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The Semiotics od Consciental War in Modern Ukraine : Total Sign Suggestion and Means of Countersuggestion

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Summary:
Russian information aggression and defending the information sovereignty of the nation have become issues of critical importance. This paper looks into the semiotics of the worldview war based on an analysis of total sign suggestion. Suggestion occurs when the suggestor implants information into the conscience of the recipient while bypassing conscious mental checkpoints. We have also analyzed suggestion strategies, with special attention given to the destruction of language sign's conventional nature and the creation of vertical discursive signs. Counter-measures must be founded on countersuggestion and not counterpropaganda, so a suggestive mapping of society must be done with locating vulnerable zones and taking into account areas of potential resonance with the suggestor.

Ker words:
Information aggression, suggestion, defending the information sovereignty, countersuggestion

Introduction

In response to the challenges of the civilization of today, the modern information space is characterized by:
- Intensity (the volume of information doubles every two years);
- Limited time to process it (the mind's controlling functions are lowered);
- Involvement of signs from many semiotic systems into communication and intertextuality (collaged nature);
- Discursive laws of communicative flow organization (absolute authority of the sender and information over the text);
- Omnipresence, impersonality and flexibility (information moves like water or air, it cannot be isolated or stopped).

Under these conditions, if an information aggressor intentionally warps the information flow, they receive a clear advantage. Therefore, all forms of information distortion need to be studied, identified and neutralized. In this context, issues of safeguarding the global and regional information space, and also issues of countersuggestion, acquire special significance.

Scientists have always had a keen eye on suggestion (B. Sidis, M. Erickson, J. Grinder, R. Bandler, R. Dilts, E. Fromm, L. Clark, V. Bekhterev, A. Ukhtomskyi, K. Platonov, L. Grimmak, V. Rozhnov, B. Porshnev, I. Cherepanova, T. Kovalevskaya, E. Klimentova to name but a few), whereas issues of information aggression (black PR, black rhetoric, semantic and worldview wars) gained importance in the late 20th – early 21st century and are represented in research by R. M. Blakar, K. Bredemeier, R. Dawkins, P. Ekman, F. A. Heydte, P. Levy, G. Lakoff, M. Johnson, H. Weinrich, R. Brodie, M. McLuhan, S. Moscovici, J. Wilson, E. Dotsenko, S. Kara-Murza, M. Zheltukhina; in Ukraine it was the works of H. Pocheptsov, S. Zhabotynska, L. Kompantseva, V. Zirka and others. This includes also profound inquests by Ukrainian politologists and journalists V. Horbulin, S. Datsiuk, V. Portnikov and others.

Information aggression as a new challenge of our times needs our constant attention because of the rapidly developing global information space, and because of lack of political ethics and responsibility in the globalized world.

The objectives of this paper are as follows: to highlight the role of suggestive messages in worldview wars, to research the nature of suggestive phenomena based on destruction of the language sign, to describe the methods of countersuggestion

A constant information aggression is understood as a war. Such a war is being waged against Ukraine by the Russian mass media.

Through decades, the concept of the information war has been changing (the term was first used in 1976 and has been actively referred to since 1991[1]) and acquiring specific meanings.

The information aggression of Russian mass media today is:
- Multichannel (newspapers, radio, television, Internet, advertising);
- Multi-vector (targeting citizens of a free Ukraine, temporarily occupied territories, the ATO zone, Russia, third countries);
- A result of blending (mixing sign-expressed semiotic systems of individual and collective, covert and overt intentions and real and virtual communicators);
- Suggestive/manipulative;
- Blurred (shares certain attributes with military conflicts (unconventional warfare, irregular warfare, compound warfare, hybrid warfare).

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[1] И.М. Попов, *Управление информацией и информационная война. Основные постулаты теории информационной войны*, 2009, <http://www.milresource.ru/Info-War-Demo.pdf> (03.11.2015).

Apart from that, as per J. Darczewska, information space may be the battleground not just in one, but in several countries; the difference between war and peace is blurred; the aggressor's true intentions are concealed. At the same time, huge population groups are involved into the conflict[2].

Any response to information aggression is much less pronounced, is spontaneous and individualized. Even more importantly, the war is taking place on the territory of Ukraine and against Ukraine, which is why we must discuss first and foremost the texts from the aggressor's side.

This war is chiefly defined not as an information (sense, semantic) one, but as a war of worldviews, or consciental war; that is, the war for worldview-setting standpoints. According to S. Zhabotynskaya, "the modern information war, taking its origin in the postmodern era, does not fit typical standards of an information war. It becomes merely part of a war of a new kind, which goes under the names »consciental«, from Latin »conscientia«, conscious"[3].

In a worldview war, the battleground is the conscious and the mental setup, the attack zone is the secular mass conscious, and the addressee is the adversary and potential allies. The goal is ethnocide and identicide. A conceptual war is fought for the senses and prospects of the future, whether regional, countrywide or even global and cosmic (researched by Yu. Gromyko, S. Zhabotynskaya, S. Datsiuk). A conceptual war exposes conflicts which have roots reaching into history.

The present time has laid bare the historic worldview conflict between Russia and Ukraine.

The modernized and western-oriented Ukraine is the result of historic development as opposed to just an answer to today's new challenges. More than 800 years ago, Suzdal-Vladimir and Galicia-Volyn, as former duchies of the Kyiv Rus, chose two very different political courses, they joined two distinct and different civilizations. The Suzdal-Vladimir state was included into the structure of the Golden Horde, while Galicia-Volyn became a de facto part of eastern and central Europe[4]. The Kyiv Rus, even as its borders changed, at the core of its organization had lands with an indigenous population and a western model of state management – whether it was the Norman, the Polish, the Hungarian or the Lithuanian, it was definitely not the model of the Golden Horde. Thus, the Kyiv Rus and the Moscow state chose different management models:

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[2] J. Darczewska, *The Information War on Ukraine. New Challenges*, "Cicero Foundation Great Debate Paper", No. 14/08, 2014,
<www.cicerofoundation.org/lectures/Jolanta_Darczewska_Info_War_Ukraine.pdf>
(03.11.2015).
[3] С.А. Жаботинская, *Язык как оружие в войне мировоззрений*, 2015,
<http://uaclip.at.ua/zhabotinskaja-jazyk_kak_oruzhie.pdf> (03.11.2015).
[4] J. Pelenski, *The Contest for the Kievan Inheritance in Russian-Ukrainian Relations: The Origins and Early Ramifications*, [in:] P. J. Potichnyj, et al. (ed.) *Ukraine And Russia in Their Historical Encounter*, Edmonton 1992, pp. 3-19.

a general one (with a prince as the head) and an authoritarian one (with a grand duke or czar).

Any attempts to declare Ukraine as part of the "Russian world" evoke this historically founded conflict of worldviews. Today, a resolution of this conflict is connected with using suggestion as a weapon in worldview wars.

Suggestion means the introduction of information into the conscious while bypassing rational information control mechanisms. It is a covert and manageable type of influence[5].

Suggestion has been studied since Avicenna until the present day from different angles – religious, artistic, medical, sportive, advertising, political, and multipurpose. The consciental war on Ukraine requires that we focus our attention on a type of suggestion called manipulation, and its manifestations in the political sphere. Manipulation is a covert influence on a human conscious designed to benefit the suggestor and harm the recipient.

Suggestion and manipulation are methods of warping the communicative flow, and the warping itself is done through accessing the key to the conscious – the SIGN, primarily the sign of language nature. A language sign is a unity of form and content that reflects extralinguistic reality. When targeted by manipulation, the structure of a sign is destroyed from the inside out.
Outside language, the destruction of a sign happens due to the creation of simulacra which make the world appear chaotic and create cognitive dissonances. Simulacra are capable of multiplying and diversifying at alarming speeds.

