

Application of ICT in Psychological Operations and War

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Abstract: The main objective of this paper is to explain the concepts and theories of the incidence of psychological warfare and war and war is the application of information and communication technology. The article described the history of psychological warfare and the war of the revolution in communications and is focused on communication. The concepts related to the psychological warfare and use of new communication technologies are described in psychological operations and psychological operations evening features Community - Information expressed. The functions of negative media during the war of topics that examined the relationship between wars, psychological operations and media communication has been described in detail. Finally, a number of techniques, media and soft war, psychological operations are analyzed.

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1. Introduction

Learning unprecedented control nowadays people are more modern and innovative media and mass communication. They are therefore subject to intense media waves. The media have a double function, but also by the media and bridges dominate the mind, will and emotions of humanity in modern times are considered. Industry emerged in the sixteenth century AD and left, using the information in this completely transformed psychological operations were the result of that paper was already popular, was notable. At this juncture, especially in recent times the use of books and journals in the field of war, it was common to demoralize the opponent. (Rafei, 2004, pp. 19-13) Major changes in the communications - information on mental operation took advantage of the invention of radio electronic media (about a century ago) was a new phase. As radio series called, or what is often called black radio, World War II was widespread. At that time, the Germans occupied the country after the invasion of that country radio stations to deceive their enemies were using it, then Americans using these sites, were ahead of the others. For example, in Vietnam, the mobile station called Radio Free Vietnam. Americans sought to exploit this name going to Ho Chi Minh's North Vietnam and the Soviet people's opinions and attitudes to change. Evidence for a decade, the Vietnam War, some American radio show success in achieving some tactical and operational objectives in Vietnam (Elyasi, 2004, p 239).

Limit the use of the media during the wars in the 80's by the U.S., were followed. The climax of communication technologies - information on PSYOP in the first Persian Gulf War (1991) took place. Occurrence of an event-based synchronization

technology in broadcast reports) The advent of 24-hour television news service of global and cable news networks, the Persia Gulf War incident, media coverage about it on a large scale and become massive and rapid manufacturing (German, McLean, 2004). In the U.S. war against Afghanistan and then the U.S. invasion of Iraq and Gulf War III, and the role of mass media to influence public opinion with the world. This can be important in how to report information related to human tragedies, receive, since the attacks on coalition forces throughout the world and most popular opposition to the war, allied forces to fight censorship of news and information, clearly showed that in conditions of war news agencies and the media want to serve the interests of all of them. During the recent conflict, and communication technologies - new information, played a significant role in psychological operations. In this war, the use of satellite television and the Internet (sending threatening emails) on the radio and other traditional media, the attention of Americans, was used.

Revolution in communication technologies - information, especially the emergence of new electronic media, has affected all aspects of your life. Nowadays, information transmission and exchange of ideas through mass media play a major role in shaping world opinion. Accordingly, we can say that humans are now confined to communications and information through various means, their minds will move their pre-determined goals. Communication technologies - information found in psychological operations in many applications. In other words, psychological operations, or to influence the thoughts and actions of other governments and UN agencies will pass it on to our purposes today, the communication technologies - information novin the

media confronting the based expand . These technologies, methods and mechanisms revolutionize PSYOP psychological operations have entered a new phase. This paper tries, the role of new communication and information technologies to examine psychological operations, the operational definition of the main concepts, a brief history of communications - the information mentioned in psychological operations and, ultimately, the impact of these technologies in operation, a few examples are mentioned psychological evaluation.

1.1. Communication concept

According to Adomian connections in the general sense of "technology transfer, information, thoughts and human behaviors from one person to another (Sarookhani, 1993, p 19) Charles E. coli, which considers the communication mechanism through which human relations exist and spread. (Ibid, p 20) The relationship, signaling the formation of human society to another, and it is defined based on the nature of current societies. Human relations and all aspects of the relationship arise intellectual and tools based on the location and time of the transmission mechanism developed (Ibid, p 18). Mickey Smith also useful and concise communication is defined as "the process of transmission of information, feelings, memories and thoughts of the people (Mohssenian Rad, 1983, p 45). In general, "Communication involves the exchange of information in a general sense or as a way to link community and the tools and techniques for data transfer is considered.

