



Noopolitics and Information Network Systems

Sergey Borisovich Nikonov^{1*}, Anna Vitalievna Baichik², Rikka Victorovna Zaprudina³, Nikolai Sergeevich Labush⁴, Anna Sergeevna Smolyarova⁵

¹Saint-Petersburg State University, Universitetskay Naberejnay 7/9, Saint-Petersburg 199034, Russia, ²Saint-Petersburg State University, Universitetskay Naberejnay 7/9, Saint-Petersburg 199034, Russia, ³Saint-Petersburg State University, Universitetskay Naberejnay 7/9, Saint-Petersburg 199034, Russia, ⁴Saint-Petersburg State University, Universitetskay Naberejnay 7/9, Saint-Petersburg 199034, Russia, ⁵Saint-Petersburg State University, Universitetskay Naberejnay 7/9, Saint-Petersburg 199034, Russia. *Email: nikonovs@mail.ru

ABSTRACT

This article discusses the measures that the states can use to prevent information expansion. The modern world is an information field, where information battles are conducted for the right to manipulate the electorate. Technical abilities to collect and analyze the obtained information differ across the countries. There is a struggle for leadership in this area. The article involves one of the most important aspects of application of noopolitics – confidence. Symbiosis of politics and psychology is one of the requirements to be considered by an international actor in the development of an information strategy.

Keywords: Noopolitics, Mass Media, Confidence, Journalism, Information System

JEL Classifications: D83, F52, F53, F55, O31, O32, O33

1. INTRODUCTION

Main concepts of building information strategies directly affect both journalism and military science. Information predominance, both in the regulation of receiving the information and in the transfer of information, allows to ensure the functioning of society and to guarantee the immutability of its political system. Naturally, the main task set by political forces or individual mass media that lobby interests of business is creating opportunities for business to enter area with a potentially attractive investment climate or the opportunities to seize the market with high purchasing power. It is no secret that the US armed forces perform the tasks assigned to them by the government outside the country. To perform these tasks in the United States, as well as in other countries capable of controlling the flow of information, multifunctional automated digital data distribution systems and links to a specific location are created. The activities of such a system are limited by the technical capability of tools and technologies. It has the following tasks: Collection, distribution and transmission of various information across the network in a format close to real time. In fact, these features are inherent in the journalistic community. This may

mean that one way or another, the armed forces and journalism are complementary parts of obtaining objective information necessary for political elite to adopt certain political decisions. Information about these systems is rare in publications of specialized editions of periodicals, including in the pages of the worldwide internet (largely on its foreign-language resources) (Klimenko et al., 1988). However, data on the existing systems and methods of their actions that became known thanks to the information received from Edward Snowden and Assange allow drawing conclusions about their effectiveness. Mass media have adopted the term “information war.” It explains any information coming from outside of the state institution, which contradicts the foreign or domestic policy. Thus, noopolitics is an information strategy of the state, which is designed to find ways to deliver information or political defamation to the recipient – the subject perceiving a message addressed to them, turning them into a subject responding to a message – the respondent. At the same time, conduct of information war involves disruption of information channels of the enemy and at the same time – protection of the own information. Consequently, noopolitics is not subject to information war, as it doesn't set task to violate the receipt of information from the

outside and does not set task to protect its own information, except the one classified as a state secret.

2. METHODOLOGY

The following research methods were used in the work: Statistical analysis, political planning and forecasting, retrospective and comparative political analysis, threading model, content analysis, discursive method, method of the analysis of perception.

Method of statistical analysis (cluster, factor, correlation, regression analysis, analysis of trends, including using automated software systems) defines the processing of array of information appearing in mass media about political events and political decisions taken and implemented in practice.

Methods of political planning and forecasting involve building the forecast scenarios of international relations, depending on the received information through mass media.

Retrospective and comparative political analysis includes the study of European, Russian and Asian experience in the use of international information in the world of history and politics.

“Threading model” (Kingdon, 2002). Construction of models and learning practices of the political decision-making in the process of building international relations.

Methodology for analyzing textual information (content analysis) involves the analysis of textual information (speeches, press releases, interviews with politicians and members of international meetings), identification of the true motives of behavior of political leaders and their statements.

Discourse analysis determines the distinction of the conceptual apparatus of research and formation of the definition of the term “Noopolitics.”

