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Humanitarian Wars are Implemented Everywhere, From the Sphere of Economics and Politics to the Nobel Prizes

The article states that countries of the world make full use of all the tools on hand. Nowadays, when large volumes of information are transferred through social media by means of automatic bots, the world is facing a bloom of fake news and conspiracy theories, which became apparent in the context of the pandemic. Author pointed that Hybrid warfare appeals to the warring sides owing principally to the anonymity of the players. After all, everything that is happening in the wars may well be interpreted as a natural development of the situation. The paper identified three main directions that disinformation attacks are focused on: undermining trust in public institutions by reporting on civilian disobedience in the attacked countries, narratives on the success of the pandemic response activities in the attacking countries, speculations over the country of origin of the virus, for example that it is an American-manufactured bioweapon. The hypothesis of the paper that the modern world is changing many of our past skills and tools. This, among other things, fully applies to the impact on other countries which might, in the old fashioned way, be called wars but are rather struggle for domination. Even international sporting contests are regarded as military victory over a hypothetical "maneuver enemy." Ukraine is under constant shellfire, when information operations are aimed to prove the fact that Ukraine is a "failed state," while cybercorporations are designed to destroy the efficiency of banking, financial and economic spheres.

Keywords: humanitarian wars, information warfare, hybrid warfare, geopolitical stand-off, information space, virtual space, means of influence, disinformation, fake news, conspiracy theory, coronavirus pandemic

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The modern world is changing many of our past skills and tools. This, among other things, fully applies to the impact on other countries which might, in the old fashioned way, be called wars but are rather struggle for domination.

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Ukraine is under constant shellfire, when information operations are aimed to prove the fact that Ukraine is a "failed

state," while cybercorporations are designed to destroy the efficiency of banking, financial and economic spheres. Each election period also grows into a battle for life or death, for which purpose social media are actively used.

Geopolitical adversaries do not go away; they remain the same for centuries. And their tussle for dominance today is merely traced in other areas. This is not a war in the physical space, but the same aggressive actions in any other spaces. Hence the new terminology in the nomination of warfare – hybrid, information, virtual, economic, trade, financial, political, and even migration. The collapse of the USSR also was the result of such a humanitarian war. The Cold War was a war without shots being fired, or rather, it was the mass consciousness that was under fire then and subsequently flip-flopped and led in a different direction by the power elite.

We can call these types of wars humanitarian, since they operate not in the real space but in information and virtual spaces. We can also consider the goal of humanitarian warfare an attempt to block the path to the future, which is accomplished through a change in the dynamics of science and education, by downgrading it from an advanced state to a catching-up development. Or, as in the days of Stalin, genetics and cybernetics were labeled pseudo-sciences, preventing their advancement, thus halting entire scientific movements.

Whenever it is necessary to retard the development of a potential "enemy," it is done not only through economical or financial sanctions [1–4], but also by means of information attacks on mass consciousness. Everyone wants to consider themselves the very first, alongside with being the most up-front, to whom the future belongs. The wars of ideologies used to be no less internecine than the wars of religions, although both were fought for dominance in the virtual space. And yet, people died for this dominance in the real space. Today, when religions and ideologies have somewhat lost their power, wars are being waged for economic and adjacent forms of dominance. And this is what humanitarian wars are used for, the wars where souls perish rather than bodies die.

China considers its present-day economic relations with the USA even worse

than they used to be during the Cold War. China's leading expert in this field Wang says: "One question is whether the China-US rivalry will last longer and cost more on both sides than the Soviet-US competition. Another is whether an unexpected event alongside the current China-US tensions will escalate into a deadly clash" [5].

Another expert, Huang, has a similar view: "Some may say that the politicians and senators might seem to be making a lot of noise and what they say appears to be a mess ... but actually there are well-calculated moves behind the scenes. They are in fact a combination of moves in a systematic game plan" [6].

