

HAMAL Ulianna, 1st-year cadet of the Law Enforcement Faculty, Bohdan Khmelnytskyi National Academy of the State Border Guard Service of Ukraine (*Khmelnytskyi, Ukraine*)

ORDYNSKA Iona, PhD in Philology, Associate Professor, Senior Lecturer of the Foreign Languages Department, Bohdan Khmelnytskyi National Academy of the State Border Guard Service of Ukraine (*Khmelnytskyi, Ukraine*)

PROPAGANDA AS A TOOL OF MANIPULATION IN WARTIME

There are countless types of manipulation in society. Some of them affect not only emotions and moral values but also the formation of our thinking as a whole. One type of manipulation is propaganda. This type is the most influential for each of us, as we consume millions of pieces of information every day. Propaganda reached Ukrainian lands from Europe—specifically from Western Europe and the Polish-Lithuanian Commonwealth—where printing, church polemics, and political agitation actively developed in the 16th–17th centuries. It was then that the first forms of religious and political propaganda appeared. Previously, propaganda was disseminated through the church, newspapers, and posters, but over time it transitioned into radio, television, and now—the internet and social networks. Characteristic features of propaganda:

- Purposefulness (or goal-orientation). Propaganda always has a specific goal—to form a desired point of view, incite certain actions, or convince people of something. For example, during wartime, the state spreads slogans to boost morale and support the army.

- One-sidedness (or bias) is when information is presented selectively: only showing what is advantageous to the source of propaganda. For example, when Russian media cover events in Ukraine only from a perspective favorable to them, while concealing the crimes committed by their own army.

- Propaganda appeals to feelings—fear, anger, pride, or pity—instead of logical and rational arguments. An example is World War II posters depicting the enemy as a «beast» to incite hatred and mobilize the people. War posters with calls like «Defend your land!» also appeal to patriotism.

- The distortion of facts or their partial use to create a desired impression. For example, using old photos and presenting them as «news» about current events.

- Addressing a large audience through various communication channels—TV, internet, posters. An example is Soviet propaganda, which covered the entire population through films, newspapers, and radio.

- When propaganda operates constantly, repeating identical messages to reinforce them in consciousness. The regular repetition of slogans like «Ukraine is united!» shapes a sense of community.

- Using short, emotional, easily memorable phrases and symbols that quickly penetrate and remain in our consciousness. The slogan «Glory to Ukraine!» is simple but strong in meaning.

- Imposing the «only correct» point of view, which is introduced through various and usually harsh methods. In totalitarian regimes, any criticism of the official ideology is prohibited.

- The frequent repetition of the same theses makes them more convincing to people; they begin to perceive what they constantly observe as the norm, even if it is false or contradictory to real facts. The constant repetition of the phrase «we are surrounded by enemies» creates a feeling of threat.

- Using images, anthems, flags, and heroes to enhance influence. The more symbols there are, the more manipulation occurs over individuals, as they begin to perceive familiar images and ideas through symbols as something that is self-evident.

No less important nuances include the great influence on various spheres of life. Today, we encounter all these forms of propaganda in the social, political, economic, cultural, and religious environments, as well as in the educational sphere. Manipulation, which uses all these traits and forms, is present everywhere, and can be formally divided into verbal, visual, auditory, and mixed (forms). Thus, manipulation itself and the mechanism of its application are quite interesting and rich in distinct features of use, being applied today at almost every turn. Skills in propaganda are useful tools for people who work in social or military security [1]. The reasons for this lie in the desire to influence people's consciousness, fight for power, maintain public support during wartime, spread a certain ideology, manipulate the masses, and strengthen the unity of society.

References

1. Галян, І. М. (2022). The role of propaganda in the formation of personal semantic constructs. *Insight: the psychological dimensions of society* : зб. наук. пр. 2022. Вип. 8. С. 24–38. DOI: 10.32999/2663-970X/2022-8-3.