MANIPULATION TECHNICS
AND ITS EFFECT ON MILITARY GROUPS

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Abstract:

Influencing opponent by manipulative techniques is a concept that finds its roots in ancient historical sources and has been proven to be an essential component in planning and conducting military actions.

Lessons learned from the WW1, WW2, Iraqi and Afghanistan TO shows that manipulative techniques is a very powerful weapon when it comes to prepare armed forces for winning the battle using different resources, tools and techniques adapted to the specific and characteristics of your opponent.

The manipulative techniques are not a tool used only by the military planners but you may recognize in many others domains as economics, politics, marketing having the same aim, to influence people`s actions in a desirable way in order to achieve predicted objectives.

Key words: information, misinformation, media, rumor, control, handling.

1.Introduction

Among a vast range of actions of diversion as well as psychological designed to ignite insecurity, fear, panic and, in this way, resistance to weaken psycho-moral is no exception to this rumour.

It is known that in contemporary world mass-media has become sort of a gravitational effect in respect of which places all other segments of the society – the economic, political, cultural, ideological, scientific research and, along with them, our daily life.

These correlations meet this extraordinary social phenomenon with morale army has a particular importance for rationalization and efficient military body.

2. Manipulation – nonlethal weapon!

Scientific Study of rumors is due primarily to U.S. researchers, who in 1942 founded the Office of War Information (OWI), agency of the U.S. propaganda during the WW2, which among others also had the task of control the flow of rumors, even if it meant discrediting this phenomenon.

Researchers working within these agencies have initiated poster campaigns in order to prevent leaks of information from citizens, establishing measures to be fulfilled even to discourage rumors canvassers. The objectives of those in OWI was focused on maintaining public confidence in the media and in official leaders, sending a maximum of information on the occurrence of an event, eliminate areas of ignorance (ensuring reception of official information) and time management so that no occupation not favor transfer of rumors.

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In Romania, as shown from the documents kept in the archives, the first steps in the sociological study of rumor transmission in wartime were made based on research undertaken by military structures, which identified general and specific topics of rumors, diffusion channels, and psychological characteristics of the various vehicle information without check.

The rumor is defined as information about an event that has occurred or is about to occur, information that wants authentic and novelty, but most often is ambiguous and biased, it is often unverifiable, appears circulating in the absence or in parallel with the news media transmitted.

Features of rumor:
- accented character of information;
- novelty;
- mixture of truth and falsehood;
- tendentious character;
- correlation of its content with the expectations and fears of individuals;
- intentional character and dissemination through the anticipation of consequences, according to a predefined scenario.

2.1. Media functions.

The impact of media on the morale of the troops is revealed at the first level of analysis, so let see the brief explanation of how the manifestation of mass media functions.

Information character - refers to the ability to meet the needs of individuals and groups, control environment, based on the information they receive, evaluate different situations, to predict some trends of events. Information may trigger changes in views, behaviors, attitudes even military personnel, which leads to change its moral status.

Instrumental feature - ads, commercial developments, information about military service, employment -based contacts, etc. . - Have immediate utility and guide people in their daily activities.

Prevention function includes what happened, and what might happen. This information is greater audience and produce radical attitudinal and behavioral effects different from the previous ones (financial forecasts, prevention of illness, unexpected events, serious crisis, military threats, terrorist acts , etc.). Special effects of this type of information on community reactions are represented by indifference and nonactivism irrational panic. " Irrational " reactions of communities can be created voluntarily by certain media using misinformation, distraction and intoxication. Most often such techniques is explained by two main reasons: political pressures and technical pressures due to increased concentration of media. Classic examples of the use of "occult processes " mentioned : American and Iraqi media during the Gulf War , Romanian TV after triggering events of 1989.

The interpretation character of information is achieved by providing the target audience, in addition to information, and the meaning or significance of the events presented. Expressing views, opinions, viewpoints coherent ordered on events, media interpretations deeply affect psychosocial content of military morale, leading to altered behavior. Function is fulfilled through indirect forms - selecting and ranking information - and direct forms - views of personalities, opinion article, editorial commentary, cartoon, documentary programs, media campaigns.

