

Artículo de investigación

**The confrontation between the Eastern and Western worldviews in the conceptual space of the information war against Russia: the genesis and evolution of the terminological apparatus**

ПРОТИВОСТОЯНИЕ ВОСТОЧНОГО И ЗАПАДНОГО МИРОВОЗЗРЕНИЙ В  
КОНЦЕПТУАЛЬНОМ ПРОСТРАНСТВЕ ИНФОРМАЦИОННОЙ ВОЙНЫ ПРОТИВ РОССИИ:  
ГЕНЕЗИС И ЭВОЛЮЦИЯ ТЕРМИНОЛОГИЧЕСКОГО АППАРАТА

La confrontación entre las cosmovisiones oriental y occidental en el espacio conceptual de la guerra de información contra Rusia: la génesis y la evolución del aparato terminológico.

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**Abstract**

The article analyzes the origin, development and application of the term “Information War” in the international media space. The main purpose of the work is the theoretical substantiation of the concepts and definitions related to information technology impact on the mass consciousness. The article considers the root causes of the formation of the concept of information wars, their application in the international media space. The terminological analysis allows us to determine the relationship of propaganda, psychological war, information war and media space over the past hundred years. New concepts and definitions contribute to the understanding of information technology impact on mass consciousness. Separatism has been replaced by a new threat: the growth of xenophobia and related extremist ideologies, which receive a new sound in the era of the information society. The informational semantic blow disorients the person; informational-emotional - destroys its

**Resumen**

El artículo analiza el origen, desarrollo y aplicación del término “Guerra de la información” en el espacio de los medios internacionales. El objetivo principal del trabajo es la fundamentación teórica de los conceptos y definiciones relacionados con el impacto de la tecnología de la información en la conciencia de masas. El artículo considera las causas fundamentales de la formación del concepto de guerras de información, su aplicación en el espacio de los medios internacionales. El análisis terminológico nos permite determinar la relación de propaganda, guerra psicológica, guerra de información y espacio mediático en los últimos cien años. Los nuevos conceptos y definiciones contribuyen a la comprensión del impacto de la tecnología de la información en la conciencia de masas. El separatismo ha sido reemplazado por una nueva amenaza: el crecimiento de la xenofobia y las ideologías extremistas

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ability to adequate perception, makes it insensitive or irritable; informational and moral - destroys former regulatory ideas about good and evil in a person, and, finally, an informational historical blow leads to the fact that a person ceases to understand who he is and begins to forget his roots. A person loses all of his shells, built up in his culture, and is devoid of tradition and soil by the atom. Atomization of society turns people into a cluster of indifferent people who stop experiencing and reacting.

**Keywords:** information warfare, information operation, cyberspace, propaganda, psychological warfare, psychological impact, control of mass consciousness.

relacionadas, que reciben un nuevo sonido en la era de la sociedad de la información.

El golpe semántico informativo desorienta a la persona; informativo-emocional: destruye su capacidad de percepción adecuada, la hace insensible o irritable; informativo y moral: destruye las antiguas ideas reglamentarias sobre el bien y el mal en una persona y, finalmente, un golpe histórico informativo lleva al hecho de que una persona deja de entender quién es y comienza a olvidar sus raíces. Una persona pierde todas sus conchas, construidas en su cultura, y carece de tradición y suelo por el átomo. La atomización de la sociedad convierte a las personas en un grupo de personas indiferentes que dejan de experimentar y reaccionar.

**Palabras claves:** guerra de información, operación de información, ciberespacio, propaganda, guerra psicológica, impacto psicológico, control de la conciencia de masas

#### Аннотация

В статье анализируется происхождение, развитие и применение термина "информационная война" в международном медиапространстве. Основной целью работы является теоретическое обоснование понятий и определений, связанных с воздействием информационных технологий на массовое сознание. В статье рассматриваются причины формирования концепции информационных войн, их применение в международном медиа-пространстве. Терминологический анализ позволяет определить взаимосвязь пропаганды, психологической войны, информационной войны и медиапространства за последние сто лет. Новые концепции и определения способствуют пониманию влияния информационных технологий на массовое сознание. Сепаратизм сменился новой угрозой: ростом ксенофобии и связанных с ней экстремистских идеологий, получивших новое звучание в эпоху информационного общества.

