

ZRÍNYI MIKLÓS NATIONAL DEFENCE UNIVERSITY

Council of Doctors

Lieutenant-colonel Pix Gábor

**Investigation of Characteristics of Psychological Operations**

Author's reviewer and sentences of the PhD thesis

Scientific leader:

Colonel Dr. Harai Dénes

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## **Formulation of the scientific problem**

Because of the situation of investigations connected with psychological operations there is necessity to carry out comprehensive researches. We must investigate the answers to challenges of our era. The challenges of our time are the asymmetric situation and warfare, the fulfilling of information era and the globalization of media. The new approaches consist of the conception of information operations, the network centric warfare, the theory of effect based operations and the employment of electronic information channels by psychological operations.

Problems of the researches signify three approaches for Hungarian Army. They are theoretical establishment of researches, exploring historical experiences including historical experiences into the today's activities, seeking of answers to actual questions and challenges.

This research wants to answer these problems. First I want to explore the fundamental factors of psychological operations by an exploratory examination. This examination will provide interpretation of psychological operational activities. Next I want to show and analyse the history, present situation and the most important ideas about the psychological operations by a descriptive research. Third I want to take recommendation about challenges, directions of investigations and development of psychological operational ability of Hungarian Army.

## **The aims of research**

1. To explore operational factors and characters making possible the scientific analysis of psychological operations.

2. To explore and analyse the fundamental trends of historical development of psychological warfare and psychological operations.

3. To introduce and analyse the actual characters of psychological operations. To investigate the possibility of answers concerning the most important challenges of this era. To investigate the employment of new methods during psychological operations.

4. To investigate the possibilities of development of psychological operational ability in Hungarian Army.

## Methods of research

During my work I have used the method of not typical sociological analysing of content and method of historical/comparative analysing. The analysis of content has covered the investigation general historical works, appraisal of researches dealing with psychological warfare and psychological operations and analysing of connected regulations and handbooks. The historical analysis has dealt with all territory of history of warfare. The comparative investigation has dealt with different ideas connected with psychological operations. Nevertheless I have spoken to experts work on this area in Hungary and foreign countries, colleagues knew past of these problems. And I have spoken to colleagues carried out service in foreign missions and got experiences about the practice of psychological operations. Furthermore I have used knowledge and experiences got on courses connected with psychological operations in Hungary and foreign countries.

## Structure of thesis

The first chapter is named „*Formation and development of psychological warfare, psychological operations*”. In this chapter I explain the rudiment system of psychological operations and analyse the factors of operational activities those I can investigate. Thereafter using these explored factors I show the historical development of psychological warfare and operations. I show the characters of intuitive era, the formation of psychological warfare from 1914 to 1945, the characters of improvement during the cold war and local wars. Then I show the formation of psychological operations in changed world political situation in the nineties.

The second chapter is named „*Psychological operations in this time and the future*”. In this chapter I analyse the characters of psychological operations in our age. I show how some NATO countries attitude to psychological operations. I analyse the possibility of differentiation of crisis response psychological operations. And I investigate the ideas of some significant countries out of NATO about the psychological warfare, psychological operations. Hereafter I outline trends of development of psychological warfare, psychological operations affected this era. In the next part of the chapter I investigate the challenges concerning

psychological operational activities. They are the asymmetric warfare and terrorism, the globalization of media activity. Then I analyse the taking into consideration of new approaches by psychological operations. They are the information operations, the network centric warfare, the effect based operations and the adoption of new electronic channel. In addition I deal with the questions of psychological operations continued in our own forces.

The third chapter is named „ *Hungarian Army and the psychological operational ability*”. In this chapter I show the history of psychological operations before nineties, the situation of psychological operations in our era and professional ideas concerning near future. Hereafter I analyse the possibilities of employment of our psychological operational ability in long-term. On the basis of this information I put proposals for structure of psychological operational organization in the future, functions of parts of different organization, the professional competence of the staff, the system of professional training, and the most important factors of launching of scientific work.

On the end of every chapter I summarize the most important establishments. From this information I formed part conclusions. The scientific results are based on summarized conclusion.

### **Summarized conclusions**

1. By examined the events of psychological warfare, psychological operations in the past and practice of psychological warfare, psychological operations this time I come the conclusion that the scientific investigation must deal with fundamental methodical characters, the factors of execution and the relation of psychological operations with other military operations and the scientific background of psychological operational activities. The fundamental methods are the principles, the aims and the methods of influence, the target audiences and the target audience analysis. The factors of execution are the organization, the typical form of activity, and the instruments of psychological operations. The relation of psychological operations with other military operations is the classifying of psychological operational activities, the cooperation

with other military operations, and the possibilities of differentiation along other types of military activities.

2. Investigating the history of psychological warfare, psychological operations I come to the conclusion that the most important stations of development are the attached to establishment of possibilities of employment of psychological warfare and the independent appearance between different military activities. By analysing events of intuitive era I establish that psychological warfare become important factor of warfare when the person of soldier is investigated and the fundamental scientific background of influence has establishes.
3. Analysed of era of formation of psychological warfare I come to the conclusion that the appearance of psychological warfare as independent form of warfare was provided by the employment of scientific methods of influence, investigation of target audience, establishment of military organisations, increasing of distribution of propaganda materials. Exploiting of psychological effects of other military operations sign the complex taking into consideration of psychological factors.
4. Investigated the improvement of psychological warfare and psychological operations I establish that the activity is covered between the instruments of the modern army. International taking into consideration of principle moral viewpoints influenced the determination of operational aims and employment of methods. This taking into consideration forced the positive, united elements of propaganda. The result of a war conflict depends on some social groups. This fact led the increasing of potential target audiences. The establishment of new security environment, differentiation of types of military operations increased the possibility of employment of psychological operations. It has resulted alignment with other military operations and establishment of closed cooperation with other military activities. The fulfilling of information era, the establishment of theory of information warfare signed higher level of operational integration.
5. Analysing of present situation of psychological operations I come to the conclusion that the ideas connected with activity and the practice of operations are influenced by level of development of society, respect of democratic values, the ideas about the order of the world (ideas about the enemy in it). I establish that the target audience analysis is extended to the probable centres of conflict, areas of probable employment. Development of accuracy of targeting is provided by taking into considerations of key communicators, owners of opinions, not intentional target audiences. Development of

accuracy of targeting is provided by using of modern electronic information channel too. I show the possibility of differentiation of psychological operations along crisis response operations and the place of psychological operations in the integrated system of information operations.

6. