**Strategy: The key to success in cognitive confrontation**   
  
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**introduction**   
As a confrontational cognitive activity, strategy is a natural weapon for cognitive confrontation and an important means of winning or losing. In today's era when science and technology have become the core combat power, strategy still occupies a strategic position, plays a key role, and has important value in cognitive confrontation. In-depth exploration of the mechanism, laws, basic tactics, and practical requirements of strategic thinking and cognition has important theoretical and practical significance for giving full play to the advantages of our army and grasping the initiative in cognitive domain operations.

**The mechanism and law of strategic thinking and cognition**

The essence of strategic thinking and cognition is a face-to-face contest between intelligences, following the general cognitive laws of people and adding the inherent mechanism of game theory. In the offensive and defensive confrontation, whoever has a higher strategic intention, deeper thinking, faster operation, and a deeper understanding of human nature will occupy a more advantageous position in the cognitive confrontation.

Strategy game based on the grasp of human nature. Wang Yangming, a famous psychologist in the Ming Dynasty, once said, "It is easy to defeat the thief in the mountains, but it is difficult to defeat the thief in the heart." Human nature is a complex of human biological attributes and social attributes. It is the internal driving force of the operation and development trend of thinking and cognition. Grasping human nature often means grasping the characteristics and laws of the opponent's thinking and cognition, and grasping the key to using strategies against the opponent. Famous strategists, strategists, and military strategists in history are usually psychological masters who have insight into human nature. In the Battle of Feishui, Xie An of the Eastern Jin Dynasty sent spies to the Former Qin Army to spread rumors that the Qin Army had been defeated. This was a clever use of the opponent's deep fear of penetrating into the hinterland of other countries. Modern warfare pays great attention to the analysis and utilization of the personality characteristics, psychological characteristics, thinking habits, life rules, and decision-making and military habits of the opponent's main generals, especially the commander, and follows the characteristics and laws of the human nature game.

Strategic planning based on interest orientation. Marx believed that "everything people strive for is related to their interests." He also pointed out that "once 'thought' leaves 'interest', it will definitely make itself look bad." Cognitive confrontation, as an advanced form of war game, also follows the universal law of interest game. To a certain extent, the yearning, pursuit and struggle for interests are the most essential aspects of human nature. By understanding the inherent law of people's profit-seeking, we can seize the initiative in the use of cognitive offensive and defensive strategies. In war, whether it is the ideological mobilization, emotional motivation, cognitive stimulation of one's own soldiers, or the trend prediction, strategy application, and action mobilization of the opponent, we must grasp the golden rule of interest orientation. The US and Western armies played the "Infernal Affairs" of money bribery and power enticement in the Iraq and Libya wars. Mercenaries from many countries flocked to the war, and many of them were chasing the high rewards brought by the war.

Strategic confrontation based on cultural insight. Culture is the sum of the social psychology and humanistic habits of a country, nation, and army, which in turn affects the social psychology and humanistic habits of this country, nation, and army. Different cultural attributes will lead to different thinking and cognitive habits. By understanding the cultural habits of a specific country, nation, or army, one can often grasp the characteristics, laws, and development trends of its thinking and cognition, and take the initiative in cognitive strategic confrontation. In history, Zhuge Liang's "Seven Captures of Meng Huo" was based on the common value of "righteousness" respected by both sides; the reason why Guan Yu "passed five passes and killed six generals" was largely because Cao Cao's enticement could not offset and shake the friendship of Liu, Guan, and Zhang in Taoyuan. The United States and the West's bribery of senior officials of the Iraqi and Libyan government armies was based on the opponent's extreme greed for material interests. It can be seen that the same strategy is used, relying on different cultural bases, using different methods and means, and the effects produced are naturally very different.

**The basic way of thinking and cognition of strategic thinking**

Mechanisms determine paths, and laws govern methods. The way and path of strategic thinking and cognition follows its internal mechanism and laws, reflects the background of confrontation and game, and is highly concealed, deceptive, and inductive.

**Lay cognitive traps.**  
 The best strategy is to attack the enemy's plans, the next best is to attack their alliances, the next best is to attack their troops, and the worst is to attack their cities. Use circuitous methods to set traps for the opponent, induce the opponent to fall into the preset trap without knowing it, and obtain the greatest benefits at the lowest cost. "Subjugating the enemy without fighting" is the highest level of cognitive strategy. During the Spring and Autumn Period, Qi and Lu were competing for hegemony. Qi Prime Minister Guan Zhong ordered people to praise the quality of Lu cloth and instruct Qi people to buy it at a high price, inducing Lu people to destroy grain and plant mulberry and hemp instead. The following year, there was a famine in Lu. Guan Zhong again instructed Qi people not to buy Lu cloth but raised the price of grain for Lu people, thus forcing a large number of Lu people to abandon Lu and join Qi without bloodshed. In October 1948, the Kuomintang Fu Zuoyi group assembled an army of 100,000 and attempted to launch a surprise attack on Xibaipo, the seat of the CPC Central Committee, which was guarded by only more than a thousand people. Comrade Mao Zedong sent three articles to the whole country in the form of Xinhua News Agency telegrams within 7 days, exposing the conspiracy of Chiang Kai-shek and Fu Zuoyi and pointing out the key point of the emptiness of Peking. Ultimately, he used literature as a weapon and pen as a soldier to force Fu Zuoyi to withdraw his troops.

