

The Information War Genesis in Information Society Conditions

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Abstract: The study analyzes the phenomena of the information society, i.e. the information warfare and its genesis in the information age, clip thinking, Smart technologies, and their genesis and interaction. The active development of informatization processes, the growth of information naturally serves as the basis for these phenomena, which play both a positive and a negative role for society. The example of using smart technologies as a tool of information warfare demonstrates the entire spectrum of the designated social consequences of their use (pros and cons). The interdependence of information technology development and information warfare methods, which from the second half of the 20th century, have increased several times (for example, astroturfing, network-centric wars, cyber wars, and the 'driven hunting' method). It is concluded that clip thinking leads to a limited worldview of a person in terms of their volumes and the automatic acceptance of any information that nevertheless reaches human consciousness, which in turn forms a fertile ground for manipulating human behavior and consciousness.

Keywords: IT technologies, SMART technologies, information war (IW), information society (IS), clip thinking, information.

Introduction

The technological development of society has always determined the social component of its development, i.e. traditional (or agrarian) society - industrial society - informational (or post-

industrial) society. The rapid development of information technologies and their dominance in people's lives led to the formation and establishment of the information society, where it is technologies that act as its basis (or genesis). Information technology development in the 21st century is associated with the emergence of smart technologies as their culminating stage of development, the main function of which is related to the performance of the human function and its replacement where possible and the maximum extent.

However, the use of advanced technologies has different consequences. Making life easier for a person, they can and complicate it. It also depends on the purpose and in what context these technologies are used. The information warfare phenomena and clip consciousness (or thinking) demonstrate this most clearly.

The article relevance is caused by the need to understand the socio-philosophical genesis of information warfare in the information society and its impact on modern society life (in particular, the analysis of SMART technologies as a method of IW), which has become an integral part of the socio-political and economic processes of the modern world. The article will analyze the interdependence of SMART-technologies and IoT, creating 'fertile ground' for manipulating consciousness, as well as expanding the methods of information warfare in the information age. Within the framework of understanding the influence of IT and SMART technologies on the formation of clip thinking, the works devoted to the study of one-dimensional thinking (G. Marcuse), three-dimensional thinking (V. V. Tsygankov) and J. Baudrillard's work 'In the shadow of the silent majority' (about simulacra and simulations).

SMART-technologies are software that allows you to effectively use and improve IT-technologies. Thus, the active introduction of the IT-sphere into the life of society has greatly facilitated a person's life, reducing the time for information search, etc. For example, smart applications for specialists facilitating analytical activities, the creation of 'smart cities' in many developed countries (in particular, in the Russian Federation, scientists from Novosibirsk, Yekaterinburg, Moscow, and St. Petersburg are actively studying and implementing it) has become a natural 'Information Society or IS product'. However, many analysts also focus on the negative aspects of its manifestation, such as the formation of clip thinking, which facilitates the conduct of IW.

Philosophical Approaches to the Study of Information Warfare

Active research of the information war phenomenon begins in the second half of the 20th century with information society development. However, it is erroneous to believe and even more so to assert that information warfare as a phenomenon appeared in the era of the information society

since the availability of relevant information and effective disinformation of various opponents have always played a major role in the life of social structures and cultures. But in the conditions of the information society, information warfare becomes global, becoming a leading factor for the implementation of various kinds of confrontations and collisions. The degree of its application is colossal, ranging from the marketing struggle of various companies, socio-political processes and ending with bullying, which testifies to the rooting of information warfare methods in the minds of modern people that have become possible with the development of media technologies. On the one hand, there is a positive aspect in this, since the competent conduct of an information war can allow it to be carried out, avoiding human losses, not leading to them. On the other hand, such implementation can increase the number of human losses tens, hundreds of times, if they still could not be avoided.

After analyzing several authoritative sources, the author of the article concludes that information warfare is viewed by many philosophers and sociologists as a kind of ‘product’ of the information society. And the first preconditions for the analysis of information war and the information society as interdependent phenomena can be found in the works of such thinkers and philosophers as E. Toffler, D. Bell, G. Marcuse.

Thus, the American sociologist and thinker D. Bell examines modern political processes (in the second half of the 20th century) through the prism of technological advances. In labor ‘Coming post-industrial society. The experience of socialist forecasting ‘the sociologist expresses his conviction in the transition of many states to the post-industrial stage of development, which is characterized by an increase in the role of science and education, as well as its funding, which opens the way for the birth of meritocracy. He writes ‘... If an industrial society is based on machine technology, then a post-industrial society is formed under the influence of intellectual technology. And if capital and labor are the main structural elements of industrial society, then information and knowledge are the basis of industrial society ...’ [2. PP.37-40].

The American sociologist E. Toffler also saw the transformation in social processes and wars. In his work, *The Third Wave*, he writes ‘... This new civilization is so profoundly revolutionary that it challenges all of our old assumptions. Old ways of thinking, old formulas, dogmas, and ideologies, although they flourished in the past or were very useful, no longer correspond to the facts. The world, which is emerging with great speed from the collision of huge values and technologies, new geopolitical relations, new lifestyles and ways of communication, requires completely new ideas and analogies, classifications and concepts ...’ [7. PP. 21-22]. And

this new format is the information society, a new format of human thinking, capable of processing a large amount of information, etc.

The significant influence of technological advances, in particular the improvement of the media and printing, on the way of life and spiritual life of a person was emphasized in the second half of the 20th century by the Canadian philosopher M. McLuhan. He believed that the creation of new technical means available to society is revolutionary: from the alphabet and writing to the printing press, and then to electronic means of communication, seeing in it the way of civilization development [4. PP.17-19]. Modern realities of society contribute to the development of individualism, typography, which, according to the analyst, gave rise to nationalism, turning local languages into a means of mass communication, closed systems. In his work 'The Gutenberg Galaxy: Becoming a Printing Man', he writes '... Nationalism emerged as a new concept of a group community based on such a speed of information exchange that was not possible before the emergence and development of printing technology ...' [4. PP.15].

Taking into account some concepts of the information society, it is difficult not to agree with the new trends in the development of modern society, expressed in the increasingly complex system of interaction between its groups. And the relevance of studying information warfare in the context of its improvement in an information society is reduced to its inevitable component in a post-industrial society.

World history has shown that war is an inevitable part of political processes in the distribution of spheres of influence. However, if at earlier stages of human development, the pronounced imperialist aspirations of states could be realized referring to the military and political power of the aggressor, then since the 20th century they have been suppressed by the norms of international law, as well as by the need to prevent the Third World War by contributing to the spread of information war.

The information war genesis in the information society

Many researchers and analysts in the field of information warfare (such as J. Arquila, J. Stein, etc.) consider information confrontation in interdependence with the information society. IS, on the other hand, is a kind of society, the dominance of technology in which has led to the informatization of all its subsystems (economic, political, social, spiritual), contributing to the spread of clip thinking and information warfare as a response to the exponential growth of information. The relevance of comparing modern society with the new format of society resulting from the spread of IT is also evidenced by the development of the IS 2000 development strategy.

The Okinawa Charter of the Global Information Society reflects the aspirations of modern society aimed at eliminating the international divide in information knowledge, developing information networks that provide rapid and quick economic access through competitive market conditions and so forth [6. PP.1-3]. However, all the advantages of IS (for example, improving the quality of human life, universal informatization, etc.) can become an object of manipulation by developing states by 'information leaders'. A striking example is the interest of the leading IS states (USA, Japan, Germany, etc.) in the development of a large number of advanced intelligence research projects in the field of IT technologies. These programs include 'CKIL' (analysis of the features of the content of the language and the study of the antisocial characteristics of native speakers from the text), 'Aggregative Contingent Estimation', 'Reynard' (targeted search in social networks and virtual worlds), which facilitate the conduct of IW [3. PP.37-38]. These factors prove the colossal impact of information advances and the desire to control information flows.

In the second half of the 20th century, D. Price tried to introduce the concept of the law of 'exponential growth'. He considered the most important conclusion that the number of new journals was growing not linearly, but exponentially. Price wrote '... The constant is expressed in about 15 years to double, which corresponds to a tenfold increase in 50 years and a thousand-fold increase in a century and a half ... If this is the case, then it is important to note that we are not only observing rapid growth, but also that the curve reflecting it should to be exponential, as a mathematical consequence of the dependence that the more the quantity that increases, the greater its growth ... Since each scientific achievement is strictly proportional to the number of discoveries in a particular ...' [11. PP.100-101]. He concludes about the colossal influence of scientific discoveries on the informatization of all subsystems of the society and the formation of information overload.

The information flow influence on human consciousness is played by the formed clip thinking of a person. Many analysts (K. Frumkin, G. Girenk, and others) conclude that this type of thinking has become a response to information overload, in which a person has a superficial idea of something. Clip thinking facilitates manipulation based on suggestion, the strength of which depends on the degree of weakening of conscious control over the perceived information. And the strength of the impact largely depends on the availability and clarity, and brevity of information. The effectiveness of the impact is enhanced if it matches the interests and needs of people. Thus, the Russian culturologist and analyst K. Frumkin in his article 'Clip thinking and the fate of linear text' characterizes it as a response to changes in society and mainly an increase in information flow. The peculiarity of this thinking is the ability of a person to perceive the world through short and vivid images without overloading his memory. Another 'weak zone' of this thinking is highlighted

by the Soviet and Russian philosopher F. Girenok, speaking about the reaction of ‘clip thinking’ only to blows (messages causing a storm of emotions).

