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### **VERBAL INFLUENCE IN THE INFORMATION WARS: IDENTIFYING THE SUGGESTIVE PATTERNS**

The article deals with researching the information warfare (IW) phenomenon in the paradigm of such brand new complex sciences as Neuro-Linguistic Programming (NLP), Suggestive Linguistics, Theory of Lies, and represents the development of the author's IW classification based on identifying the repeated influential linguistic patterns, and the specific markers of the influential techniques as described in NLP's Milton model and P. Ekman's classification of lies. In the research, each of the offered information war types is characterized as a special communicative pattern with its own verbal and semantic peculiarities. Revealing these patterns would allow not only to describe the characteristics of information wars as the linguistically influential phenomenon of the modern information society in detail, but also to subsequently develop mechanisms for identifying the IW processes, widespread both in Ukrainian and world mass media, which would help minimize IWs' harmful influence.

**Key words:** information war, NLP, suggestive linguistics, theory of lies.

The modern society functions in a specific space having been defined as an "informational" one by A. Toffler, which "...emerges as reality after the humanity has learnt to create and exploit it... to reach the according informational dominance" [15, p. 27]. This space does implement its corrections into the life of humanity as a whole, as well as into the lives of its particular representatives, since it "is accompanied not only by the quantitative shifts manifested by the communication's ever deepening infiltration into all the society's spheres of life, but by the qualitative ones as well" [3, p. 86].

The modern informational environment also produces new communication models, rather to be called "mass communication models" that represent "the social subjects' interaction via mass information exchange with the help of the special means (press, radio, TV, Internet) resulting in the message's being received by the large groups of people at once" [2, p. 118]. The information that is distributed within the mass communication and "produced to be consumed by the mass audience" [7, p. 13] is dubbed a mass one, or a "social" one, considering its social importance [7, p. 35]. In this aspect, it is essential to emphasize the becoming of such a new term as "social communications" (SC), which are socially marked, since they provide for an interaction with the socially defined groups of people. In this work, we rely on Prof. V. V. Rizun's opinion concerning the social communications' being "a social interaction system which includes particular ways, manners, means, contacts' establishment and maintenance based on the professional and technological activity, and is aimed at developing, producing, organizing, improving, modernizing the public relations forming between the different social institutions" [13], and first of all, the use of developed information technologies as the basic ones in carrying the social interactions in the state's

information space out. The information policy is one of the social communications' functioning regulation tools, defined as "the aggregate of the state's main activity directions and means concerning the information obtainment, usage, dissemination and storage" [5], Ukraine's informational safety guaranteeing being one of its top-priority directions.

Nevertheless, not all the information existing in the state's informational space is safe and has a positive influence on the recipient. Prof. B. Potyatynyk states that there also is so-called pathogenic information aimed at "undermining faith in God, ignoring the state's interests, posing a threat to the global safety and social morals, harmful psychological influence, and neglecting the person's basic rights and freedoms" [12, p. 157]. A pathogenic text includes a manipulative control of an individual's conscience and is often used within one of today's most wide-spread information technologies – the information wars (IWs).

M. McLuhan has emphasized that a war with the help of information is the truly total war. He was the first scientist to announce that, as of now, the economical connections and relations are morphing into a knowledge exchange, not a goods one, and the mass media are the new "natural resources" increasing the society's wealth [10]. Videlicet, the fight for the capital, sales expanses etc. fade into the background, substituted by the access to information resources and knowledge, so that the wars are held mostly in the information space and with information warfare, what defines **the relevance of our work**, directed at researching the phenomenon of information functioning during the IWs in the state's information space.

**Our work is aimed** at exploring the modern IWs phenomenon, and classifying them according to their communicative nature which is basically realized in the destructive information's suggestive character. The aim having been set defines the need to find a solution for the following **specific tasks**: defining the very "IW" concept and studying its basic characteristics; forming a complex scientific apparatus to classify the IW according to their communicative specificity; classifying the IWs according to the work's basic regulations, and verifying the results.

The fundamental provisions of Neuro-Linguistic Programming (NLP), Suggestive Linguistics and Theory of Lies (Psychology of Lies) are the **methodological grounds of our work**, basing on over 1 000 IW discourses having been analyzed, which are the **factual base of our work**.

The influential (suggestive) vector of the modern mass media (being both the key information medium for the society nowadays and the transmitter of the above-mentioned pathogenic information used within the IW's) is considered to be their immanent attribute, but the analysis of the specific suggestive effects' implementation factors is mostly carried out in the network of the psychological and sociological researches, where they are correlated with the individual's / society's psychomental peculiarities, due to the modern society's conflictogenous factors, and the very mass-media's heterogeneous nature (S. Boll, M. McLuhan, M. de Fleur). Besides, the mass-media's suggestion is produced both by the information structuring laws and patterns (i.e. annulling, indefinitizing, finging transformations), that artificially enhance the information blocks programmed for actual perception, and by distinguishing a number of formalized indicators (indexes of iteration, distribution, specification, predictability in statistical parametrization). Of course, such an approach does deepen the understanding of the suggestion phenomenon itself, but doesn't reveal its substrate constants, because their imminent explication occurs primarily on the level of the linguistic connectors carrying out the according influential expansion, what emphasizes the need to analyze them considering as many details as possible, given both the significance of researching the suggestion phenomenon as a whole, and the mass-media's role in shaping the public opinion, since it is one of the most crucial tools in guaranteeing the state's

information security, especially nowadays, when the information warfare is utilized ubiquitously.

