MEDIA OPERATION–COMPLEMENTARITY OF MODERN MILITARY OPERATIONS

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ABSTRACT

Media operations have gained significant importance for success in the information age. Its provide the ability to monitor and facilitate understanding by the public, explaining the operational situation in a particular context occurrence and communicate perspective army clearly and without any filters.

Media operations allow decision makers to consider how international audiences, but also perceive internal conflict and even to influence the manner in which the discussion about a particular operation is possible within the limits of legality and morality.

KEYWORDS: informational age, media operation, strategy, message

1. Introduction

Information was significant effect in the conduct of operations, based on information technology applications that are able to make it possible to combine weapons systems with high accuracy remote sensor networks and decision elements. Contemporary military operations are dominated by the increasing importance of other types of operations other than classical, which can give a generic name for special operations.

Speed and quality of information decision due opportunity often compensate for shortages and means. The combination of power and information is an objective reality nowadays. Army is not able to use this resource becomes a victim safe because it will not be prepared to hold informational advantage, the main condition for success in modern military operations. Organizing new types of military operations depends on the primacy of information and technology, becoming the fifth dimension information space war.

2. Information Operations

Information Operations – INFO OPS have become in recent years, in most modern armies, a concept developed doctrine. They expressed the need to capture aspects of a phenomenon that goes beyond traditional war, becoming an essential tool of military force. One of the advantages of information operations is to achieve synchronization of multiple force elements such as civil-military cooperation, public relations, psychological operations and electronic warfare.

Under the doctrine, information operation are “synchronized and coordinated actions planned and conducted to achieve the desired effects on the will, the power of
understanding and capacity/means adversary or potential adversary other entities approved by the National Military Command in support of the objectives master by affecting information and their information-based processes, while valuing both their information and to protect and strengthen their information systems based on’’ [1].

Information operations planning are both peacetime and wartime, of a permanent character, adapting continuously. Depending on the state of peace, crisis or war, information operations have three objectives/goals and specific manifestation ways: in time of peace, in times of crisis and in times of war.

**In peacetime**, the primary purpose is the protection of information operations, counter and, if necessary, activation, amplification and imposing their will and neutralizing capacity and awareness of active and reactive opponent.

**In times of crisis**, surgery is a vector accompanying information and support aimed at emphasizing and reaching the minimum of dominance over the opponent.

**In time of war**, information operations through its elements of persuasion and manipulation, is responsible for their own forces converter positive emotional and negative opponent.

Information operations coordinate and integrate all policies, procedures and actions of specialized personnel and technology used to influence knowledge, beliefs and beliefs of decision makers and combatants of the opposing party. The goal is to affect the ability to decide and will to fight, disturbing the planning, management and deployment of military and non military operations while protecting and harnessing information and information systems and to ensure the strength and stability of psycho – moral of the armed forces and their population.

Information operations ensure that the goals of informational war, the components of military operations, but also reflect the operational level, or operate the item. Each level of manifestation of military art has one type of event information.

At the strategic level are organized and carried out information campaigns at the operational level are going operations and tactical information held shares or fight collision information. At all levels of military art works, while in opposition, aggression Information and Protection of Information.

Consider the need to avoid confusion between information operations (INFO OPS), psychological operations (PSYOPS), and military intelligence activities, known as intelligence. Information operations, in terms of their action can be offensive and defensive.

**Offensive information operations** involve the use of those capabilities integrated assignments, backed by intelligence actions can influence both the leaders and decision makers opponent and the achievement of specific objectives. They are conducted through a series of actions typical warrior and operational security operations, military deception, psychological warfare, electronic warfare, and physical destruction attacks and attacks on computer networks.

**Defensive information operations** involve the integration and coordination of policies, procedures, and personnel actions and defense technologies to protect their information and information systems. They are organized by information security operations, counter-military deception, counter-propaganda, counter-information, electronic warfare.

NATO’s vision of design principle emphasizes the importance of information operations coordinator and integrator of several activities, special in it, but all persuasive purposes, in terms of aggregation effects to fulfill a common goal. Field INFO OPS, from the perspective of NATO, is defined by three pillars: people, systems and processes hard. In view of the NATO people do not understand the whole audience that contact
with that contained in the INFO OPS, but opinion leaders and policy makers and military, who are actually the target audience. Through hard systems means the whole system of transmission networks and processing data and processes all the phenomena which leaders connected systems (organizational structures, technical, tactical, procedures, software, etc.).

In our opinion, information operations are coordinated processes in a continuous movement, bringing together the activities of diplomatic, political and military influence decision makers in support of political and military objectives in peacetime and in times of crisis and conflict, and in post-conflict periods. Military information operations are coordinated actions designed to influence the leaders and decision makers of the adverse party to facilitate the fulfillment of all their objectives by affecting information systems and processes based on the information of the other party, while protecting the operation own information and information-based systems.

3. Media Operation
Media operations, is the kind of media activity undertaken to ensure public information consistent, timely, accurate and efficient, organized at the highest level and held in the lower level optimal for maintaining a proactive approach and a rapid [2]. The purpose of the media operation is to assist commanders in achieving operational objectives proposed by promoting understanding and obtaining public support for military operations while ensuring security operation [3].

Media operations have gained significant importance for success in the information age. They provide the ability to monitor and facilitate understanding by the public, explaining the operational situation in a particular context Occurrence and communicate perspective/vision/mission army clearly and without any filters. They allow decision makers to consider how international audiences, but also perceive internal conflict and even to influence the manner in which the discussion about a particular operation is possible within the limits of legality and morality.

With operations designed to provide media and communication themes and messages to their target audiences through mass media [4]. They are complementary to the actions or to political, diplomatic, military state developed nationally and internationally to support military operations commanders and troops and military actions.

4. Media Operation Principles
Media operation is carried out in accordance with a set of general principles that can guarantee success or failure can lessen the effects. In “Social Influence in Modern Conflicts Management” [5] Dan Mircea considers (opinion that it own, but adding) that media operation must meet five basic principles: the principle of respect for the truth, the principle of credibility the principle of respect for safety measures opportunity principle, the principle of planning.

The principle of truth respect refers to the content of information flows used in operations media are always based on reliable data. Checking the accuracy of the information before use in communication is crucial.

The principle of credibility is the correlation between structures credibility and trust of the media operations in the military. A low level of confidence in the military generates confidence in its ability to successfully fulfill the tasks entrusted. The fastest way to destroy credibility is the use of false information. Another risk to credibility may be communicating different messages to different audiences and contradictory.

The principle of respect of security measures requires that in the disseminating process, the commanders and public
relations officers must maintain a balance between the imperative of ensuring transparency to the press/public opinion and keeping security operations underway or in preparation.

The principle of opportunity shows that the opportunity is co-substantial reaction rate and/or primacy in disseminating information. The public may be exposed to current conflicts vehicle information media within hours or even minutes of the event can be a witness of performing actions through live broadcasts. It is imperative that media operations to integrate information flow regional/global perspective own explanation and interpretation of events. He missed the opportunity to communicate their information and messages to be included in the news media transmitted during the military operations produce negative effects on successful completion of the mission.

The planning principle states that media operations must be fully integrated into operational planning, since its debut. Specialists in media operations will be drawn to the Group (Joint) Operations Planning [6]. Capabilities media operations deployed in theater, usually with detachment precursor. Media operations planning are centralized, decentralized monitoring and evaluating the implementation of permanent effects. We argue that these five principles can be and should join other four: continuity, gaining and maintaining the initiative, the principle of complementarities to avoid surprise and military actions.

The principle of continuity defines the aims and military objectives. Media operation occurs in both the going concern basis, that is at peace, crisis or war within which go various types of military activities and the continuing actions by the possibility of extending the action of forces and means no restrictions on state time season and land, but also disturbing conditions generated by some special means opponent.

The principle of operation involves gaining and maintaining the initiative through media coverage of information activities that contribute to slowing the enemy advance by providing distorted information in order to gain time to prepare for operations. Information by the media can help to channel the enemy into attacking its favorable areas for winning initiative.

The principle of avoiding surprise, the opposite principle of winning initiative involves carrying out actions which prevent media dominance reactive actions and allow its forces headquarters and conduct proactive actions mostly.

The principle of complementarities with military action is considered in the practice and theory of armed struggle one of the principles that victory in battle could tip the balance decisively in favor of their own troops. Media operation can become a complement to military action, serving to provide information needed their troops opposing camp, so to avoid surprise, and the surprise opponent. The effects of media operation activities are not only materially, but especially moral, representing the ability to deceive the opponent, managing situations that occur unexpectedly favorable and stimulating initiative.

5. Conclusions

We believe that media interest for the military operations is, in most cases, intense and unavoidable. Even though they may be denied access to military bases, ships or aircraft, media cannot be ignored or excluded from the operational environment. The way the media perceives a situation or event is different from the military. The vast majority of news media is involved in commercial competition for reaching audiences by producing a fast and quality media coverage.

We believe that, except for a small group of journalists specializing in national security and defense, understanding the forces of the media is limited and lacks depth, issues that are reflected in the presentation of media products.
Structures and specific activities of the media operations can be effective only in terms of gaining and maintaining credibility with the public. Even if there is a clear synergy between media operations and information operations, it is imperative that the two activities are distinct to avoid handling impressions, misleading or use the media as a means of disinformation.

All communication activities should take place as part of the information campaign. Information campaign includes several elements: media operation, information operations and issues of defense diplomacy, diplomacy, economic activity, political activity, specific activities of collaboration between civilian and military. All can and should be assigned to military-political and military strategies, the only way to respect the principle of complementarities to their targets.

Media operation can become media war in two situations. On one hand, when there is a confrontation between the media of each of the camps are in conflict, to impose their own public opinion and international own version on the causes, conduct and consequences of conflict. On the other hand the media can be interface that can wage war. From our point of view, the transition from media to media war surgery is moving from fairness and morality media to its use for the transmission of information distorted negative effects on the civilian population. Ways that media into a weapon and that this weapon can hit are multiple, as both call intelligence, the power of creativity and expression of journalists and editorial force, trusts news media networks in general.

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