Информационный семантический удар дезориентирует человека; информационно-эмоциональный - разрушает его способность к адекватному восприятию, делает его нечувствительным или раздражительным; информационный и моральный - разрушает прежние регулятивные представления о добре и зле в человеке, и, наконец, информационный исторический удар приводит к тому, что человек перестает понимать, кто он такой, и начинает забывать свои корни. Человек теряет все свои оболочки, построенные в его культуре, и лишен традиций. Атомизация общества превращает людей в скопление равнодушных людей, которые перестают переживать и реагировать.

**Ключевые слова:** информационная война, информационная операция, киберпространство, пропаганда, психологическая война, психологическое воздействие, контроль массового сознания.

#### Introduction

The term "information war" it entered the scientific and international media circulation only in the last quarter of the 20th century, although the term "propaganda" preceding it became widely used since the period of the First World War (Barabash, Bordyugov, Kotelenets, 2015: 3). With the accelerated development of technical capabilities and communication technologies, new theories of information war are emerging (Karabulatova, Barsukov et al, 2015).

Military philosophical thought (in the narrow sense, views on the causes, the essence of the war and the conditions for its conduct) appears relatively early in Chinese society. Basically, these views are embodied in the military treatises that are part of the Semiknizhiya (Wu Jing Qi Shu), which was finally established only by the XI century and absorbed all the most significant in Chinese military and philosophical thought. It includes Liu Tao (Six Plans), Sun Tzu (On

Military Art), U Tzu (On Military Art), Sima Fa (Syma Rules), San Lue (Three Strategies), Wei Liao Tzu, Li Wei gun wen dui (Dialogues of Li Wei-guna). Military theoretical thought appears in China at a certain period when a simple idea is affirmed in the ruling circles that the creation of the "Celestial" empire is most effectively carried out by force of arms (Konrad, 1950). Therefore, the ancient Chinese princes, high dignitaries and some philosophers were mainly interested in ways to strengthen the army and the state (Popov, 2002). Subsequently, the "School of Military Philosophy" synthesized many ideas of the philosophical schools of ancient China, and therefore without studying the evolution of military philosophical thought of China, most of the socio-economic, political and other problems of ancient China cannot receive clear and complete coverage.

Most Chinese do not see much difference between Confucianism, Taoism and Buddhism and are combined in their heads. There have never been religious conflicts in China, as the Chinese are not religious. The paramount place in their consciousness is occupied by moral family-clan values, and not by faith in the gods. All creeds are very down to earth and do not require anything impossible or unbearable from a person. The Chinese gods are glorious, mighty and wise ancestors, with whom you can always agree or go in defiance of their will. Relations with them are built on the principle of mutual benefit, that is, utilitarianism. If the gods do not help, then they are scolded like public servants, and even punished. In imperial China, statues of gods for negligence were subjected to flogging and exiled to deserted areas.

Today, globalization and the revolution in communications have significantly changed the global media space (Karabulatova, Barabash, Kotelenets, 2018). The flow of information has unusually increased in volume, and began to grow at an exponential rate with the advent of the Internet. Now they can easily bypass regulators, state borders and instantly spread on social networks. The growth of the volume of information allows not only to shape public opinion, but also to manipulate it with much greater ease than in the past, and to wage large-scale information wars. In the course of these wars, the country's information space inevitably turns into a single propaganda space. This is consistent with the common goals of creating an image of the enemy and justifying the current state policy. It is known that external propaganda is not capable of destroying the single information space of the enemy country. Because

of this, propaganda efforts tend to focus on narrow marginal social strata (pacifists, social shortages, political opponents of the existing "enemy" government, disloyal national and / or religious minorities, etc.). against engaging in war and weakening the war effort of one's own government.

