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## DECEPTION AS A MAJOR MANAGEMENT METHODS OF INFORMATION AND PSYCHOLOGICAL WARRIOR: STRATEGY PERSISTENT RESISTANCE

*The publication is devoted to analysis of the method of cheating in the past and today's information-psychological warriors, operations and issues of application management strategy is resistant to counter its manifestation. It proposed a number of ideas on the organization of the management-resistant method of countering fraud..*

**Keywords:** *deception, lie, nonsense, «fake», war of meanings, information and psychological resistance.*

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## ОМАНА ЯК ОДИН ІЗ ОСНОВНИХ УПРАВЛІНСЬКИХ МЕТОДІВ ІНФОРМАЦІЙНО-ПСИХОЛОГІЧНИХ ВІЙН: СТРАТЕГІЯ СТІЙКОЇ ПРОТИДІЇ

*Публікація присвячена аналізу застосування методу омани в минулих і сьгоднішніх інформаційно-психологічних війнах, операціях та проблематиці запровадження управлінської стратегії стійкої протидії її проявам. Запропоновано ряд управлінських ідей з організації стійкої системної протидії методу омани.*

**Ключові слова:** *омана, неправда, брехня, «фейк», смислова війна, інформаційно-психологічна стійкість.*

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## ОБМАН КАК ОДИН ИЗ ОСНОВНЫХ УПРАВЛЕНЧЕСКИХ МЕТОДОВ ИНФОРМАЦИОННО-ПСИХОЛОГИЧЕСКИХ ВОЙН: СТРАТЕГИЯ СТОЙКОГО ПРОТИВОДЕЙСТВИЯ

*Публикация посвящена анализу применения метода обмана в прошлых и сегодняшних информационно-психологических войнах, операциях, и проблематике применения управленческой стратегии стойкого противодействия его проявлению. Предложено ряд управленческих идей по организации стойкого противодействия методу обмана.*

**Ключевые слова:** *обман, неправда, ложь, «фейк», война смыслов, информационно-психологическая стойкость.*

✎ In theory, state and military control of error analysis as one of the main methods of management information and psychological wars proper attention is not given. Taking advantage of the lack of international and national legislation on prevention this method to manipulate a national community and the international community, the method of error became increasingly used along with outright lies. It was a successful method of conflict management strategy of deceit and blatant lies determines the ability of individuals to the state and society in terms of stability of permanent information-psychological war.

Ukrainian informational and psychological space will be vulnerable and fragile.

✎ The aim of this article is the analyses of the legal basis of the Ukrainian national legislation on the perspective of creation of legal mechanisms to ensure the information-psychological firmness of Ukraine.

✎ Informational and psychological stability of the state and society is tested upon the ability to confront effectively the lies («fake») and delusion. Ukrainian dictionaries define a lie as a falseness. [7] Delusion is characterized as deceitful of lie and is understood as mirage, ghost, optical illusion, and mistake. Thus delusive – seductive and deceive – lure, fascinate. In the Gospel we read that «Sorrow of the world and delusion of brotherhood are deafening the word.» (Gospel 19). [16] It means that lie in fact generates delusion.

The first scientific study of informational and psychological confrontation, with the use methods of delusion, are associated with the names of ancient Chinese philosophers Confucius and Sun Tzu (VI-V century before BC.), whose views are the basis of modern theoretical and practical approaches within the sphere of informational wars. Sun Tzu said that «war – a way of deception», and winner is the one who is able to wage war without battles. You need to destroy the plans of the

✎ This problem covered in ancient Chinese military treatises of philosophers Confucius and Sun Tzu (VI-V century BC), the works of the philosopher Berdyaev, speeches of Winston Churchill. In publications touch this topic: Ukrainian religious leader, archbishop Husar, military scientists O.Kryatchenko, Y. Pankratov, E. Lysytsyn Professor S. Jabotinsky, philosopher and essayist Ivan Losev, researchers Mikhail Prokopenko, R. Hrynivskyy, L. Ivy, Russian scientists L. Shevtsova, I. Panarin, Czech writer J. Pesheh, US researchers – professor Elliot Aronson, Antoni Pratkanis and others.

The problem of legal mechanisms ensuring information and psychological stability has not been investigated. Without the successful resolution of a legal framework of

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enemy, disrupt his alliances and defeat his troops. He recommended to kindle strife and clashes among the citizens of the enemy's country, to disturb the enemy's government activity and undermine its prestige. [9] In the second century of O.E. in China were firstly used the method of propaganda – declaration of the nature character of war, which justify the need for military action. [11]

Especially significant is the use of lie by Napoleonic propaganda apparatus. Even the first campaigns of the French Revolutionary armies on the Apennine peninsula by the initiative of the future emperor were liberation. That helped to get numerous appeals on behalf of the French people to the revolutionary circles of Italy. Napoleon was also one of the first leaders of Europe who truthfully appreciated the role of the press in creating public opinion. It is well known his statement: «Four newspapers are able to inflict more damage to the enemy than one hundred thousand troops.» «Possess Newspapers and gain leadership» – Napoleon ordered Murat to capture the Iberian Peninsula, and required to flood Spain with pamphlets. In every occupied country, he founded the Official Gazette. And in this printed mass media were widely used the methods of delusion, concealment and misinformation. Numerous written instructions to the Minister of Police and other services that remain in the archive of Napoleon testified that he often turned to this method of IPsW as inspiration and applied the method of bribing foreign press.

About the role assigned to propaganda by the Nazis, shows motto on the wall where the congress of the National Socialist party was held in 1935, with the next slogan: «Propaganda brought us into power, propaganda helped us to save power, propaganda provide the ability to conquer the world. « Nazi leadership put propaganda war by the value and potential performance like armed, economic and diplomatic one. In determining its attitude to propaganda and influence the enemy, Hitler proclaimed: «The main aim of new propaganda is to break an enemy psychologically before the troop's starts acting.» As head of the Reich Ministry of Propaganda, Goebbels defined the combat role of information in future military campaigns as for the purpose of warfare, and not to feedback information. According to researchers, on the occupied territories the Germans pull out about 300 newspapers with circulations of less than 3 thousand to 10 thousand copies. To prove delusive propaganda to the population, Reich was provided with 70% cheap mini receivers that did not allow listen foreign radio stations. On the radio, in newspapers and even by TV, German propaganda used method of errors, depending on the situation, and within this period had been changed three times. Starting from the premise that the Germans have won the war, then – the Germans will soon win the war and after all strengthening – that the Germans have no choice as win the war. [17]

It seems that the current Russian leadership studied well international experience and historical importance of informational warfare with the use of lies and delusion. Today it has become fashionable to use the whole arsenal of means of social communication and spread lies or untruth info. Over the past century, the lie was brought to such «perfection» that many people are willing to listen to her, not realizing the fact they are victims.

Due to geopolitical position of Ukraine, it is constantly hanging the sword of Damocles war on it. Firstly, informational and psychological war that is going on against Ukraine permanently for centuries. By different methods in each century, opponents of Ukraine try to resolve in its favor a number of geostrategic challenges. Sometimes they manage it, especially at a time when Ukraine, for several reasons, lost its psychological resistance to counter lies and delusions. Ukrainian people perceive delusion as truth repeatedly. However: excessive trust, kindness and sensitivity to some issues and respect for the interests of the neighbor's always hurted Ukrainian nationality.

As though the God granted independence and good starting conditions, Ukrainians were not able to stay on such positions because of absence of patriotic administrative elite. Due to the insane pressure of large countries, Ukrainians elite had a lack of psychological stability and the strength was succumbed to threats, bribery and delusions. Especially Ukrainian elite in the first decade of rebirth were reassured by signed in December 1994 in Budapest «Memorandum on Security Assurances concerning Ukraine's accession to the Treaty on the Non-Proliferation of Nuclear Weapons.» Apart from Ukraine, its signatories-states were Russia, Great Britain and the United States of America. Memorandum solemnly declared obligations of signatories respect the independence, sovereignty, and the existing borders of Ukraine, refrain from the threat or use of it against the territorial integrity or political independence of Ukraine, economic pressure and no use nuclear weapons against Ukraine.

From the first days after the signing of the memorandum, some experts noted mismatches in Ukrainian and English variants. It means that the problem was in authenticity of translation, but the document has delusive record that it had been signed in four equally authenticated copies in Ukrainian, English and Russian. The English name of the document is as follows: «Memorandum on Security Assurances in connection with Ukraine's accession to the Treaty on the Non-Proliferation of Nuclear Weapons». The words in the title, which translated into Ukrainian as «guarantee (assurances) on security,» according to the views of experts are translated in English «as the assurance of safety,» but «assurances» – is not a «guarantee». Talking about, guarantees – is usually understood as a complex of mechanisms called up to implement a number of pre-defined and effective commitments and measures for mandatory compliance by the signed document. Assurances are not guarantees because they are purely moral and declarative. Unfortunately, morale in politics does not play the main role. In politics used to believe well-defined and proven mechanism of guarantees.

Even more clear is the essence of misleading the substitution of the word «guarantee» in the word «assurance» in the Ukrainian title of the Budapest Memorandum, if we turn to the English phrase (assurances trick), where (trick – the trick), which means literally – «receiving money in delusive way by means of suggesting trust to the victim. [5]

To avoid further such embarrassing international blunders by the State, it would be appropriate to stimulate the creation of independent analytical structures with an aim that they should do the analysis of an international

agreement; concerning the identity of translations in Ukrainian, on their compliance with national security and interests, which Ukrainian officials are to sign.

As a rule, aggressive imperial myths are based on delusions. Modern information wars are aimed not so much on sheering lies, as on false consciousness that is moderated through changing meanings. A semantic war is not working in the informational and virtual space, so its actions are long-term and strategic. Information warfare is changing and deceptively distorting facts, and semantic in its turn – rules where the object of destruction is mental structure (individual, moral precepts, values). It is the point of view declared by Svetlana Jabotinsky – professor of the Cherkasy National University. In this regard, more information warfare's solve tactical problems, and semantic – strategic.

Semantic war as an informational one is bloodless war, where victims are still alive, but casualties by itself are dreams of aggressors. In the mind, in this case, affect fake (unit of meaning). Fake it is like proverb, hit, comic, joke, idea, and definition. Creation and management of fakes is the main instrument of information warfare by which attempt to change the scale of values and philosophy of a person. The main reception – simplifying complex problems to simple slogans. Fake is distributed through media environment and replicates its copies in the minds of people. A person infected with specially designed fake, is not able to think logically and accept alternative information. (See. Scheme №1) [6]

Nowadays in Ukraine, we used to deal with long influence of Russian propaganda. Therefore, it is more important than ever before, the truth of the human right to get truthful information, presentation of historical events, statements of leading one. However, it is often seeing a situation where lie in the highest positions is considered as an integral part of political work. More than a year ago, politicians in several countries debated whether Putin, Lavrov and Churkin participated in the unlawful annexation of Crimea. The last one, stated without any shadow of shame to the media that the soldiers who seized strategic positions on the peninsula, were not Russian servicemen. After a few weeks in the Kremlin, Putin awarded the officers and soldiers of the country for participation in the annexation of the Crimea and thus publicly admitted that Russian military intelligence has a pseudo «green men». Advocates of Kremlin leader said that Vladimir Vladimirovich was not lying, but simply applied stratagem. However, Russia continues do the same even today. Its long-tested methods are next: take an historical fact, clear it from the context of past and future, focus on pragmatic and even cynical name of the historical moment. This is actually one of the variations on the topic «The history is written by winners» as if the desires of imperialists may be an excuse for anything. [12]

At the same delusive nature of Putin's policy draws attention another Russian professor Lilia Shevtsova. She points to hypocrisy, mendacity of today's rhetoric and «mastering the art» of non-military harassment of an informational, advocatory, gas and trade wars in order to bribe other elites, misinformate elite in other countries. [15]

Delusion is spread through gray and black propaganda, as a source of information not specified or carefully hidden from the audience. The situation is complicated because

of totalitarian control over the media by a small number of oligarchic groups. It is unlikely in such situation the direct exposure of deceit with appropriate publicity. Suddenly the lie in the media is more advantageous because it destroys any possibility of dialogue. [8]

Philosopher Ivan Losev admits that the «scoops» were more stable in relation to official propaganda related as to Russian citizens. Perhaps the problem here is not only in a large official art of liars, but also in the object of propaganda. Many years ago a Russian nobleman Hovorostyaninov wrote: «Moscow are sowing rye to people and living with lie.» Therefore, there is nothing easier than to deceive one who wants to be deceived. [10]

In 1939, Berdyaev wrote an article «The paradox of lie.» It is not like to quote in, although called the author, who was born in Kiev, a Russian thinker. Berdyaev calls the causes of lie in the Soviet Union, Fascist Italy and Germany. Lying in the rank of state policy is implemented as a sacred duty of the chosen race, state, class. It is not even realized how ordinary people lie, as is foreseeable common good and public order. «The lie may even seem only truth ... The truth always mean that society defines spirit, lies also means that society defines spirit,» – said Berdyaev. Most importantly, the social lie served as duty. It fills the life of state and society, supports civilization. They used to be proud of it, as a safeguard against collapse and anarchy. [2] Therefore, deceitful and aggressive enemys society need to strengthen the ecstasy of enthusiasm, justification of violence and mass deception.

