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## **THE ANALYZE OF THE INFORMATION WARFARE HISTORY DEVELOPING IN THE WORLD**

XXI century is called the information century. It becomes popular and easy for understanding due to Internet developing. Now for learning new information you should only do some combinations on your computer or mobile phone. The target of the article is analyzing of the information warfare history developing in the world.

Unfortunately, power structures that are responsible for military propaganda are adapting to the changed world as fast as the Internet, improving the methods of war conducting and controlling of a society. Relatively recently – in 1976 American scientist Thomas P. Rona in his report delivered to Boeing Company titled «Weapon Systems and Information War» coined the term «information warfare», about which he wrote: «it is becoming a vulnerable target in both war and peacetime» [1].

If we advert to military-politics dictionary by Dmitriy Rogozin, we will be able to read the term: «the information warfare in the confrontation between states in the information space with the aim of damaging information systems, processes and resources, critical structures, undermining political and social systems and also psychological manipulation of the troops and population in order to destabilize the society and the state» [2]. Analyzing it, we can make a conclusion that the aims of the information warfare are reaching of strategic for the state targets using the propaganda and manipulation of people's mind. The relevance of this topic is that every year in military conflicts, information becomes the main weapon, and people are exposed to information attacks, which leads to a misunderstanding of things happening in the world. The spreading of this way of influencing on people's mind is contrary to the modern state's aspiration for establishing the democracy in the world. Therefore, this topic requires publicity among nations and state authorities. Studying of the problem of using the media in information wars began recently – in the 1980s and now becomes more widespread. Scientists such as Grinyaev S. N. [3], Kara-Murza S. G. [4], Novikov V. K. [5], Arquilla J., Ronfeldt D [6] studied this issue.

From the history of the propaganda developing in media.

Despite the term «information warfare» appeared recently, propaganda and disinformation have been actively used since the first wars of mankind. One of the most famous propagandists of the last centuries is the German politician, Minister of Public Enlightenment and Propaganda Paul Joseph Goebbels. About the ministry's work he said: «There are two ways to make a revolution. One can fire at the opponent with machine guns until he recognizes the superiority of those who have the machine guns. That is the simplest way. One can also transform a nation through a revolution of the spirit, not destroying the opponent, but winning him over. We National

Socialists have gone the second way, and will continue on it» [7]. Before and during World War II, almost all media of Germany and of the occupied territories were controlled by the ministry and were carefully censored before appearing, which contributed to becoming a Nazism as an ideology of society, recognizing of correctness of government's actions and the high support level for the ruling party, not only by the people of Germany, but also occupied territories.

Life, to which can lead the active using of information wars, media control, is widely described by anti-utopian writers, such as Yevgeny Zamyatin («We»), Aldous Huxley («Brave New World»), Ray Bradbury («Fahrenheit 451»). In addition, the brightest example of people's mind controlling, achieved by substituting information through the media is described in George Orwell's book «1984». In the world of «1984» exists the Ministry of Truth, which main goal is falsification of truthful facts to those that are advantageous to the ruling party by substituting information in the media, sports, art, education and books. The ministry officials invent characters and events that could be hold up as an example to the population of the state and posed as exemplary citizens and ideal affairs.

The maintenance of the existence of the Soviet Union, the unification of fifteen republics, was providing with the strong propaganda of the state ideology – communism and faith in the ruling party, due to which people lived poorly and were limited not only in purchasing power, but also in needs – a narrow range of the available goods, slightly different clothes; party symbols and portraits, busts of V. I. Lenin, the symbol of the revolution around which the personality cult was created, all of it promoted to the maintenance of the system established by the ruling party in the state. With the same success, the Soviet Union widely used communist propaganda in the other states – Cuba, where the Union actively assisted in the conducting of the Cuban Revolution helping Fedel Castro in order to win the favor of the state and be able to set on the island its own military bases to deter the United States of America; also socialism was widespread in Vietnam after the defeat of the USA in the Vietnam War – this state is still a socialistic republic. For its people, the Soviet Union represented an actual information war against Cuba and Vietnam with the goal of establishing beneficial to USSR governments as a help in uniting the nations and solving the problems of the countries. In one of the propaganda books of 1976 it says: «The countries of socialism, thanks to unity, solidarity, mutual support, are managed to solve a number of significant problems in the international arena. The attempt of an imperialism to deal with the socialist state of Vietnam and to suppress the national liberation revolution in South-East Asia fell by the wayside. On the basis of the general recognition of the GDR and its entry into the United Nations, the confirmation of western borders firmness of the socialist community countries the most important results of all people's in the world liberation war during and after the Second World War were strengthen» [8].

