HUMANITARIAN TECHNOLOGIES AS A MEANS OF THE ART OF WAGING INFORMATION WARFARE: SOCIOLOGICAL ASPECT

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Abstract: This article presents a theoretical analysis and generalization of the views of various scientists on the understanding of the essence, significance, varieties, and effectiveness of the use of humanitarian technologies in information activities in general, and primarily in the conduct of modern information wars. It has been proved that the diverse use of various information means and technologies in itself, given its significance, is not enough to implement a full-fledged effect on the formation of mass consciousness and the effective functioning of public opinion in the process of such wars. The real effectiveness of such an impact is provided in cases where the functioning of such information flows, primarily in the media and the Internet, is supported by the use of humanitarian technologies based on specific technologies based on sociological, psychological, political science, and a number of other sciences, it is shown that the use of such technologies is aimed at creating certain approaches to the formation and formatting of the mass consciousness of the population, public opinion in order to ensure certain "defeated" results in information wars associated with gaining the affection of both its people and the population of the enemy country.

Keywords: Humanitarian technology, Information warfare, Interactive survey, NLP technologies, Rating, "Soft" propaganda, Stereotype.

1 Introduction

The article is intended for the analysis of the complex and insufficiently deeply developed problem of humanitarian technologies and their role in ensuring the efficiency of information processes in accordance with the task of the subjects of their organization and conduct. First of all, it is on the example of modern information wars.

Today in the Ukrainian and Russian sciences, the topic of humanitarian technologies is revealed by O. Boyko, B. Borisov, V. Vydrin, I. Ilnytska, S. Kara-Murza, V. Matvienko, A. Mironov, D. Olshansky, O. Petrov, E. Podolskaya, V. Podshivalkina, V. Poltorak, G. Pocheptsov and others [3, 4, 6, 17, 20, 22, 23, 24, 26]. As for foreign experts, of course, considerable attention is paid to the development of this issue by E. Bernays, J.-M. Drew, J. Ellul, D. Myers, D. Lilleker, W. Lippman, J. Segel [1, 5, 9, 10, 14].

Unfortunately, the general level of development of this problem, as already noted, remains, not always for its special and important role, in particular in communication and information processes, remains insufficient. We must agree with the opinion of S.P. Podolska, who believes that "today the field of humanitarian technologies remains a problem field. There is no generally accepted and well-known definition. Sometimes this area acquires excessively narrow characteristics and often suffers from too broad and abstract categorical apparatus. At the same time, it should be acknowledged that under the influence of global information technology, the choice of the modern individual is determined by an increasing number of factors, and therefore it is increasingly difficult to influence the audience [22].

It is quite reasonable today to speak of a fairly in-depth study in this regard by sociological and a number of other sciences of the problems of information policy and information space as an "arena" of its implementation; conducting information and propaganda campaigns; study of public opinion as a critical objective of information wars; the specifics of information and

information technology used in such wars and have already become known as "information weapons" [15]. A special "impetus" for such an analysis was given by the study of the problems of information wars on the basis of the analysis of the problems of the implementation of the hybrid war that unfolded between Russia and Ukraine since 2014.

At the same time, from our point of view, there is one important problem, which is given insufficient attention in the study of the essence, manifestations, specifics of information wars. We are talking about a set of technologies used in their implementation. Of course, serious attention is paid to the analysis of various information technologies used in this case, the specifics of their impact on the mass audience, and public opinion.

But the main problem when it comes to the ultimate effectiveness of such wars, yet something else. The fact is that even the most in-depth analysis of information technology used in the process of information wars cannot give an answer as to why and how effective can be the information impact that tries to create on each other opponents standing on opposite sides "Informational military action" taking place between them.

And the problem is that in reality, information wars (and any propaganda wars in general) use a wider range of technologies, which certainly includes information technologies and such important and specific technologies as humanitarian ones.

With all the very diverse, sometimes debatable approaches to the definition of the category "humanitarian technology" (see below), a fairly correct (and the shortest) definition, from our point of view, gave O. Matveychev: "The purpose of humanitarian technology is to form a mass consciousness to ensure the necessary level of loyalty to a particular social system, ideology, etc." [11].

This defines, first, that humanitarian technologies do constitute a kind of social technology. Secondly, they solve the problems of formation (i.e., creation, implementation in a certain way) of mass consciousness. Thirdly (and this is the most important thing!) That such formation is carried out to ensure a certain level of loyalty to the tasks set by the communicator, the initiator of the impact of such technologies on the population, its mass consciousness, public opinion. That is why the realization of such influence (if it really happens) is reduced not only to the simple functioning of information flows during information wars (which is also important) but to the art of establishing, regulating, changing mass consciousness and public opinion in accordance with the task object of hostilities.

2 Materials and Methods

Theoretical understanding of research approaches to the problem of humanitarian technologies requires the introduction of general scientific methods of theoretical knowledge, including systems analysis – to clarify the characteristics of, on the one hand, modern information wars, the functioning of information processes in general.

On the other hand – the state and development of mass consciousness; public opinion as objects of influence of humanitarian technologies; comparative and multifactor analysis for the classification of humanitarian technologies; functional analysis (to study the peculiarities of the impact of humanitarian technologies on information wars, the reactions of the mass consciousness of the population) [2].

3 Results and Discussion

Humanitarian technology, according to Ukrainian expert in this field of knowledge V. Podshivalkin, "Is primarily a means of human activity to achieve meaningful goals for an individual or a special group, the essence of which is the rational division of

activities into procedures and operations with their subsequent coordination and synchronization. Technology in the broadest sense of the word can rightly be understood as a purposeful system of application of any kind of organized scientific knowledge to achieve various practical goals" [23].

Accordingly, directly to humanitarian technologies, and they include sociological, psychological, political science, legal, journalistic, PR, electoral, and many others, their essence, purpose, and V. Poltorak revealed specificity. According to his definition, "technology is a clearly developed set of consistently applied procedures, techniques, methods, influences, means of activity aimed at the most optimal and effective implementation of the goals and objectives of a particular political entity in a particular typical situation" [24].

S. Krupnyk provided a rather accurate and well-founded definition of the category of "humanitarian technologies", noting that their essence is "systematization, co-organization and ordering in space and time of components of the purposeful collective activity of people on the basis of modern humanitarian knowledge." elements: different types of knowledge, ideas, schemes, constructors, sign environment (advertising, media products, etc. (qualification, the human psyche, time, trust, responsibility, authority, copyright, etc." [8].

So, if, so to speak, "technologically" clarify the essence of humanitarian technology, then judging by the statements and opinions of most experts operating in the relevant scientific field, it is a set of carefully verified and scientifically sound techniques and special techniques of the indirect impact of humanitarian technologies on society through the management of social behavior of people. At the same time, I. Vernudin quite rightly notes that "humanitarian technologies can be classified according to the object of the main social systems in which they are used: political, social, religious, military, organizational. Their classification can also be carried out according to the sphere of influence (pedagogical, cultural-educational, psycholinguistic, medical-psychological technologies), according to the subject of influence: information, energy, substances, psychomotor, neurophysiological" [25].

Consider now the modern humanitarian technologies used in information warfare. We will analyze not all existing, but only the following:

- NLP technologies;
- Mental technologies;
- Technologies of using political mythology;
- Technologies for creating and "breaking" stereotypes;
- Spin master technologies;
- Performance technologies;
- Jeans technology;
- Interactive survey technologies;
- Rating technologies;
- Technologies of "soft" propaganda;
- Some manipulative technologies, techniques.

One of the most effective, efficient, and popular humanitarian technologies used in communication processes in general and information wars in particular, most experts consider a group of neurolinguistic programming technologies (NLP-technologies). And this is quite understandable because they act as the main mechanism of the so-called covert management of people. The necessary communicator (initiator of influence) decision is made by the addressee of the influence as if independently, without visible influence from this initiator.

Moreover, almost all technological techniques of NLP (catalepsy, language binding, breaking patterns, truism, press position, etc.) are actively used in information wars to "impose" on their objects (population, public opinion) certain guidelines and behaviors. Here is an example of one of these techniques. According to D. Olshansky, "age regression or inspired images are used to plunge people into a trance. For this purpose, children's or school photos are often shown, fragments of a person's biography are recalled, and they discuss it vividly and

with interest. Being interested, immersed in the images of the past, a person falls into a slight trance. And her consciousness is prepared for the implementation of ideas…" [18].

Nostalgic films from the "Soviet past life" by certain artists, who are also remembered "from the past", are also used to obtain such a regression (as evidenced by many examples of Russia's information warfare against Ukraine); organization of active celebrations on some holiday TV channels (most of them remained Russian) such as Victory Day, Defender of the Fatherland Day and others. It is not even necessary to discuss the problem of how all this affects the dukes and sometimes the consciousness of some groups of the Ukrainian population.

In the same way, people are influenced by the so-called political technologies that "affect" the mental characteristics of people (including purely national characteristics, every nation certainly has them). Thus, speaking about similar features of the Slavs says D. Vydrin, S. Bulgakov, V. Korolenko, and others and the unconditional virtues of the Slavic peoples singled out such qualities as apolixism, fetishism. The first means an urge to believe in miracles, the second an attempt to worship for some reason [26]. Such promises of quick miracles have been tried and are being tried to be introduced into the minds of people in the process of information wars, promising Ukrainians in particular in Donbas, large salaries and pensions in case of changes in the social order of the regions or their accession to Russia.

One of the most common (in a negative sense) of humanitarian technology is the technology of using political (sometimes other) mythology used in the process of information wars. According to O. Boyko, such political myths are "a phenomenon of the political psyche, which is based on artificially created generalized, the simplified contrasting notion of reality and inadequately interprets social processes, combining reality with fiction mysticism, fantasy" [4].

Due to the main reasons for their origin and development, such myths preserve and affirm the accepted system of values and rules, support and sanction certain norms of behavior. Moreover, as the Russian expert S. Kara-Murza rightly claims, political myths act in the same way as a snake that paralyzes a rabbit before attacking it. People fall victim to myths without serious resistance. They are defeated and subdued before they seem able to realize what really happened [7].

This largely determines the enormous significance of the impact of myths on people during information wars. Therefore, the creation and use of myths is a real manipulative technology and affects:

- Imposing the illusion of a simple explanation of all social problems and contradictions (Ukraine is not a state in the conventional sense – hence all the troubles (Russian myth));
- The formation of a simplified and generalized idea of various aspects of reality (the Russian myth of "Bandera" and "fascists");
- Embedded in the myth elements of miracles (Russian myths for Ukrainians about the possibility of obtaining large salaries and pensions).

Another game on the emotions and experiences of people, aimed at forming a blind faith in various myths, is the connection, for example, their origin of Russia from Kyiv; sworn enemies of Ukrainians; "Fraternal" peoples – Russians and Ukrainians and many others. It is clear that such myths stimulate the emergence of many ideas in some groups of the population of Ukraine about the future of the country and its people.

The importance of social stereotypes in the organization of information influences on the population (respectively, and their use in information wars) noted another scientist and journalist who created the theory of stereotypes. According to W. Lippman, "the most subtle and common mechanisms of influence are those that create and maintain a repertoire of stereotypes. We are told about the world before we see it. We get

an idea of most things before we get directly acquainted with them" [10].

It is said that the processes of stereotyping in the formation of certain values and attitudes of the population occur to simplify, schematize reality, allow individuals or groups of people to navigate the ever-increasing flow of information, respond quickly to changing reality, understand the essence of social-political processes and problems (Ulnytska). Moreover, the German researcher E. Noel-Neumann, evaluating Lippmann's achievements, says that "he showed how public opinion is mediated, how it is imposed on people through a positive or negative stereotype, how economically and unambiguously perceived by society…" [15].

Some results of the information war between Russia and Ukraine testify to how and how effectively this is happening. Thus, the first created and put into circulation for its own population, such as ideologies, stereotypes about Ukrainian soldiers as "Bandera", "fascists," and others. For its part, the vocabulary of stereotypes that characterize soldiers in Ukraine has been enriched by such as "volunteers", "volunteers," and so on.

In fact, it is the use of these and other stereotypes in wars, their "saturation" of information transmitted to their population and the enemy's population, really acts as an effective humanitarian technology. The effect of which is enhanced from the point of view of E. Bernays, that the organizers of such influence can significantly increase it when giving the target audience to a familiar stereotype of their new ideas, reinforcing their appeal and further enhancing the semantic load of updated information [1].

But this does not limit the role of social stereotypes in organizing the impact on the population during information wars. Their greatest importance is emphasized by the French expert J. Drew in his "theory of rupture". Its essence is that at the heart of any new knowledge, ideas that are created and then disseminated in society is "a three-stage process of identifying the stereotype, its breaking, and a new vision. You start by defining obstacles (stereotypes), identify them when they become quite clear, and then question them, put forward a radically new idea (breaking the stereotype)" [5].

That is, the very detection of stereotypical approaches to the interpretation and subsequent transmission of some messages allows you to make a "creative leap", to develop and implement in the process of transmitting some new, often – creative, ideas, links, statements. There are many examples of this approach in politics and information wars. Here is just one: the election of Volodymyr Zelensky as President of Ukraine in 2019: there was a "broken" stereotype that only a well-known and professionally trained politician could be such a president.

Humanitarian technology ("spin-master") (sometimes called "spin-doctor") is of great importance in the processes of regulation and dissemination of information, especially when it comes to information wars. D. Olshansky and V. Penkov characterize this technology as "a set of procedures that come as a tool for working with the symbolic world, especially with the world of news… Most often, the spin master corrects the negative consequences of covering certain events in the media [16].

Performance is an important technology for the accelerated formation of a positive (most often) image of a politician or statesman, brand of a political party, or public organization. This technology can certainly be attributed, on the one hand, to the humanitarian, on the other – to the technology of active regulation of mass processes, including in the conduct of information wars. Precisely because of the performances, by their nature, as their primary object, have one or another modification of the collective behavior of people.

In general, performance is an action that one group of people demonstrates to another. It is about creating an individual or group of a certain impression on another individual, group, or

mass of people. In particular, V. Matvienko notes that political performances are, first of all, the distribution and redistribution of information, which takes place directly in the presence of the audience. Therefore, such performances are called in the first place: party conventions, demonstrations, ceremonial gatherings, rallies, and more [12]. By the way, the referendums that were held in the Crimea and Donbas during the war between Russia and Ukraine in 2014 were also in some way "built" in the form of performances.

One of the effective humanitarian technologies used to significantly increase the impact on the population in the process of information wars is the so-called "jeans", i.e., a specific type of ordered materials placed in various sources of information - media, Internet, and other jeans, a method of the similar ordering of materials as the creation of controlled information drives, carried out in someone's interests [3].

Such technology differs from direct propaganda influence on the population first of all that, first, control over such things, messages, materials which are published, is practically impossible as authors of such materials - journalists and experts - can really show the sympathies to politicians, political problems and approaches, just sympathy, not to emphasize with money their inclinations to support them. Second, the authors of such materials do not necessarily make and update them for money (so it is difficult to blame them for such "dishonest" acts); "Reward" for such "publicists" can be provided by customers of such publications with some things and services. By the way, in addition, it removes problems with tax evasion.

According to O. Petrov, a very important and effective humanitarian technology used in the activities of information channels in PR (and especially – we will add, in information wars, as practice shows) is the technology of interactive polling. These are so-called TV polls (they are also used on the Internet, in the press, but most often on television) when any TV channel asks its audience some questions (and options for answers to them) and then announces the results of such surveys. Such surveys are most often used as a modern journalistic method to enhance viewers' activity in discussing a particular issue. Such polls are not valid sociological methods, but, unfortunately, their results are perceived by many viewers (and TV journalists use them) as being a true expression of public opinion on a particular issue.

Meanwhile, as O. Petrov rightly notes, it must be acknowledged that we are not dealing with sociological surveys in cases of such research but with sociological PR technologies [19]. That is, despite the fact that TV presenters often emphasize that this is not a representative poll, viewers often perceive it as such.

Meanwhile, the answers to such questions posed by TV channels are not representative. It is obvious that, first, they are answered only by viewers. Secondly, they have chosen and are watching a certain TV channel. Third, they are those who watch TV at the time of the survey. Fourth, not all of them answer questions and call or send messages to the TV channel.