False – the language of traitors and the truth – increases the loyalty of the people lie in violence and death, steals people's future. Lying corrupts people, destroys identity, and eliminates the ethics of society, while defects the country. Such anti-religious «scrapies» may force the country and be kept only temporarily. The lie – is the building material of totalitarian states. Without organized lies, they could not exist. When the state ordered to lie such a state and its people, lose some of their natural healthy psychological stability. All know the day and the truth. Then the resource is exhausted in a false state, the state does not hold and falls apart under pressure both outside of the way. Falsely state leaves the patient lies and divided nation. The line of separation lies typically passes through families. You will need a generational change that the people cleansed themselves from the lies and discouragement brought about no longer existing state. If people under pressure do not lie, it became too persistent flooded its gloomy madness with expressed widespread alcoholism, drug addiction, stress and suicide. Manage such people is very difficult, and it will be possible to treat and anyone. False doomed society as citizens are not able to combine real world, perceived all goals and values. When word of truth is destroy the state system, a lie comes for support.

According to WHO, about 20% of the population in varying degrees, suffer covert psychological disorders. The same organization states, that about 400 million people are labile and not stable psyche. All these people will be the first objects of propaganda lies. «Because we live in an information world, our vision and reaction is determined within the content of the information we consume – so is the determination of the candidate of psychological sciences, head of the Laboratory of socio-psychological technologies of the Institute of Social and

Political Psychology of NAPS Paul Florov. – With this in mind, the spread of false messages can not affect the psychological health of society. Chairman of Donetsk Institute of Social Research and Policy Analysis Vladimir Kipen emphasizes that massive information war involves the use of lies and instigated people. [13]

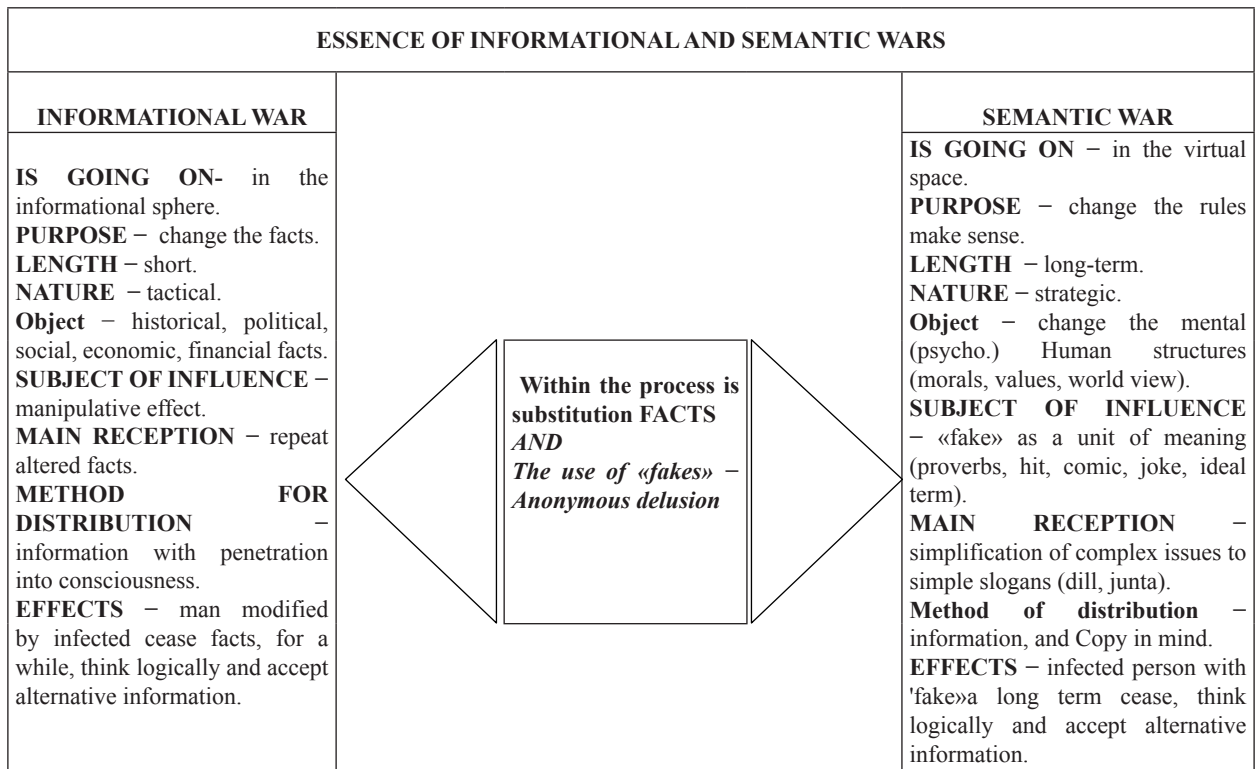
American psychologists from the University of California, Santa Cruz, a psychology professor Anthony Pratkanis and research professor Elliot Aronson, analyzing the current manipulative propaganda, note that it thrives when citizens feel relatively disadvantaged. In addition, contrary sense of belonging to the middle class is accompanied by a sense of responsibility and concern for community problems and more attentive study of communications beliefs. [1]

