

SPECIFICITY OF INFORMATIONAL AND PSYCHOLOGICAL COUNTERMEASURE OF PROPAGANDA FOR PERSONAL MEMBERSHIP DURING THE FIRST WORLD WAR

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Abstract. The specifics and methods of conducting informational and psychological propaganda by the Triple Alliance and the Entente among the troops and population of the enemy during the First World War were studied. The purpose of the article is to reveal the specifics of conducting informational and psychological propaganda during the First World War by the Triple Alliance and the Entente among the troops and civilian population of the enemy, a detailed analysis and comparison of the propaganda campaigns carried out by the Triple Alliance and the Entente during the First World War, in order to identify their features, tactics and efficiency. The main focus is on researching methods of psychological influence on enemy servicemen and civilians, as well as assessing the impact of these efforts on the course of the war and the morale of the parties involved. The article analyzes the strategies and methods of propaganda used by the Triple Alliance (Germany, Austria-Hungary, Italy) and the Entente (Russia, England, France) during the conflict, in particular the appeal to mass media and the influence on the morale of military and civilian personnel. The authors also evaluate the effectiveness of these measures and contribute to the understanding of propaganda as a means of information warfare in the context of military strategies. The article highlights the need to improve the national security system. Various approaches to the definition of hybrid warfare are considered, focusing on the context of Ukraine and the peculiarities of the State Border Service. The article analyzes the essence of this concept and general principles related to the protection of national interests at the state border. Special attention is paid to the influence of information and psychological propaganda on military strategies during the First World War, especially on the morale, behavior of troops and the civilian population. The study showed that the success of information and psychological propaganda depends on its ability to adapt to conditions that change depending on the course and needs of the audience, as well as on the use of innovative methods and mass media. Our research encourages further study of propaganda as a tool of war and its impact on contemporary conflicts.

Keywords: hybrid war; National security; State Border Service of Ukraine; armed aggression; informational component of war; security of the state border; information and psychological propaganda.

JEL Classification: I 21, I 23, I 29

Formulas: 0; **fig.:** 0; **tabl.:** 0; **bibl.:** 5

Introduction. In modern conditions, the role and importance of the information factor in the life of the country is growing sharply. The information environment can speed up or slow down the development of all spheres of social life, in particular processes related to the security of the state border.

Since the beginning of Russian aggression, threats to Ukraine's national security have become one of the most serious problems, particularly in the context of information security, which becomes especially dangerous during conflicts. Significant changes took place after the beginning of Russian aggression against Ukraine in 2014. But since February 24, 2022, this problem has become even more important for the security of the state border and the overall defense capability of the country.

The task of the State Border Service of Ukraine is to ensure the integrity of the state border and protect the sovereign rights of Ukraine in the adjacent zone, including the maritime economic zone [1]. During the military invasion of the aggressor country, the problem of guarding and protecting the state border arises in the conditions of a complex armed conflict, which at the initial stage took on the character of a hybrid war in the east and south of Ukraine. Threats to the national security, sovereignty and territorial integrity of the country mainly arise from the aggressive actions of the aggressor country, which seeks to annex the territory of Ukraine.

The problem of researching the aspects of hybrid war became relevant after the invasion of the Russian Federation into Ukraine in 2014. Hybrid war is a modern form of military activity that uses a combination of military, political, economic, social, informational and other means to achieve its own military and political goals. This is a new approach to waging war, different from the traditional one, in which only military force is involved.

Peculiarities of conducting information and psychological propaganda used by the Triple Alliance and the Entente among enemy troops and civilians during the First World War consist in the study of propaganda strategies and methods used by the Triple Alliance and the Entente during the First World War. The focus is on the study of information dissemination tactics, the psychological impact on enemy troops and civilians, and the effectiveness of these efforts in the context of military and political objectives. The article highlights the use of various mass media, including radio, press, leaflets, and also analyzes the influence of propaganda on the morale of military personnel and the population, on the course of the war in general.

Literature review. Current research and publications examine the impact of hybrid warfare on the planning and conduct of military operations, on changes in policy, strategy, and tactics, and on the principles and practices of the use of military force. It turns out that hybrid warfare is changing the tactics and principles of military planning. As the analysis of scientific works shows, the problem of armed hybrid conflict arouses considerable interest of modern researchers, politicians, experts and journalists. A feature of the coverage and research of this conflict is the attention of the world community to preserving the territorial integrity of Ukraine.

The specifics of the war unleashed by Russia in terms of its methods of conduct differ from traditional wars that took place in the 21st century. The extreme relevance of this problem causes significant interest of scientists.

The problem of hybrid war was studied by D. Kuprienko , A. Bratko, V. Torichnyi , T. Biletska, Yu. Ivashkov and other scientists [2;3; 4; 5].

