

İNFORMASIYA MÜHARİBƏSİ VƏ MÜASİR TEKNOLOGİYALAR

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Xülasə

Bu məqalədə müasir beynəlxalq münasibətlərdə "informasiya müharibəsi" kimi fenomenin əsaslarının kommunikativ aspektlərinin təhlili təqdim olunur. Müəllif müqayisəli elmi yanaşmadan istifadə edərək informasiya təsirinin müxtəlif kommunikativ modellərini nəzərdən keçirir.

Açar sözlər: informasiya müharibəsi, təbliğat, kütləvi kommunikasiya nəzəriyyəsi.

The existence and spread of information wars in the modern world has become possible due to the progress of information technologies and the formation of the communication society, which is characterized by researchers as the one "solving the problem of the information crisis, forming the information unity of the entire human civilization, free access for each person to information resources" [5].

In the scientific field, the term «information war» has no established boun-

daries and generally acknowledged understanding. G. Pocheptsov defines it as a "communication" technology influencing the mass consciousness with short-term and long-term goals. The goals of the impact are to introduce changes in the cognitive structure in order to obtain appropriate changes in the behavioral structure" [9, 20]. The main emphasis is made by the researcher on the object of influence and its consciousness. Formulating the basic concepts of information strategy, G. Pocheptsov defines the «zero point» in the development of the theory of information warfare, naming 1976, when US Department of Defense adviser Thomas Rona first spoke about information warfare as a phenomenon in international relations. He highlighted the main aspects that distinguish information wars in modern conditions: the existence of an information opposition (the concept of «enemy», expressed in terms of war), global information flows, the parallel action of false and reliable information, the injection of false information into the information field of the enemy.

Other researchers have different views regarding the time of the design of the concept. For example, M. Pavlyutenkova calls the middle of the 80s. of the twentieth century a period of theoretical understanding of information wars by the US military, associated with the end of the Cold War.

In general, we can say that the very phenomenon of information warfare is not new and is rooted deeply in history, while the term arose quite recently and does not have clear boundaries. It has been actively used since 1991, after the first military information operation «Desert Storm» was carried out in Iraq.

The origins of the theories of modern information wars should be sought in the theory of propaganda, the prototype of the information war, which was actively developing in the 20th century. One of the first researchers who studied the phenomenon of propaganda in the context of the theory of mass communication was G. Lasswell, who considered the technologies of propaganda and their informational impact on society using the example of propaganda during the First World War [11, 3]. In the process of analysis, the researcher used an atomistic communicative approach, according to which, within the framework of the audience of mass communication, each individual is considered and taken into account separately, regardless of other individuals who collectively form a mass. The mass is a rather scattered and unorganized community of people, which is characterized by common basic (primitive) instincts. From Lasswell's point of view, a follower of Freud's psychological theory, this kind of human instincts is beyond the control of the mind and in a situation of hostilities quickly becomes actual and manifests itself, on which, as a rule, any military propaganda is based.

According to the identified guidelines, the theorist defined mass propaganda as a new driving force of the modern world, "merging millions of human beings into a single "amalgamated mass of hatred, will and hope" [4, 134-135]. Lasswell called the main function of propaganda "the control of public opinion with the help of social symbols" [1, 18-19], which is aimed at mobilizing and

uniting around a common goal and against a common enemy. Subsequently, the researcher deduced the so-called "magic bullet" theory [4, 78], based on the idea of mass communication compensating for social relationships destroyed in society and the lost value system, as a result of which each individual has a direct impact that he cannot resist. It is important to note that different individuals react in the same way to the manifested impact, which stimulates the emergence of similar primitive instincts and behavioral reactions. This theory assumes that in the process of mass communication, each individual member of society receives his share of information, after which the general system of incentives is triggered, giving rise to the emergence of a single wave of social reaction. In fact, according to Lasswell, «propaganda is politics and a type of weapon» [2, 110]

On the basis of the derived theoretical laws in 1948, Lasswell formulates the basic communicative concept, which includes not only the structural features of mass communication, but also its social functions and main social purpose [12]. Having become the main theoretical paradigm in the field of mass communication, Lasswell's concept marked the boundaries for theoretical analysis and understanding of the phenomenon of propaganda. Consideration of the figure of the communicator as the main subject of managing the process of mass communication made it possible to «describe the problematic field of propaganda» and «isolate the specifics of managerial functions for specific cases» [5]

Thus, the information impact can be realized either through communication channels, which are the media, or through an intermediate buffer - the leader of public opinion, which forms a personal interpretation for micro groups.

In conclusion, it can be noted that today the theory of information war is constantly changing, supplemented, refined and concretized, taking into account new realities and rapidly introducing progressive technologies that transform established ideas about information warfare.

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Information War and Modern Technologies

Summary

This article presents an analysis of the communicative aspects of the nature of such a phenomenon in a modern international relations as an "information war". The author reviews various communicative models of information impact, using a comparative-scientific approach.

Keywords: information war, propaganda, theory of mass communication.

Нигяр Агаева

Информационная война и современные технологии

Резюме

В данной статье представлен анализ коммуникативных аспектов природы такого явления в современных международных отношениях, как «информационная война». Автор рассматривает различные коммуникативные модели информационного воздействия, используя сравнительно-научный подход.

Ключевые слова: информационная война, пропаганда, теория массовой коммуникации.