



## EST Defence Forces

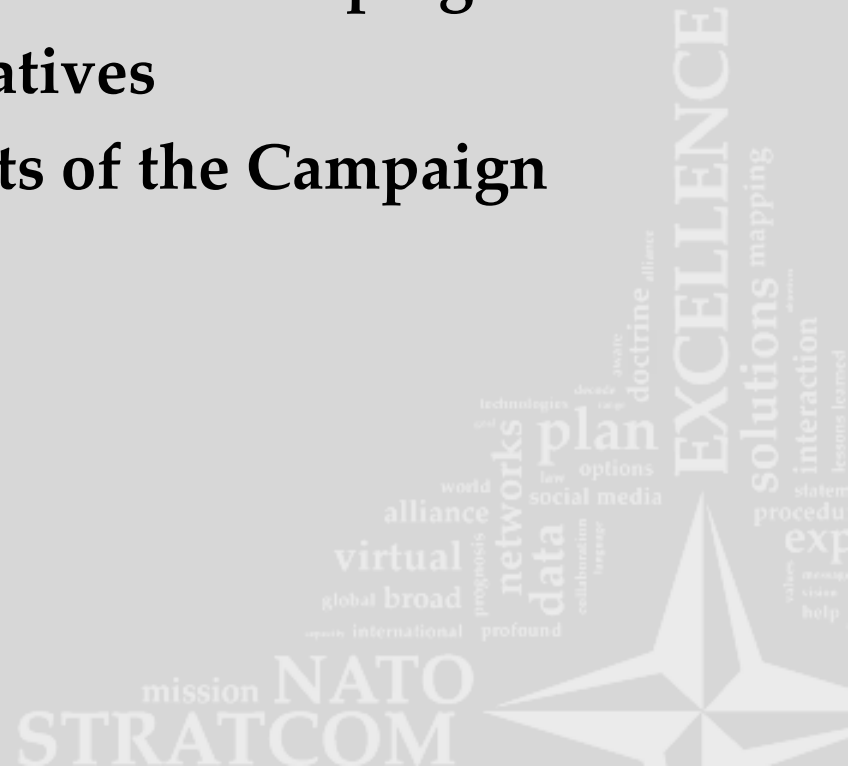
# NATO StratCom COE

# 21 November 2014



# Presentation outline

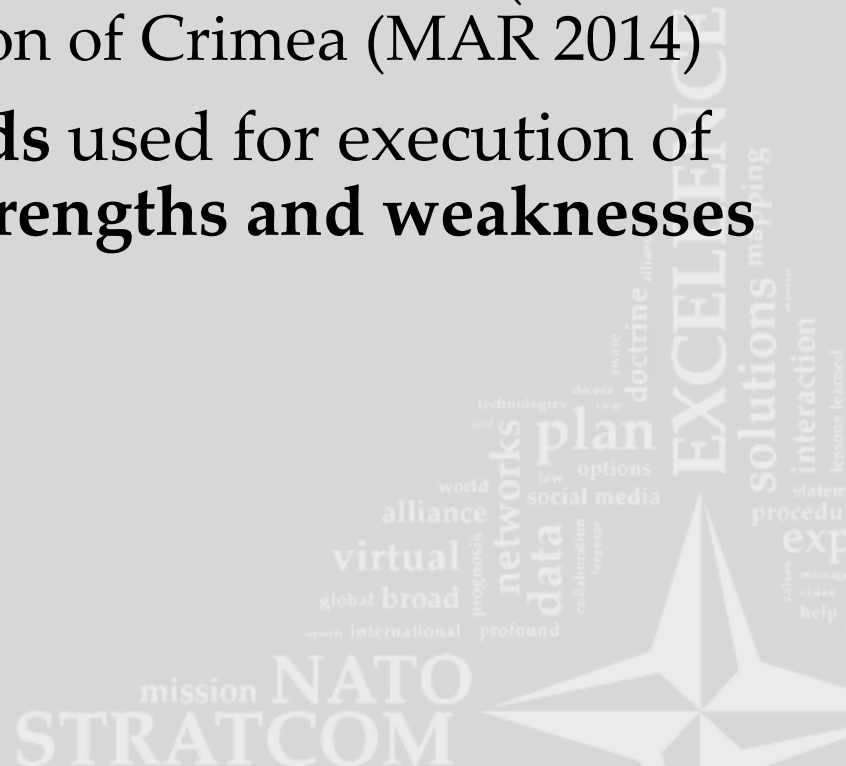
1. Aim of the analysis
2. Context of the Information Campaign
3. Execution of the Information Campaign
4. Russia's strategic narratives
5. Strong and weak points of the Campaign
6. Conclusions