The following represents an effort to classify simulacra used in modern consciental warfare:

1. Invented simulacra (not related to a past or present reality) – e.g. weapons in the east of Ukraine are manufactured by separatists in Donetsk or Luhansk;
2. Invented simulacra (threats about the future) – e.g. "Tanks need no visas", Dmitryi Rogozin;
3. Invented simulacra (fostered by political manipulation in the past) – e.g. "dukhovnye skrepy"; one nation, friends, brothers (about Ukrainians and Russians);
4. Invented simulacra (modern myths) – e.g. the Crimea, Novorossiya, Syria as the ancient cradle of Russia;
5. Invented simulacra (illogical simulacra resembling chimeras or centaurs): zhydobanderovets (Jewish supporter of Stepan Bandera and Neo-Nazi ideologies), pedofascists, ukrofascists, bandero-fascists;
6. Falsifying simulacra (describing a polar opposite reality): "humanitarian convoys" full of ammunitions for pro-Russian rebels;

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[5] Н.В. Слухай, *Суггестия и коммуникация: лингвистическое программирование поведения человека*, Киев 2012.

7. Falsifying simulacra (result of broadening or narrowing the scope of the subject): e.g. the Russian spring, the Russian world, intrinsically Russian territories, Crimea is Sevastopol, the Kyiv authorities – the Ukrainian people (the Kyiv authorities – a brother nation);

8. Reverse simulacra (represent reality as unstable and constantly flickering to and fro): e.g. during several months of 2015, repeated warnings of an impending Russian invasion that kept being delayed; threats of imaginary Neo-Nazis invading being served to Eastern Ukraine;

9. Informocide simulacra (the subject is silenced, ignored, matted or blurred): the role of Ukrainian emigrants in the USSR, Russia and globally;

10. Vortex simulacra (circumventing the subject but getting no closer to the understanding of it): Russian soldiers in the Crimea – green men, polite people, uniformed people, camouflaged people, armed people in uniform with no insignia, unidentified forces, local self-defense troops;

11. Oppositive simulacra with an emotional component: reports of Ukrainians being delighted with the downing of a Russian civilian jet plane in Egypt.

In the 4th-5th century BC the Greek philosopher Plato spoke of two methods of depicting reality: the true and the distorted. For Plato, "a simulacrum is the copy of a copy which distorts its prototype. Because he defines truth basing on an object's similarity or dissimilarity with the idea, simulacra are stripped of their ontological status and are disapproved of as fakes, fabrications and specters"[6]. Jean Baudrillard updated this simple division with a theory of three levels of simulacra[7]. Nowadays it is the turn of Baudrillard's classification to be modernized.

As Vladymyr Gorbulin justly said, simulacra are turning into major weapons of this war as images of something that does not exist in reality. The strategic task of using these simulacra is replacing objective views of the target groups about the character of the conflict with "information phantoms beneficial to the aggressor"[8]. G. Pocheptsov regarded simulacra as the major means of influencing the recipient's mental map during information wars; thus, the image

[6] А.Н. Кирюшин, А.Н. Асташова, *Идея симулякра в понимании виртуального: от Платона к постмодернізму*, „Гуманитарные научные исследования", No. 8/2012, <http://human.snauka.ru/2012/08/1593> (03.11.2015).

[7] Ж.Бодріяр, *Симулякри і симуляція*, Київ 2004.

[8] В. Горбулин, *"Гибридная война" как ключевой инструмент российской геостратегии реванша*, „Зеркало недели", Украина, 23 января 2015, <http://gazeta.zn.ua/internal/gibridnaya-voyna-kak-klyuchevoy-instrument-rossiyskoy-geostrategii-revansha-_.html> (03.11.2015).

of an enemy is created "out of nowhere", as is one of the just warrior, a population needing protection, a traitor, a popularly supported hero"[9].