Thus, such humanitarian technology creates the conditions for the actual manipulation of public opinion, the impact on its formation and functioning, which is actively used in the process of information wars. Thus, in Ukraine, some TV channels, say pro-Russian, sometimes conduct several similar interactive polls a day (often on many issues, which conduct such polls are sometimes purely manipulative approaches, using tendentious "colored" questions and thus form the necessary public opinion. Recent events in Ukraine, related to the imposition of sanctions on some of these TV channels, have shown that the lack of such programs and polls radically changes the mass consciousness, the mood of a large part of the population.

No less important humanitarian technology than interactive surveys is the use in information wars of realistically defined and updated in various media ratings of politicians, political parties, and others. For example, devoted to public assessment, public opinion of various problems of society, regions, cities, and so on

that are relevant or require certain actions to address them. Different approaches are used to present similar ratings in the media in the process of information wars. Thus, the Russian media seek out and publish such ratings of Ukrainian politicians or parties, where the positions of pro-Russian subjects are "inflated".

Why is this possible when it comes to ratings obtained through opinion polls? The fact is that there are many possibilities of approaches actually to forge something, even falsify the rating, obtained those that are beneficial to certain political forces or countries waging information warfare. Among such technologies are obtaining such ratings (for example, the whole array of respondents or only the array of those who decided on a particular problem); use of leading questions, their formulations; use of special constructions of questionnaires for conducting surveys; publication of survey data of experts instead of the results of public opinion polls; using different approaches to form a survey sample; manipulation of survey dates; "Weighing" and "weighing" the values of ratings and some others [19].

Russian expert A. Mironov proposed and described one of the effective humanitarian technologies used by journalists in carrying out the tasks of so-called "soft" propaganda. Among several dozen such techniques:

- "Overestimation of information reasons";
- "Canonization of opinion polls and focus groups";
- "Voxpopules";
- "Enemy of the people";
- "Fake title";
- "Slicing quotes", etc.

Thus, characterizing, for example, such technology as "canonization of the poll", Mironov says that this is a really simple and convenient method that allows the topic covered, in order to influence the population, the audience, to give additional "promotion momentum" while maintaining the "independence pose". References to the results of various surveys, surveys allow journalists to solve the problem of positive "praise" propaganda, camouflaging the peculiarities of the trend towards problems in the form of "objective" information [13].

One of the most effective humanitarian technologies used in information wars is a rich set of manipulative techniques that can be used and are used in the organization of relevant processes. According to O. Boyko, "manipulative technique - a way to implement or implement new ideas (actions), a method of interpretation (presentation) of information, manner of behavior, aimed at establishing control over the thoughts, actions and activities of a person, group, the crowd" [4].

Such manipulative techniques, in particular tactical, are very diverse. Thus, in the process of conducting information wars, the following are used in particular:

- Construction and elimination of contradictions (yes, Ukraine's opponents have put forward and are putting forward contradictions regarding the fact that the Ukrainian language will be actively planted in certain regions of the country federalization of countries);
- Masking certain actions;
- Creating situations in which a competitor who chooses the optimal path, in his opinion, falls into a trap and others.

4 Conclusion

The results of the theoretical analysis of the problem of the use of humanitarian technologies in modern information wars, to which was added the practical experience of their use, allow us to draw the following conclusions:

1. Identified and confirmed and special that in waging such wars, there is a rich arsenal of information tools, which are already called "information weapons" used in organizing information processes and waging such wars using various information techniques and technologies.

2. It turned out that the very essence of information wars is that it requires the effective functioning of purely information processes (although it is necessary and essential) and the use of particular humanitarian technologies. In addition to information, it should put pressure on opponents, ensure loyalty to the party waging an information war through the effective influence on the mass consciousness of the population, the processes of functioning of public opinion.

3. The analysis showed a significant number of such technologies based on sociological, psychological, political, journalistic, PR, and some other foundations. It can provide an advantage over opponents in the process of information warfare.

4. The article identifies and reveals the most effective, basic (from the authors' point of view) humanitarian technologies. The use of the war between Russia and Ukraine, which began in 2014, has shown their importance and effectiveness.

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