V. Demskyi, V. Zhuravel, and S. Burbela considered the issue of counteracting the negative informational and psychological influence on the personnel of the state border protection agency in the context of information warfare. They studied the negative informational and psychological impact, took into account the influence of society on the individual [3; 6].

Our work reveals the historical excursion conducted during the First World War, the peculiarities of conducting informational and psychological propaganda by the Triple Alliance and the Entente among the armed forces and the civilian population of the enemy during the First World War, reveals the analysis of propaganda strategies and methods used by the Entente and the Triple Alliance.

Aims. The purpose of the article is to reveal the specifics of conducting informational and psychological propaganda during the First World War by the Triple Alliance and the Entente among the troops and civilian population of the enemy, a detailed analysis and comparison of the propaganda campaigns carried out by the Triple Alliance and the Entente during the First World War, in order to identify their features, tactics and efficiency.

Methodology. The main focus is on researching methods of psychological influence on enemy servicemen and civilians, as well as assessing the impact of these efforts on the course of the war and the morale of the parties involved.

Results. At the initial stage of the First World War, the governments of the countries that took part in it, with the exception of Germany, came to the conclusion that it was necessary to create special structures to carry out propaganda among the troops and population of the enemy, as well as to influence public opinion in neutral countries. Therefore, from that time, similar bodies began to appear in all the leading countries of the world, and in Germany they were created after 1918. [7].

At the time of the First World War, when radio was not yet a universal means of mass communication, and sound systems were very simple and the effectiveness of their use differed little from ordinary loudspeakers, propaganda and psychological influence were mainly carried out with the help of printed products. Postcards, newspapers, pamphlets, POW letters, posters, fake ration cards, and other types of printed propaganda materials became the most common means of communication and influence in those days. At first, these were letters of German prisoners of war from English camps to their relatives. Thanks to the invention of offset printing in England, copies of these letters were created with great attention to detail, including the shade of ink to match the original. Often, German soldiers took these postcards as originals and mailed them to relatives of prisoners. The content of the letters remained unchanged and without additional comments. The essence of the propagandistic effect was that letters were chosen that talked about the good treatment of prisoners. [8].

During the First World War (1914-1918), informational and psychological propaganda became a key instrument of warfare for both sides of the conflict - the Triple Alliance (Germany, Austria-Hungary, Italy) and the Entente (France, Great Britain, the United States, other countries) . These propaganda campaigns were aimed

at influencing both the military and the civilian population of the enemy in order to undermine their morale.

Triple Alliance: Germany, Austria-Hungary, Italy directed their propaganda on the home front, using agitation among their own military and civilian populations to increase patriotism and moral support for the war effort.

Entente: France, Great Britain, the United States, Russia and other countries focused their propaganda on the enemy, trying to reduce his morale and support for military operations.

Tripartite Union: The distribution of leaflets, posters, and the distribution of literature aimed at supporting the soldiers at the front and rallying public opinion were used.

Entente: The means of propaganda were mass media (newspapers, movies), as well as the use of psychological techniques to demoralize enemy forces.

Propaganda influenced the morale of servicemen, strengthening the fighting spirit.

Propaganda campaigns played an important role in the formation of patriotic sentiment among the civilian population and supported the idea of the correctness of military actions.

German prisoners were allowed to read materials that were forbidden in Germany, such as letters from K. Liebknecht, socialist newspapers and other publications. This was done in order to influence the morale of the German population through postcards sent to prisoners. As confidence in British propaganda grew, it became possible to consistently reduce hostility among enemy soldiers through the distribution of leaflets. This led to the fact that the German soldiers in the areas of the Anglo-German front no longer had the desire to fight to the last, but surrendered.

American propaganda emphasized the problem of feeding German prisoners of war as a way to undermine morale in Germany itself, which was also experiencing hunger. In their postcard, which looked like a German field postcard, they sent a filled-in address to contact their relatives. The instructions directed this postcard of a captured POW to the Americans for later delivery to relatives to reassure them about the prisoner's condition. It could usually read something like this: "They feed us well: they give us beef, white bread, potatoes, beans and peas, cream, coffee, milk, butter, tobacco and more". In September 1918, the British began publishing local "fake" newspapers along with leaflets. These newspapers were an effective means of influencing the German soldiers, who, in order to pass the time, read everything they could get their hands on. The circulation of these newspapers was from 250 to 500 thousand copies every week. Postcards were also produced in large quantities. For example, only in October 1918, 5 million 360 thousand postcards were sent out in England [9]. At first, propaganda materials were distributed with the help of a specially created aviation unit. In 1918, a special campaign projectile was developed and tested in England [10]. Although they made many mistakes and were not always successful in all their endeavors, English propagandists learned many useful lessons from this experience. As a result, English propaganda almost always achieved its goals. General Ludendorff praised the effectiveness of British propaganda in terms of its effect on the Germans,

ending the war. "We were so thoroughly and widely influenced by enemy propaganda that later many people lost the ability to distinguish between what was enemy propaganda and what was their own beliefs. We no longer wanted to die. Many Germans were no longer willing to give their lives for their homeland."