### Materials and methods

The sources used are works by Chinese, Western European, American, Russian authors, the original military and political documents of the United States, Great Britain, and Russia.

The study revealed the interrelationships of modern information warfare technologies with the forms and methods of military and political propaganda of various states beginning in the 19th century. The main method in writing the article was a terminological study of the media space in different historical periods in countries with different regimes of power and the concepts used in the management of mass consciousness (Barabash, Borisova et al, 2018; Neun, 2017).

The official birthday of the information wars in the West is considered to be the researchers of this issue on August 18, 1948, when the US National Security Council approved Directive 20/1, "US Goals for Russia". This directive, first published in the United States only in 1978, contained the information war as an integral part of the Cold War, and its text clearly defined its main goals: to minimize the strength and influence of Moscow; to weaken the Soviet Union as much as possible politically, militarily and psychologically; put it in economic dependence on rather humiliating conditions. The informational part of this program was to ensure the coordination of all means for suppressing the will of the enemy, undermining his political and economic opportunities. At the same time, it was specifically stipulated that the US government is not responsible for the consequences of its policy, whatever they may be in terms of a significant deterioration in living conditions in Russia (Containment, 1978).

It should be noted that in recent years the theoretical problems of information wars have been the object of close attention of political scientists, sociologists, conflictologists, philosophers, and also representatives of other scientific disciplines.

Among the classical studies of the problem of information wars, one can single out, in the first place, the works of sociologists G. Lassuel and P.

Lazersfeld, who for the first time systematized and described the influence of the media on public opinion (Cortez, 2003). A related problem - the phenomenon of "psychological warfare" is reflected in the works of D. Volkogonov (1983) and N. Zhiveinov (1966). Among the conceptual theoretical works that touch upon the problems of philosophical understanding of the essence of information warfare as one of the types of "new weapon", it is necessary to note the works of P. Virillo (1993) and I. Dzyaloshinsky (2006), A. Kapterev (2004), A. Manoilo (2015) and D. Frolov's (2018) works on international information exchange and the audiovisual landscape - the space of "information wars". A great contribution to the assessment of the position, role and place of Russia in the global information space was made by Kara-Murza and A. Panarin. At the end of the 20th century, the problems of information. Wars cause more attention from domestic scientists, such as N. Volkovsky, V. Lisichkin, A. Mukhin, V. Prokofiev, L. Shelepin, etc. This creates a basis for developing concepts describing this phenomenon. Currently, concepts and approaches are being developed to understand the nature of the processes occurring during the information confrontation. It is worth noting the work of I. Mikhilchenko (1998), D. Maltsev (2019), and Panarin (2012), G. Pocheptsov (2000), S. Rastorguev (2001) and others.

The most significant contribution to the study of the nature of information wars was made by G. Pocheptsov (2000). As a professional linguist and philologist, he pays considerable attention to the semiotic aspect of the problem. The means of language as an instrument of political power were developed in Western science by R Blakar (1979), R Rommetveit (1973). In domestic science, this problem was covered in the works of M. Ilyin, S. Zolyan, G. Kulzhanova, G. Orlova and so on. But, in fairness, it is worth noting the fact that these researchers of the language of politics relied, and sometimes simply borrowed approaches, hypotheses and theories developed within the framework of domestic (M. Bakhtin, R. Jakobson, A. Luria, A. Leontiev) and foreign (E. Sepir, B. Wharf, H. Pierce, N. Chomsky) linguistics, psycholinguistics and semiotics, highlighting the suggestive aspect of language means and laying its underlying language of politics.

The theoretical and methodological basis of the our work is a systematic approach that allows you to comprehensively describe the phenomenon of the information war in politics, in the unity and diversity of all its manifestations,

indicating the genesis and nature of the phenomenon in question.

The historical approach is widely used in the study, which allows to trace the genesis of the phenomenon with account of changes occurring in the structure of mass media and other means of information warfare (computer networks, the Internet, etc.).

Also in the work attention is paid to the structural-functional, technological, comparative, semantic, psycholinguistic and other methods.