The information attacks in military conflicts of our time.

Operation Desert Storm (January 17 – February 28, 1991, the operation of the multinational forces for the liberation of Kuwait and the defeat of the Iraqi army) was one of the first situations in history of the modern wars where information was used as a weapon. This operation was not purely informative, but there was the powerful

information and technical impact that played a key role in the victory of the multinational forces and the defeat of the Iraqi army in this operation. The main impact was on the media and telecommunications structures. This was the first military operation, the course of which was reflected by journalists live. The United States, a key member of the multinational force, was attended by journalists of the BBC and CNN channels who accompanied the coalition forces and reported on the successes of their troops and the losses of the Iraqi army, while the Al Jazeera channel, the main source of Iraqi propaganda, reported opposite data. This tactic allows a contestant with more modern technical equipment to dispose the inhabitants of the disinformation area against a disagreeable contestant, thus realize an ideological influence. This allowed Saddam Hussein, the leader of Iraq, to present results of the war inside the country as a victory, despite the fact that Iraq did not achieve the goals that were set at the beginning of the war. According to Viktor Posuvalyuk, the Soviet and Russia Ambassador in Iraq (1990-1992), in January 1992, in a year after the war starts, a large-scale propaganda campaign was organized in Baghdad directed at Iraqis' persuasion of victory in the war, recognizing the heroism of the army and nation, the military talent of Saddam Hussein, which allowed him to keep power in Iraq after the defeat. The American general, Glenn K. Otis, in his work published in November 1991, analyzed: «From Operation Desert Storm, we can learn many lessons. Some of them are new, others are old ones. One lesson, however, is truly fundamental: the nature of the war has radically changed. The contestant that wins the information campaign will win the war. We demonstrated this lesson to the whole world: information is the key to modern warfare – in strategic, operational and technical relation» [9].

However, the peaceful sky over Iraq did not last long. In 2002-2003, the Administration of the United States of America undertook a massive dissemination of information with media about Iraq is developing weapons of mass destruction, including chemical weapons, which is not safe for the world community. Nevertheless, head of the CIA of that time, George Tenet, denied the existence of this weapon, referring to sources from the closest to the Iraqi president people. On February 5, 2003, at the meeting of the United Nations Security Council, aluminum tubes necessary for the creation and using of atomic weapons were presented to prove the existence of mass destruction weapons, and on March 20 of the same year, US troops entered Iraqi territory during operation Iraqi Freedom. A year later, Colin Powell, who presented the proofs in UN, said: «When I made the report in February 2003, I was relying on the best information that the CIA provided me. ...Unfortunately, with time it became clear that the sources were inaccurate and incorrect, and in some cases deliberately misleading. I am deeply disappointed and sorry about this». The site «Wikipedia» reports: «The American Center of Civil Liability, together with the Foundation of Journalism Independence, conducted a study in which it was estimated that from September 2001 to September 2003, the USA leadership made 935 statements on Iraq that did not correspond to reality. In particular, President Bush made 259 misconceptions (231 about Saddam's weapons of mass destruction, 28 about Iraq's relations with Al-Qaeda), and ex-secretary of State Colin Powell – 254 statements. The Security Council hasn't sanctioned the use

of force against Iraq. The United States and the allies began an invasion of the violation without the UN charter».

Analyzing this conflict, we can conclude that the media is the main weapon in the information war, because they influence the most powerful and pressure on public opinion. Public opinion is changed by underestimation or exaggeration the significance of a particular event, preventing it from entering in the information space, representing the opinion of the minority of the population as a majority, making statements that are not appropriate to reality and, thus, replacing ideology, values and understanding of the situation in the state.

Numerous statements of the leaders of states about their procurement to the democratization of the world are directly opposed to the facts of the information wars and information attacks spreading. The media in a democratic society cannot dependent on the policy of states, ideology or the interests of high-ranking people. The media must give facts – truthful facts – from which person can make his or her own view of the events. Based on the analysis presented in the article, we can conclude that as long as the mass media are dependent, while a substitution of information exists, democracy will never be established in the world. The way of stopping the information wars would have been correct, but humanity had abandoned it a lot of time ago.

With each new war, the role of the media in information wars increases: misinformers hone the skills of information delivery through news, the Internet, television programs, films, airwaves, magazines and leaflets. Perhaps, in the nearest future, military operations will cease to be the basis of the war and the main goal will be to get as much media of the enemy as possible for giving the necessary information. Only time will show is it good or bad, but it is easier to hide from the bursting weapon than from the falsehoods and manipulation.

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