The language framing of a simulacrum is a speech event – information about something that was not, is not and never will be. Simulacra pose a danger: the human mind can detect a game on the level of form or content, but finds it difficult to make sense of a fabricated reality, especially if this fabrication is done on a mass scale, regularly, and through respected channels (mass media). As the genius of Russian semiotics and language philosophy Aleksey Losev wrote "If something is denoted, that means it exists. Otherwise, what is it that we have just denoted?"[10].

The recipient is not prepared for a grand-scale distortion of the world, and so becomes a victim of reality simulation as it takes simulacra at face value.

In comparison with the variety of simulacra expressed in a speech event that is false inside out, any work done on the form of the sign is secondary.

Here are results of sign form distortion noted within the past 6 months:

1. The search for a new, emotionally charged inner form: Gayropa (gay+Europe), Eurogaystan;
2. Labelling (slapping on a different mark): Ukrainians are "banderovtsy", "Nazis", "fascists". Whoever doesn't support the policies of the Kremlin becomes the 5th column, the others, the enemies of the people. According to S. Datsiuk, previous periods of Ukrainian resistance against the Russian Empire gave rise to the simulacra identities of "mazepintsy", "petliurovtsy", "banderovtsy"[11];
3. Integrative signs as special indirect signs that are interpreted in a broad context – the Putin code as per Adrian Karatnycky[12]: e.g. Putin has already briefed the rebels on cancelling the pseudo-elections in Donbass;

[9] Г. Почепцов, *Информационная война против Украины глазами стран Восточной Европы*, 2015, <http://hvylya.net/analytics/geopolitics/georgiy-pocheptsov-informatsionnaya-voyna-protiv-ukrainyi-glazami-stran-vostochnoy-evropyi.html> (03.11.2015); Idem, *Символическая система, стоящая за российскими пропагандистскими операциями*, 2015, <http://hvylya.net/analytics/society/georgiy-pocheptsov-simvolicheskaya-sistema-stoyashhaya-za-rossiyskimi-propagandistskimi-operatsiyami.html> (03.11.2015).
[10] А.Ф. Лосев, *Аксиоматика знаковой теории языка*, [in:] А.Ф. Лосев, *Знак. Символ. Миф*, Москва 1982, p. 38.
[11] С. Дацюк, *Семантическая война против путинской России*, 2015, <http://hvylya.net/analytics/society/semanticheskaya-voyna-protiv-putinskoy-rossii.html> (03.11.2015).
[12] A. Karatnycky, *Vladimir Putin's Secrets and Lies*, "Newsweek", April 15 2015, <http://www.newsweek.com/putins-secrets-and-lies-322532> (03.11.2015).

4. Discursive dissonant forms: e.g. in the lands controlled by outlaws of the "DNR", the newspaper "Mirnyi Donbass" ("Peaceful Donbass") spreads messages of separatism and terrorism;
5. Mirror homonymy: e.g. in response to the popularity of Channel 5 in Ukraine, there is now a channel of the same name in Russia; TV host Yevgeniy Kyseliov in Ukraine is mirrored by TV host Dmitryi Kyseliov in Russia;
6. Non-human and non-status behaviors (journalist A. Yunashev barking in Minsk on 11.02.2015 and Russian Foreign Minister S. Lavrov swearing during a state visit, clearly audible on an amplified track or with lip-reading);
7. Integrative semioticity, or collage shaping (propaganda clips, games, films, motivators and demotivators, calendars);
8. Container forms filled with fear and disappointment, especially in headlines: e.g. just what happened yesterday, this beggars belief, the event can no longer be hidden);
9. Hypergeneralization forms: e.g. everyone knows, the community supports the politician, the people are sure, the politician always promises;
10. Results of nominalization (nouns make the information look more convincing than predicates): e.g. the confidence spreads, an understanding dawns, the realization;
11. Empty forms: e.g. false precedent-setting names (references to a "German expert"), false numbers, especially percentile (85, 90, 95 per cent of people support);
12. Forms with a trailing content: e.g. Ukraine and Malorossiya, Moskoviya and Russia (Russia, the name of the Moscow kingdom, is named from the Kyiv Rus, a territory of huge wealth and a glorious history that 'sort of' transforms into Russia basing just on the mutation of the name).