The use of complex methods in the dissertation research allows us to carry out a technological analysis of information wars in politics and gives a completely new significance to the theoretical generalization of the collected factual material on the studied problem.

### Discussion

American authors, who consider themselves the founders of the modern concept of information warfare, initially proceeded from the dominant information operations during armed clashes, and in this they narrowed down for themselves the range of using their own information weapons. The book "The Psychological War: Theory and Practice of Processing Mass Consciousness", in which the author summarized his experience in propaganda institutions in the United States engaged in psychological wars, became the most fundamental work on the topic being studied (Linebarger, 2012). In the first edition of the book, published in 1948, the author explores the forms and methods of psychological warfare during the two world wars, 1914-1918. and 1939-1945 The second edition of 1954 was supplemented by an analysis of propaganda campaigns during the Korean War 1950-1953. Attention is drawn to the fact that in his work "Psychological War: Theory and Practice of Processing Mass Consciousness" P. Linebarger analyzes methods of processing the mass consciousness of the enemy on various historical examples - from wars in ancient Greece to civil strife in ancient China, from military conflicts to medieval Europe to the epochal gains of Genghis Khan, from civil protests of the English Revolution to anti-monarchist uprisings of the French Revolution (Conflict in Cyber Space, 2016: Fleck, 2015).

It should be particularly noted that in his work the author used hundreds of authentic documents (including secret ones) from the archives of special services, defense ministries, various

government structures and units of the United States and Great Britain, to which he had access during his military service: Among them in particular, were: issues of Bulletins of the Central Intelligence Service of the Pacific Command of the US Armed Forces (US Navy, 1944-1945) Psychological War. Part 1, Part 2; reports and reports from the Department of Psychological Warfare of the Allied Expeditionary Forces High Command; transcripts of meetings of the London Political War Coordination Committee and many others, Secret Report of the Political War Coordination Committee, London, 1942 (Taylor, 1990).

Chinese researchers proceed from the use of information warfare technologies at the state level and autonomously from other methods of confrontation. China has long included the term "information war" in the lexicon of its military experts. Today, he is steadily moving towards the formation of a single doctrine of the information war. In fact, if a revolution in military affairs is defined as a significant change in technology, giving an advantage in military training, organization, strategy and tactics of military actions, then perhaps China from all countries today is experiencing a true revolution in cyberspace.

The Chinese concept of the information war includes unique Chinese ideas about the war in general, based on the modern concept of "popular war", 36 strategies of the great Sun Tzu, as well as local ideas on how to fight at a strategic, operational and tactical level. Much of his approach has to do with the emphasis on deception, the war of knowledge and the search for asymmetric advantages over the enemy (Pillsbury, 1999).

Information warfare is defined as "the transition from the mechanized war of the industrial age to the war of decisions and management style, the war of knowledge and the war of the intellect."

China is developing the concept of Network Forces (military units numbering up to the battalion), which would consist of high-class computer experts trained in a variety of public universities, academies and training centers. The main focus is on attracting active youth. Russian researchers of information wars view this phenomenon in a broad context (Gubanov, Novikov, Chkhartishvili, 2010; Tsiganov, Bukharin, Vasin, 2007). The basis of domestic theories is not to seize the information space, but to balance the forces and containment of

manipulative pressure in the information space (Pozdyaeva, Ermakova et al, 2017).

Based on the historical measurement of information warfare in politics, one can conclude that two main approaches to its analysis have been developed. Supporters of one approach describe the phenomenon of information war through its influence on mass consciousness, manipulative potential and psychological impact of information messages (Mkrtumova, Nifontov et al, 2016). Supporters of another approach describe the phenomenon of information war as autonomous. Systems in modern society with the help of a technical, mathematical conceptual apparatus. The synthesis of studies describing the informational war on the basis of different categorical apparatus, will take into account the fullness and diversity of this phenomenon.

