

PSYCHOLOGICAL WARFARE AND WAR PROPAGANDA**PSZICHOLÓGIAI HADVISELÉS ÉS A HÁBORÚS PROPAGANDA**

A cikk egy átfogó ismertetőt ad a pszichológiai hadviselésről és a háborús propagandáról. Az egyszerű definícióktól az összetett és atipikus példákon keresztül rávilágít a háború pszichológiájának aspektusaira és azok jelentőségeire.

Megismerkedhetünk a pszichológiai hadviselés folyamatával, annak kezdetével, műveleteivel és végül a háború megnyerésének menetével. A PSYOPS előnyben részesíti a kommunikációs csatornák alkalmazását az általános fegyverekkel szemben, mint például a lőfegyverekkel, a rakétákkal, a bombákkal és így tovább. Egyúttal bemutatja, hogy hogyan gyakorolhatunk hatást ellenségein pszichéjére a médián és a reklámokon keresztül és miként fordíthatjuk a javunkra a verbális, nem verbális, vizuális és a nem vizuális kommunikációt céljaink elérésére. Az ember lélektani elemeinek megismerésével, olyan kulcsfontosságú információkhoz juthatunk, melyek révén ellenfeleinkre döntő hatással lehetünk saját célkitűzéseink eléréséhez. A mű nemcsak regionális, de globális példákat is tartalmaz a Psyops hadműveletekről.

This scientific work gives an overview on the topic of Psychological Warfare and War Propaganda. From the simple definitions to the complex and irregular examples, we try to show to our readers the basic rules and importance of the war's psychological aspects.

How the war is introduced, fought and won either by using less regular weapons such as firearms, rockets, bombs, and others or by influencing our enemies with the media and advertisements, the usage of visual and non-visual, verbal and non-verbal communications to occupy the opponent's mind and soul in order to achieve our own goal – all these are the issues investigated in this paper. And although the examples used in this work are taken from all over the world, our main goal and objective is to investigate these issues in the Yugoslavian wars from 1991 to 1999 in particular.

PSYCHOLOGICAL WARFARE

Since the beginning of the world, animals, plants and people were constantly fighting against each other. We truly believe that we can agree, that no matter what era, place, race or even species we examine, the different races and species were always fighting against someone, something or just against each other, in order to secure their territory and food.

The outcome of these constant fights has not only made the humanity, but also the animal kingdom and vegetable kingdom use different arsenals of different weapons and defense mechanisms.

Many may argue, that the flora or vegetable kingdom cannot use propaganda as a tool since they are not able to advertise and market by themselves in an ordinary "human" way, which would be verbal and non-verbal, visual and non-visual, printed, sonic or television communication. But let's look into this matter from a different angle. Most of the plants have flowers or fruits in order to attract animals and insects, to be able to eat or to reproduce. Plants as mostly "non-

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moving” and non-talking (understanding no verbal communication) living creatures, so they attract animals, insects and also humans by colors, fruits and fragrances that may influence our mind and psychics.

Animals are able to use a wide range of different kind of instruments to achieve their goals by using nothing else but pure force. As we could previously see, the colors and fragrances had a huge part of psychological influence in the world of Flore and it is not different in case of the animal world either. Some animals have different color to hide or to likewise excel from their own medium in order to show that it is dangerous to get close to it. Moreover, animals have also vocal instrument that is used as an influencer on psychics (not only animal but also no human). For example, when a dog barks loudly it uses its voice to fear and threaten its enemy by creating unpleasant sound that has an influence on its psychological state.

In case of a man, the arsenal for fighting a psychological warfare is much more colorful and more advanced as of the example with the animals. Thanks to the technological and biological superiority of the human kind, we were able to partly understand how our emotions work. By knowing our own fears, needs and wants, we are able to influence ourselves in different, more “peaceful” ways. We are also able to change our normal behavior to the favor of the influencer exactly because we can explore ourselves.

Yet, to be able to understand the Psychological Warfare, we must define it. According to thefreedictionary.com¹, Psychological Warfare is “the use of various techniques, such as propaganda and terror, to lower an enemy's morale.” Unfortunately, this is a rather short and gappy definition because according to it, we not only want to lower our enemies' moral, but actually we want them to act in our favor. Also they do not necessarily need to be our enemies; they can be a natural side or even an ally who we want to use for our own good. For this reason, we would also like to demonstrate another definition from Encyclopedia Britannica, which says:

“Psychological warfare, also called psywar, the use of propaganda against an enemy, supported by such military, economic, or political measures as may be required. Such propaganda is generally intended to demoralize the enemy, to break his will to fight or resist, and sometimes to render him favorably disposed to one's position. Propaganda is also used to strengthen the resolve of allies or resistance fighters. The twisting of personality and the manipulation of beliefs in prisoners of war by brainwashing and related techniques can also be regarded as a form of psychological warfare.”²