Working with the form of suggestion has a meaning of its own. As Aleksey Losev rightly said, "Language denotation is an active factor in forming, or, I rather say, reforming of what is being denoted, and thus of the meaning itself"[13].

Even though the current information war has been called a war of senses and semantics, actually work on the content of the sign is not as active as work on creation of simulacra.

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[13] А.Ф. Л о с е в, *Язык как орудие общения в свете ленинской теории отражения*, [in:] А.Ф. Лосев, *Знак. Символ. Миф*, Москва 1982, p. 11.

Results of working on the content are following:

1. Simplification and primitivization of the worldview: the Crimea (Donbass, Russian-speaking Ukrainians, ALL Russians) support the policies of the Kremlin. Putin is Russia, Russia is Putin;
2. Stereotypifying the worldview and forming fixed associations: supporters of the new government of Ukraine are "ukrofascists, zhydobanderovtsy". The USA is the "archenemy". Europe is "full of decay and moral filth";
3. Broadening / installing new symbols and attacking the symbol: the georgiivsky stripes, the idea of Ukrainians killing bullfinches or cutting down birch trees in their hate of Russia;
4. Cognitive metaphors with dominant models of war, sickness, artifice: information war, army, special forces; afflicted with nationalism; the fascist virus; cardboard Ukraine, the cardboard army, the cardboard government, cardboard clowns, cardboard holiday;
5. Political new language: hactivists, "received from the black cuckoo in the white hut" (the rude words quoted from Russian writer Arsen Martirosyan);
6. Other results of content management on the sign level are traditional ones: word play, presuppositives, repetitions, expressives (evaluative language, emotionally and stylistically marked units, inclusives), language stamp, information structuring etc.

Destroying a language sign, just as that of signs from other systems, is the foundation of manipulation. As concerns other semiotic systems, components of visual or auditory signs are easily fabricated, and the victim will find it difficult to notice the difference.

In TV showrooms one often asks: why are Ukrainians more resistant to the deluge of lies coming from mass-media than the Russians, despite the total suggestion of the language sign? The answer is, Ukrainians have been vaccinated against lies by the Orange Revolution, and have tasted freedom.

Apart from that, according to Vladymyr Gorbulin, Russians shelter themselves from the truth because they fear a cognitive dissonance[14], and according to Ukrainian journalist Vitalii Portnikov, Russians are waiting for a sign from above to interpret any information[15]. American journalist Toddy Wood claims

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[14] В. Горбулин, *"Гибридная война" как ключевой инструмент российской геостратегии реванша*, „Зеркало недели", Украина, 23 января 2015, <http://gazeta.zn.ua/internal/gibridnaya-voyna-kak-klyuchevoy-instrument-rossiyskoy-geostrategii-revansha-_.html> (03.11.2015).

[15] В. Портников, *Россия своих не бросает?*, „Обозреватель", 18 мая 2015, <http://obozrevatel.com/blogs/62497-rossiya-svoih-ne-brosaet.htm> (03.11.2015).

"ordinary Russians don't know what is happening there [in Ukraine] and don't want to"[16].

Russian physiologist Ivan Pavlov gave a brilliant explanation of why Russians (not Russian citizens) are so receptive to manipulation[17]: "Ladies and gentlemen, you see, the Russian thought… does not at all check the sense of the words, does not go beyond the curtain of the word, does not like to look at true reality. What we do is collect words instead of studying life… We mainly take an interest in and operate with words, having little regard for reality… The Russian mind is not tied to facts. It loves words far more and operates with them… "We are deaf to objections not only from the side of those who think otherwise, but also from reality itself".