2.1. Evolution of Communication

After the industrial revolution and the growth of technology, the concept and practice of communication were varied, as the final third of the twentieth century in the field of communication technology and the widespread availability of quality information, it is also revolutionary and unprecedented manner will cause the rise of electronic media worldwide. (Souri, 2002, p 6) The main essence of contemporary culture, a combination of technology, global communication systems with the production, transmission and processing of information, so deep and widespread changes in the communications revolution have created life. (Akhavan Zanjani, 2003, pp. 119-121), Manuel Castells believes: "In this age, the duration and spatial extent and complexity by eliminating informatics tools or frameworks old days of mechanical industrial world and the natural order of the Yemen, information from it. So there's a new sense of space that can be used to determine a person's relationship to society rejected and removed from the network or ubiquitous as possible and at the

same time exclusive. (Nasri, 2003, p 355) that the centrality of the media - is information.

3.1. Communication technologies - new information

Communications technology - the new information, the most dynamic force in promoting the globalization process and the ongoing changes in human activities, especially the globalization of electronic networks that kind of infrastructure, are considered. So argues David Held and Anthony M.C. globalization groups and many other researchers, these technologies are important elements in determining the configuration of globalization. As was pointed out, revolutionize around communication technologies - information occurred, the underlying paradigm shift in technology, the technology industry information technology are; (Sadoughi, 2002, p 31), so that today the rate of states of information and communication technologies represent the amount of power in the international arena. Therefore, it should be stated that information and communication technologies, perhaps the most important source of national power and national power tools are considered. The definition of communication technologies - information is the "set of machines, i.e. computers, phones, processing, robots, satellites, cable television, etc. It is believed that the software will be activated." Manuel Castells and communication technologies - information, "a series of converging technologies and microelectronics, Computing (including machines and software), telecommunications, electronics, optics transmission and distribution knows." (Ibid, pp. 55-54).

4.1. The concept of psychological operations

Thinkers, have different views about psychological operations, define or limit specific reason for this operation is not easy. Meaning of psychological operations, to activities which in the territory and jurisdiction of the armed forces is typically limited to people so they know that it is an attempt to more specific audiences and advertisers to support specific military missions, focuses (Shahmohammadi, 2004, pp. 45-44). One of the early definitions of mental operations, in 1950, was provided by the U.S. Department of Defense. They use "principles of advertising and communication activities by a state or set of states, in order to influence the opinions, emotions, and behavior of the party's position, friend, enemy or neutral, in order to achieve their goals and policies of the state government or the 'called psychological operations (Nasr, 2002). Paul Laynbrgr book Psychological Warfare, believes that "the use of propaganda, psychological operations against the enemy, along with practical measures that the nature of military,

economic or political." But he was widely regarded as psychological operations "of some areas of psychology, to assist efforts in the field of politics, economy and military are "important. (Ibid, p 90) Some believe that the mental operations measures of impact and influence on the beliefs and behavior of a country that the government and people of other countries in the desired direction by means other than military means, political and economic place. Proponents of this approach argue that the most essential part of psychological operations propaganda, but not all of it (Shahmohammadi, 2004, p 45). Many synonyms used instead of psychological operations that Salah Nasr in his famous book, psychological warfare refers to eighteen as we, in this paper we present two of the most famous.