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Liaison function has a beneficial impact on the evolution of the state of military morale. An illustrative example: military media ensure for military personnel information, common knowledge, common subjects dialog, which causes a direct access to the goals and values of the institution.

Enlightenment and entertainment functions - contribute positively to mood.

In conclusion, analysis of the effects of media on military morale can not circumvent significant specific issues that manifest with poignancy in this area:

- Excessive political and ideological messages through media;
- The increasing tendency of the media to suggest a distorted picture of reality based on the principles of conflict and performance.

2.2. Information, misinformation, handling, rumour.

Information means processing and structuring data on a carrier, meaning event - information - to be transmitted to the public through media channels.

Not to be confused news with event as a percentage of subjectivity can not be eliminated in the act of informing. The news story is just a fact of timeliness, accuracy or description made with gaps marked a communicable form intended for a wide audience through the use of mass distribution.

Decisively influence the country's political system characteristics and information, which can be operated on theoretical distinctions between free information, information service directed and public information.

Free information is the result of the autonomy and independence of the media outlets for which information becomes an end in itself. Media institutions evolve in a competitive environment as economic enterprises to survive should obtain concessions. The public is assigned as a consumer and is granted with many concessions. The owners declared independent media institutions are guided by the "sale = value" and promote commercial advertising. Unreservedly subordination to the law of profit often produce serious distortions regarding information process with exaggerated accents on sensational show.

Information directed is reducing the role of media institutions serving unconditional the interests of state authorities or a party. Favorable conditions are created to inform the establishment mechanism driven totalitarian state censorship almost total control of licenses and broadcasting, licensing journalists, state monopoly over resources, ideology press, restrictive legislation.

Pulic information service is a development priority of the individual-citizen, based on premises that a well-informed citizen is a citizen and that people should be advised to become responsible.

By practicing grants, the State reserves the right to use the levers of control over media outlets in order to apply their information strategy. It answers such desiderata "education through information" and "equal access to information for all," stated the role of the public media institutions to ensure democratic functioning of society. Operation being guaranteed them by the state, public media outlets are out of the competition, a situation that sometimes has serious repercussions on their professional performance.

2.3. Misinformation.

Fundamentals of misinformation were made in Chinese antiquity (about Century BC) by General Sun Tzi, in his book entitled "The Art of War".

Its postulates were:

• supreme art of war consists in beating the enemy without fighting;

• all the arts of war is based on deception;

• an enemy state should be held intact; ruin it is inferior policy.

To do this:

• have discredited everything that goes wrong in the country side;

• representatives of the ruling classes of the country effects should be determined to undertake illegal actions. Their reputation be undermined by any means and, when appropriate, they should be subject to public opprobrium;

• be spread discord and quarrel between citizens of the country side;

• Young people should be incited against the elderly;

• traditions opponents have ridiculed.

Misinformation aims to distort objective information, to suppress truthful records and replace facts with reality - surrogate. Disinformation is a long-acting, persistent, focused and sustained, carried by all media channels and consists of repeating favorite themes obsessing and exclusive state authorities.

Censorship in the context of a totalitarian regime creates the proper misinformation that goes hand in hand with indoctrination and toxicity information. Misinformation in democratic systems operates simultaneously through multiple media channels, and is even favoured, privileged by the free circulation of information. In these circumstances, misinformation abdicates totalitarian regimes established formulas and use professional tools finesse without evade facts, but influence explanations and interpretation.

2.4. Handling.

Handling pursues accreditation of false or erroneous elements images by filtering biased information by omitting key issues and highlight particulars by decontextualisation facts presented.

To distinguish pseudo-handling (accidental handling) we must find its intentionality and to identify its deliberated goals. Handling is subtle, using professional means and actions smoothness, without using prohibitions brutal more specific to the misinformation.