By this definition, we are able to understand the examples mentioned earlier in the paragraph that showed different ways of influencing for different kinds and species. Because Psychological Warfare is not only fought by humans and it is not necessarily implied to target one's moral state, it can simply be used “to render someone favorably disposed to one's position.”³

PROPAGANDA

In order to gain wider knowledge of the nature of modern Psychological Warfare, we need to understand the meaning of propaganda. “First time Propaganda appeared was in 1622 by Pope Georg XV when he established the Sacred Congregation for Propagating the Faith.”⁴ Back then, it was used for convincing people of taking up Christianity. But let's see what propaganda is today. According to the Businessdictionary.com, propaganda is:

¹ The free dictionary, entered online [2012.05.20]: <http://www.thefreedictionary.com/psychological+warfare>

² Encyclopedia Britannica, entered online [2012.05.20]: <http://www.britannica.com/EBchecked/topic/481682/psychological-warfare>

³ Encyclopedia Britannica, entered online [2012.05.20]: <http://www.britannica.com/EBchecked/topic/481682/psychological-warfare>

⁴ Changingminds.org, entered online [2012.05.20]: http://changingminds.org/techniques/propaganda/propaganda_history.htm

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“A message designed to persuade its intended audience to think and behave in a certain manner. Thus advertising is commercial propaganda. In specific, institutionalized and systematic spreading of information and/or disinformation, usually to promote a narrow political or religious viewpoint”⁵

According to the definition, propaganda is one of the main tools of Psychological Warfare or Psychological Operations because with its help one can persuade others to behave in their favor. Moreover, we need to pinpoint that propaganda as a tool itself uses other tools such as advertising. As we know, advertising makes it possible reaching significant mass of people or/and the target audience. So what is advertising?

According to Kotler and Armstrong, “advertising is any paid form of non-personal presentation and promotion of ideas, goods and services through mass media such as newspapers, magazines, television or radio by an identified sponsor”⁶.

This means that advertising as it is, is not one tool, but a set of (payable)⁷ tools that help one to reach its goals by non-personal presence. Still advertising is not as simple as we describe. It has to be created in a way that the message of it reaches the target group; it should be well comprehended to create the wanted effect (reaction) on them. In order to reach these objectives, we can create all types of messages, not thinking of their truthfulness, morale rights or understandability as long as we get the audience in our favor.

According to Vojna Psihologija, there are three types of advertisements: the white, gray and black⁸.

In the white advertisement, we simply state real facts. The gray advertisement is often about the enemy that contains incredible information. Finally, the black advertisement is often described as messages that contain irrelevant information that are being credibly presented, by showing flash documents on the topic.

A good example on white advertisements can be simple mineral water advertising, which shows to the audience the nature, the purity and the benefits of clean water. Let’s just look at the Radenska printed ad under attachment one. It reads “naturally sparkling water”⁹, highlighting to its target that it is natural, and as we all know, people assume that what is natural is good.

Also, there is another good water example for gray advertising. The ad was put on the highway ramp in Belgrade in 1991 when the Yugoslavian wars had just started. It was about two big water companies, one which was earlier mentioned Radenska (Slovenian) and the other one was Knjaz Milos (Serbian). The ad was simple, it stated the following “Od Radenske se ne JEBE! Potpis Knjaz Milos.”¹⁰ It is translated as the following: From Radenske you want be able to F***! Signed by Knjaz Milos. It contains all the elements of a gray advertisement, it is about the competitor, it contains unreal information, but still credible for its transceiver. Yet, we must highlight that such hostile ads, where even the F word is used¹¹, even if they have some primitive, rude humor, can only be used during wars. It is also one way of fighting against an enemy country without using actual force. By such methods, the opponents economy is targeted, which is directly connected to its arms¹².

⁵ Business Dictionary, entered online [2012.05.20]: <http://www.businessdictionary.com/definition/propaganda.html>

⁶ Philip Kotler, (1999) Kotler on Marketing: How to Create, Win, and Dominate Markets. Free Press; 1 edition ISBN-13: 978-0684850337

⁷ “Payable” is included into the brackets since sometimes, advertisements can be made by good will, when the one who is being advertised, is not paying for it. For example, charity groups may get free advertising from different advertising agencies, TV stations, radio stations and so on.

⁸ Katonapszichológia, III. Kötet(2007) Fordította Rajnics János, Bp., Zrínyi kiadó, -316 pp., ISBN 978-963-327-441-5

⁹ Attachment 1

¹⁰ Unfortunately, the ad cannot be found on the Internet anymore because of its rude content that has been prohibited by international law.

¹¹ We should stress that these days due to the restrictions of the censorship the F word wouldn’t make it into any form of advertisement.

