

**The role of the means of communication in
practicing psychological warfare**

Prepared by



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Abstract

The study is entitled (The Role of Communication Means in Practicing Psychological Warfare). It aims at introducing psychological warfare, knowing the methods of practicing it, identifying the persuasive methods in psychological warfare, examining the extent of their impact on peoples and identifying the extent of the means of communication to practice psychological warfare. The researcher uses descriptive approach that is suitable for this type of studies, using the information gathering tools that are consistent with the research method, represented by the instruments of observation and questionnaire. The study concludes with a number of results, including the most important goals that the means of communication seek to achieve are political goals, followed by ideological goals and then economic goals, since they aim to weaken the internal front, questioning the leaders, spread division in the ranks of society, break the morale, destabilize faith in the goal, and sow despair and surrender in the soul. Moreover, the most important means exercised by the means of communication to achieve the goals of psychological warfare are propaganda, rumor, brainwashing, and threats. They exercise influence on facts through some practices; the first is prejudice, the second is misinformation, then misleading, and lying. Finally, the most important means of influence practiced by means of communication in psychological war are public distraction, emotional excitement, repetition and persecution, as well as the presentation of the fact.

Keywords: Psychological Warfare, Means of Communication, Misleading News

Research Problem

What is the role of the means of communication in practicing psychological warfare?

1. What does psychological warfare mean?
2. What are the goals of psychological warfare?
3. What are the means of psychological warfare?
4. What are the methods of persuasion used in psychological warfare?
5. How does psychological warfare affect peoples?
6. To what extent does the means of communication contribute to practicing psychological warfare?

Research Objectives.

1. Defining psychological warfare.
2. Knowing the methods of practicing psychological warfare.
3. Identifying the methods of persuasion in psychological warfare.

4. Showing the impact of psychological warfare on peoples.

5. Identifying the ability of the means of communication to practice psychological warfare.

Research Methodology

The researcher uses the descriptive approach that is suitable for human studies in general and communication studies in particular because this approach has an advantage in helping to collect data through the tools that are consistent with it, such as observation, interview, questionnaire, and content analysis. Besides, the study is based on surveying the opinions of the respondents in the field to achieve the research objectives.

Research Tools

The researcher used two tools to gather information

Observation

Questionnaire

Research Population

The research population consisted of traditional and modern means of communication to find out the extent of practicing psychological warfare

Research Sample

The researcher chose an intentional sample of thirty individual experts in the field of communication from university professors, by virtue of their association with communication studies and psychological warfare, to answer closed and open questions of the research questionnaire that was distributed to the participations of the sample electronically, to obtain diverse answers in terms of experience and communication environment.

Results

Through the information obtained from the study's theoretical framework and field survey, the study reached a number of results, which were:

1. The means of communication sometimes practice psychological warfare.
2. The most important goals that the means of communication seek to achieve are political goals, followed by ideological goals, and then economic goals.
3. The means of communication aims at practicing psychological warfare to weaken the home front, question the leaders, sow discord in the ranks of society, destroy the morale, destabilize the belief in the goal, and consolidate despair, and a spirit of surrender in the souls.

The most important means practiced by the means of communication to achieve their goals are propaganda, rumor, brainwashing, and threats

1.The means of communication influence the facts through some practices, the first is prejudice, second is misinformation, then misleading and lying

2.The most important means of influence practiced by the means of communication in psychological warfare are distracting the attention of the masses, emotional excitement, repetition and pursuit, and then presenting the facts.

Recommendations

1.The study recommends that those in charge of the means of communication makes adjustments to the editorial policy with the aim of eliminating wrong practices such as lying and misleading, which could harm the recipient.

2.The means of communication should select the appropriate treatments for their media messages without detrimental impact on the audience, which affects their psychological conditions.

3.Establishing units of understanding among the institutions of the means of communication to undertake initiatives to reform the conditions of peoples by calming conflicts between countries, groups and various factions.

<https://us02web.zoom.us/j/83649903164>

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