Semiotic analysis is a study of the perception of valuable information by various political actors depending on the national, ethnic and cultural backgrounds.

3. FINDINGS OF THE STUDY

Noopolitics is an information strategy to promote its information outside its own country. While noopolitics defines activities in the future (strategic planning at the global level), the tactical information is important to take certain decisions in the present. Noopolitics assumes forming its own information system. In order to determine the effectiveness of such systems, you need to refer to the objectives set for the existing information systems, which we discussed above. With the help of information systems, part of the data artificially singled out of global information is collected. It is necessary at a particular time in a particular area of operations of a political subject and represents a virtual space the boundaries of which are changed during the assessment of its actions or rhetoric. For example, the Russian President’s speech

addressed to the Federal Assembly is a subject of study abroad, due to the need to understand the political rhetoric of a person who builds the foreign policy of the state. Solving the tasks for the rapid collection and distribution of such information is a priority for the joint tactical information distribution system. In addition to the above system, the US uses Naval Tactical Data System (Boslaugh, 1999). The current state of political stability in Russia is largely due to the ability of the authorities to resist the information threats that experts were able to identify in the course of collecting and processing information. All of the above systems were developed and refined in the USA over a long period of time. Assessing the situation today, in result of processing of public information, the Russian military experts found out that “the US Department of Defense deployed large-scale research and development aimed at implementing the concept of ‘fighting in a single information space,’ also known as the concept of ‘network-centric warfare.’ Its main goal is to significantly increase the efficiency of the armed forces by achieving overwhelming information superiority over the enemy. One of the components of information superiority, according to US military experts, is operational benefits derived from the ability to timely collect, process and distribute a steady stream of intelligence” (Gavrilov, 2000). Thus, today any person, who owns an electronic device and installed a new entertainment app to the device (gadget), becomes a transmitter of information stored on their electronic media. The formed and forming culture of working with electronic media is an environment where advanced technology to gather information is introduced. Politicians and statesmen who grew up in the era of computerization are persons supplying the information to the manufacturer and the related representative of the State, regardless of their wishes. “This is what happened with WiiMote controllers, originally designed for Wii video game consoles and Apple iPhone mobile phone, both with wireless Wi-Fi. In the case of the iPhone, the control devices based on reconfigured iPhone and iPhone-type platforms running Wi-Fi protocols were modified to be controlled by the ‘PACKBOT’ robot and larger land unit ‘CRUSHER,’ developed by the Robotics Institute at Carnegie Mellon University within the technology initiative ‘DARPA’ (Defense Advanced Research Projects Agency of the US Department of Defense).” According to the British newspaper *The Guardian*, “the US National Security Agency spied on telephone calls of 35 heads of various states. Apple brand (iPhone), highly publicized across the world, was quickly sold out in Russia. Back in 2010, Dmitry Medvedev, while occupying the post of President of Russia, received a new phone, iPhone 4, as a gift from Steve Jobs. It will remain secret how many conversations of the former President of Russia became the property of the American Secret Services. As for German Chancellor Angela Merkel, the visible break of the political friendship between Putin and her could be a result of President Obama’s blackmail to disclose conversations of Merkel with any politician whose information Merkel would not want to make public. However, this is only a guess. Information in modern times is the most formidable weapon. At the same time, if the military experts talk about and prepare to prevent or conduct combat operations with the use of manpower and equipment, any existing authorities are interested in preserving the institution of the state, as well as the design of the political system within it, capable to mobilize the population of a specific community to address tasks

that go beyond the capabilities of the individual. Such a political system interacts with mass media. Using the information obtained from digital systems and generalizing it, you can understand the vulnerabilities of functioning of a civil society of a certain state, understand their interests, mentality, common values and predict response to any events, including the tragic. Stove piping in society is made with the help of mass media, and the reaction to it is monitored through information systems. But the chaotic stove piping on the own information field cannot be tolerated. At the same time, using the potential of stove piping into the territory of other states or public entities cannot be helped. This requires the development of scenarios of stove piping at a certain point and at a certain time. Stove piping is information that (obviously known) can cause a public outcry. More precisely, it's not just stove piping, but directed stove piping. Directed stove piping is information that can cause a public outcry, presented for specific purposes (Shepelev, 2011). Most important is that the recipient must on their own draw a conclusion based on the information they received from trusted sources.