The USA and China are in a geopolitical standoff, which has been involving more and more new arrays of tools. The coronavirus pandemic has opened up new opportunities to advance this conflict. The riots and protests that erupted in the USA following George Floyd's death became another subject for manipulation. Iran, China, Russia have been actively capitalizing on both the former and the latter events as long as fear and uncertainty ease the response of mass consciousness [7–9]. Such an attack seeks to destroy the unity within the country.

Russia has long been building up means of influence on a foreign audience: "Russia, for example, launched the English-language Russia Today (later rebranded as RT) in 2005 with a relatively modest operation. Over time, RT has developed an anti-Western narrative and has become a propaganda weapon of the Kremlin. RT has simultaneously expanded its capacity to publish content in other languages including Arabic, French, German and Spanish. Through RT, the Russian government targets non-English speaking audiences to either attract support for Russia in places where the anti-Western narrative has strong resonance or promote a positive image of Russia in countries where they want to have allies and good relations" [10].

Researchers identify three main directions that disinformation attacks are focused on [11]:

- undermining trust in public institutions by reporting on civilian disobedience in the attacked countries,
- narratives on the success of the pandemic response activities in the attacking countries,
- speculations over the country of origin of the virus, for example that it is an American-manufactured bio-weapon.

Undermining the public's faith is also a frequent theme during elections [12]. In 2016, troll factories meddled in the US presidential election, exacerbating the degree of tension and controversy in the country. Amplifying tensions that already exist is always easier than starting from zero by themselves. The situation repeated itself with the race-related civil disorders in 2020. They resulted in dramatic consequences not only in politics. Business has also responded actively by introducing changes to their brand names, starting with Eskimo. Professor Jason Chambers spotted a historical precedent for such transformations in the "Frito Bandito character PepsiCo had from 1967 to 1971. Frito Bandito played into these stereotypes of a sombrero-wearing, Mexican cowboy who robbed people of their Fritos. Mexican American activists spoke out against Bandito and it took about four years for the character to finally be retired" [13].

He arrives at the conclusion that the model "ethnicity as authenticity" was operational here: "If you consider a stereotype as something being based in a perception such as 'black people aren't good at anything but music, cooking, and sports', there is a certain authenticity that comes with that perception. So you take the myth of the south and the happy black woman cooking for the white family, and suddenly you have a product that gains more 'authenticity' through that image and, as a result, sells more."

The same processes began in the cinematography. Indian Bollywood is moving away from lighter-skinned heroes [14]. White actors will no longer voice nonwhite characters [15–16].

Even more, Jesus Christ turned black for the sake of racial justice in one cathedral [17].

Powerful countries always strive for expansion in all of the three spaces, i.e. physical, information, virtual. Physical expansion is not that active nowadays, so the extension is being carried out informationally and virtually. Everyone is reading the Harry Potter series or watching "The Game of Thrones." The most renowned things become somewhat sacral: everyone has to know them.

China is very determined about the promotion of their world model for other countries [18]. It should be kept in mind that China is an ideological country. Thus, it is pushing along not simply a model of the world, but a world model with an ideological component. They simply have not yet learned to produce, say, TV series that might be of interest for the global audience, so virtual space has not become the battleground between Chinese and American movie series.

Today's virtual space has China's agents of influence in Australian TV dramas, a legion of Russian spies – in American. Russia has already occupied Norway in the Norwegian political thriller TV series "Occupied" [19–20]. Due to its plasticity, the virtual space can simulate a variety of situations. This has given impetus to the torrid development of fantasy and sci-fi shows, reproducing diverse scenarios of the future.

Culture was also used as a means of influence during the Cold War, when even the term cultural wars emerged [21–22]. The CIA then, specifically, gave financial support to exhibitions of American Abstract Impressionism painting worldwide, considering that to visually demonstrate freedom in the USA. Even Boris Pasternak was given the Nobel Prize for his novel not without the Cold War "games" [23–28].

Ivan Tolstoy, the researcher into the history that brought B. Pasternak to win the Prize, while emphasizing the fact that the award itself was well-earned, reckons the activities of the American Intelligence as follows, "It's

a totally different story, where Pasternak is a victim of "the great forces" in action beyond his own control. Fate is playing with him here. Yes, the CIA did everything to, as they used to say then, "elevate" Pasternak. Moreover, he was being "elevated" not only by Americans, but also by the British. He was being "elevated" in France, in Italy, and in Germany alike. In April 2014 the website of the Washington Post published the documents proving that the effort to promote Pasternak was a centralized process. This does not mean that, in the mass media of that time, people of the free part of the world were not allowed to do it at their own will, discretion, and to their own taste. But for all that, there existed a targeted, pre-organized and concerted campaign on exposing and promoting Pasternak across the readers, bolstering his image in public opinion. And, of course, the campaign played a big role in his being awarded the Prize. However, it is impossible to infer whether he won the Prize due to or regardless of it [29].

The Cold War was also an example of active interference in elections, with the involvement of the CIA [30]. Therefore, both sides proactively engaged in the covert type of war.

Hybrid warfare appeals to the warring sides owing principally to the anonymity of the players. After all, everything that is happening in the wars may well be interpreted as a natural development of the situation. Hybrid warfare does not confront the reality, but mimics it, like the well-known "little green men" in Crimea [31]. M. Snegovaya associates this toolkit with the "reflexive control" model of the Soviet times: "Denial and deception operations to conceal or obfuscate the presence of Russian forces in Ukraine, including sending in 'little green men' in uniforms without insignia" [32].

The same is happening to the re-interpretations not only of the events of today, but also historical facts and events, making it a matter of national security [33–34]. V. Putin's speech dedicated to the 75th anniversary of the end of World War II [35], which

sparked disapproval, primarily in the Baltic states, since it is perceived as aiming to reconsider the outcomes of the war [36–39], can be classified as a variant of hybrid warfare, namely the information operation.

British researchers interpret this toolkit from the following angle: "Too often, the focus has been on singular tactics of information operations, such as harassment or 'fake news'. This has obscured the fact that these tactics are part of broader strategies that see information as the principal agent in achieving certain geopolitical outcomes" [40]. We may say that the right information leads to the target geopolitical results.

The countries of the world make full use of all the tools on hand. Nowadays, when large volumes of information are transferred through social media by means of automatic bots, the world is facing a bloom of fake news and conspiracy theories, which became apparent in the context of the pandemic.

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Почепцов Г. Г.

Гуманітарні війни реалізуються всюди, починаючи від сфери економіки й політики і до Нобелівських премій

У статті зазначається, що країни світу в повній мірі використовують усі наявні інструменти. У наш час, коли великі обсяги інформації передаються через соціальні мережі за допомогою автоматичних ботів, світ стикається з розповсюдженням фейкових новин та теорій змови, що набрало додаткової актуальності під час пандемії. Автор зазначає, що гібридна війна апелює до ворогуючих сторін в основному завдяки анонімності гравців. Зрештою, усе, що відбувається у війнах, цілком може трактуватися як природний розвиток ситуації. У статті визначено три основні напрямки, на яких зосереджені атаки дезінформації: підрив довіри до державних установ шляхом звітування про непослух цивільного населення в атакованих країнах, розповіді про успіх заходів реагування на пандемію в країнах, що атакують, спекуляції щодо країни походження країни вірус, наприклад, що це біозброя американського виробництва. Ідея статті полягає в тому, що сучасний світ змінює багато наших минулих навичок та інструментів. Це, серед іншого, повною мірою стосується впливу на інші країни, які по-старому можна назвати війнами, але скоріше боротьбою за панування. Навіть міжнародні спортивні змагання розцінюються як військова перемога над гіпотетичним ворогом. Україна перебуває під постійним вогнем, коли інформаційні операції мають на меті довести той факт, що Україна є "невдалою державою", тоді як кіберкорпорації покликані знищити ефективність банківської, фінансової та економічної сфер.

Ключові слова: гуманітарні війни, інформаційні війни, гібридні війни, геополітичне протистояння, інформаційний простір, віртуальний простір, засоби впливу, дезінформація, фейки, конспірологія, пандемія.