the global community. To be effective, the content of compromising material (information) is always true, unlike, for example, deceptive information, which is purposefully fabricated. Compromising materials are usually

collected many years in advance on selected persons of interest (who are assumed to have a certain influence), completely systematically, without knowing exactly what position the object of interest will occupy in some time, when, where and under what

circumstances. with what purpose the compromising material will be used. In other situations, compromising material is prepared quickly, "ad hoc"[1].

From the point of view of long-term usability, the use of compromising materials (information) is not a very systemic solution. The blackmailed object of interest naturally defends itself, does not want to cooperate, its willingness to provide information, services, etc. is severely limited and tries to end the blackmail as quickly as possible. The blackmailed person never cooperates well, he always provides only a minimal, directly forced amount of information, services, etc. From an intelligence point of view, blackmail is not an effective tool for obtaining and subsequent cooperation with an agent. Rather, it is used to achieve some higher goal, or to actually compromise an uncomfortable person who is no longer interested in any cooperation. Blackmail does not work well on honest, principled people. It is used to extort previously, sometimes purposefully compromised persons (especially politicians, leaders of various institutions, managers, etc.).

However, the target of compromise does not always have to be only a person - the target object can generally be any object of interest - civil or political movement, political party, institution, military unit, intelligence service, ideology, state, etc. For all these objects, there may be an interest in compromising them from various reasons. In practice, we can also encounter various forms of scandalizing a person or a certain object (political parties, institutions, companies, etc.). Fabricated stories, payoffs, false witnesses, etc. are commonly used. Before the real truth is proven, the object of interest is greatly damaged and loses its position. Any "name clearing" usually comes too late [2].

2.4. Misleading (falsified) (disinformation)

Deceptive disinformation is information that is deliberately, purposefully, consciously created or edited with the aim of influencing its recipient in a certain, premeditated way, who then behaves, makes decisions, and subsequently performs certain activities that are beneficial to the creator of the disinformation. To a greater or lesser extent, misleading information always obscures the real view of a specific object, situation, or condition.

In a way, disinformation is created to serve the benefit of its author, the creator. They usually harm the party that is deliberately selected, chosen by the sponsor, the creator of disinformation. A person who receives misinformation is deceived, misinformed, inaccurately informed, cheated, abused and this fact is not known to him. Disinformation is created in such a way that it is not easily detectable and affects the target recipients as much as possible for the longest possible time, while at the same time the target group perceives it as real, verified information, believes this disinformation and further spreads it. Disinformation often acts gradually, slowly, covertly on the experienced models of human behavior, on his feelings, emotions, beliefs, faith, etc. The goal is to control the target group's thoughts and further manipulate and influence them.

Tab. 1 Basic characteristics of general, misleading, deceptive, and compromising information. Y/N - Yes/No. Source: adapted from [13]

	General information	Misinformation	Disinformation	Malinformation (Compromising information)
Truthfulness	Y/N	Y/N	Y/N	Y
Completeness	Y/N	Y/N	Y/N	Y/N
Actuality	Y/N	Y/N	Y/N	Y/N
Informativeness	Y	Y	Y	Y
Misleadingness	Y/N	Y/N	Y	N

In Slavic languages, the concept of disinformation is usually defined as intentionally prepared information, of a false, fictitious nature (that is, it is always untrue), the aim of which is to cause damage to the other party. In the Anglo-Saxon languages, information that can cause damage to the other party is defined more generally: it can be true or false, intentional, or unintentional, in the end it can cause damage or injury. Anglo-Saxon terminology then divides this type of information into misinformation (misleading information), disinformation (deceptive information) and malinformation (compromising information). Their characteristics, according to which they are divided, can be found in Table 1. In this material, we will continue to perceive the concept of disinformation in a broader Anglo-Saxon concept.

