

сучасних методів копіngu стресових станів, розвиток навичок швидкого і адаптивного реагування на стресогенні впливи, формування вмінь емоційного самоконтролю в проблемній ситуації, усунення поведінкових стереотипів і звичних шаблонів дій, викликаних появою кризових ситуацій, що потребують негайного розв'язання, розвиток особистісно-середовищних копінг-ресурсів та стимулювання вибору активних копінг-стратегій.

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## PSYCHOLOGICAL MANIPULATIONS IN THE COGNITIVE WARFARE

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All warfare is based on deception  
*Sun Tzu, 'The Art of War'*

The revolutionary development of neuroscience and behavioral science, rapid advancement of information, communication, and digital technologies have led to the emergence, along with five conventional types

of military confrontation (on land, in the air, on water, in space and cyberspace), of the sixth – cognitive – domain of warfare [5, 7]. Although such features of this type of warfare as time indefiniteness, total coverage of the entire population involved in the conflict, and deploying of other, but more intense and sophisticated measures of influence make it different from traditional wars, the goal of cognitive warfare remains the same – to impose one’s political will on the enemy. In the current Russo-Ukrainian military confrontation use of strategies that focus on adversary’s cognition manipulation has become increasingly threatening [2]. Therefore it is a crucial issue that needs to be investigated.

Aim of the thesis is to provide general considerations regarding psychological manipulation in cognitive warfare.

A critical observation of the existing in the literature cognitive warfare conceptualizations [1, 3, 4, 6] allowed to define it as an unconventional form of warfare that utilizes set of techniques, procedures, and tools aimed at altering individual/group/society cognitive processes and decision-making, influencing emotions, beliefs and interests, and through that – modifying enemy behavioral attitudes.

Cognitive sciences have significantly advanced in understanding how the human brain perceives stimuli from the external world, analyzes and systematizes them, evaluates and makes the meaning of what is happening and ultimately constructs the image of reality, which determines the directions of an individual’s social and cognitive adaptation, and thus a purposefulness and effectiveness of his/her activities. All these processes become the object of attack in cognitive wars by directly targeting the human mind.

Cognitive attacks are described to be facilitated through use of interactive systems (social media platforms, communication networks, educational programs, gaming platforms, synthetic media, exemplified by deepfakes and AI-driven media, etc.) that considered as an ideal space for substitution of world picture with illusory and fictitious virtual reality, which is capable to accumulate a large amount of information, combining it parameters according to different criteria, presenting it (with a high degree of plausibility, intellectual and emotional engagement) at all levels of human perception, and eventually instigating widespread shifts in individual, group or societal attitudes and behavior.

Attacks in the cognitive domain being associated with the use of such contemporary technologies as Behavioral Analytics, Artificial Intelligence, Machine Learning, Big Data, etc., enable to set control over the process of experience conceptualization and meaning-making through creating a habituation effect that can force an individual or group to accept or reject certain ideas without their critical examination [8].

Cognitive manipulation covers not only the present, but also the past, including special memory conversion technologies. The result of suggestive technologies, combined with methods of social pressure and manipulation of the historical past, is the displacement of some memories by others, selective amnesia and the «implantation» of false memories, which introduces the individual into a post-truth situation, undermining his/her belief in the system-forming myth of the state [9].

Cognitive warfare methods are associated with solving the problem of reprogramming human consciousness – «hacking the mind» and cognitive abilities, transforming the position of society in critical areas. This is achieved through the use of a set of new technologies for collecting information (big data structured according to various parameters), its analysis and dissemination (cybernetic and computer sciences, artificial intelligence), targeted use for control over consciousness and social behavior (information and disinformation, psychological and social-engineering technologies).

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