

FAKE NEWS

AND HOW TO LIVE WITH IT

FAKE NEWS

Fake news is:

- ***spreading of information that contains specially prepared data of a deliberately provocative and resonant nature.***

With that, fake news may contain both deliberately false and true (verifiable) information taken out of context of a specific conversation, talk or speech.



THE AIM OF FAKE NEWS

The aim of fake news:

- *creating excitement regarding the imaginary informational event formed by spreading of information that contains deliberately provocative and resonant data.*

Main task of fake news:

- *interception of informational agenda and shorting it to itself, so that the content of the fake news becomes an obsession that subjugates the mind and will of a person influenced by fake news.*

CRUCIAL MOMENT: U.S. PRESIDENTIAL ELECTIONS 2016

Fake news is joined with virus technologies of spreading it

Hazard: fake news seizes the minds and will of people before official authorities have time to react to it

NOBODY KNOWS HOW TO COPE FAKE NEWS

FAKE NEWS: PROPAGATION MECHANISMS

Fake news propagation mechanisms are extremely simple:

fakes that contain information of deliberately provocative nature, which strongly (“explosively”) influences the emotional sphere of individuals, are spread in the society with a “**virus method**” – due to the “**emotional infestation**”
method

Fakes may take the form of **rumors** and be spread through the communication channels typical of rumors and gossip

Fake news may be used in operations of **informational agenda interception**.

VIRUS TECHNOLOGIES

AGENDA PROMOTION

VIRUS MARKETING

Virus marketing is technologies based on the use of the “emotional infestation” effect for transferring stimulating/controlling information from one user of the web to another one.

Information is propagated from one person to another (through the near and far circle of communication), like a wildfire, in geometric progression, quickly covering many people like a biological virus epidemic.

With that, ***the main distributors of virus information are the very recipients “infested” with it*** (that is, transferred to a certain excited [borderline psychological and emotional] state as a result of exposure to this virus, which requires sharing their emotions with other people

VIRAL INFORMATION:

Viral information (virus) is the content capable of spreading itself on the web without participation of its creators.

With that, its carriers and distributors are ordinary users who share it with each other.

TRUST IN VIRUS

Mechanism of ensuring the illusion of validity of viral information:

The trust of users in viral content is ensured by the fact that the user who is “infested” with it shares with their friends, acquaintances, relatives (close people) not directly the information itself, but their emotional attitude to it, thereby transmitting this information in the form of a so-called **emotional code**. Emotions that a user “infested” with viral content broadcasts **cannot be a lie, they are true** (the person’s subconscious mind responsible for emotions cannot lie), and exactly this fact **ensures the trust of other users** in the information transmitted **in the language of emotions and feelings (in the form of a special emotional state caused by the virus action)**

*In 1994, Douglas Rushkoff wrote in his book “Media Virus” that the “infested” user usually sends emails with links to viral content **with confidential comments** (in which they do not comment on the advertisement itself, but on **their emotions that are true and really exist – that is, a really existing object**, which can be trusted)*

SEEDING

*Viral content needs **proper “seeding”**, that is, placement on websites, in public sections of social networks, etc., so that users see it and start sharing it.*

*With that, **the “infested” users become repeaters of the virus “infesting” other consumers of information with it.***

VIRAL EFFECT

*As a result of this, **via transmission of the emotional state** formed by the virus, viral information, ... starts spreading like an epidemic, **“infesting”** those around the user (contacts from the near, middle and far circles of the “infested” first user) with viral information and the **motivational messages**, ... contact users also become **repeaters** of the “news”, ... **voluntarily and absolutely unconsciously transmitting their personal, trusted channels of communication** with the loved ones to the arrangers of the virus attack.*

*Viral technologies affect the **human subconscious mind** (which is **not controlled by consciousness**), transmitting through a chain of contacts an emotional state associated with the information that caused (generated) it. That is, **the consciousness (will, mind) of a person cannot block viral information** (if a person has already “lost their head” under the influence of emotions).*

PROPAGATION MECHANISM

A person under the attack of a virus is **excited** by the influence of viral information, **goes into a special “borderline” psychological and emotional state** and begins to **work as a repeater in this state**, trying to **share this “news”** with other people as soon as possible – thereby **“infesting” them with their emotions**, but at the same time completely **not paying attention to the detailed analysis of the very information** that caused these emotions.

It is associated with the following:

- 1) **under the influence of emotions, human mind** (the ability to critically and rationally evaluate what is happening) is **deactivated**,
- 2) ... and all their activities appears to be aimed at **immediate satisfaction of a new vitally important need that arose under the influence of the virus**, that is, to share the “news” with others (thereby ensuring emotional discharge and returning to the normal state).

FURTHER ACTION OF THE VIRUS

When the strain decreases after a while and the psychological state of a person is stabilized, they **return to the viral information itself through an associative feedback (from emotions to the source that generated them) and “turn on” the consciousness for its analysis**, which, in turn, causes its **direct effect on the consciousness of an "infected" person.**

Thus, having become infested with an information virus, a network user sequentially passes through **two evolutionary phases**:

- At the first stage of “infestation”, their **mind (under the influx of emotions) is turned off and they work only as a repeater** of the “viral infection”, **infesting others with it** (including infestation due to rapid transmission of the virus through their personal confidential communication channels);
- At the second stage of “infestation”, a person’s return to the normal (unexcited) state causes **activation of the “virus” itself and those programmatic (value, ideological, and behavioral) attitudes that were laid down in it by its creators in their mind.**

EXAMPLES OF VIRAL SPREADINGS

Что делали Сурков и Манойло в ДНР

0 13 384 Спецпроект / Жизненные мысли 29-10-2019



В Донецк из Москвы приехали уважаемые гости. Просочилась инфа, что

Respectful guests arrived from Moscow to Donetsk. The information leaked that Vladislav Surkov and the well-known expert in information warfare, high-ranked intelligence officer, member of the scientific board with the Security Council of the Russian Federation, Andrei Manoilo visited the DPR with another so-called inspection.

Sing the petition!

Kill a beaver, save a tree!

Vote or lose!

Skripal readings, March 4, 2019

Охранитель

Зачастили в Донецк из Москвы гости. Просочилась инфа, что в республике **Владислав Сурков**. Также заехал в ДНР известный в определенных кругах как специалист по информационным войнам, кадровый разведчик, член научного совета при Совете безопасности Российской Федерации **Андрей Манойло**.

Визит их как-то "случайно" совпал по времени с активной фазой информационной атаки на главу ДНР Дениса Пушилина, которую устроили украинские СМИ и анонимные донецкие и псевдодонецкие каналы.

Манойло провел закрытые лекции по стратегии и тактике информационных войн в Донецке и Енакиево. С кем встречался Владислав Юрьевич, кроме главы ДНР, пока неясно.

SURKOV AND MANOILO CAME TO DONETSK: TOWERS ARE UNSTABLE



**THE FSS SPECIALIST ARRIVED TO
SUPERVISE SURKOV AND FIND OUT
THE LATTER'S PLANS**

MANOILO CAME TO SUPERVISE SURKOV

*But what is curious is the domestic context of Surkov's appearance in the Donbass. After all, he did not come to Donetsk by himself. In parallel with him, **a graduate and, subsequently, an office of the FSS Academy Andrei Manoilo arrived with him.** In public, he is allegedly a professor at the Moscow State University and a political scientist, an expert on international relations and conflict studies, and, **at the same time, he is known as a specialist in information warfare.** In Donetsk and Enakievo, Manoilo held private lectures on this topic. But, obviously, the lectures were not as "private" as the meetings with the participation of Surkov, because the separatists' mass media wrote about the voyage of Manoilo.*

WHAT DID SURKOV AND MANOILO DO IN DONETSK?

УНИАН
Информационное агентство

Главная
Погода
Политика
Экономика
Война
Спецпроекты
Регионы
Общество
Спорт
Мир
Наука и IT
Лайт
Происшествия
Здоровье
Туризм
Курьезы
Фото
Видео
Мнения
Публикации
Интервью
Зарубежная пресса

Сделать стартовой
Москва -4°
USD 24.15
EUR 26.61
Услуги
Соцсети
Рус
Вх

В «ДНР» сообщили о приезде в Донецк кремлевского куратора Суркова

09:29, 25 октября 2019 **ВОЙНА** 1835 0

Ранее о приезде Суркова писали анонимные Telegram-каналы.

ДОНЕЦКАЯ НАРОДНАЯ РЕСПУБЛИКА
ОФИЦИАЛЬНЫЙ САЙТ

ВСЕ НОВОСТИ
О РЕСПУБЛИКЕ
ЗАКОНОДАТЕЛЬСТВО

С рабочим визитом в ДНР побывал российский политолог Андрей Манойло

Главная » Новости » Важно » С рабочим визитом в ДНР побывал российский политолог Андрей Манойло

19:29 23.10.2019 **Важно, Новости**

Донецкая и Луганская народные республики показали фактом своего существования, что сила в правде и что если люди выступают за правду, то они смогут победить гораздо более сильного и численно превосходящего противника. Сила духа – это такое же оружие, а может быть, и гораздо более сильное, чем пушки, танки, пулеметы и ракеты, поделился своим мнением известный российский политолог Андрей Манойло во время визита в Донецк. Об этом сообщает пресс-служба ОД «Донецкая Республика».

Он отметил, что большую роль в конфликте играет информационное противостояние.


ОФОРМЛЕНИЕ ПАСПОРТА ГРАЖДАНИНА РФ






MANOILO OPENLY CAME TO DONETSK SO THAT SURKOV KNEW AND WAS NERVOUS ABOUT THIS

This, in turn, may indicate that Manoilo's trip was not to be a secret. On the one hand, here, it seems, we are talking about competition between various structures for control over the "LDPR". That is, the FSB expert on information wars could go to the "DPR" not together with Surkov but following the latter, in order to monitor and find out what Surkov had in mind. And he did that absolutely not concealing, so that the assistant to the President of the Russian Federation knew about this and was nervous.

*Hence, the conflicts within the top executive staff in Moscow are continued, which means that the **TOWERS ARE UNSTABLE**. And it is quite possible that Surkov tries to confirm his status: he is the only patron of the LDPP. Putin's assistant can maximally fill the vacant space with him.*







TRAINING OF KREMLIN'S TOWERS: PUTIN FORCED MANOILO AND SURKOV WORK TOGETHER


dsnews.ua

РУБРИКИ  ДИСКУССИОННЫЙ КЛУБ  LIVE    Поиск...

МИР

ВИЗИТ БЕЗ ШУМА. СУРКОВ
ПРИЕХАЛ В ДОНЕЦК, ЧТОБЫ

 РУБРИКИ  ДИСКУССИОННЫЙ КЛУБ  LIVE   

российско-американском диалоге по донбассу. Освободившееся пространство помощник Путина может максимально заполнить собой.

С другой стороны, если все же Манойло и Сурков действовали скоординировано, то такое сотрудничество могло случиться лишь только потому, что их вынудили. А единственным, кто может это сделать, является, понятно, Владимир Путин. Дрессировка им обитателей разных "башен Кремля" говорит о крайней степени заинтересованности президента РФ в украинском вопросе и, соответственно, готовности лично вмешиваться в процессы.

Вернуть позиции

Важно, что происходит это на фоне заявлений Кремля о де-факто срыве подготовки саммита "нормандской четверки", который, как полагает

... On the other hand, if Manoilo and Surkov still acted in a coordinated way, such coordination could only take place in a forced way. And the only one who could do it was, naturally, Vladimir Putin. Training of inhabitants of various Kremlin's towers by him witnesses the extreme degree of interest of the Russian President in the Ukrainian issue and, hence, his willingness to personally intervene in the processes.

AND, AGAIN, NON-IDENTIFIED MANOYLO

Открылись новые подробности визита Суркова в Донецк: "Был слышен даже в фойе"

Главная / Украина

30 октября 2019, 20:17

26 октября в оккупированном Донецке с секретным визитом находился советник президента РФ Владислав Сурков. Руководство "народной республики", включая Дениса Пушилина, было сильно

Известно, что 26.10.19 в Vip-комнате гостиницы "Донбас палас" В.Сурков проводил совещание с узким кругом денеэровского руководства: Пушилин, министр финансов "ДНР", Кулемзин- мэр Донецка, Ананченков - председатель совета министров "ДНР", Синенков - оперативный командующий командования "ДНР", и неустановленное лицо из числа граждан России, скорее всего, известный в России специалист по информационным технологиям Манойло.

*It is known, that **V. Surkov held a meeting with the narrow circle of the "DPR" government, that is, Pushilin, the minister of finance of the "DPR", Kulemzin, the mayor of Donetsk, Ananchenkov, chairman of the cabinet of ministers of the "DPR", Sinenkov, the operative commander of the armed forced of the "DPR", and a non-identified person from Russian, most probably, well-known Russian IT expert Manoilo, in the VIP room of the Donbass Palace hotel on October 26, 2019.***

see details on

https://www.dialog.ua/ukraine/193549_1572458506

RUMORS

AS ONE OF TYPES OF FAKE NEWS

KOMMERSANT: IT HAPPENS THAT, NARYSHKIN AND MATVIENKO ARE NOT THE HUSBAND AND WIFE BUT FOUR COMPLETELY DIFFERENT PERSONS

On April 17, 2019, the information about the allegedly almost taken “personnel decisions” regarding V. Matvienko and S. Naryshkin appeared in Kommersant.

In fact, the information published in the article called “**Speakers To Be Made of These People**” (Kommersant newspaper No. 68 of April 17, 2019, p. 1) turned out to be **fake**, and the “**sources**” (literally, “informants in government agencies” in the text of the article) **refused to confirm their words** and generally disappeared when trying to establish their identities. The very information about “**personnel shifts**”, not confirmed by real, reliable (verified) sources, **turned out to be ordinary rumors**.

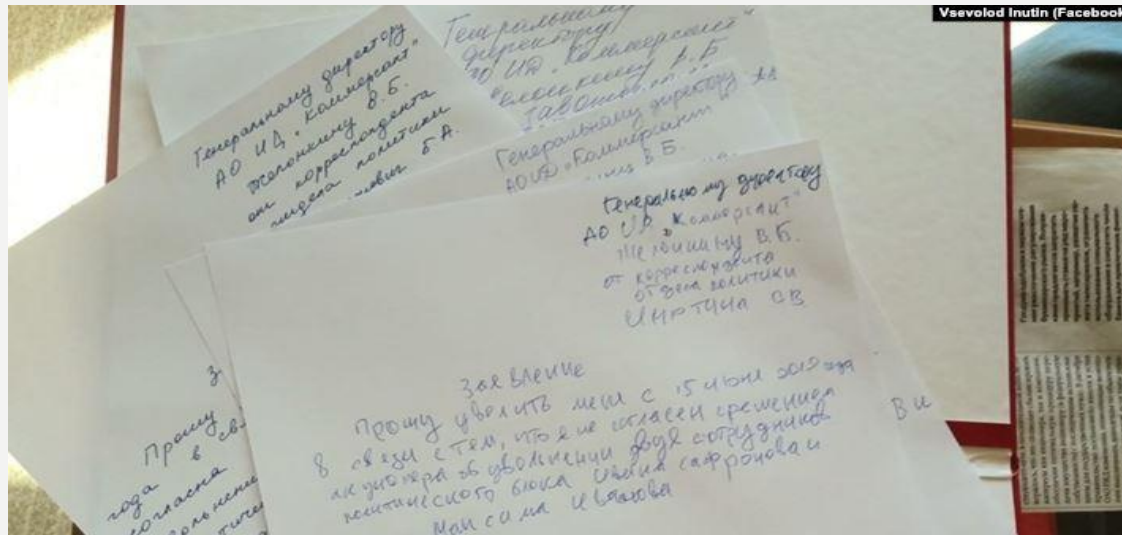
But these rumors, properly incepted, caused a resonance and even a certain excitement, against the background of which spreading of other information could have been successfully performed.



FINAL RESULT OF SPREADING:

April 17, 2019. The rumors published in today's issue of *Kommersant* **have no basis**, the Interfax quoted the message of the Foreign Intelligence Service public relations office.

May 19, 2019. Special correspondent of *Kommersant* Ivan Safonov and deputy editor of the politics department Maxim Ivanov **got fired because of the article** about possible resignation of Chairman of the Federation Council Valentina Matvienko.



AS A HIDDEN CONTROL INSTRUMENT:

Rumors often penetrate and affect minds of political elites and decision makers via most various channels – not only via mass media but **in the form of “restricted” analytical reviews and summaries, distributed “on subscription”** (also “restricted”).

Major part of such “reviews” is exactly **aggregators of rumors and factoids**

In “secret analytics” of such kind, **rumors are often given as the insider information, obtained confidentially from own operative informants “from the very top”**

Very often, the rumors are in demand by the **high-rank officials “hooked” on conspiracy theory and the intra-clan struggle of the “towers”**, living by these intrigues, which became the main and only “objective reality” for them, (that is, **there is always a demand for rumors**)

WHY EVEN NOT VERY NAIVE PEOPLE TRUST RUMORS

Rumors are readily believed like any information of the conspiracy theory nature that claims to be “secret knowledge of human souls” (that is, insider information).

At the same time, rumors presented in the form of “reviews” and “analytics” are particularly readily trusted, because people really want to believe that an exclusive has come into their hands that others do not know about.

WE ARE BEING WATCHED! MONITORING THE BALANCE OF POWER IN THE GOVERNMENT AND THE BUSINESS COMMUNITY

The so-called “**analytical reviews**” that examine the rivalry of various kinds of “towers” are often the very place where all kinds of **rumors are collected, legalized, and then transmitted to decision makers.**

With that, the authors of reviews refer to their own confidential “**sources**” in the **Presidential Executive Office** and other governmental structures:

“potential transfer of Sergei Naryshkin to the Federation Council was confirmed by sources in State Duma, Federation Council, Office of the High Representative of the Presidential Executive Office, Ministry of Internal Affairs....; all sources noted, **that the preliminary decision was taken but**;

advised not listening to “bullshit”: from the Control Department of the Presidential Executive Office, the FSS, entourage of N. Patrushev (cited from “Monitoring of the Balance of Powers...” of 13.05.2019),

which are, quite possibly, existing, and regularly interviewed
(that is, we can even talk about a regularly interviewed network of informants: “as **our sources** said, Valentina Matvienko has already come to terms with the upcoming resignation, but suggests that the bonus...” (cited)).

WOW!

It turns out that the **author of the review interviews the officers of the Presidential Executive Office** (Office of the High Representative and Government Agencies), the FSS, and N. P. Patrushev's entourage (by the way, of one the best and most effective secretaries of the Security Council of the Russian Federation), and they have their own sources everywhere merging information to them (that is, **there are leaks everywhere**). And the author interviews the sources **regularly**.

They **collect information from "sources", summarize it, that is, do what is most interesting to foreign intelligence** (collecting information from various sources on issues of interest to them).

In this case, **there is no need to conduct reconnaissance** – everything has already been done on a voluntary (or commercial) basis.

OUR SOURCES IN THE PRESIDENTIAL EXECUTIVE OFFICE... WHO ARE THEY?

But the very informants (“our sources”) to whom the author of the document refers are of even bigger interest:

it follows from the text of the document that its author privately interviews exactly active employees of the FSS, Security Council staff, and the staff of the sanctum sanctorum of the Presidential Executive Office – its Supervisory Department.

It means that there is their own agent network inside these agencies.

THE DARK SIDE OF THE MOON

*- a rumor may also be incepted by foreign intelligence, which uses it to perform a direct intelligence action on the people who **are “hooked” on such “analytics” in a special way***

(it is easier to penetrate into the Digest than into personnel of the Presidential Executive Office or security agencies);

- each rumor contains a share of real information about what is happening inside, behind the closed doors of secret offices and meetings

(and this is a leak already);

*- the totality of rumors collected from various “sources” from various agencies, **may become subject of interests** of not only domestic but also of **foreign lovers of “applied conspiracy theory”;***

Including those working for intelligence.



HOW TO COPE WITH FAKE NEWS

MAJOR MISTAKES OF AUTHORITIES

Informational vacuum

Late reaction (delayed for several hours or days)

The need of people for information, already formed and waiting for immediate satisfying

Rumors and fakes as a way of prompt satisfying of this need

Why nobody believes delayed comments of officials and why no one needs them a few hours after the incident

How to counteract fake news (general principles)

1. **Proactive strike** (if the attack is only being prepared):
to shift the focus of attention from the future informational incident (event)
2. **If the attack has already started**: interception of the informational agenda (to be started with immediate publication of the official position of the competent authority in mass media and on the web, which brings full clarity to the incident and leaves no room for insinuations; then, regular dynamic saturation of the informational space with dry facts and figures which can be verified)
3. **After the agenda has been intercepted** – introduction of own informational agenda, which, apart from everything else, sets your own rules of the information “game”.
4. **Example of the operation “proactive strike” – “agenda interception” – “introduction of own agenda” – “control of informational activities of the enemy”**: “Skripal Readings” (March 3-4, 2019)



**THANK YOU VERY MUCH
FOR YOUR ATTENTION!**