3. Disinformation as an integral part of aggressive propaganda, manipulation, information and psychological warfare

Who creates disinformation and for whom? From the essence of the definition of disinformation in the most general sense, disinformation always helps someone and at the same time always harms someone. But we usually become aware of this fact only when we can distinguish misinformation from ordinary, true information, from the real reality that we call "truth" [10]. Intentionally created disinformation (and there is a majority of them) there is always a certain goal, the purpose of the disinformation, why, with what goal and how to harm, or how to act advantageously for one party, to gain benefits for it at the expense of the other, competing, competitive, hostile, not friendly, designed to damage, defeat, limit, eliminate, dominate, subjugate, in extreme cases, to destroy.

We encounter disinformation in personal life, in the professional (e.g. corporate, business, relationship) sphere, in the military, intelligence, and in domestic and foreign politics. The creation and dissemination of disinformation has become a common method, one of the forms of influencing various target groups - individuals, collectives, organizations, companies, institutions, political entities, the public, state groupings (states, their alliances, etc.), during which targeted they influence opinions, attitudes, decisions or resulting actions and their actions.

**Propaganda, disinformation, informational, psychological and mental
warfare as instruments of power in globalized world**
Viktor PORADA, Anton LISNÍK

3.1. Propaganda

Historically, we first encounter the concept of propaganda, the aim of which is the dissemination of opinions and supporting information to induce or strengthen certain attitudes or actions of the masses (mobs) controlled by a powerful group (groups) that rules the given mass (essentially a "nation") with its (defined) ideologies. From this point of view, propaganda is originally neutral as such, it involves the spread of general, even ideological, ideas.

The term "propaganda" is also associated with the Latin term "Sacra Congregatio de Propaganda Fide", which was a control commission established by the Vatican on 22/06/1622 for the purpose of managing, coordinating, and controlling the spread of evangelical teachings and missionary cooperation throughout the world[14]. But this dissemination was often carried out in a violent way, so the term propaganda acquired a negative, derogatory meaning.

The concept of propaganda is characterized by the systematic dissemination of information, which today can often include biased or misleading information, i.e. disinformation, the aim of which is to promote or support certain ideological and political views. In the current international context, propaganda is associated with political or ideological persuasion, often with psychological warfare. Propaganda has many forms or methods used [15] and one of them is the use of disinformation, which in the wider international context has the character of an active, deliberate, very intense, and aggressive, widespread, continuous and effective information (psychological) war, which is globally targeted at the enemy, as well as domestic and foreign allies and one's own nation.
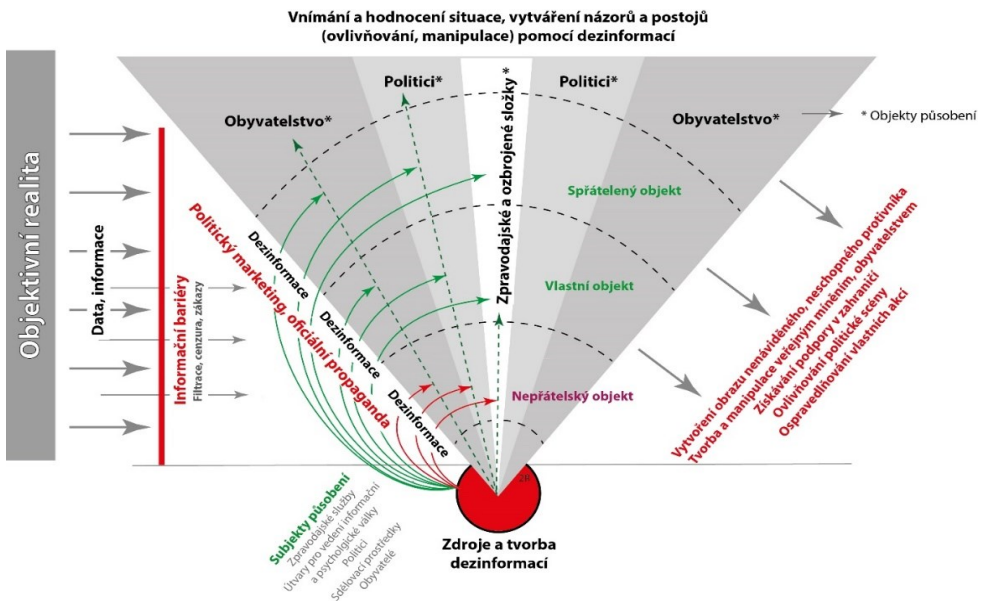

