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The author of the article notes that new ways and means for information confrontation are constantly searched for and found. In the experts' view, in 2017 the information war was divided into two: war in cyberspace and war in the space of contents. The former includes hackers, cyber threats, violation of information communications, business in the sphere of digital economics, dealings with no smaller assets than those of arms or oil dealers, and international-legal battles around the Internet at a state level. The latter war is the one of contents plus the struggle for control over the channels of content distribution. And our country, as an independent and sovereign, state has to take part in that war. The main subjects of this war were the means of mass information and communications. Especially indicative in this respect are information attacks against Russia. Russia has to take part in that war as an independent and sovereign state

In 2017 the information onslaught of the West against Russia unfolded, mainly, under the slogan of "struggle against Russian interference in the political affairs of western countries." The main counter-attacks fell to the lot of the Russian foreign broadcasting channel RT and the information agency "Sputnik". They were accused of being the agents of the Russian political leadership, meddling with the world information field, and seriously influencing political developments in the West. For instance, these

Russian agents contributed to Britain's exit from the EU. In November 2017 the U.S. Department of Justice demanded, in the form of an ultimatum, that the RT should become registered in the U.S. as a foreign agent. If it does not, the heads of the American section of the RT and "Sputnik" could be arrested, and these companies' assets blocked. The Russian side answered in the same vein, namely, the State Duma (Russian parliament) adopted a law under which the mass media in Russia financed from abroad may be regarded "foreign agents" with the ensuing legal consequences.

The Ministry of Law of the Russian Federation has posted notifications to certain mass media companies in Russia financed from abroad, including the "VOA," "Radio Free Europe," "Radio Liberty," "Die Deutsche Welle," and some others that they can also receive the same status. As Maria Zakharova, an official representative of the Foreign Ministry of Russia has said, this law was a forced answer to reprisals adopted in the United States against the Russian mass media.

The struggle against the "pro-Kremlin" information aggression has been joined not only by the traditional mass media, but also the social networks, which began to turn into an instrument of the information war in 2017. The Director of the Facebook security service Alex Stamos said that the platform of this social network was used by Russia for "distributing false information with a view to interfering with fake news in the U.S. presidential elections." Another official representative of Facebook, Samid Chakrabarty, said that Russia used the social network platform for waging a cyberwar to split American society. The social network intends to raise the "transparency" of political information in Facebook. The company is going to hire over ten thousand employees to monitor the content of the social network and counter "fake" news. In order to oppose the "Russian information threat" in September 2017 the site "Euvsdisinfo" in three languages - English, German and Russian was opened sponsored by the East StratCom Task Force EDSCITF. Its aim is "to vacuum clean" the mass media in the EU area and beyond its

borders, register and collect “pro-Kremlin materials” and publish denials.

The chief method of the West in fighting the “Kremlin propaganda” is to brand analytical and information materials by Russian authors as one hundred percent fake, however, there is no reliable proof that it is so. Thus, the reader or listener should form his or her own opinion as to what is right and what is wrong. A situation is created in which it is difficult to be sure whether a certain thing is true or false. This is one of the main methods of western confrontation with Russia in the sphere of information, N. Skorokhodova writes.

In 2017 a new form of bringing pressure to bear on Russian Internet-publications was found. It is the “rating” of materials, or, to be more exact, the lowering of inquiry in the Internet. The Chairman of the Board of Directors of the “Alphabet” Holding, which includes Google, Erik Schmidt, said that a forced limitation in the issue of news in answering inquiries of users may lower the attendance of the RT and “Sputnik” in the Google News Facebook. The Russian-language Facebook unites people primarily by their social, business and political interests. “Rating” is already taking place on the basis of the “trust level to information.”

The new strategy of the American establishment is aimed at restricting the distribution of information about Russia in the world and the growth of its international prestige, the researcher concludes.

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