# Aim of the Analysis

- Analyse the Russia's information campaign against Ukraine **from the strategic communications perspective** - from the EU Eastern Partnership Summit in Vilnius (NOV 2013) to the annexation of Crimea (MAR 2014)
- Analyse the **methods** used for execution of the campaign, its **strengths and weaknesses**





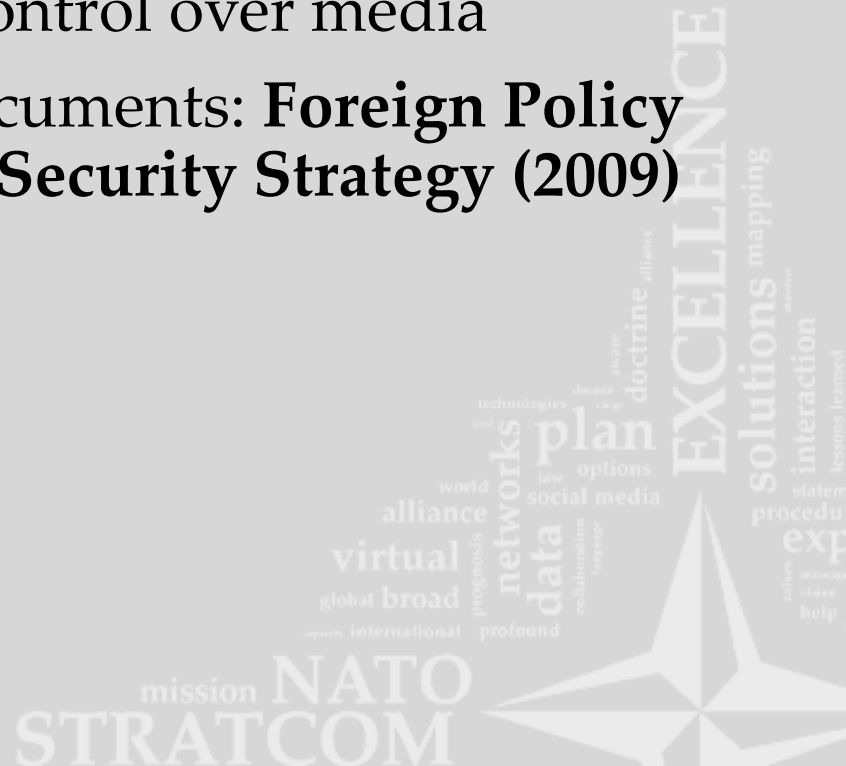
«The breakup of the Soviet Union was the greatest geopolitical tragedy of the 20th century»

(V.Putin)



## Context (cont.)

- Russia's information campaign against Ukraine has to be viewed in the context of the **developments within Russia during the past 15 years** resulting in centralization of power and increased state control over media
- Supportive policy documents: **Foreign Policy Review (2007), State Security Strategy (2009)**





# General Valery Gerasimov, Chief of the Russian General Staff

- Military action starts by groups of troops during peacetime (war is not declared at all).
- Non-contact clashes between highly maneuverable interspecific fighting groups.
- Annihilation of the enemy's military and economic power by short-time precise strikes in strategic military and civilian infrastructure.
- Massive use of high-precision weapons and special operations, robotics, and weapons that use new physical principles (direct-energy weapons – lasers, shortwave radiation, etc.)
- Use of armed civilians (4 civilians to 1 military).
- Simultaneous strike on the enemy's units and facilities in all of the territory.
- Simultaneous battle on land, air, sea, and in the informational space.