Tandem print media - audiovisual media amplifies manipulation force actions, among which we distinguish:

• punctual/focused handling - consisting of single messages (news agency, interview, etc.) is available to the producer of the message, which mix truthful testimonies (statements, photographs, letters, documents authentic) with fakes hard or impossible to verify by the reader, leading him to draw the wrong conclusions;

• handling (campaign type) is implemented via a media institution, engages stakeholders and execution, and application programmer implies a repertoire;

• global manipulation takes place gradually covering long periods, requires the participation of several media outlets that support, complement and confirm each other during the broadcasting of directories carefully drafted, revised, updated and permanently adapted to situations which have changed.

Considering that the media is part of the manipulation of public opinion and can be identified ways in which the messages are used to maintain , strengthen or change images, opinions , attitudes towards certain situations. In between these ways include:

- Influencing the news source is based on the idea that the use of editorials for distorting facts is ideal means to persuade the audience to think or feel the way they want reporters;

- Influence by selecting stories, regarded as one of the most effective and easy ways of handling;

- Influence by targeting news, which is practiced by a publisher decision what material to publish;

- Influence by placing news, is the technique by which publishers can minimize the attention paid events (small emission areas, placement of stories on the back pages) or, conversely, increase interest in specific events (larger spaces emission appearances on the first page);

- Influence by omitting (circumvention) of parts or elements of the news content;

- Influence by " coincidence " placement news;

- Influencing titles, which is based on the idea that titles set mood and value system of the article;

- Influencing the choice of words during certain events provides discredit or, conversely, the prestige and respect of a person or social group;

- Influence by selecting photos or images ensures distortion, positive or negative, the perception of a phenomenon or social process;

- Influencing the explanations accompanying the photos or images displayed and can significantly affect a person's attitude toward the subject.

2.5. Rumour is a weapon.

Rumors are most often amid a vacuum of information, lack of credibility and relevance of the official information.

Rumors are characterized by:

- accented character information;
- novelty;
- mixture of truth – lie
- first determining the acceptance of the second, giving credibility;
- tendentious character;
- correlation of its contents to the hopes, fears, expectations of individuals and communities;
- it is intentional, circulated through the anticipation of future consequences, according to a predefined scenario.

Appearance and their movement becomes frequency in the context of deepening contradictions between states or groups of states, the political pressure, economic, threat of force, the imminence of armed aggression and war.

As a specific form of communication, especially interpersonal rumor is based on some general human psychological characteristics : the desire of people to be as well informed look , exceeding official information ; imaginative ability and anticipation, tendency to amplify the news items and personal comments ; natural reaction to forward information etc. . Reception and retransmission rumor are enhanced content and the importance of each individual attaches to the vehicle via its data.

Therefore, as the spreading rumor suffer some distortion of the information contained there in. Thus, as a rumor circulates, it tends to become shorter, more concise, easier to understand and to tell. Successive versions contain fewer details and words. Rumours credibility depends less on truth or falsity of the information it contains and more than the manner in which it is concocted and disseminated.

Rumor, when used as a weapon to target, with priority dismantle changing moods and negative states military warfare. Fits to the type of propaganda actions influence the

stimulus released the individual is a message with meaning and significance, the rumor can trigger mental conscious manufacturing processes that result in the creation or modification of the erosion products of the individual psychic - opinions, beliefs, motivations, attitudes - which in turn will lead to the desired behavioral changes to reduces combat potential and weakening resistance fighters and population.

3. Conclusion

Lack of official data lead to the establishment of alternative channels of information to individuals to make up the deficit of information in everyday life. This lack of information, whether it is programmed (such as totalitarian societies where the state leadership does not want public data to be known), whether caused by special events (social crises, economic, political, natural disasters, state of war, etc.) leads to finding ways in which members of a community to satisfy their thirst for knowledge.

Therefore, the authorities' efforts both civilian and military to prevent transmission of wartime rumors have to be seen in the light of the overall effort that the whole state is involved, an effort that could be compromised by sending false news that have the result of discourage and panic the population of an entire country/region or its armed body.

Even if it is well known and widely accepted that mass media is the "watchdog of Democracy" at the same time media is one of the powerfull tool in the States` hands used to build desired attitude, to influence behaviour of people, and why not to gain acceptance for government actions, but everything have to be done in the peoples` interest, their security and welfare.

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