Fig.4 Mechanism of influencing target objects by misinformation. Source: Roman Rak [1]

Propaganda, disinformation, informational, psychological and mental warfare as instruments of power in globalized world
Viktor PORADA, Anton LISNÍK

Propaganda can also be perceived as the targeted dissemination of one-sided opinions and information in order to change the attitude or opinion of a group, the wider public or the masses. Propaganda tends to be closely tied to a certain dynamic period, when politicians or interest groups need to immediately, very intensively "push" their interests [16]. Propaganda can be understood as "a deliberate attempt to get people to think and behave in a desired way"[17]. There are many definitions of the term propaganda. One of the most famous definitions states: Propaganda is a deliberate, systematic attempt to shape perceptions, manipulate cognitions, and direct behavior to achieve a response that supports the propagandist's intent [16]. In his text on strategic communication, British strategic communication expert Steve Tatham gives a more detailed definition: "Propaganda is a deliberate, systematic effort to format perception, manipulate cognition, and direct behavior in order to achieve a response that supports the propagandist's intent"[4].

NATO countries define propaganda as follows: "Propaganda is information, especially of a distorted or misleading nature, used to support a political cause or position"[3]. The Information Operations Reference Manual, published jointly by both NATO Strategic Commands in 2010, defines propaganda as: "Information, ideas, doctrines or special appeals disseminated to influence the opinions, emotions, attitudes or behavior of any designated group for the purpose of directly or indirect support by the sponsor"[4]. A sponsor is an entity behind propaganda and profiting from it.

According to the French philosopher Jacques Ellula, propaganda can be further divided into:

• White propaganda – the goal of the propaganda is clearly defined. The financing of propaganda of this kind is transparent and traceable, just like the information sources used. Common propaganda methods are used, typical for e.g. public relations. White propaganda admits its true sources.

• Black propaganda – uses misleading, compromising, or deceptive information. It gives the impression that it comes from a known source, but the source is completely different. It is not clear to the recipient what the actual goal of black propaganda is being used for. The real creators of disinformation, as well as the sources of funding, are hidden from the recipients of the information. Black propaganda relies primarily on disinformation, half-truths, scandalization, rumors, etc. Black propaganda works with very credible-sounding misinformation and lies. It is often used for deception operations carried out by a government, military, or other organization, where the source is presented as friendly, but in fact the information comes from enemies. The source of the black propaganda is in fact a different source than what is stated [4].

• Gray propaganda – it is on the border between white and black propaganda. It purposefully and deliberately spreads inaccurate and misleading information to confuse the enemy and cause him losses. Unlike black propaganda, its source is unknown. A tool can be, for example, the placement of positive stories about states or private companies, which are reported by the media as an independent message [17]. It is considerably more insidious than white propaganda. The accuracy and truthfulness of the content of the message is also not completely certain. Gray propaganda cites no source.

**Propaganda, disinformation, informational, psychological and mental
warfare as instruments of power in globalized world**
Viktor PORADA, Anton LISNÍK

Fig. 5 Schematic difference between white, gray and black propaganda. Source: Roman Rak

The goal of propaganda is not so much to inform as to affect the target object emotionally and thereby change the mood in society, to influence the mentality, behavior and decision-making of the recipients of the propaganda - e.g. during elections, to support the decision-making of politicians, military officials, to justify and support their decisions, actions, etc. Propaganda has many meaning synonyms that are used in different spheres. In the military, we encounter the terms strategic communication, information operations, media operations, public affairs, psychological operations, public diplomacy. Propaganda is also the broadest term for information activity. It always played a great role in the conduct of war and was an integral part of it. Nowadays, this term is perceived strongly negatively in society, and most of the current military doctrines avoid it[3], or rather use it very selectively with the obvious goal of psychological influence on the population: if we are talking about the dissemination of information by the enemy (Russia, China, Iran, Iraq, etc.), NATO countries use the "derogatory" term propaganda in communication with their population. The enemy is spreading propaganda. And vice versa - if NATO countries disseminate their own information, it is called "strategic communication". It is not just a word game of synonyms, but a well-thought-out psychological effect, the aim of which is to gain sympathy or antipathy, or to induce a strong hatred, a phobia of the enemy, which must be deeply embedded in the human brain.