From the standpoint of psychology, the key concept in this case is confidence. Under current conditions, on the one hand, there is the so-called 'confidence deficit' (Kupreychenko, 2008), and on the other hand, it is logical that the lack of confidence creates not always realized search for facilities, sources and ideas that could be identified as credible. Confidence is one of the most difficult categories of psychology. Professor Zhuravlev, speaking of confidence, described it as follows: "The phenomena are also known in psychology that receive all sorts of presentative qualification from researchers: 'Category of the increased complexity,' 'the finest psychological phenomena,' etc., which shows, first of all, the extraordinary complexity of their research due to high dynamics, multi-dependencies, etc. Phenomena of confidence and non-confidence are exactly such a special category" (Zhuravlev, 2008).

Despite the complexity and multi-factor nature of the concept of confidence, various aspects of this phenomenon are studied in various psychological disciplines. In particular, social psychology studies the functions of confidence. The applied aspect of this kind of research involves the use of their results in advertising, marketing, activities of public relations and consulting organizations, both economic and political. As part of these practices (professions), the theories and guides to achieve confidence and retain it are created, because the support function of confidence in these areas is its intrinsic property to determine the behavior and choice of the subject, which is, for example, was mentioned by Antonenko, who described confidence as meta relationship, pointing out that "meta relationship forms as a generalization of the experience of interaction, but from the time it was formed, it begins to play the role of determinant of behavior, activities, and other relations" (Antonenko, 2004). In the case of relations between the source of information and the recipient, such a "generalization of the experience of interaction" will be associated with the reliability and familiarity, which was previously demonstrated by the source.

One of the most important aspects of achieving the trust to the source of information is objectivity and awareness, when the source demonstrates the ability to obtain and transmit information

"unavailable to the general public." The source that transmits messages, which look like "concealed" or undesirable to official institutions and have the nature of "information leakage," could potentially look credible to the audience. The image of an objective and informed source is supported by preservation of balance in the estimates: It is necessary that the communicating information contained both positive and negative elements of evaluation. In this way, you can create and maintain the unbiased image.

Some researchers distinguish communicative needs among the basic human needs (Parygin, 1971; Lomov, 1984). In turn, the need for information and its further transmission is directly connected with such a property of modern mass media as promptness. In modern society, the awareness that relies on promptness in obtaining relevant information acquires higher value, because it is perceived as the basis for advantages in various fields of human activity: Economics, politics, science, and so forth.

The so-called "Law of precedence," underlying the immutable truth of the idea that the level of the truth of the message is unconsciously associated with the order of its appearance or publication, is known since 1925 and is associated with the name of the American researcher Lundt. That is, any communication about the event that was received the first has more significant effect on the recipient than the next one. It is much more difficult to transform the mass position in relation to a particular event formed on the basis of primary data, than to form it. Hovland, mentioned above, and his research team of scientists from Yale University have come to similar conclusions.

Directed stove piping is needed to control the logical conclusion of the individual. As already mentioned, the recipient must think that they personally formed this conclusion by analyzing the information received. But directed stove piping can be made not only to control the logical conclusions of the individual, it is also a tool to counter the information network systems. Automated system for collecting information, even if equipped with artificial intelligence, is programmed in such a way that the quantitative information product is processed and forms the basis for conclusion and forecasts, and the conclusion is made by the system exactly from the amount of the information received. An example of testing stove piping is the events that took place in January 2014 in Paris. Cartoons of the Prophet Mohammed printed in the Paris comic edition of "Charlie Hebdo" provoked a backlash. Some representatives of influential social groups in France, the country's citizens professing Islam, found these illustrations insult to their religious feelings. Apparently, legal means and methods of influence on the situation did not satisfy these citizens of the French Republic, so they felt that the deeds of the publication made a sufficient basis for the execution of publication's employees. Of course, they knew that responsibility would come for this. But they decided to "fall on the sword," as it happened many times in the Middle East and Europe. The French police were killed in carrying out their actions (one of them also professed Islam), who had no relation to the virtual conflict between the publication and the faithful.

This event caused a public outcry. Mass media of the European states lashed out at people professing Islam, and this aspect

rather than ethnicity was the subject of public debate. And if the information systems, when processing information received in the first days after the tragic events, could conclude the readiness of the European Community to blame those who committed the murder of publication's employees for what happened, the conclusion would have been premature and erroneous. Just a few days later in many countries of the world except Europe, there were speeches condemning the deeds of the publication, calling them provocative. Stove piping regarding religion is held regularly, with varying degrees of coverage in mass media. Understanding the activities of information systems is needed to determine the time in which the communication strategy is working. Mass media, through which the main flow of information goes, are still regarded as the most important resource struggled for. The development of modern society is connected with changes in technological processes. The most technically advanced European society is so accustomed to existence of various automated systems in their lives, that if deprived of them, they will feel uncomfortable. Thus, in Germany, for the period from 2000 to 2009, it fell by more than 16% – from 30.4 million to 25.45 million copies (D'inka, 2011). But the society, which lives and consumes information only from the electronic media, may be left without information in a certain period, which will lead to misunderstanding of what is happening in the world.

Russian scientists, who studied German democracy, believe that the underlying problems of the media market remained: Circulation of printed publications continues to fall, some advertisers have moved permanently to websites, and TV channels continue to reduce the number of staff (Litvinenko, 2012). This was also confirmed by the German research: "...The time spent on reading newspapers considerably reduced: From 38 min in 1980 to 2005" (Beck et al., 2010). The leading countries of the world, including Russia, which understand the vulnerability of such existence of society, in case of the need to create an information vacuum in certain areas, are developing special tools that can turn off all electronic devices, that is, to deprive the public of the information source. For example, this is what NATO countries did during the war in Yugoslavia.

We must not forget that electronic war can start in the world at the request of politicians – A kind of warfare in which the radio interference affects the radio electronic control and communication systems in order to change the quality of information circulating in them, protects their systems from similar impacts, as well as changes the conditions of information dissemination. At the same time, military actions directly affect the interests of the society for the right to receive and disseminate information. Today you can freely buy products disconnecting mobile communications and disabling to record audio at a certain distance in the world. We are talking about electromagnetic effects on electronic media. Electromagnetic weapons cannot be called something "supernatural," for example, for the Russian army. The working prototype of the electromagnetic weapons, complex "Ranets-E," was presented at the exhibition in Malaysia in 2001. It provides guaranteed defeat of electronics up to 14 km. It is no secret, for example, that the Russian military product "Alabuga," if exploded at an altitude of 200-300 m, is able to turn off all electronic devices at a distance of 3-4 km. Journalists in the area of such devices,

who try to pass information over to their publication or agency, will not be able to do so. Therefore, when developing strategies for working with the media, you must consider vulnerability of electronic media as a source of information delivery.

4. DISCUSSION

As part of the psychoanalytic paradigm, the most famous studies on confidence issues are associated with the name of Erik Erikson. In his theory, confidence is a central, basic setup of a human as a social unit. This Erikson's attitude is reflected in the term "basic confidence" (Ericson, 1996) (sometimes the option "basal confidence" can be found in the literature). According to Erikson, basic confidence or lack thereof determines the character of the subject development, formation of not only social and interpersonal relations, but also self-identification. The concept of confidence in the framework of psychoanalysis is associated with the concept of "the other" and its fundamental importance. It is through the "other" that something called "feedback" in the psychological sources is implemented. "Safonov identifies three basic functions of confidence, which it exercises in friendly and business relationships. First is a feedback function in the process of self-identity. In the process of confidential dialogue, a person receives feedback about their experiences and feelings" (Kupreychenko, 2008). Safonov also distinguishes the function of psychological relief and function of deepening relations. "Confident communication leads to bringing people closer together both in a joint work and in personal relationships" (Kupreychenko, 2008). In most studies on the manipulative component of mass media functioning, it is stated that an essential requirement to maintain the trust of the audience is the absence in information flow of direct guidance and conclusions on a particular issue or problem, the attitude to which from the part of the masses or the social group should be changed in accordance with the objectives of parties in interest. It should be noted that the theorists who founded the study of the formation and management of public opinion would not agree with such a thesis.

In particular, Hovland believed that the effectiveness of the message is higher if it bears a specific conclusion rather than hidden, which the recipient has yet to formulate (Hovland, 1957). Some aspects of this problem are involved in the works of Russian scientists Potolokova and Kurysheva (2013).