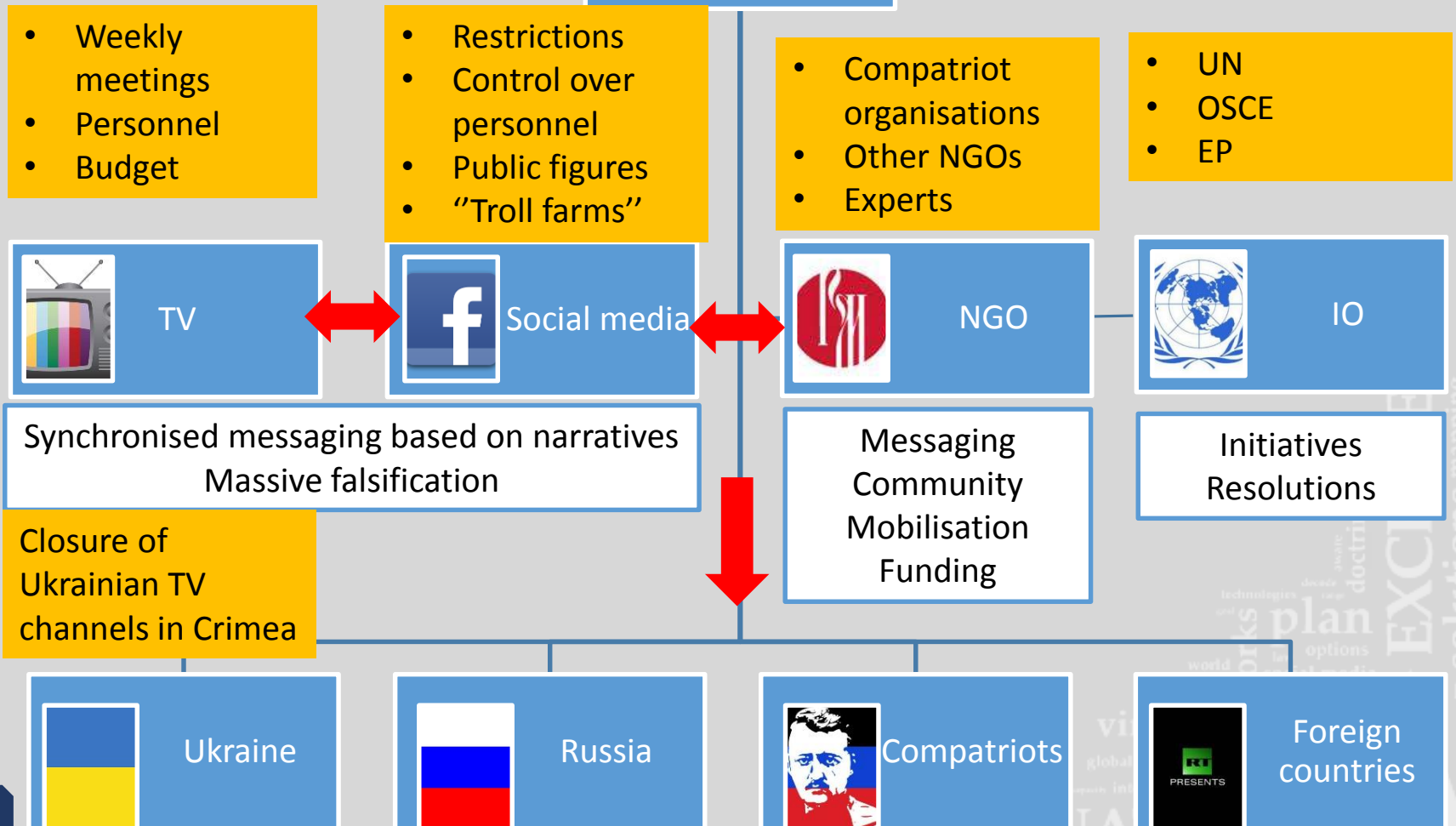
# Information Campaign Execution

- Narrative Control
- Audience Segmentation



Kremlin

- Foreign Policy Review (2007)
- Security Strategy (2009)



IT'S AN IMAGE FROM A FEATURE FILM





# PSYOPS

**ЭТА ДЕВОЧКА НЕ БЫЛА УБИТА  
УКРАИНСКИМИ ВОЕННЫМИ  
В СЛАВЯНСКЕ**

**ОНА ПОГИБЛА В КРЫМУ В 2013**



**РАССКАЖИ МНЕ СВИДОМЫЙ  
ЗА ЧТО ТВОЯ АРМИЯ УБИЛА ЭТУ ДЕВОЧКУ  
19.06.2014 В СЛАВЯНСКЕ?  
РАССКАЖИ! НЕ СТЕСНЯЙСЯ!**

**Распространите этот призыв,  
поставив "КЛАСС".  
Пусть увидит весь мир это фото!**

**В этом нет ничего классного, но это единственный способ в  
одноклассниках распространить информацию!**



**Центр журналистских расследований**  
Культура | Жизнь | Политика | Экономика | Безопасность  
Спецпроекты: Окуляция Крыма | Публикации: Деньги | Вера судебной системы

**Девочку, погибшую из-за обрушения балкона в санатории «Юность», похоронили**

06.06.2015 14:34

Сегодня во Львове похоронили 10-летнюю Дарю Сидельник, которая погибла в результате падения балкона в детском санатории «Юность». Ее тело привезли из Крыма накануне, вечером, перед «Космополитской правдой».