Originally, the IW concept has been enshrined in the US Defense Ministry's Directive DOD S 3600.1 of December 21, 1992, where it has been used in a narrow sense, and considered as a radio-electronic fight type. Subsequently, a "strategic information war (informational confrontation)" term appeared for the first time in the American "Rand" Corporation's MR-661-0SD «Strategic Information Warfare. A New Face of War» (1996) report [10, p. 27]. It was defined as a war with the use of the state global informational space and infrastructure aimed at holding strategic military operations, and strengthening the influence on one's own informational resource.

As of now, the Ukrainian researchers N. Prisyazhnyuk and Y. Zharkov define the IW as "a complex of interrelated and goals-, location- and time-agreed activities, oriented on reaching an informational dominance" [11], aimed at manipulating the masses. Usually, such a manipulation is aimed at: introducing the hostile, harmful ideas and views to the social and individual conscience; masses' disorientation and disinformation; weakening particular beliefs and foundations; intimidating one's own people with the image of the enemy; intimidating the enemy with one's might; providing the market for one's economy (but in this case, the IW is a part of a competition).

As a rule, the scientists distinguish such types of IW as a cyber war, psychological, network war, ideological diversion, radio-electronic fight [9], local or formally technical dominant being the basic criteria of such classifications, leaving the linguistic component as the informational destruction dominant, and its suggestive specificity out of the researchers' attention range, even though it would have given an opportunity to precisely identify the pathogenic elements of such information, and, thus, reduce its consequences. In this aspect, the approach we offer would also stipulate for a substantial widening of the existing IW's classification, since we consider their deep, natural components (untruthful, destructive information usage, and a mandatory suggestive effect being the crucial ones), which could only be identified with the synthesis of the brand new research methods and methodologies, including NLP, Suggestive Linguistics and Lies Theory, because these sciences study the suggestive, scilicet the influential side of any information, where speech could be considered as a totally suggestive phenomenon with potentially suggestive components, and the language's embodiment form – as a text in broad sense (verbal and non-verbal). Besides, the IW's main goal, which is to support or change the addressee's preferences, implies the objective reality's interpretation's non-identity and distortion, as its fundamental attribute. Suchwise, these science's essential provisions would allow to identify the basic segments of the IW as the modern communicative space's immanent component.

In this work, we offer a brand new complex approach to classifying the IWs, which is based on the fact that the text semantics of any IW correlates with the particular elements of the Metamodel of Language (MML) introduced by R. Bandler and J. Grinder in the network of NLP, and the types of lies according to P. Ekman's *Theory of Lies*, what defines the necessity to provide brief characteristics of these concepts, as well as of this brand new sciences.

NLP's strategies are primarily aimed at optimizing the communicative processes, and are based on studying of the subjective reflections, analyzing and identifying the human's inner world's elements, and the skill of constructing the positive communicative behavior models, which gains utter significance within the empathic modeling aspect due to the increased aggressiveness of the modern information space, and the mass-media's role in realizing its aims and tasks, which are usually formulated by the leaders of the IW's.

Conceptually, NLP is based on “a synthesis of the provisions of Philosophy, Linguistics, Cognitive, Humanistic and Gestalt Psychology and Cognitology, Neurophysiology, enriched with the advanced results of the cybernetic and IT sciences” [8, p. 44]. Thus, the NLP’s innovation and creativity lies within the “correct, scientifically well-based combination of the different areas of the humanitarian knowledge, which guarantees a comprehensive understanding of the personal and collective reality perception, and the total human’s existence” (ibid, 82). In this aspect, NLP utilizes the so-called Metamodel of Language which includes the hierarchy of the linguistic elements illustrating the deviant communications zones, and highlighting the communication’s problematic segment, which requires specific corrective tactics in order to totally emphaticize the message.

According to R. Bandler and J. Grinder, the Metamodel of Language is “an explicit representation or description of our unconscious behavior, subordinate to the rules” (ibid, 157), and describes “the transmutation of the human’s experience’s deep structure into a verbalized surface structure” [14, p. 152]. MML is realized in three processes, universal laws: deletion, which expresses the message’s important parts’ reduction; generalization, when “all the elements of the model that belongs to a particular individual get torn away from the initial experience, that has created these models, and start representing a total category, with this experience being a singular case” [1, p. 30]; distortion, which means “verbalization of the hypothetically modeled environment with the components not having been identified in the previous experience” [8, p. 168]. In this work, we utilize the provisions of NLP as the science dealing with the linguistic suggestion issues, since the very quintessence of the Information War is to create a certain pattern that would influence the conscience AND the subconsciousness of the addressee, and in order to ensure the state’s information security, once has to be aware of the linguistic suggestion means and methods, to be able to identify the aforementioned suggestive patterns and either prevent their negative effects, or minimize or negate their consequences.