Propaganda is understood as hostile action and attributed to the adversary. A subject resisting propaganda uses counterpropaganda to emphasize the idea of defense against the enemy. If we were to use a neutral term, the term information action is used. Propaganda uses many different methods to do its job. One of them is disinformation, which in the age of the information revolution is one of the main working tools of propaganda. Propaganda and disinformation (and vice versa) complement each other.

Propaganda seeks to manipulate social consciousness by working to create and perpetuate certain myths. A myth could be defined as a narrative, a story or an incident that may or may not be true and whose truth the recipient may or may not doubt. This myth illustrates the key values that propaganda wants to instill in the target group and imposes on the audience a complete register of intuitive knowledge admitting only one interpretation. To create the necessary effect on the target audience, myths are constantly repeated. But it is not just about myths, successful propaganda surrounds a

**Propaganda, disinformation, informational, psychological and mental
warfare as instruments of power in globalized world**
Viktor PORADA, Anton LISNÍK

person with ideas and feelings that attack his consciousness and unconsciousness and interfere with his private and public life [3]. Propaganda has a manipulative character because it promotes one-sided ideology, opinions. Propaganda has an incredible creative arsenal of working with the truth, to which it mixes meanings, accents, a small lie here and there, sometimes a different tone, the right subtext, a slightly manipulated photo - and the half-truth suddenly no longer looks so unbearably stupid [5].

3.2. Manipulation

The term manipulation refers to the influence on the thinking and behavior of another person or several persons. Manipulating means consciously or unconsciously using techniques to manipulate other people in favor of the manipulator's personal goals and wishes.

The manipulator tries to convince a person or persons of the correctness of an idea, opinion, or action, which are not inherent to the manipulated individuals, or who do not have enough initiative for them and who would therefore not accept the given idea, opinion or action, or only with a long-time delay. The behavior of the manipulator has several characteristic features that are close to the disinformation methods used in black propaganda. The manipulator is most often characterized as follows:

• He is indirectly aggressive, he does not consider the needs, wishes and interests of other people, he defends his own;

• He is insidious, without character, he makes intrigues, subterfuges to achieve his goals;

• Encourages victimization against others;

• When resisting, they try to make the other person (the victim) feel guilty;

• When communicating, he does not treat the other person as an equal.

4. Disinformation practice

Disinformation during the resolution of fundamental differences of opinion resulting from conflicting (national) interests, ideologies, conflicts is purposefully, long-term, deliberately created mainly by state, specialized institutions, intelligence services, military specialized units for information and psychological warfare.

The basic goal is to weaken the adversary (its military structures), pit the adversary's population against the leadership of its country, gain support from its population and all its allies; possibly explain, justify, or excuse they're not always correct behavior, which is completely contrary to democratic principles, basic human rights and freedoms, principles of war, etc. The subject of propaganda, the creator and spreader of disinformation, while fulfilling his goals, creates such disinformation that constantly supports his ideology and actions, helps to achieve strategic and tactical goals. Disinformation often hides the real reality, the objective truth about the overall situation. In essence, there is manipulation of the consciousness and subsequently the

behavior of not only the enemy object, but also the manipulation of the public opinion of the own population, the armed forces, and other similar subjects of friendly countries, united in various international organizations, alliances of various professional, political, and other interests.

Disinformation, information, and psychological warfare also includes preventing the spread of objective information, other currents of opinion and ideologies than are part of the propaganda itself. Unfortunately, as part of the propaganda fight, objective information, real opinions, objective facts of the other side are artificially labeled as disinformation, and their authors or spreaders are purposefully labeled as disinformers, conspirators, etc., and they are often consistently persecuted, in extreme cases up to imprisonment on the basis of artificially constructed processes, on a purposefully adopted legal basis, which contradicts the Basic Charter of Human Rights and Freedom with the principles of democracy [2].