However, the grand-scale information war that we see now is the result of precepts applied by the Russian authorities and the retrospective influence of Soviet propaganda, not a preformed function of the Russian psyche. Apart from that, as G. Pocheptsov justly said, "an average person hears what they want to hear"[18].

Key historically formed features of the Russian psyche are the following: collectivism, naturalistic and materialistic core, passivity, extraversion, irrationality[19]. As we can see, the list objectively describes features of an ethnic group. At the same time, in Russia we also find other nations that represent other worldviews.

It would also be fair to say that this list is layered with imperial and communist ideas that have taken hold in Russia. Here is the list of precepts according to S. Datsiuk: collectivism, togetherness, upholding the state over society, control of the state over business, state social protectionism, cultural paternalism of the state, disowning of bourgeois values, disregard for human rights[20].

Finally, Russians are held in the power of the cognitive precepts of the current Russian government, such as:
- Imperial ambition with a mind to avenge past losses;
- Animosity towards the West and Ukraine as its "agent";
- Geopolitical dominance of Eurasia;
- "The Russian world" as something exceptional;

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[16] L. T. Wood, *Russians Avoiding the Red Pill at All Cost*, "The Washington Times", May 13 2015.

[17] И.П. Павлов, *Об уме вообще, О русском уме*, „Природа", No. 8 1999, s. 87-103.

[18] Г. Почепцов, *Символическая система, стоящая за российскими пропагандистскими операциями*, 2015, <http://hvylya.net/analytics/society/georgiy-pocheptsov-simvolicheskaya-sistema-stoyashhaya-za-rossiyskimi-propagandistskimi-operatsiyami.html> (03.11.2015).

[19] О. Донченко, Ю. Романенко, *Архетипи соціального життя і політика (Глибинні регулятиви психополітичного повсякдення)*, Київ 2001.

[20] С. Дацюк, *op. cit.*

- Fundamentalist Orthodox religion, which is claimed to be superior over all other confessions and faiths[21].

This mixture of precepts and tenets makes the recipient likely to trust the information coming from the suggestor; total suggestion of the information flow during this stage of the information wars is achieved via an assault on the sign unit, which has a conventional nature resulting from a long period of linguistic and cognitive evolution. Thus, any manipulations on the sign carry dire consequences for the human psyche.

Disruption of the conventional language sign is also accompanied by a disruption of normal text-building categories; imposed discourse (promoting the imperial and colonial discourse, the discourse of neoarchaization and neomythologization, historical and geopolitical right, fundamentalist Orthodox religion), which also needs researching.

Working with the sign, the text and discourse is done through applying various manipulative psychotechniques to the addressee.

Using special manipulative psychotechniques to affect the individual or a group recipient has generated such results:
- Chaotization of world image (Lord Beaverbrook's Law);
- Distortion of world image (mainly through shortening and stereotypical primitivization);
- Application of mass technologies of personality suppression;
- Formation of tunnel vision conscious based on generated emotions of fear and hate; achieved via a nimbus or demon effect;
- Passive soviet and pre-soviet dominants activated;
- New settings and dominants formed and introduced;
- Fixed associations formed.

All of the above has been achieved by using hypnotic and non-hypnotic suggestion via a broad range of access channels into the sensory systems and the cognitive sphere of man.

This is a challenge of the new times, of which Ukraine is on the receiving end. British historian and political scientist Andrew Wilson calls Ukrainians the UNEXPECTED NATION[22]. We were the first to take the full blow of information and worldview warfare.

Even so, as Ukrainians are loyal to their ethnic precepts of pluralism, tolerance and philosophy of the heart, they stay respectful towards the Russian culture and people, except for their involvement with the war and susceptibility to information attacks.

Supreme Allied Commander Europe of NATO Allied Command Operations Philip M. Breedlove said that this is the most extraordinary information

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[21] *Ibidem.*
[22] A. Wilson, *The Ukrainians: Unexpected Nation*, Norfolk 2002.

blitzkrieg we have ever seen in the history of information warfare[23]. V. Gorbulin specified: "This is no blitzkrieg, but a well thought-through and prepared act of information aggression"[24].

The scope and scale of the information war that is already creeping into Western Europe, (especially the Baltics, Poland and Slovakia), Belarus and Kazakhstan, shows that Ukraine is not the only target of the information attack. Pocheptsov dedicated an article to this issue[25]. We need to join forces to stop this war of words.

Here are effective means of countersuggestion (not counterpropaganda):

- Exposing the interest area of the aggressor by opinion leaders: imperial ambitions, geopolitical domination of Eurasia, fundamentalist Orthodoxy, neomythologization, neoarchaization;
- Activating the emotive channel of perception: an asymmetrical response would take generating not fear but a resonance with sensitive section of the recipient's emotive map: spirituality, collective responsibility, contrition that are alive deep within the Russian psyche;
- Firm platforming of the ethnic and national image of Ukraine; strengthening ethnic stereotypes. Ukrainians are a humane people: we need to make known the treatment of prisoners of war, which, as a Ukrainian private remarked, are "treated like princes". Ukrainians as a heroic nation; cyborg soldiers need to be made popular outside Ukraine;
- Creative replaying of events, as is done by the group Mirko Sablic, comic enterprise 95 Kvartal and other artists;
- Building a dialog with a healthy part of the Russian society: aside from Rossiya channel and AIA "Novosti" and "TASS", there are also "Novaya Gazeta" and "Dozhd" channel; aside from aggressors, there are also proponents of B. Nemtsov, who must be thanked for their support;
- Hard work done by the privates of the information war who actively join the countersuggestion movement and provide a multiplicity of voices. According to Russian media tycoon Herman Klymenko, the blogosphere and social networks are to a large degree accountable for the "84 per cent support of Putin";
- Support to Internet projects like "Crimea: anatomy of the annexation";

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[23] Д. Писарев, *На защиту Украины встают информационные войска*, 2015, <http://strana.in.ua/news/resonance/5719-na-zaschitu-ukrainy-vstayut-informacionnye-voyska.html> (03.11.2015).

[24] В. Горбулин, *"Гибридная война" как ключевой инструмент российской геостратегии реванша*, „Зеркало недели. Украина", 23 января 2015, <http://gazeta.zn.ua/internal/gibridnaya-voyna-kak-klyuchevoy-instrument-rossiyskoy-geostrategii-revansha-_.html> (03.11.2015).

[25] Г. Почепцов, *Информационная...*

- Discussing mistakes (benderovtsy – banderovtsy), the ignorance of Internet trolls, lack of historical knowledge (history of the Kyiv Rus and Crimea);
- Discussing language analogy as instances of analogous thinking: Krymnash, Novorossiya nasha; Novosyria, Russirya; Crimea as Russia's sacred land, Syria as Russia's sacred land;
- Using the resources of social advertising: filling the information void, overcoming censorship of topics and discourses and unequal rights to communication.

Retired US Army General and Former Supreme Headquarters of Allied Powers Europe Wesley Clark gives us the universal recommendation: WRITE THE TRUTH[26]. You couldn't say it better.

Conclusions

Sophisticated forms of manipulating the public conscious during a worldview war are based on suggestion. The language sign is the leading method of suggestive messaging. Destruction of the conventional nature of the sign mainly is done via simulacra, and also via work on the sign form. So, a consciental war can no longer be called just semantic; it is a simulacra war squared: the speech event describes something that is not there; in itself, the speech event has an unstable, malleable, flowing, inadequate chameleon form. Worldview wars are also waged with suggestion, which is why to counter them we need not counterpropaganda, which is just as immoral as propaganda, but rather only countersuggestive work.

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