На похороны пришло больше 200 человек – родственники, знакомые, школьники, учителя и простые львовляне. Прощание состоялось в храме Возрождения Паиса Пресвятой Богородицы, а похороны Дарю на сельском кладбище недалеко от Львова.

«Ученики школы, в которой училась Даря, пришли в выходные, старея, сразу же после окончания. Все было с цветами, в основном с белыми розами и фиалками. Дети несли портрет Дарю, а по дороге к катафалку останавливались все машины и пропускали похоронную процессию. Во время церемонии прощания два мальчика потеряли сознание. К счастью, у храма дежурила скорая, и ребят сразу же откачали», — пишет издание.







# OPSEC



# Presence



# Posture





# Profile

Before



In Georgia



Ukraine, Crimea



# Deception

THIS IS NOT DONBASS, UKRAINE

IT'S BOSNIA



#SaveDonbassFromUkraineArmy



The Tigers, a Serbian paramilitary group, took five young bodies of the first Muslims to be killed in the war in Bosnia, Spring 1992

Photo © 2001 Rex-USA / AP

# Deception



## Novorossiya Rises

Schwartzman

Death in #Ukraine.  
pic.twitter.com/FJnVn5MvoO

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ЭТО ЧЕЧНЯ В 1995



"War in Chechnya, Grozny, Chechnya, 1995," by Peter Turnley



# Deception

ЭТО НЕ НАЦГВАРДЕЕЦ

ЭТО РЕКВИЗИТ В ФИЛЬМУ "МЫ ИЗ БУДУЩЕГО", СОЗДАТЕЛЬ РЕКВИЗИТА ДЕЛАЕТ ШУТЛИВЫЕ ФОТО С НИМ

Елена К.  
 @Neringa205  
 ДЛЯ ТРИБУНАЛА! @belvo! Бандеровцы-нацгв, пришедшие убивать ЮВосток, шлют домой такие фото. И они говорят о единой стране? [pic.twitter.com/VGv3Qzj8uf](http://pic.twitter.com/VGv3Qzj8uf)

from Калининград, Калининград

Reply Retweet Favorite More



RETWEETS

750

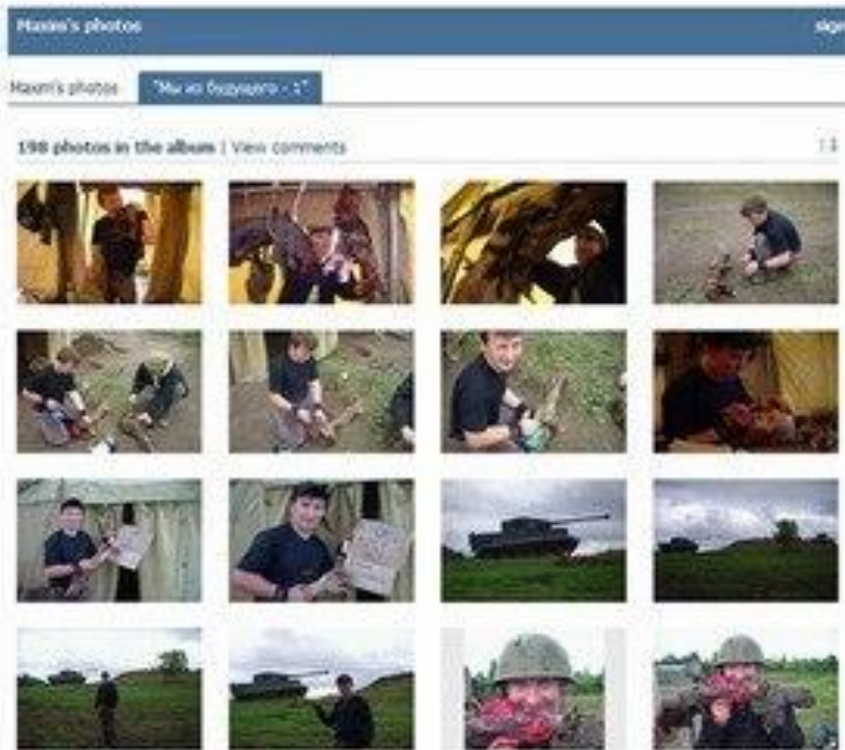
FAVORITES

16



4:16 PM - 5 Jun 2014

Flag media



# EW - Electronical warfare



Kumetaitis: Yes, this is the Deputy Director just standing before you and looking in south-east direction.







# Key leader engagement

RUSSIAN TV CLAIMED RIGHT SECTOR  
 PARTY LEADER DMYTRO YAROSH  
 WAS LEADING IN ELECTION POLL RESULTS

POROSHENKO WAS LEADING  
 IN REAL POLL RESULTS WITH 55.9%,  
 YAROSH RECEIVED 0.9%





# Computer network operations, cyber war





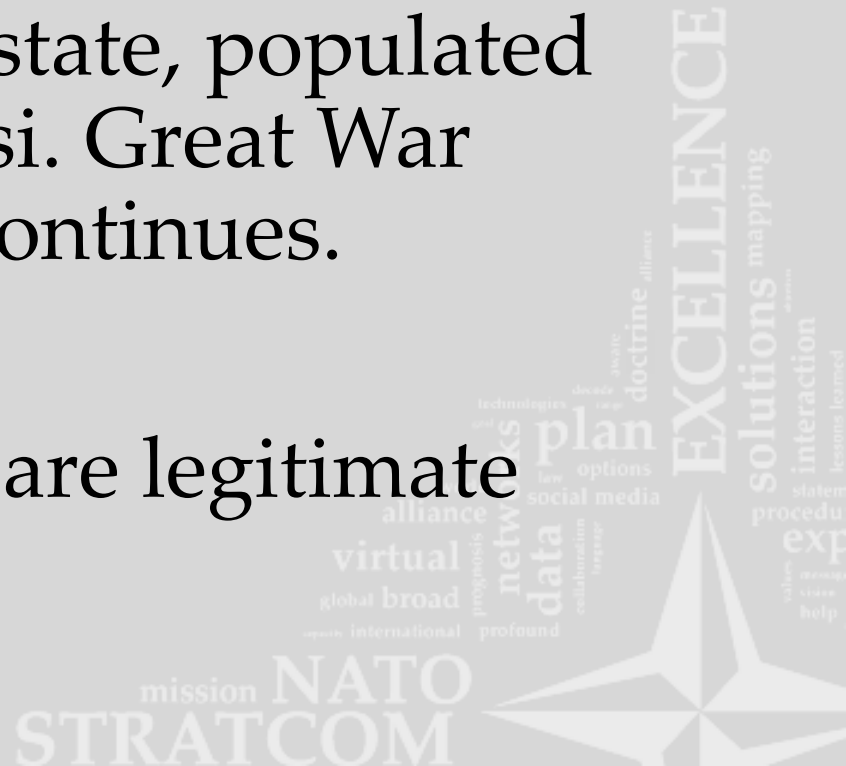
# Civil Military Cooperations





# Strategic narratives

- Ukrainians are not an independent nation. They are part of Russian world
- Ukraine is nazi state, populated with banderovtsi. Great War against fascist continues.
- West is divided
- Russian actions are legitimate







# Strengths of Russia's information campaign

- **Right timing:** vacuum of power in Kyiv, West reluctant to involve by military means
- **Long-term preparation:** readiness to conduct the new type of warfare (lessons-learned from previous conflicts), policy and legal documents in place
- **Strategic C2:** effective use of power vertical, narrative control in media (incl. falsification), use of strategic communications (incl. military component)
- **Use of «Compatriots policy» as a tool of influence:** maintenance of common information space
- **Knowledge of target audiences:** ability to manipulate with the values, needs, historic memory, emotions of the target audience
- **Deception:** massive use of deception to mislead adversary and gain more time (case of MH17)



- emptily humanitarianism and messages of Kremlin and Youtube channel).
- Media:** even with attempts to control Internet media, fake information and example of Russian soldiers' reactions.
- Western reactions:** Russian aggression has united the Western world. NATO, its reputation is growing, it is likely to become a long-term



- persistent.
- result of Russia's long term
- will be used as tool to
- tions
- Russia as tactic to distract
- aigns erode over time.



# Questions?

[www.stratcomcoe.org](http://www.stratcomcoe.org)

