

ESSENCE OF INFORMATION WAR AND ITS MANIFESTATIONS IN MODERN ONLINE SPACE

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The paper considers matters of modern media war, which is conducted using traditional and electronic mass media, social networks and other modern communication media.

Information war is a form of media war between various entities (states, non-governmental, economic and other structures), which provides for a set of actions to harm the information sphere of a competing party and its own information security [1].

The essence of info-war is regular attacks on the enemy information security. The purpose of these assaults is to weaken the potential willingness to resist, the desire to create the illusion for the victim and third parties that the war has already been lost and resistance is useless.

The main tool of info-war is misinformation, which is spread through Internet sites and social networks.

In today's online space, information ware merges in misinformation based on demoralization and dehumanization. Disinformation is a lie about certain events - the creation of the so-called «fakes».

Fake news is information hoax or deliberate spreading of false data in social networks and traditional media with the aim of misleading in order to obtain financial or political benefits [2, p.5].

The demoralization tactic is manifested in selective data choice, which should demonstrate that the enemy is doing everything right and easily reaches the goal. As for dehumanization, this technique is aimed at demonstrating all the involved in the info-war that the enemy is deprived of basic human traits, and therefore the extermination can't be considered immoral.

Fake news spreads from creators to consumers through a complex ecosystem of websites, bots, and social networks. Media in this system is most often involved as a transmission link and a messages trusting stimulator. A bot (robot) is a computer program specially created to simulate the behavior of people in social networks.

Unfortunately, fact-checking is often left out before someone declares judgment or an opinion on a subject.

The result of a successful information war is not the destruction of the enemy army, but the undermining of the moral state for the entire enemy state population. As a result of used in the info-war technologies, society loses its identity and does not understand what happens in reality.

References:

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