¹² Today even the so-called ally countries are often in war against not only other countries, but also against each other, by targeting each other’s economy. Great examples are when countries give loans to native companies, to expand markets, by buying foreign companies that can be shot down in order to expand the homeland company’s capacity and export its products under the shot down company’s brand names. With this sneaky maneuver, one countries GDP and employment rate will grow meanwhile the others will suffer exponentially.

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Finally, we would like to give some examples on black propaganda. In the beginning of the Yugoslavian wars, the Serbian TV RTC gave a report saying that at Osijek the self-grouping empty handed Serbian people have gathered and heroically killed the Croatian police officers, who set upon the Serbians life. In the exclusive report, where the shot police officers were shown, all of them got the bullet in the middle of their forehead, and according to the power of the shots (which could be seen on the corpse from the damage that was left), it just could not be a simple firearm, but special sniper rifles that were used by the special forces of the JNA. This report is a good example of how the Serbians used a black ad against the Croats. They modified the history, and created untruthful stories about the opponent to win the hearts of even more people.

PSYOPS

Psyops or Psychological Operations. According to the U.S. Department of Defense, Psyops is a:

“Planned operations to convey selected information and indicators to foreign audiences to influence their emotions, motives, objective reasoning, and ultimately the behavior of foreign governments, organizations, groups, and individuals. The purpose of psychological operations is to induce or reinforce foreign attitudes and behavior favorable to the originator's objectives. Also called PSYOP. See also consolidation psychological operations; overt peacetime psychological operations programs; perception management”¹³

As we can see from the definition PSYOPS and PROPAGANDA are more or less the same, the difference between the two is that one is defined from the perspective of the man and the other one illustrates the views of the government. Therefore, the purpose of Psyops is to make certain pressure on foreign governmental organizations, politicians, on foreign politics, foreign economy and so on, to achieve the wanted national/domestic goal.

The psychological operations are not only used at war, but also at peace times. They are not exclusively used to substitute the regular arms in a war, but rather to intensify the power of the army and economy against the enemy forces.¹⁴

Moreover, it is very important to highlight the importance of these operations in peace keeping and/or during peace building. Since in the modern world most of the wars are asymmetrical, we observe more and more post-guerilla wars/attacks against the superior army. In order to weaken the hostility of a broken/downtrodden nation/foreign army, psychological maneuvers are advised to use. By helping rebuilding the countries, providing aid for the poor, etc. there is a big possibility from the hostile population to become more peaceful and helpful towards the alien army.

For example, in the last Iraq war, after conquering the target territories, the British troops have immediately given foreign aid to the population. By doing it, they gained more trust than their American allies in other regions from the locals.

Finally, it is important to mention, that there are psychological operations not only from one side, but always from both sides. For example, in a Guerilla war, the guerilla leaders will always try to apply pressure on the alien army by spreading misleading information to scare them out of their territory. Such information may include photos from sculled, shot, etc. allied soldiers.

CONCLUSION

First of all, Psychological Warfare has existed from the beginning of time, and not only among humans or animals, but also in the flora. Every each living entity tries to survive in all sort of different ways, but mostly, by influencing one

¹³ U.S. Department of Defense, entered online [2012.05.20]: <http://www.defense.gov/>

¹⁴ Katonapszichológia, III. Kötet(2007) Fordította Rajnics János, Bp., Zrínyi kiadó, -308-310 pp., ISBN 978-963-327-441-5

another. In nature, in most of the cases the influences are more psychological than physical; let's just think about the colors, smells and shapes.

Since people fight against each other, they have realized that there are more ways of influencing or even controlling others than just to use pure force.

Psychical influence is often created by Propaganda, which is a set of tools for communicating with the mass. All the propaganda is built on well-developed advertisements that hold messages that would serve its creator the best at influencing the wanted audience. Propaganda messages need to be composed in a style, language and length that suits the target group the best.

Psychological Warfare is fought through Psychological Operations. These operations have different objectives, and with different objectives, different set of experts may work. All objectives are there to serve the nation and its interests. These operations are not necessarily influencing directly the foreign arms, but may influence them indirectly; for example, by influencing their economy or inhabitance.

In the modern world, where there are more and more asymmetric wars, the importance of Psyops is gaining ground against the terrorists, guerilla and freedom fighters. By having positive influence on the locals of the occupied territories, it is possible to win their trust and love. In the end, these steps will manifest themselves in peaceful control over the wanted land and people.

Finally, Psyops operations in a war are fought equally from both sides because when there is an action, the reaction follows almost immediately.

Kulcsszavak: pszichológiai hadviselés, háborús propaganda, PSYOPS, jugoszláv háborúk, propaganda, pszichológiai manőver

Keywords: Psychological Warfare, War Propaganda, PSYOPS, Yugoslavian war, Propaganda, Psychological Operations

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