The term "political war" the first time the British during World War II was used. An official English newspaper, the concept of political warfare is defined as "a form of political warfare conflict between the governments of each of the parties involved, try using non-military means, to impose its will, the major weapon in the political war activity is a common diplomacy and propaganda. " Later the term was used in American academic circles. The main purpose of a political war: destruction, weaken and if possible - to destroy the enemy by diplomatic maneuvers, accurate information to stimulate economic pressure, intimidation, vandalism, causing fear and deprive the enemy of his friends and supporters (Ibid, pp. 89-88). Another alternative is the so-called psychological warfare was widely used today, the term "psychological operations" which include: "Special operations to a selection information to the audience, to influence the emotions, motives, reasoning method, and finally the behavior of governments, organizations, groups and individuals targeted. "(Elyasi, 2004, p 238) Glenn said the main purpose of psychological operations, changes in attitudes and behavior towards the goals and targets of PSYOP agents. His principles of psychological operations are defined as "a preparation messages based on what is perceived as reality and the selection and preparation of the formation of a positive message to the target audience" (Ibid). Two decades after the Second World War, psychological operations doctrine concerning the nature, function and role in modern international relations in the U.S. and Europe was moving toward a consensus. Thus, experts have accepted that the basic concept of psychological operations to manipulate opinion through the use of multimedia communication and the expression of one or unable to act and react to the enemy. Based on what you mentioned, psychological operations, including most modern weapons of war

against thought, belief, courage, confidence and willingness to fight is. It is worth noting that psychological operations, the war is not in the traditional sense. It is a means to realize the national strategy, whether in peace or in time of war helps. In this battle, all of the potential political, economic, military and other forces that shape their interactions with each other and the existence of society, they are used to. Psychological operations objectives through communication technologies - information, especially the media is available. The objectives are: (Soltanifar, 2004, p 159)

1. Eliminate or faction hopes the audience;
2. Mistrust of the opposite faction leaders;
3. The gap between the audiences;

5.1. Communication technologies - information and psychological operations

Today, in the light of science and technology, many changes that expand the possibilities of their relationship is headed. In such circumstances, the Internet, satellites and various media with simultaneous data transfer, information and exchange thoughts and ideas on the evolution of the political, economic, cultural and social. (Rafiei, 2004, p 13) progress towards the development of technology and communications - data, people who have a relationship with and influence on public opinion, reflecting its importance in all aspects of global society. According to the expert, the present century is the era of information exchange. Today the country to achieve its interests in other parts of the world, these technologies has great interest. These technologies are used in such cases, mental operations (Shahmohammadi, 2004, p 44).

6.1. Communications technology - information as Soft Power

Information revolution - communication technology, which is cool cause major changes in the power structure of the three pillars of the industrial revolution, which included sovereignty and national economic and strategic military power had changed. Khoini Robert and Joseph Nye argue that information and communication revolution as a real phenomenon, pervasive and influential, as this has a major impact on power in the 21st century, perhaps information technology - communication will be the main source of power. The power of persuasion through the intuitive software so there is no doubt that television is an effective mechanism of communication technologies - information, such as satellite and invisible light waves in global electronic networks, future civilizations will form the fabric. (Keohane. and Josephs, 1998, pp.81.95) So in the age of information revolution - communication technology to access the information, having the main tool of soft power and hard power and violence against the

peaceful or spiritual power or strength of the material. It is worth noting that the performance of hard power to force anyone to do anything violent, through the use of threats or concession stands while soft and gentle power of persuasion by others to the followers and the accept absorbed values principles rules The power of symbols to achieve national and international goals (Ibid, p 81).

Based on what you mentioned with the emergence and spread of information - communication patterns of nature, politics and power, and the necessity of changing the electronic and computerized methods have been obvious to everyone, because it enables users to make the best possible use Enough said. Dramatic developments in communication technologies - information occurred, such as the explosion of information and global information revolution and the effects of the media in shaping public opinion have (especially after the huge communication technologies), the development of the information society and other matters appear normal no need for further discussion. Computer networks, and satellite TV in the world, many of the assumptions and principles of the past to challenge Tlbydhand (Hyblzry, 2003) and as a new geography of power relations in the world have created even imagine that it was impossible to twenty years ago. New geography, geographical, political and cultural resistance Bnmayh virtual and electronic space as will inevitably be the same. (Kharrazi, 2003, p 264) Today, the importance of communication technologies - information about new media work, especially his own, as channels comes from the politicians and statesmen of them try to audiences beyond the boundaries of influence, because the media Soft power tools are required and the ability to have an effective influence on public opinion across borders. (Karouser, 2003, p 193) This means of communication - new information underlying the widespread and increasing use of psychological operations and public persuasion target countries (target).

7.1. Characteristics of PSYOP in the Age of Communication – Information

Today, the use of tools and methods to fight a new battle, such as information warfare, neo-colonialism, apartheid, information, policies, and other electronics in power apparently benevolent and healthier, but at the same time with the power and the more damage is done. (Pourahmadi, 2003, p 52) in Virilio Paul says: "Now the war without representation and other sophisticated weaponry without psychological impact is meaningless. Equally devastating is the weapons feature also is linked with perception. "(Hyblzry, 1381, p 48) Here Virilio the use of new technologies and their use in

psychological operations, in addition to physical conflict arises. It was the progress of science and the changing nature of the information to the extent that a few minutes after the incident part of the world, can only help Internet News was informed of all the details. (Kia, 2004, p 74) and influences the types of modern media, especially satellite news networks and the Internet to conduct psychological operations by governments, they returned to the new features. In the age of information and communication, new media, has expanded the geography of the war. To put it more clearly, the war is not limited to the field of conflict, but the people who live images of the battle to get the receptor, it's kind of feel the same space. Able media images, news, reports and interviews that the selection and distribution of international public opinion in the direction of your steering and an even more rose than ever, play. The impact of the media during the Gulf War was clear. Occupation of Kuwait by Iraq and then release that a government that can survive even if it is physically occupied by another country. There is a state on the screen, and players being able to continue. Kuwait was occupied territories, but the government still remains in the realm of media. Emir of Kuwait during the Iraqi occupation of their country had become a country-Hill Companies - Nolton with a cost equal to 8/10 million dollars was served. Kuwait's regime was responsible for the transmission of messages, with the aim of increasing hatred of Saddam and his sympathy with the victims of the Iraqi invasion, a psychological operations, programs about the sexual abuses of children of Iraqi soldiers broadcast Kuwait, Saddam Hussein These types of programs Hitler was effective. (Asgari, 2004, p 63).

The other features of the new psychological screening process, distortion and manipulation of information by the media. Waltz believes that in today's world, effective psychological operations, media, more than anything, which is subject to a screening of the high data sources are collected on the target groups and nations. For example, screening, distortion and manipulation of data is typical psychological tricks that the media campaign against Marcos in the Philippines and the United States in its operations in Haiti, Panama, Libya air assault, Operation Desert Storm and the recent invasion of Iraq. They took great interest. According to Patterson, media manipulation and distortion of information, black, white, ugly, beautiful, occupation, liberation, freedom, and surprisingly it's called terrorism and public opinion also charmed unconscious mental operations are fraudulent. (Elyasi, 2004, pp. 246-242). Given the important role of communication technologies - information on PSYOP government now using these tools in various

ways to undermine the morale of the opponent. Send a message via email to persuade militants to surrender to authorities and receive money, false news of the surrender of the leaders and commanders and sample solutions. The governments of communication technologies - psychological operations utilize information. It is worth mentioning that the recent invasion of Iraq also used this method (Asgari, 2004, p 61). The role of communication technologies - new information developed by experts in psychological operations such terms are used in the media war. The current situation in psychological operations, military strategists resort to the media.

8.1. Function of negative media during the war

Despite the positive performance of the media in creating psychological operations against the enemy, and the convergence of domestic public opinion, they can also function in the context of negative affect instead. Media broadcast images of the war, the war damage and hit and killed the wounded in the demoralization of the people affected. For example, exposure to mass media worldwide, the use of weapons containing depleted uranium from NATO members, particularly the United States during the bombing of Serbian positions in Kosovo, a wave of anger and hatred towards Washington inhumane strategies around the world even in Europe, was created. During the American invasion of Vietnam, American reporter and coordination between the forces of disorder, multiple reports prepared and submitted in opposition to public opinion that the war was a major contribution. This is one of the reasons for failure of U.S. leaders knew in Vietnam (Stoler, 1986, pp. 57-63). In the Persian Gulf War, the White House's support for protecting the American people sought to induce the media to the public that the war is no bleeding. Meanwhile, Saddam Hussein, within thirty contracts. It. Ann (worth 15 thousand dollars a week) was trying to work Iraq attacks on residential areas in the international level so that people view the United States and other countries to change. In this regard, some of Reporters Without networks. No. C and C. It. Ann, including Simpson Sdlr and Arendt Arendt so that gradually they advertise for Saddam Hussein were nicknamed Goebbels. (Corruthers, 2000. P. 133) So the Pentagon during the Gulf War (1991), not only to organize the flow of information, but also to restrict the access of photographers, reporters and journalists and military battle, so that did extensive work in television period Panavision became the smart bombs hit their intended targets and civilian casualties error did not load.

9.1. War, psychological operations, media

Mainly to a few categories of visual media, audio, written, and electronic communication divide.

In each of these categories are used in many devices. TVs are one of the most important means of psychological warfare in the media; the regular television, news and special are divided. National or transnational regular TV screens are less likely to engage in public policy issues underlying this type of media or supplemental media are more politically, this means that without addressing the core issue of the case, the audience thinking about the form and when the case arises, later in the study of media audiences do. For example, conventional television, movies and serials that are aired are subject to the brutality of the terrorists thus the mind of the audience is ready to tackle any terrorist when a terrorist group or individual or country, regardless of the truth or falsity is to contact the relevant party condemns. But television news and in order to highlight some of the issues in the world, be made a matter of public concern and thus highlighting the issue too, against the target of unfavorable weather may cause. Al-Hurra TV, satellite TV and VOA especially like the first and second Iraq to Iran by America has been trying to get public opinion on their side of the target. Shortwave Radio also be divided into two categories: normal or special, Regular and long-wavelength radio for the public along the country of origin for international action and short-wave radios, most of which is common in third world citizens to influence the target and much less to the needs of the citizens of a country should be considered, Shortwave radios will be affected most, and vice versa if the press does not impact directly on the target countries. But the first step is the most important factor in building public opinion to intervene in the target country of origin. In the second stage certain countries, such as America, England, France and Germany are the world's press, Newsweek reports in the press that such a world authority on public opinion and elite opinion leaders to influence their communities This means that adverse effects against third countries. Although the Internet is a new phenomenon that even two decades old, but it also does not appear, media influence media has on psychological warfare and diplomacy. Internet is known as a diverse media that there are hundreds of sites but they are all there for everyone to have access to the Internet is somehow, world of global citizens Sites like CNN, BBC, Al Jazeera, etc. It is widely known that are of interest. So news sites can be recognized as a global influence and psychological operations, information published in the interest of the country of origin and the destination country and the world to the detriment of their shift. Created especially for the target sites, another media measures media diplomacy. Example or info USA Persian BBC Persian or VOA Persian

news websites that are made especially for Iranians and Iranian users of these sites can be induced to do any thinking. Search engines such as Yahoo and Google etc. headquarters are in America can you find the contents of the application, the materials for their own benefit and to the detriment of the target search or information related to the target at the end of the list are less users. Public use of the Internet, such as sending e-mail to officials, the proxy filters or hacking of government web sites, certain other cases of Internet abuse is psychological warfare (Sebilan, 2004)

A number of techniques and media psychological operations are as follows:

1.9.1. Use anti-missionary methods:

The Anti-Advertising: special advertising campaign to deny or neutralize or exploit the enemy's propaganda against the enemy. There are two approaches to counter-advertise:

- 1 - Promote and hostile behavior against the target;
- 2 - The facility is operated by the target of anti-propaganda.