In the case of conflicts between different countries and civilizations, it is relatively technically, organizationally, politically, ideologically, politically, or legally possible to prevent access to other than own propaganda sources. Truth is always the first casualty of any open and extensive conflict. In a state of war, each state will find a way to achieve this. There is a suppression of basic human rights, especially of the own population, which is manipulated so that they thoughtlessly and devotedly support the leadership of their country without any protests. In standard war conflicts, warring countries drastically suppressed listening to enemy radio stations or the distribution of samizdat leaflets or newspapers. In a state of war, the death penalty for violating this order was not unusual. Entire families were subject to punishment. Modern wars are now conducted in a hybrid, i.e. combined, manner. Even an official state of war is often not declared, so the conflict physically takes place outside one's own territory. In addition to classic military tools, methods of economic, raw material, food, and financial blockades, means of informational and psychological warfare are also used.

The mass media (television, radio, internet) have much greater possibilities, and thus power, compared to the past, previous war conflicts. Wars are fought live. They are economically very exhausting even for countries that are not officially at war and can have very strong socio-economic, social negative effects on their own population, which in the end will cause the instability of the country. Therefore, from the point of view of the ruling elites, a strong propaganda effect on their own army and the population is necessary to gain their support and understanding. Propaganda is strong, aggressive, suppressing the normal legal norms of a state of peace. There is a fundamental suppression of all non-mainstream information sources, both in one's own country, as well as non-mainstream and official sources of the adversary, out of fear that objective, true information will not be disseminated. These are referred to as misinformation.

The question is to what extent the suppression of objective information is expedient in the end. It only depends on critical thinking, the life experiences of the target object, during the propaganda of the population. Unless most of the population is "brainwashed" because of propaganda; the population, especially as a result of the economic and socio-societal impacts that will occur sooner or later, will see and understand that the ruling elites are strongly manipulating them and introducing them

**Propaganda, disinformation, informational, psychological and mental
warfare as instruments of power in globalized world**
Viktor PORADA, Anton LISNÍK

to an unfavorable situation. This will manifest itself in the compromise of one's own leadership, the ruling elites, subsequently in a change in policy, state orientation, etc. Information, objective truth are like water and in the end, they always reach where they are needed [1].

4.1. Life cycle of disinformation

The life cycle of disinformation begins with its ordering and ends with its acceptance or rejection by the target consumer, the target object. The disinformation lifecycle has the following attributes:

- Orderer of disinformation
- Disinformation planning
- Purpose, objective, and content of disinformation
- Kind of disinformation
- Creator of disinformation
- Technical implementation of disinformation
- Features of disinformation
- Method of spreading disinformation
- The target consumer of disinformation
- Acceptance/rejection of misinformation
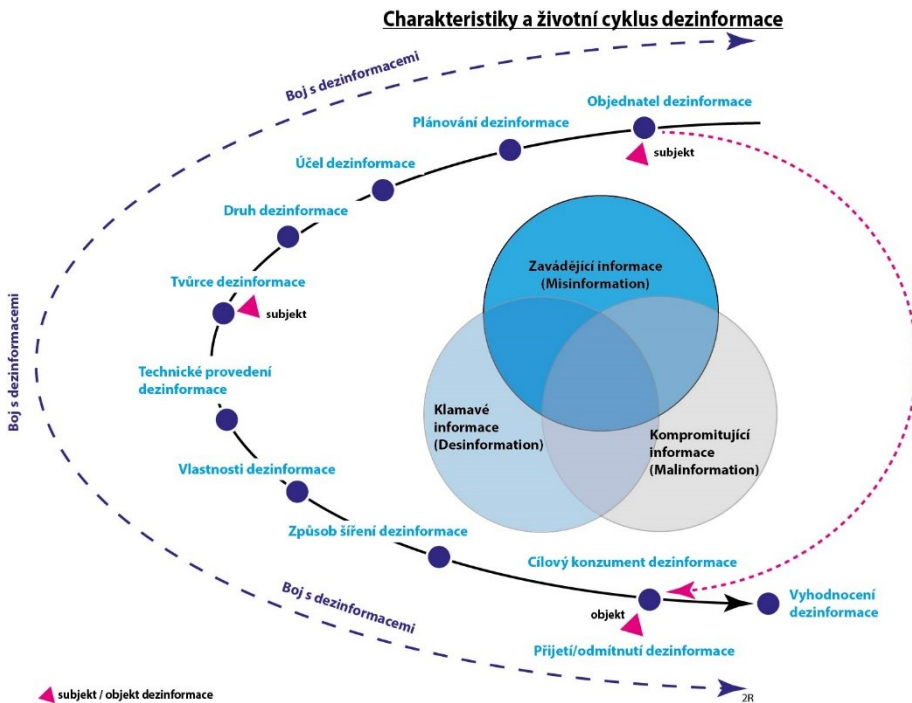- Evaluation of disinformation