According to British experts, successful propaganda required its recognition as a state initiative. This meant that the Ministry of Information was embedded in the state apparatus and maintained close contact with the Prime Minister, the Ministry of Foreign Affairs and the military structures.

In England, it was understood that the success of propaganda depends greatly on its widespread use, and therefore they did not spare money for it, hoping for a huge return. The Ministry of Information managed to build and carry out propaganda in such a way that the main goal - to attract the enemy to its side - remained hidden from the target audiences. The best propaganda, which is not felt by the object of influence, is the one that is carried out imperceptibly for him.

In 1922, the 12th volume of the Encyclopedia Britannica presented the basic principles of English propaganda. According to them, to believe that the truth makes sense only when it is relevant. The whole truth, it seems, can be redundant and often lead to mistakes. It is better to use the truth only partially. Much of the propaganda work must be carried out inconspicuously. Because any obvious propaganda arouses suspicion and reduces its effectiveness.

Tactical approaches to propaganda were formulated as follows:

- it is necessary to apply influence methods that attract the attention of specific population groups;
- influence methods should be chosen that reduce unwanted ideas arising in society due to ignoring events;
- it is important to use methods of influence that have a low probability of opposing the achievement of propaganda goals.

Therefore, it is necessary to get rid of contradictions in advertising contexts aimed at the same group of people [11].

According to these principles, the successful selection of materials for propaganda involves not only an accurate assessment of the expected results of their distribution, but also an analysis of possible reactions and countermeasures.

One of the most effective methods for a propagandist is the ability to empathize with those he wants to influence and to carefully analyze different approaches to get their attention. Thus, the outreach team should be comprised of people who have a deep understanding of the target populations they will be working with.

The propaganda mechanisms of the belligerent states skillfully used techniques of disinformation, which was presented as true information, actively used psychological methods, involved leading journalists, linguists and artists and spent significant funds for these purposes. Instead of limiting themselves to simple attacks on the military leadership, the propagandists already in the second year of the war expanded the topic and began to actively inflame internal conflicts in the enemy ranks, psychologically influence the enemy troops and cultivate disorientation among the civilian population.

At the beginning of the end of the war, the propaganda bodies of the Entente countries began to cooperate to coordinate their efforts in the main areas. This included spreading the idea of the hopelessness of the military-political situation of Germany and Austria-Hungary, convincing the population and armies of these countries of the reliability and strength of the Entente countries, as well as propaganda on the issue of captivity.

Discussion. Understanding the importance of solving propaganda tasks and the desire to coordinate efforts led to the All-Allied Conference on Propaganda in London in August 1918. This conference was the first international forum on the theory of propaganda aimed at enemy troops and populations.

This conference summed up the activities of the propaganda bodies, summarized the accumulated experience and formulated recommendations for the coordination of propaganda between the Allies in Germany and Austria-Hungary. During the war, the propaganda of the Entente countries was subordinated to a single supreme command. A special headquarters was created to organize the influence on the enemy's troops and population, including various national sections. Immediately after the end of the First World War, the leaders of the armies of the leading world powers showed an increased interest in political experience in the field of propaganda.

This analysis and generalizations were made not only to satisfy curiosity, but mainly so that the propaganda machinery of the armies could fully appreciate the mistakes made by them and their opponents [7].

The main purpose of modern warfare is not only to destroy the enemy's armed forces, as was done before, but to demoralize the entire population of the enemy country to such a degree that it forces their government to conclude a peace treaty. A clash of armed forces is only one of the possible ways to achieve this strategic goal [12].

Propaganda should be carried out in such a way that its object does not realize that the informational document is specifically aimed at him. The most effective propaganda is the one in which the object of influence does not feel that it is being influenced.

People often tend to accept what suits their desires. In military propaganda aimed at the enemy's troops and population, it is necessary to take into account this feature of human nature and create informational materials in accordance with these needs and interests.

During the First World War, it was possible to solve the significant problem of informational and psychological confrontation not only at the general level of the war, but also in specific combat operations due to the effective use of propaganda tools.

Conclusions. The study found that the effectiveness of information and psychological propaganda was determined by its ability to adapt to changing conditions and needs of the audience, as well as the use of innovative methods and mass media. Our research calls for further study of propaganda as an instrument of war and its impact on contemporary conflicts. As a result of the analysis of the propaganda campaigns of both warring camps during the First World War, it can be seen that the effectiveness of these measures consisted in their ability to cause an emotional reaction and influence the psychological state of the opponents. During military conflicts, such

influence is critical for maintaining morale and demoralizing the enemy, which can be decisive for the course of the war and its outcome. Prospects for further research in this direction can be seen in the study of the specifics of informational and psychological propaganda in the Second World War.

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