Thus, the author claimed that almost all methods, forms and technologies of psychological warfare in the USA were developed by teams of military personnel and scientists who had specialized training in the field of human psychology, political psychology, applied psycholinguistics, propaganda psychology and mass communications (Winkler, 1978).

Currently, the treatise "The Art of War" is included in the compulsory curriculum of many military higher educational institutions in the countries of America, Europe and Asia. For example, in the Command and Staff College of the Ground Forces of the US Army (Carlisle, Pa.) In the compulsory Military Strategy program, the study of the treatise of Sun Tzu was given 4 academic hours with the obligatory use of eight textbooks (Taylor, 2005).

The semiotic aspect of information wars in politics is that the information warfare actor uses multiple means of language to encode informational messages. Such an approach allows information messages to give a powerful suggestive, manipulative potential.

## Results

Information itself becomes really information, and not informational noise, only if it is perceived and somehow realized (understood, interpreted). Consequently, information must be presented in such a way as to attract attention, to hook on emotions, to interest. In turn, the science of information itself develops, the psycho-technological foundations of its modeling are being developed, the neotechnological features of human intelligence are being studied, the



somatotechnology of information influence (features of using signals, color, sounds as meaningful information) is being studied. At the same time, any information war remains a war of programs that are understood not only in a narrowly specialized sense, but also in a broad, general cultural context (Grushevskaya et al, 2018).

The arsenal of tools used here includes both the simplest techniques - such as lies, repetition, special structuring of information, its metering and collages, etc., as well as complex ones - in the form of building complex myths, parallel models of the world, as well as direct disruptive information campaigns. Researchers who believe that when defining information warfare are necessary clarifications are right in the sense that even a simple lie should not be too frank. It must be veiled by some demagogic device, when, for example, barbaric bombardments are called humanitarian, when deliberately incorrect logical schemes are used: for example, a part is issued as a whole; that which is valid only for a particular part is regarded as a common property or goal of the whole object; one side or characteristic of the phenomenon is identified with the phenomenon as a whole; temporary and episodic manifestation of the phenomenon is given for its very essence; information about a fact is replaced by its tendentious interpretation, and the fact itself is pulled out of time and context.

At the same time, one lie must constantly be replaced by a new lie, creating a jumble of information in which the former lie is forgotten before it can be understood and exposed. The repetition of information provides the possibility of its subliminal (occurring in the subconscious) summation, when repeatedly repeated lies, as it were, in an "unarranged order", become the obvious truth. This can be specially prepared misinformation, designed both for emotional impact and for diverting public energy and funds to false directions. These can be specially organized information leaks, pursuing goals that are either provocative or intelligence in terms of public sentiment, or distracting goals, when a leak dampens or discharges dissatisfaction accumulated in connection with a particular situation, or when a false vector is attached to activities. It can be very complexly organized systems of ingeniously structured bluffs, myths, special constructions that use knowledge of psychology and play on certain human qualities, hopes, fears, etc. For example, the bluffs of the PIO of the self-regulating market and initial depravity are widely known planning (although experts say that, for example, even the element of

planning for the future in the Western paradigm of life (Manheim, 2010) is much more pronounced than ours), the vital necessity of credits The WF (which has put more than one country on the brink of general bankruptcy and whose recommendations at the Court of Arbitrators in Madrid are equated with genocide), etc. For example, the US military to make the Russians believe in the successful launch of MX missiles under the Star Wars program ", Organized the transmission to the Soviet satellites of fake telemetric signals (Demkin, 1999).

So, we see that with the development of society, new specific problems arise for its next stages, conflicts and new ways to solve them. The current state of society corresponds to information wars, in which cultural forms act as weapons and as a means of destruction. Information weapons can have a destructive effect on consciousness, mental sphere, logical structures and connections, making it difficult to make correct conclusions and adequate assessments (Lyausheva et al, 2018).