*Fig. 6 haracteristics and life cycle of misinformation. The life cycle of misinformation is
born by ordering and ending with its acceptance or rejecting the target consumer. In order to*

make the disinformation effect, a number of subjective and objective conditions must be met.
Source: Roman Rak [1]

Conclusion

Information influences our decision-making, behavior, short-term and long-term attitudes, life orientation. It is therefore logical that the provision of information or misinformation can also be purposeful, so that the target recipients behave according to pre-prepared, expected, and planned scenarios, or that they themselves prepare them according to the interests of the originator of the disinformation. Mass media, mainstream and alternative information sources, the Internet, mobile phones (also equipped with cameras or video cameras) are therefore very effective tools for spreading information or disinformation of any kind.

Disinformation is an integral part of aggressive propaganda, manipulation, information, and psychological warfare. They are therefore a tool of manipulation, influence, and rule. The information environment includes information itself, individuals, organizations, and systems that receive, process, and transmit information; and the cognitive, virtual, and physical space in which it takes place. That part of the information environment that includes digitized information in computer systems, storage and networks is called cyberspace. Operations in the information environment include operations in all three dimensions, including cyberspace. We encounter the concept of disinformation almost every day, especially in tense, crisis situations of complex social, global transformations, in times of conflicts of economic, political, social, military, or civilizational interests.

Note:
A comprehensive examination of the issue: Propaganda, disinformation, information, psychological and mental warfare as a power tool in the globalized world, in connection with a comprehensive examination of security theory, is presented in ch. 11.6 "Introduction to the theory of security" in the monograph: Porada, V. et al. Security sciences (Introduction to theory, methodology and security terminology - 2nd updated and expanded edition. - Pilsen" Vydavatelstvi a nakladatelství Aleš Čeněk, s.r.o., 2022 - 1005 pages.

References

[1] RAK, R., KOPENCOVÁ. Teorie propagandy, dezinformace, informační, psychologická a mentální válka jako mocenské nástroje v globalizovaném světě. In: PORADA, V. a kol. *Bezpečnostní vědy*. 2 vydání Plzeň: Aleš Čeněk, 2022. 1005 s. ISBN 978-80-7380-903-4.

[2] PORADA, V. a kol. *Bezpečnostní vědy*. 2 vydání Plzeň: Aleš Čeněk, 2022. 1005 s. ISBN 978-80-7380-903-4.

[3] NATO *Military Policy for Information Operations*. Brussels: NATO Military Committee, MC 0422/5, 2014.

[4] ŘEHKA, K. Informační válka. Praha: Academia,2017. 218 s., ISBN 978-80-200-2770-2.

[5] ALVAROVÁ, A. *Průmysl lží. Propaganda, konspirace a dezinformační válka*. 3. rozšířené vydání. Praha, vydavatelství Triton, 2022 308 s. ISBN 978-80-7684-056-0.

[6] PACEPA, I. M.; RYCHLAK, R. *Dezinformace: Tajná strategie Ruska, jak zničit Západ*. Praha: BizBooks, 2016. ISBN 9780-265-0527-3.

