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## **External management of protests as a political toolkit**

**Georgii Pocheptsov**

# **protest outside management as a political tool**

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Quickening of the world has led us to the difficult times. It seemed that the Cold War was far behind. And here again, we see it on the horizon. Superpower again glares at each other, evaluating their chances of success in a possible nuclear war. World again repeated even on the new rates.

External information intervention as a policy tool characterized by the following features:

- they are of a secret nature, which allows the state - aggressor information to deny them,
- they are carried out in a situation where the role of information is overpriced (elections, referendums as an example)
- they occur using the least controlled information means (exemplified by steel Facebook, Twitter and other social platform).
- they are their content often try to support the opposite trends in the mass consciousness of the attacked country that promotes it to chaos.

How does all this happen? Social media make it possible to create a wave of information invisible to the consumer way of information. Perception of social media is constructed so that we see them as a natural and spontaneous process. If you are beginning to appear repetitive, we treat them a common point of view of many. But all this is the result of a spontaneous model.

If the development is on an industrial model, where hundreds of trolls and the bots start to pursue a common policy by attacking the same and protecting others, there is a wave of information that creates a sense of people's impulse (Chinese People's War).

And you can add another trend - fakie this weapon a little man. His protest began to play a role. Previously, for protesting the authorities have executed, and now she has to endure it because the conditions have changed relations between the authorities and the population. The authorities do not become kinder, she just got in other frameworks, limiting her behavior.

D. Bulls general speaks about raising young person's status in contemporary literature and life: "This is a story about how the mass man is forced to do great things, because the time was over characters or characters can not cope better with this situation is therefore the main conflicts unfold in the medium. little people - either in the environment Nosovskaya shorties (they both guessed it) or in the medium-nevysoklikov hobbits of Tolkien This is not an accidental coincidence This is what BG said: "Great things are now will be made small.. . E people, "This is a historically necessary and this man was allowed to imagine now the great burden that used to getting any heroes I do not know whether this is good or bad, but Tolkien's books pathos in this .. In the emergence of mass man" [1].

Social media have created a tool-speaker, from which you can hear the cry of the little man, who had successfully beaten path traditional media. There is a replacement not told the masses, and the masses were told what their opinions, making it through television, radio and print.

Mainstream never admitted to his opinion of the masses. It would be an obvious understatement to doubt the elitist type of communication, which they kept. Soviet readers to this day remember, for example, the best publicists "News" or "Literary newspaper".

However, it was the kind of game information. Newspapers could only play in the Fronde, and actually watched them intently censorship, the Central Committee and the KGB. They are criticized when they allowed it, and often silent.

Social media platforms have created a new type of mass opportunities. And here we should again recognize the element of the game. Masses can be said, but if anyone wants to hear them? algorithms today are created to read the emotional state networks to learn its "temperature". But this is still not the voice of the masses, and determine the mass thermometer.

Weight in principle underestimates the intellectual level. At the time, Bogdanov wrote that the crowd can be leveled not at the highest, and on the lowest level, the highest level since everyone is different.

Underestimates the level of the crowd makes it impossible to rely on it when making decisions. The crowd could only properly issue the two types of solutions: a "cheers" or "Down". This is in response to the gladiators in the Roman Coliseum: only "life" or "death."

Billionaire Peter Thiel expresses an interesting idea: "Network effects are very positive, but there is a threshold where they go in the crowd frenzy" [2]. By the way, he emphasizes that the slogan Trump "to make America great again" contradicts the vision of Silicon Valley, because it is always the future better than the past.

Thiel in Stanford attended lectures Rene Girard, the French theorist of Social Sciences, who believed that all human desire to control [3]. People imitate other people's desires, what he called mimesis. The idea Girard forced Thiel throw career as a lawyer and go to Silicon Valley. For the same reason he invested in Facebook. "Facebook spread by word

of mouth, it is an oral world, so he double-mimetic Social media were more important than they look because they meet our essence." - says Thiel.

After so many articles and investigations on the information of the Russian intervention in the US presidential election of Vladimir Putin in an interview with US television channel NBC completely denied it. [4] More precisely, he denies state role in this and generally require proof, not talk. However, everyone understands that the monthly spending over a million dollars to interfere in the internal politics of a foreign country with which it is necessary to have a good relationship, could not be without sanction from above and without the aid of special services and research institutes.