The use of information weapons destroys both the collective memory and the common coordinate system developed by culture and social life, in which a person places the poles of values and anti-values. It is able to fragment the picture of the world, distort the natural (normative-cultural) hierarchy of meanings and values, shift the accents of normal human interests, destroy the emotional life. Strengthening the sense of absurdization of life, which is also the goal of the information war, causes continuous psychological stress, which can also be attributed to the damaging properties of information weapons, aimed at creating a state of stupidity with nonsense. In fact, a person actually receives a minimum of information with a maximum of information "noise", because with all the excess information it is so heterogeneous, contradictory and so organized that it is almost impossible for a person to find any meaning in it. Paraphrasing a well-known statement, one can say that "noise is everything, meaning is nothing". The meaning here is only a general strategy of manipulators to stupor the audience. The systematic undermining of traditions, norms, ideas leads to the fact that consciousness begins to constitute something like a postmodern rhizome - a decentralized, disassembled, baseless formation, elements of which are equivalent and equally devoid of truth, without being connected consequently ... (Karabulatova, Zinchenko, Barabash et al, 2018)

One should expect (if not to feed idealistic illusions) that in the modern globalizing world, in search of more and more effective strategies of power, culture will increasingly be used to tackle Only external to it, but also directly alien tasks, even hostile to its essence, are applied for non-cultural purposes and become a means of a new division of society. Thus, a new way of stratification of society - now on the scale of all mankind - can actually pass along the last frontier of property - according to intellect, according to mental and mental characteristics. Information wars should complete this last division of the world - not only separating the rich from the poor, but also the "smart" from the "stupid", "informationally advanced" from the "handicapped". (Grushevskaya et al, 2017). And such identification (and what is interesting - inspired as self-identification) will be imposed on people by completely cultural means. And this way of stratification of society on the scale of all mankind, again in the spirit of a creepy postmodern parody, will remind the last times predicted in the Gospel, when "those who have much will be added and those who have little will be taken away." In other words, the "smart" governing elite (as she understands herself) will grow smarter, and the stupid, controlled mass must continue to be stupid. So, we are really seeing a situation where a mass with decentralized consciousness opposing the "elite", incapable of self-identification, living in the ghostly world of fictitious values, is actually becoming mere biomass, which, to ensure order and peace in society, this "elite" Must embrace universal control and a system of relentless manipulation of their consciousness, the mechanisms of which are worked out in information wars and are masked by a new faceless, nationally unique. At the beginning of the XX century, the poet O. Mandelstam wrote: "I am a man of the era of lawlessness ..." Today, at the beginning of a new century, we probably can already fully (in a new way) feel the meaning of these words.

### Conclusion

We came to the conclusion that the concepts of the information war are based on old, many times tested methods for the propaganda and management of mass consciousness. Due to the rapid globalization of the media space, today these methods are gaining unprecedented proportions. The principal goal of any information war lies in the very word "war" - damage to an object or its complete destruction.

The modern informational conflict between the East and the West is protracted due to the delay in its resolution and is characterized by the alternation of agreements and informational confrontation in the same structural situation. This characteristic reveals the non-linear dynamics of this informational conflict. Currently, the United States began to conduct active information campaigns against China, focusing attention on the re-education camps in the XUAR. This kind of information campaigns are not one-time, they can not be resolved for various reasons. However, such information operations indicate that the United States is starting an active information war against PRC, as was done in the past with the USSR.

When there is no determination and ability to withstand force (of any quality and variety) in culture, when rational-critical thinking mechanisms are destroyed, culture has a tendency and danger to degenerate into anti-culture, becoming the inevitable basis and companion of totalitarianism. And it can become a new, unprecedented totalitarianism, in which the world elite will confront the world mass, trying by all means to keep it in subjection. And it will be really new, especially sophisticated and all-embracing totalitarianism, carried out using the latest management techniques, because its essence will be cleverly hidden and the information cover will provide the appearance of the state of society, the opposite of what it really is. And it will be a special, truly unprecedented totalitarianism, because, firstly, the former totalitarian regimes were local, not covering the world as a whole, and secondly, such regimes had never before had such a powerful information support that would have imperceptibly, but everywhere the life of society, providing the manipulation of public consciousness, starting with the original perception.

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