For example, America's war in Iraq claimed the capture of Baghdad, but Saddam's Information Minister Saeed Alshahaf with the front camera and to show areas of Baghdad, advertising, America was neutral.

2.9.1. Removal and Denial

Some critics believe that the press is inherently noisy, controversial and stimulate feelings, but the truth is that in many cases the quiet, conservative and find neutral. Perhaps because of the clever avoidance of certain events, the safer practice is controversial (Michel Pernet, 1986, p 23). Unlike so many exciting adventures, but controversial than ordinary events and how many events they have the only key details, but the whole story is ignored, even those whose importance is overwhelming. For example, in 1965 the Indonesian army with advisory support, weapons, training and funding the CIA and America's Army, the overthrow President Sukarno, the Indonesian Communist Party and its allies had disappeared altogether from politics and the destruction of half million (though some estimates suggest that more than one million people) commit political genocide since the Nazis were Hvlnaktryn. Hundreds of Indonesian military hospitals, libraries, schools and public buildings destroyed. But a terrible accident, and miserable that it could certainly affect public opinion and international organizations immediately noticed and, after three months and one month after the New York Times Magazine (April 1965 V) was reflected. Interestingly, the New York Times editorial, "Indonesia's army of tactful and decisive action" was praised (ibid. p 6).

3.9.1. Attack and destroy the target

As long as the removal of censorship practices, inefficient deemed the incident to be disseminated among the population considerably, avoided and avoided the press to force the target to turn out invasion to discredit the event or events are mentioned.

4.9.1. Uneven implementation

According to the official rules of journalism in America, the press should publish the facts on both sides competing equally, but this rarely happens. For example, supported the wars in Guatemala and El Salvador in the Eighties America who noted the village was set on fire and those villages burned were equally responsible for the bloodshed and slaughter. Thus, the appearance of the drawing, a neutral and impartial in this case, the sensitivity decreased public attention to the disaster and was later completely forgotten (Pernet p. 76)

5.9.1. Default stora

Media often dictate policies that limited their validity require serious review, obviously, as well. For example, if the White House has proposed a budget increase in military spending, Discussion will be limited to how much of the media budget increase is needed? How much should be invested in updating the weapons? Is this enough of an increase in military spending, or should we adopt additional measures? Strong opinions and the reasons for any media Documentary those who believe that America's military spending for years and now is the largest contributor to the budget need to be reinforced, it is not swallowed, do not reflect. Suppose it is almost certain that U.S. troops should be deployed around the world and hundreds of billions of dollars a year is spent on the military system.

6.9.1. Making title

Like other advertising media, try a title or tags to our basic understanding of positive and negative affect than subjects. Yes to some of these topics, see: Sustainability, rattling defense and a healthy economy. Such titles and captions to avoid any real property that might have led us to a different conclusion, we look at the type of person to make or influence a particular concept. Some negative headlines are leftist guerrillas, axis of evil, conspiratorial theories and urban riots. Clearly, the scope of application of this mostly limited to media relations and social media are seldom. Interestingly, the masterful use of the media headlines, sometimes to the extent they would establish an independent and not related to the conceptual nature of the subject is discussed. For example, the reform of the glamorous titles that completely distorted the real meaning and often refers to a policy that seeks to negate and reverse the reforms and achievements that have been

achieved after years of national struggle. Therefore, it is not surprising that the elimination of programs to assist families in America, welfare reform, and is named after the collapse of the USSR in the years and to date the reforms in Eastern Europe, the former communist countries are cruel process is completely true.

7.9.1. Promotion of formal concepts

Many of the concepts and values, rather than by the news media, but America counterfeit and confiscated by the press and the public accepted without criticism they are published, to examine these concepts without any real content. Media products in both domestic and foreign policy, which is often filled with the apparent values of the bureaucratic system, become employed, concepts such as globalization, economic liberalization, public safety, cultural pluralism, free markets, and the New World Order.

8.9.1. Removal of content

Smaller, more accurate picture of the issues and events that we often give to the world and this is one of the ways to remove content without carrying out the commitment! In other words, media owners always talk of a bigger picture, but the reality is that they are able and willing to communicate issues and wider social relations are not independent events. (John Henrik Clarke, 1989, p 1).

9.9.1. Loaded out

More effective advertising, rather than the false and lying on the news and events targeted direction dependent, meaning that using emphasis and other auxiliary tools to express, no one can deny the fact, shaped it to their advantage, the desired effect the audience's mind, obviously in no way advocating or directly away from the subject is not too far from reality. Loaded news can be performed based on the following: selected priorities publish it here (or on the first page of the first report), speech language news (effusive or through neglect), the use of headlines and images and other media in print, audio and visual elements. Even when news reporters and announcers to express their utility become. They usually speak a certain song structure and a sense of credibility, reliability, or ignorance to inspire the audience who wisely. Statements such as: "This is where the story leads? Only time can answer that question. "If the protests and strikes continue tensions and clashes between the two sides will intensify" Or "If the organization does not act quickly, we will continue to see incidents like this." Encountered in the daily news with such a proposition. In addition, a number of issues that are reflected in the news just a few of them are expounded, since selecting a prevailing social order, and the news did not develop, often, in a world full of

events and behaviors spread just find events and behaviors that apparently happened, environment, disturbing fantasies, negligence and personal ambitions rise. Passive and active specific grammatical structure of sentences they do not understand journalism rhetoric to avoid and evade the rush to get worse. So every day we read and hear a lot similar to the following statements: "Fighting broke out in the region", "many people were killed in unrest ' "Famine and poverty is increasing." Moreover, by promoting a vision of the master media algebraic bad phenomena like global appeal as a natural and inevitable development are embedded in the minds of your audience while globalization and devise ingenious contrivance of multinational companies that national sovereignty does not lead the world. Also, the media, deliberately exposing the fact that the elusive World Trade agreements such as GATT, NAFTA and the centralization of political power over economic giant multinational corporations, the globalization of the world except the before use, the coup that deprives the world of law and national authorities. Obviously, these trends in professional journalism specifically defined as techniques that are performed to complete the content before, not to mention some of them unpleasant, In particular, it can be a critical assessment tool was used effectively to media production. What follows is a selection of Appendix 1: techniques of psychological operations, psychological operations of the Military Regulations (No. 1-33), Ground Force America. America's Army has published a document, the techniques introduced for all those who deal with media advertising, and obviously it seems quite familiar (Dorjy Carl 1,996th, p. 1). In many cases, adding more information to understand the message, not necessary. Techniques that are considered in this regard include:

1.9.9.1. Statements

Decisive statements that are stated as fact. Using explicit statements that may be true or false, it carries the connotation that they were in reality of course, needing not be proved.

2.9.9.1. Conformity with the congregation

It is a technique of introducing a mechanism for the collective, universal and particular; the target population is persuaded to adopt it. In this technique, the natural propensity toward winning side (or the party that has won all say) is amenable. To put it simply, is to inspire the audience about the program, call the inevitable expression of the masses and thus to benefit the people who join. Thus, it is recommended that those who have yet to win a train rushing and who are at the zenith ensure that the right solution.

3.9.9.1. Ugly building techniques

This technique is supported by advertising a particular position or view groups that hatred, enmity or competitions to raise the audience's population, Areas of dissatisfaction and opposition to the attitude or perspective provides. So, if one of these groups to support specific policies, regardless of right or wrong, it is believed that the policy of strengthening the protection of poor people, rebellious and society. Thus, respondent population may change its position

4.9.9.1. Generalized Extreme

Words and expressions used are essentially the generalized extreme which evokes an emotionally and virtual concepts needed to prove the value of the firm belief that there is no information or argument. Of course, such words and terms of perceptions in the minds of different people being raised, but the connotation is always favorable and effective.

5.9.9.1. Ambiguity

It is another technique which the skillful and deliberate generalization, and generalizations of the concept of the intended audience in mind is vague and ambiguous, everyone is unique so that the message is removed. Excite audiences with unknown words without analyzing their validity and purpose of these techniques is warranted.

6.9.9.1. Universality

When individuals and groups for the popularization of rationalizing beliefs and practices as well as to simplify the answer to the controversial question of the complex problems in the social, political, economic or military are serving

7.9.9.1. Blaming others

In many cases, the negative and positive qualities (praise or blame) of a person, entity, object, or value are projecting to the opposite side to make it acceptable or distasteful. This technique is known mainly for denying the transfer, or projecting from one side to the other side of the fault is being disputed. This technique can evoke emotional reactions of the crowd, they can sync with official positions.

8.9.9.1. Switch name or the names or titles of ethics

This technique can easily stimulate audience bias and prejudice, the shape of the desired topic or topics to be introduced to the sense of fear, disgust and unease they provoke. Various examples of this technique include:

1. Direct naming, especially when the audience may agree or neutral officials. In this case, attacking the opponent or opposing idea is simple and Bydrdrsr.
2. Indirect naming names when it is applied directly to the negative reaction of the crowd. Sarcasm and ridicule are used in this technique.

3. Cartoon, images and photographs of the samples are labeled, often leave a deep impact.

9.9.9.1. Flagrant enemy

It is a simplification of a complicated situation deteriorated to a level where it appears that a clear enemy. For example, a president of the people to protect themselves against militant pacifist groups gaining considerable costs of violent internal conflict, the country has declared a state of emergency.

10.9.9.1. Customary building

Technique to convince the audience by promoting the notion that the position represents common sense and common sense people. With people you trust to read it drew particular approach.

11.9.9.1. Social criticism

Psychological propoganda techniques that designers try to use it to gain admission to the group: Inconsistent with the views expressed attitudes and actions can lead to social rejection or criticism. These techniques as control measures, mainly in traditional societies applications

12.9.9.1. Documentation

The technical documentation is usually quoted to refute or support a policy, practice, program, or have a certain personality. In this technique, the validity or status of the person referred to (an authority or an expert, respected public figure) is costly, thus addressing the crowd his view is consistent with the official opinion.

2. Discussion

Communication technologies - new information, concepts and methods of psychological operations and transform it into a new phase, which have been known media for information warfare or war. Basically, one of the pillars of development in the history of psychological operations, communication tools - has information, so that the First World War newspaper War, World War II Radio War, the Vietnam War, black and white television, the Gulf War II war, the Gulf war III satellite television and modern media, called war. This process step is followed by a broader range of mechanisms and complex mental operations. In this era of information and communication, with a significant leap in the use of communication technologies - information on mental processes are followed because communication technologies - new information increases the efficiency and effectiveness of psychological operations in pursuit of our goals and objectives are . Now, the derivation of the material, the following conclusion is important:
- Communication technologies - new information, the complexity of mental operations. Thus, understanding the mechanisms of coping with it requires very careful.

- Psychological operations today, according to the characteristics of the means of communication - new information (speed, world-wide broadcasting capability, cost and availability) is no longer confined to times of war but also in peacetime psychological operations are enabled.

- Psychological operations now, very subtle, indirect and intangible, yet is deeper than before and policies.

- With regard to the above points, necessity and use of communication technologies nations - Information for psychological operations, or to deal with the inevitable

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