5. CONCLUSION

This article does not have a task to conduct a comprehensive study of the problems of information delivery. The main goal is to warn newsmakers that setting a barrier for information coming through the information network systems of other countries is possible in case of need, and that in case of the full transition to electronic gadgets, the society may face the threat of lack of information. This, in turn, can lead to social problems. Modern relationships between international actors have information and bellicose rhetoric, but non-use of the means in these relations, which were discussed in this article, except for stove piping, indicates that there is no transition to active combat actions, and the states yet have the ability to manipulate international processes.

Thus, noopolitics as an information strategy to manipulate international processes by forming through mass media of a positive or negative attitude towards foreign and domestic policy of the state or union of states at the public in order to create a positive or negative image of ideas and promoted moral values has a limited validity period, determined by the start of real combat actions between the parties (Nikonov, 2013). If up to this point any of the states manages to implement the strategic plans, it will allow the state having a positive image in the eyes of the public to protect itself from the military invasion by another state.

REFERENCES

- Antonenko, I.V. (2004), *Confidence: Social and Psychological Phenomenon*. Moscow: Socium; SUM.
- Beck, K., Reineck, D., Shubert, C. (2010). *Journalistische Qualitat in der Wirtschaftskrise*. Berlin: Freie Universität Berlin.
- Boslaugh, D.L. (1999), *When Computers Went to Sea: The Digitization of the United States Navy*. IEEE Computer Society Press. Available from: http://www.ieeeahn.org/wiki/index.php/First-Hand: Testing_the_Naval_Tactical_Data_System_-_Chapter_5_of_the_Story_of_the_Naval_Tactical_Data_System. [Last retrieved on 2015 Mar].
- D'inka, W. (2011), *Aktuelle Entwicklungen und Analysen im Printsektor in Deutschland 2010. Globale Wirtschaftskrise – Krise des Journalismus& Aktuelle Entwicklungen und Zukunftsmodelle der Medien*. Berlin: Freie Universität Berlin.
- Ericson, E. (1996), *Childhood and Society*. Moscow: Publ. Group "Progress".
- Gavrilov, A. (2000), *Automated system for collecting, processing and distributing intelligence information by American Army DCGS-A*. Available from: http://www.pentagonus.ru/publ/materialy_posvjashheny/2000_nastojashhij_moment/avtomatizirovannaja_sistema_sbora_obrabotki_i_raspredelenija_razvedyvatelnoj_informacii_sv_ssha_dcg_a/122-1-0-1596. [Last retrieved on Mar].
- Hovland, Cabl I, W. Mandell, E.H. Campbell, T. Brock, A.S. Luchins, A.R. Cohen, W.J. McGuire, I.L. Janis, R.L. Feierabend, Anderson, N.H. et al. (1957), *The Order of Presentation Persuasion*. New Haven: Yale University Press.
- Kingdon, J. (2002), *Agendas, Alternatives, and Public Policies* (Longman Classics Edition). London: Longman Publishing Group.
- Klimenko, I.N., Kisel, V.V., Gonchar, A.N. (1988), *Joint tactical information distribution system JTIDS*. *International Radioelectronics*, 5, 85-96.
- Kupreychenko, A.B. (2008), *Psychology of Confidence and Non-Confidence*. Moscow: Publ. "Institute of Psychology of RAS".
- Litvinenko, A. (2012), *Social media and perspectives of liquid democracy on the example of political communication of Pirate Party in Germany*. In: *The Proceedings of the 12th European Conference on eGovernment in Barcelona, Juni*. p403-408.
- Lomov, B.F. (1984), *Methodological and Theoretical Problems of Psychology*. Moscow: Publishing House "Science".
- Nikonov, S.B. (2013), *Noopolitical aspect of international journalism*. *Middle-East Journal of Scientific Research*, 17(1), 21-25.
- Parygin, B.D. (1971), *Fundamentals of Social Psychological Theory*. Moscow: Mysl.
- Potolokova, M.O., Kurysheva, Y.U.V. (2013), *internet-technology and marketing: theoretical approach*. *World Applied Sciences Journal*, 27, (Education, Law, Economics, Language and Communication), 266-269.
- Shepelev, S. (2011), *General theory of directional stove piping*. Available from: <http://www.shepelev.adomains.ru/obshhaya-teoriya-napravlenogo-vbrosa>. [Last retrieved on Mar].
- Zhuravlev A.L., (2008) *Psychology trust and mistrust*. Moscow: Publ. "Academy of Sciences Institute of Psychology" p.7.