Already the elections in Italy had no such interference. "No one saw anything concrete that would indicate that the Russian intervention in Italy" - says director of Digital Field Research Laboratory of the Atlantic Council [5]. He explains this by the fact that Russia does not need, because everything is resolved in its favor.

That is the opinion of L. Caracciolo, editor of the Italian geopolitical magazine Limes: "Any division within NATO and the European Union may be used, perhaps not now, but in future it is better to deal with a fragmented enemy." [6].

Some of the topics and Italy were activated. And it turned out to be a debate about migration [7]. It is interesting that the activity of this theme replaced all the others, leaving no room for them. On the streets and in social networks disappeared nuances and increased polarization of society. By the way, these words one in a repeated description of the American situation, where also two subjects were taken to the streets: migration and Islam.

At this Russia has serious interest groups (not agents of influence, and group) in Greece, Italy and Spain. [8] It is understood that such control is a rather complicated construction. But since the Russian Comintern was able to control the mass consciousness of foreign countries.

Today, this system has a new tool in the form of mikrotargetinga allowing to enter the specific relevant users (aka voters) with individualized messages.

Everything all the time forgot that the same system for a long time work for internal use. Ukraine is seen when Russia began to strenuously negativizirovat events in Ukraine, first of all, for its viewers.

For these descriptions Russia took advantage of the fact that can be designated as a semiotic renaming objects, that is, the real designations were replaced by new ones, which created a negative picture: the government became the junta, the Armed Forces - punitive and butchers and under. We obtain the following types of transitions:

- neutral - negative,
- positive - neutral,
- negative - sverhnegativnoe.

Negativization subject and description of the situation in the West. This analysis showed, for example, six types of portraiture in Europe negative on Russian television: Horror life - 22% of decaying Europe - 22%, Protests - 19%, Terrorism - 12% of the refugee crisis - 8%, Sanctions - 6% Other - 12% [9].

Russian informational work in the country according to the method of creating external "evil" abroad, which is the background for interpretation. Russian "movements" in the outside world (such as Ukraine or Syria) make it possible to set the understanding within the country. This is a typical switching perception underlying the reflexive control of the Russian information operations.

If the Russian intervention in the US studied the length and breadth, something like interference in the French presidential election has received less attention [10 - 14]. Macron at a meeting in Paris personally accused Putin of mass fakes of it generated by Russian sources.

However, in these elections, Facebook closed after the first round and seventy thousand accounts for spreading propaganda. Makron they accused that he was a possible gay, that he is a slave of Jewish bankers that he is one of the "globalization of the demons."

Dugin wrote about the elections in France, "the battle is lost, there is no war." He rigidly evaluate this loss: "Marine Le Pen lost the elections mondialists Macron they won transnational (and transgender) elite victory of the people Welcome to Hell Fall continues defeat of the people - it is our defeat and a blow should be perceived as a blow is pointless..... grumbling: "we told" life - including political life, and even political life in the first place - it's a war the battle was lost, the war is not all in front of the World bastard just does not give up and try to carry off with them into the abyss... all mankind.

But we just do not drop your hands. Now it is clear that the resistance to the need to be global. The enemy is global ". [15]

In this case, the piquancy of the situation makes the fact that during the election, Putin met with Marine Le Pen in the Kremlin [16 - 17], and she even had a Russian funding [18 - 19]. And then lose. All this leaves a bitter taste for the Kremlin.

All inside Russia and outside it done and move with respect to future Russian presidential election, there is no alternative designed to demonstrate the main candidate. It is from this perspective all read the campaign speeches of Vladimir Putin, who has been identified by experts as the military. Here is one of such interpretations: "Maybe somewhere in the West, and it is possible to choose the president, but the commanders did not choose in Russia, there is no alternative. The same line of support and official propaganda: In the news talk about new weapons, emphasize that it is real exists and works. Campaigning promise looks quite harmoniously - all the difficulties recently acquitted by military achievements (it sounded right in the message of the president), we will continue to move in the same direction, and ensure that this movement can only Putin.

Quickening of the world has led us to the difficult times. It seemed that the Cold War was far behind. And here again, we see it on the horizon. Superpower again glares at each other, evaluating their chances of success in a possible nuclear war. World again repeated even on the new rates.

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