What is informational management strategy to oppose attacks using the methods of deceit and lies? First, people should inculcate the natural rejection of false information flows. You should learn this, from the school. Secondly, it is appropriate to build in Ukraine state system of informational policy, which will be based on the alleged use, in accordance with the adjusted laws, sanctions for those who replicates lie and untruthful information. Third, Ukraine need its own coordinate system, concepts and

traditions, because they perceive the world, and not using someone else's delusion. Only Ukrainian will filter information that does not meet their basic values and ideas.

Winston Churchill said that lies have time to get around half the world while truth puts on pants. [3] Indeed, fake attack in the information war is planned in advance and in pole position is always the one who first proposed its own interpretation of events. The party denies that it has to take defense and takes the battle for positions determined by enemy, so you should learn to act proactively. It will be recalled recipe winning in the information war from the distinguished Archbishop Lubomyr Husar, to tell by the truth and expose lies. [4] Ukrainian dissident mathematician Leonid Ivy literary, incidentally, believes that slang – a protest against the language people speak a lie. [14]

The ultimate goal of delusive informational war – disorient a person, enter it in the state of total disbelief that people do not believe anyone, but passive appears locked in himself, lost the ability to perceive the other on the principles of ethics. Moreover, these people will be easier opponent to finish not only information, but also the real victims of the occupation of the country.



ВИСЛОВКИ

Informational and psychological stability of the state and society is tested upon the ability to confront effectively the lies, deception and delusion («fake»). World practice shows that the information attack using deceit and lies in the information war are planned in advance, and in managerial positions always the winner is the one who first proposed its own interpretation of events. The party denies that it has to take defense and takes the battle for positions determined by the enemy, so you should learn to act proactively. At the bare, delusion is based on aggressive imperial myths. Modern

informational wars aimed at the use of banal lies not so much as to change the false consciousness through changing meanings. A semantic war is not working in the informational and in the virtual space, so its actions are long-term and strategic.

Lying to corrupt people, destroying identity, eliminating the ethics of society, instead hoop defects temporarily holds the country. False – builds material management of totalitarian states. When the state ordered to lie such a state and its people, lose some of their natural healthy psychological stability. All know the day and the truth. When

the resource is exhausted with false state, the state does not hold and falls apart under pressure both outside of the way. The ultimate goal of misleading information war – disorient a person, enter it in the state of total disbelief that people do not believe anyone, but passive in itself appears locked. This is what the enemy will finish not only information, but also the real victims of the occupation of the country.

What if informational management strategy opposition attacks using the methods of deceit and lies? First, people should inculcate the natural rejection of false information flows. You must always speak the truth and expose lies and teach this need, starting from school. Secondly, it is appropriate to build in Ukraine state system of informational policy, which will be based on the alleged use, in accordance with the adjusted laws, sanctions for those who replicates lie and untruthful information. Third, Ukraine needs its own coordinate system, concepts and traditions to Ukrainian precisely because they perceive the world, and not using someone else's, delusion. Only Ukrainian will filter information that does not meet their basic values and ideas.

To avoid further such annoying and super expensive for Ukraine international blunders as the «Memorandum on Security Assurances in connection with Ukraine's accession to the Treaty on the Non-Proliferation of Nuclear Weapons» state it would be appropriate to encourage the creation of a independent analytical structures as its request should be analyzed by drafting international agreements, the identity of Ukrainian translations that are going to be signed Ukraine officials, and its compliance with the national security interests.

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