The second science we utilize in order to develop the IWs classification is P. Ekman’s Theory of Lies (Psychology of Lies), with the according types of lies. Such a parallel could be drawn considering the main aim of the IW, which is to maintain or totally change the recipient’s beliefs and opinions, since the very news blocks represent a certain concentrated charming. Nowadays, the popularity, trustability and “sales index” information provided by the mass media no longer depends on delivering the mandatorily objective, relatable and verified data, instead depending on suggestive techniques having been used, and their outshining the opponent’s ones. This gives us a reason to state that the level of the news’ (and information they provide) objectiveness and compliance with reality is at the very least exaggerated and distorted, thus making their conceptual tactics and the real state of affairs totally non-identical. That said, the isolation of such a fundamental attribute alone a priori turns it into a substrate characteristic of the discourse as a whole, emphasizing its systematic nature.

P. Ekman defined lies as “an occurrence of one person misleading the other one, and doing that intentionally, without a prior notice about one’s goals, and without the victim’s clear request not to disclose the truth” [6, p. 21], and identifies its two main forms: concealment, when the liar conceals the true information, but doesn’t provide the untruthful one; and falsification, when the liar not only conceals the true information, but also provides the untruthful one, trying to make it look like truth. It should also be noted that S. Bok uses the term “lies” to describe the thing P. Ekman names “falsification”, and the term “secret” for “concealment”, emphasizing that such a distinction has an important moral significance, because “the lies has an evident negative presumption, while a secret might not possess it”

[17, p. 15]. On top of that, P. Ekman identifies five more types of lies: imitating the emotions the liar doesn't really feel; false explanation of the particular emotional state's reasons; half-truth (communicative reduction, misunderstandings); confusing trick (P. Ekman defines it as "dodge"); presenting the truth so that it's impossible to believe it (truth exaggeration) [16, p. 21 – 31]. We consider the latter lies type, as well as the two basic forms, to be relevant for our research, since they could be vividly illustrated within the network of the metamodel qualification.

Thus, having compared the R. Bandler and J. Grinder's MML elements, and P. Ekman's lies types, with the elements present in the IW discourses having been analyzed, we suggest identifying the following types of the IWs:

1. "*Swan Lake*". IW type comparable to deletion MML process and concealment lies type, when the important parts of information are neglected, scilicet overlooked, and only the incomplete, partial data concerning the particular informational occasion (event) is presented (that is, only a part of the event which is important for the mass media's informational policy, without all the details is highlighted in the mass media). I.e., the Soviet Militia Day has always been festively celebrated in the USSR on November, 10, with the Soviet pop stars' concert aired on the TV in the evening. But in 1982, the concert was cancelled, and "The Swan Lake" ballet was aired instead of it, making the ordinary citizens assume that something went wrong in the country. It turned out that Leonid Bryezhnyev died, and since then, the music from "The Swan Lake" became a peculiar "phonogram" not only for his funeral, but for those of his successors Yuri Andropov and Konstantin Chernenko, and has always been used to conceal some information and prevent the ordinary citizens' access to it.

2. «*Mountains out of Molehills*». This IW type is comparable to generalization MML process and exaggeration lies type, when the original data is formidably exaggerated / diminished in order to create a particular informational effect (i.e., a noticeable exaggeration or lessening of the number of the people present at a particular demonstration). I.e., during the demonstrations on Kyiv's Maydan, the Ukrainian mass media reported that over 100 000 people have been present there, and some of their Russian colleagues ("NTV", "1<sup>st</sup> Channel", "Life News" etc.) conveyed that there have only been 2 000 – 3 000 participants, what has surely well been caused by the need to artificially lessen the number of the demonstrators, and, subsequently, the significance of the informational occasion (event).

3. "*Fake Attack*". This IW type is comparable to the distortion MML process, and falsification lies type, when the knowingly false information about a particular informational occasion is delivered (i.e., "invented" news, created for an artificial pressure escalation in the state's informational space, and destabilizing the situation). As an example, we can cite the "famous" fake news by the Russian mass media (July 12, 2016) about a boy having been allegedly crucified in Slavyansk city, told by an alleged witness of this alleged event. The information hasn't been backed up by any facts, but aroused great indignation in Russia. Only in December, the "1<sup>st</sup> Channel" TV presenter announced that the journalists hadn't had and didn't have any proofs for this story.

Thereby, the IWs classification we suggest here has a complex nature, and integrates the achievements of such modern sciences as Neuro-Linguistic Programming, Suggestive Linguistics and Lies Theory. Introducing this classification into the scientific circulation would allow not only to carry out the systematization of the IWs as the modern informational space's extremely powerful phenomenon, but also to identify their dominant building strategies, and in-depth construction mechanisms, and ergo, to offer the countermeasures strategies and tactics for each IW type. And this, in its turn, will not only deepen the relevant provisions of NLP, Suggestive Linguistics, Discoursology, Psycholinguistics, and Public