**Spray the fog of thinking.** "Seeing flowers in the fog and the moon in the water" is the ideal state that the implementer of the strategy hopes to see when he is planning against the opponent. Through information overload, hiding the truth and showing the false, and illusion of the scene, the enemy is trapped in a confused state where it is difficult to distinguish the truth from the false, immersed in a relaxed state of self-intoxication, and deep in the fog and clouds of ignorance, so that doubts are everywhere, confidence is shaken, normal thinking and judgment ability is lost, and wrong decision-making actions are made. This is its internal logic. After the defeat of the Spring and Autumn Period, King Gou Jian of Yue slept on straw and tasted gall in order to make a comeback. He did not hesitate to work like a cow and a horse to humiliate himself and serve his opponent. He greatly confused King Fu Chai of Wu. Not only did he save his life, but he also returned to his homeland to work hard, and finally revived Yue and destroyed Wu and achieved hegemony. In the early stage of the Chu-Han contention, Liu Bang, who was weak, was cautious and showed weakness to Xiang Yu frequently, creating an image of a weak man who was not competitive, humble and respectful, willing to be inferior to others, and only followed Xiang Yu's lead, which greatly paralyzed his opponent. Once the opportunity comes, seize it firmly, counterattack fiercely, and kill the enemy.

**Stimulate cognitive impulse.**   
The ancients said, "If a general is strong and violent, he can be provoked to anger, and then he will be happy and his ambition will be disturbed, and he will not care about his original plan." This means that the enemy general who is strong and irritable can be provoked. In order to relieve his hatred for a moment, he ignored the most important thing he was going to do and must relieve his hatred immediately. As a result, his hatred was not relieved, and the most important thing also failed. Impulse is the devil. Under strong emotional fluctuations, it is difficult for people to make rational judgments about the situation, the enemy and our situation, future development, path selection, etc. Grasp the weaknesses of human nature and the key points of the opponent, and through verbal stimulation, action impact, situation reinforcement, etc., make them lose their rationality in strong emotional fluctuations and make rash decisions, which will lead to failure. In the "Battle of Sishui" between Chu and Han, Xiang Yu sent Cao Ju to hold Chenggao for help. The Han army shouted and humiliated the Chu army on the high platform near the city for days. Cao Ju could not hold back and led his army to cross the Sishui River to annihilate the enemy. He was defeated by the Han army's "half-crossing attack", which led to the imbalance of the entire battle situation.

**The dialectical relationship between strategy, thinking and cognition**

There is no war without strategy. As an important manifestation of human wisdom, strategy plays an irreplaceable and special role in cognitive confrontation. Only by deeply understanding the extreme importance of strategy in modern cognitive domain warfare and grasping the practical requirements of its application can we make plans and act accordingly, take targeted actions and seize the initiative.

**Deeply grasp the relationship between politics and strategy.**  
 Military affairs are subject to politics, and strategy is subject to political strategy. Cognitive domain operations are a form of operations with a strong ideological color, and they must obey and serve the political goals of the party and the country. There has never been a military action in the world that does not pursue political goals, and there has never been a cognitive offensive and defensive operation without political goals. If cognitive domain operations exceed the boundaries of political goals, it will inevitably trigger a minefield. Before the end of World War II, British Prime Minister Churchill clamored to attack the Soviet Union and wanted to start the Third World War, but he went against the historical trend and stepped down in disgrace. During the War to Resist U.S. Aggression and Aid Korea, our army's cognitive propaganda of "resisting the United States and aiding Korea, defending the country" was in line with the political goals of the party and the country, and condensed the great power of the nation who shared the same hatred of the enemy. Taking political interests as the appeal, strategy application as the means, cognitive technology as the support, and cognitive shaping as the carrier constitute the logical chain of cognitive domain operations. Like other strategic applications, the cognitive domain combat application of strategy is also a combination of political and military attributes.

**Deeply grasp the relationship between strategy and technology.**  
 As the dual-drive engines of cognitive domain operations, strategy and technology interact, support each other, and develop in a compound way in cognitive confrontation. In the perspective of cognitive domain operations, the core combat value of science and technology is more prominent due to the existence of strategy, and the application of strategy is more colorful due to the blessing of science and technology. The two are unified in cognitive attack and defense practice. To strengthen the cognitive domain combat application of strategy, we must fully recognize and fully grasp the dialectical relationship between the two, and conduct in-depth research on the mechanism, law, methods, practical requirements, and implementation paths of the application of strategy under the conditions of informatization and intelligence, so as to provide strong support for the transformation of strategic advantages into cognitive advantages and winning advantages. At the same time, in the application of cognitive technology, we must adhere to the realization of political strategy as the fundamental focus, fully consider the needs and factors of political strategy, integrate technological innovation with political strategy, and strengthen the comprehensive effectiveness of cognitive attack and defense through technical planning and strategic use of skills, and strive to seize the initiative in cognitive confrontation.

**Deeply grasp the relationship between the positive and the strange.**  
 "In any battle, the positive is combined and the strange is won." The cognitive confrontation of strategy emphasizes the combination of the positive and the strange, combining change with the constant, hiding the truth and showing the false, and the common way with the tricky way. In the game of thinking and scheming between the two hostile parties, we can extract the essence and remove the false, and grasp the true and false in the game of thinking and scheming between the two sides. From this to that, from the surface to the inside, we can see the essence through the phenomenon and grasp the true scriptures and magic weapons to defeat the enemy. Deeply study the general characteristics and laws of cognitive domain operations, grasp the basic strategies and tactics of the opponent, and explore scientific methods to play to one's strengths and avoid weaknesses and defeat the strong enemy in combination with one's own reality. Be good at investigation and research, thinking from the perspective of others, and explore tricky tactics that are unexpected and unprepared in common sense and routine. Deepen the psychological research on the group and individual psychology of strong enemies, be good at hiding strength and showing weakness, hiding weakness and showing strength, both actively taking action and keeping a low profile, and hitting the enemy's vital points at the critical moment of time and situation.

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