[7] GREGOROVÁ, M. *Historie dezinformací: jak se vyvíjely nástroje politického boje a úskoků*, [online]. 24.9.2020 [cit. 2022-06-19]. Dostupné z: https://gregorova.eu/historie-dezinformaci-jak-se-vyvijely-nastroje-politickeho-boje-a/

[8] BUCKLAND, M., K. Information as thing. *Journal of the American society for information science*. Vol. 42, issue: 5, pp. 351-360, DOI 10.1002/(SICI)1097-4571(199106)42:5<351::AID-ASI5>3.0.CO;2-3; [online]. 6.4.1991 [cit. 2022-04-16]. Dostupné z: https://www.webofscience.com/wos/woscc/full-record/WOS:A1991FN78000005?SID=EUW1ED0EADRjMg63FSjnT2Pj9HBnX

[9] KARLOVA, N. A. AND JIN HA LEE. Notes from the underground city of disinformation: A conceptual investigation. *Proceedings of the American Society for Information Science and Technology*. 2012. Volume 48. issue 1, pp. 1-9, https://doi.org/10.1002/meet.2011.14504801133

[10] HARJUNIEMI, T. 'Post-truth, fake news and the liberal 'regime of truth' – The double movement between Lippmann and Hayek', *European Journal of Communication*. doi: 10.1177/02673231211046784. [online]. 20.10.2021 [cit. 2022-05-23]. Dostupné z: https://journals.sagepub.com/doi/10.1177/02673231211046784

[11] RATICH *Communication*. J. Civil Society Must Be Defended: Misinformation, Moral Panics, and Wars of Restoration, *, Culture and Critique*, Volume 13, Issue 3, September 2020, pp. 311–332. [online]. 10.9.2020 [cit. 2022-04-15]. Dostupné z: https://doi.org/10.1093/ccc/tcz041

[12] FARKAS, J. & SCHOU, J. *Fake News as a Floating Signifier: Hegemony, Antagonism and the Politics of Falsehood*, Javnost - The Public, 2018, 25:3, 298-314, DOI: 10.1080/13183222.2018.1463047

[13] KARLOVA, N., A., FISHER, K.E. Social diffusion model of misinformation and disinformation for understanding human information behaviour, Information Research, Vol. 18, 2013. [online]. 1.3.2013 [cit. 2022-06-19]. Dostupné z: http://informationr.net/ir/18-1/paper573.html#.Ym5C0-gzbr8

[14] GUILDAY, P. The Sacred Congregation de Propaganda Fide (1622-1922). *The Catholic Historical Review*, 2021 *6*(4), 478–494. [online]. 12.9.2012 [cit. 2022-06-22]. Dostupné z: http://www.jstor.org/stable/25011717

[15] HUMPRECHT, E. Where 'fake news' flourishes: a comparison across four Western democracies, *Information, Communication & Society*,2019, 22:13, 1973-1988, DOI: 10.1080/1369118X.2018.1474241

[16] GREGOROVÁ, M. *Dezinformace, hoaxy, propaganda: zpátky k základům*, [online]. 29.9.2020 [cit. 2022-06-19]. Dostupné z: https://gregorova.eu/dezinformace-hoaxy-propaganda-zpatky-k-zakladum/

[17] TAYLOR, P. *Muitions of the Mind: A history of Propaganda from the Ancient World to the Present Era.* New York: Palgrave, 2023. 344 pp., ISBN 0 71190 6767 7.

[18]. BENEŠ, K. *Teorie propagandy: vybrané typologie* [online]. E-polis.cz. [online].5.7.2017 [cit. 2022-06-11]. Dostupné z:http://www.e-polis.cz/clanek/teorie-propagandy-vybrane-typologie.html

Autors:

[1]**Prof. JUDr. Ing. Viktor Porada, DrSc., Dr.h.c. mult**. University of Security Management in Košice: Košťová 1, Košice, e-mail: viktor.porada@seznam.cz

[2]**Anton Lisník –** Akademik, Slovak Technical University in Bratislava, Slovensko e-mail: