

Chapter 10

War in Ukraine and US: Russian Information Warfare – A Comparative Analysis

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ABSTRACT

The chapter reviews the main aspects of the Russia-Ukraine war on the example of the information policy carried out within the framework of the mentioned war between the USA and Russia. In particular, the information policy of the US on the one hand, which is aimed at protecting the independence and territorial integrity of Ukraine and providing democracy enlargement, and on the other, the disinformation policy of Russia, which aims to mislead the international and primarily the Russian public, are discussed.

INTRODUCTION

Along with political and military confrontations, the conflict in Ukraine is marked by a robust information warfare operation. The United States has suffered recently. Along with allegations that Russia manipulates public opinion and foments conflict by utilizing sophisticated propaganda and misinformation techniques. Social media's emergence and growth have given nations previously unheard-of chances to sway opinions and alter facts. The U.S. and Russia intensified their counterintelligence operations during the Ukraine War of 2022, which marked a turning point in this battle. The Russian military operation in Ukraine was swiftly denounced by the United States, which also offered the Ukrainian government financial and military help. Russia has retaliated using various strategies to undermine U.S. influence, including disinformation operations, hacking, and propaganda. Both nations extensively used social media and digital platforms to communicate with the people and sway opinion. With an emphasis on their information warfare operations, this comparative research seeks to explore the methods and tactics

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used by the U.S. and Russia during the 2022 Ukraine War. This research aims to provide insight into the changing terrain of international warfare and the function of information in forming perceptions of war by examining the parallels and variations in their techniques, as well as their objectives and efficacy.

The History of Propaganda in the USA and Russia

Generally, in both the histories of Russia and the United States, propaganda has been a crucial instrument for swaying perceptions and forming public opinion. Propaganda has been used by these two nations in a variety of ways and settings to project power, control narratives, and alter opinions both domestically and internationally (Galeotti, 2014). This part of the research explores the development, significant moments, and lasting effects of propaganda throughout the history of Russia and the United States.

Russia

In the history of Russia and the Soviet Union, propaganda has been a key instrument for organizing the populace and forming public opinion. Propaganda has been used to shape stories, advance particular ideologies, and preserve political power from the time of the Tsars to the rise and fall of the Soviet state (Dekhtyanko, 2015). The broad and changing history of propaganda in Russia and the Soviet Union is examined in this essay, including its earliest manifestations, its usage during pivotal eras like the Russian Revolution and the Stalinist era, its significance in the Cold War, and its effects on society (Clifford, 1987). We may learn a lot about the socio-political forces that molded these areas by looking at the tactics, goals, and long-term effects of propaganda. In Russia, propaganda dates back to the Tsarist era, when the country's leaders aimed to instill a sense of loyalty and national solidarity in their people. The monarchy employed various strategies to influence public perception, including elaborate ceremonies, construction initiatives, and cultural events. The Tsars cemented their status as the legitimate leaders of the Russian people by stressing the divine prerogative of the rulers and tying their power to Orthodox Christianity. The Orthodox Church, which had a close relationship with the monarchy, contributed significantly to the spread of both religious and political propaganda. The idea of an autocracy that had been established by God was promoted through sermons, religious art, and iconography. The church evolved to become a crucial tool for upholding social order and quashing criticism. The character and reach of propaganda underwent a seismic upheaval during the Russian Revolution of 1917. Vladimir Lenin led the Bolsheviks, who understood the use of publicity in furthering their revolutionary cause (Timothy, 2004). They started the Bolshevik journal *Pravda*, which served as a major forum for the dissemination of revolutionary ideas and mobilizing the populace against the previous government.

To spread the Bolshevik message of class struggle, worker empowerment, and the downfall of capitalism, posters, leaflets, and public speeches were crucial. Slogans, striking imagery, and appeals to the working class were all used to rally support and influence public opinion. The Bolsheviks' success in capturing power and founding the Soviet Union was greatly aided by their mastery of propaganda. Propaganda became a crucial instrument for the Communist Party to maintain its power when the Soviet Union was founded in 1922 (Wentz, 2009). All media outlets came under official control, ensuring that propaganda promoted the objectives of the in-power dictatorship. The Department of Agitation and Propaganda (Agitprop) of the Communist Party was created to produce and disseminate publications that promoted socialist principles, extolled party officials, and demonized political rivals and other deemed enemies of the state. The Soviet authorities used cutting-edge techniques in addition to conventional

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