Thus, clip thinking is a specific organization of consciousness in the era of the domination of the Internet and huge information processes. The perception of the surrounding world occurs through vivid images, clips, fragments, leading to both an increase in the perception of a huge flow of information and protection of the brain from overload, and a decrease in critical thinking, the concentration of attention. And IT technologies accelerate the process of transferring information affecting both the socio-political processes of the world community (overcoming the information backwardness of developing countries in the process of globalization) and the formation of information overload.

The German philosopher J. Habermas in his work ‘Technology and Science as ‘Ideology’ gave an ambiguous assessment of the exponential growth of information and its impact on social processes. He writes ‘... Dominance is now perpetuating itself and spreading not only through technology but also as technology, and it gives an expansive political power that encompasses all areas of culture with immense legitimacy. In this universe, technology also brings about a high rationalization of the lack of freedom to be autonomous and to determine one’s own life. For this lack of freedom manifests itself not as irrational or political, but rather as subordination to a technological apparatus that expands the comfort of life and increases labor productivity. Technological rationality in this sense rather protects the legitimacy of domination than abolishes it, while the instrumentalist horizon of reason opens up for a rational way of existing totalitarian society ...’ [10. P.111]. Thus, it is difficult not to express solidarity in the fact that the dominance of information technologies leads to the formation and establishment of the information society, where it is technologies that act as its basis (genesis).

Without huge information flows and developments of the latest information technologies that expand the media’s ability to influence the formation of a worldview, opinions about any events, it would be difficult to imagine the expansion and implementation of all new methods of information warfare of the 20th and 21st centuries. For example, if, before the scientific and technical breakthrough, the most widespread methods of information war were propaganda, disinformation the final goal of which was the military intervention, then from the second half of the 20th century, the astroturfing method, aimed at artificially shaping public opinion in social networks and based on information technologies, has been spreading. The new methods include network-centric wars, information attacks, cyber wars, and ‘driven hunt’ methods that became possible only with the active development of the information age.

The interdependence of the spread of methods of information warfare and SMART technologies and IT technologies (in which SMART technologies act as a 'smart information application', improving IT technologies) is expressed in an active desire to control the leading states over the enemy's information space. An illustrative example of these facts is the scandalous statements of E. Snowden in 2013 about the desire to establish control over potential opponents, as well as his revelatory statements about information leakage from the US Homeland Security Agency [3. PP.132-133].

Another example of the new information warfare method is the 'border special operation', deployed under the auspices of the United States' emergency humanitarian assistance to 'the starving people of Venezuela', which can be applied to other targets. The crisis of food shortages in Caracas and other large cities of Venezuela provoked hunger riots, in places developing into riots [8,72-73]. Many analysts (such as K. Strigunov and others) accuse the United States of 'veiled' interference in the socio-political processes in Latin America under the auspices of noble goals that are rather difficult to recognize.

The IW development tour shows its improvement in IS in the conditions of the Kyrgyz Republic. A striking example of the huge financial investments of the United States in the scientific and technical development of the state are such projects under study as 'SCIL' ('Analysis of the features of the content of the language and the study of the ethnosocial specifics of native speakers from the text'), 'Aggregative Contingent Estimation' ('analysis of social groups for the study of processes and their impact on the collective mind'), 'Reynard' ('Targeted search in social networks and virtual worlds') [3. PP.37-38].

Conclusion

Thus, in addition to the technological foundations in smart technologies for the active conduct of information war, there are several significant factors. One of the most important such factors is the phenomenon of clip consciousness (thinking). This type of the world perception as clip consciousness (thinking) is a consequence, on the one hand, of the information technology development, the growth of information flows, and, on the other hand, the reaction of human consciousness to this increased information impact, which results in fragmentation in the assimilation of information and a decrease in the degree of critical assessment of the information received. All this leads to the limitation of the worldview sphere of a person in terms of their volumes and the automatic acceptance of any information that still reaches human consciousness. This factor forms a fertile ground for the manipulation of human behavior and consciousness.

Moreover, the use of smart technologies increases the degree of manipulative control of a person's consciousness and behavior since it teaches the latter to lack of independence, to their hope and, in fact, the habit of the possibility of his technological replacement. It is possible in such processes to designate a positive aspect associated with the fact that the limitation of clip consciousness (thinking) can at the same time not as promptly and radically as it could be, react to any information operations of the information war, limiting human perception not only in the positive but also in negative aspects. And within the framework of understanding the positive and negative aspects of clip thinking and the influence of information technologies on its formation, the works of G. Marcuse (on one-dimensional thinking) were analyzed [5. P.122], V. V. Tsygankov (about three-dimensional thinking) [2, 25], J. Baudrillard (about simulacra and simulations) [1. P.13]. And with the development of the information society, information warfare has acquired a fairly effective tool for its implementation as IT and smart technologies and clip consciousness, expanding methods of influence from cyber wars to bullying.

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