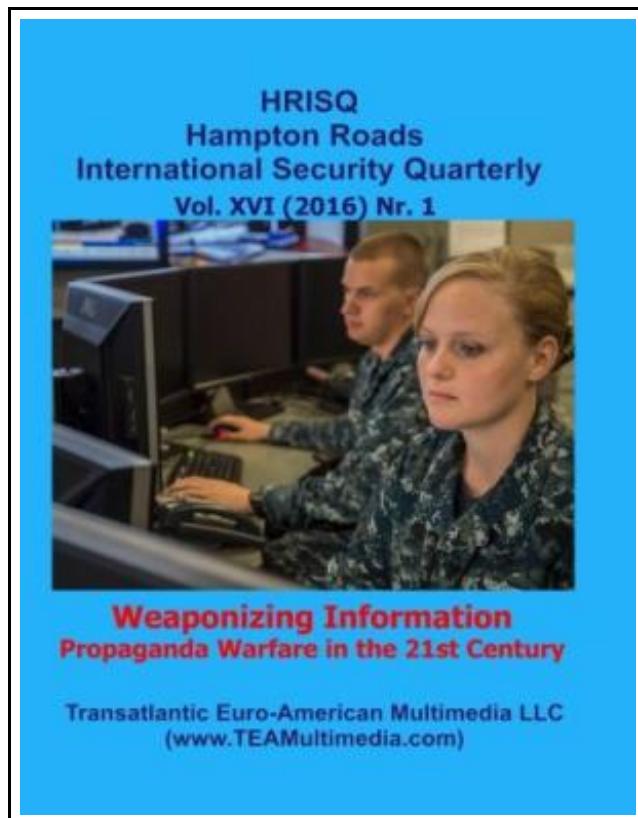


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Createspace Independent Publishing Platform, United States, 2016. Paperback. Book Condition: New. 280 x 216 mm. Language: English . Brand New Book ***** Print on Demand *****.(Dis-)Information Age Warfare: Countering ISIS, Putin Co. Sidney E. Dean, Editor The phrase hearts and minds might be relatively new to global politics, but influencing popular opinion - that of your own citizens and allies, that of your adversaries, and that of the neutral world - has always been a vital element of international politics and of warfare. Early evidence can be found in Egyptian reliefs touting the invincibility of the pharaoh, who was depicted larger than life and surrounded by fallen foes. The message was simple, but clear: Egyptians should support their ruler who defended and brought glory to their nation, while foreigners should submit to his will rather than risk destruction. Propaganda warfare became more sophisticated over time. During the Cold War the Soviet Union dedicated a huge apparatus to so-called agitational propaganda or AGITPROP. The goal was to promote pro-Soviet movements in the Third World while creating sympathy for Soviet aspirations among western populations. The rise of terrorist violence in the second half of the 20th Century was also paralleled by (dis-)information campaigns designed to gain sympathy for the extremists. At the same time western governments did their best to undermine communist regimes and promote democracy, primarily through broadcast media such as the BBC, Deutsche Welle, Radio Liberty/ Radio Free Europe, or Radio Marti. Ironically the free societies faced (and face) greater communications challenges than tyrants and terrorists. The latter's willingness to lie and distort allows them to present more intense arguments which resonate with many people. The recent revolution in communications technology has taken 21st Century propaganda warfare into a new dimension. It has also leveled the playing field to...

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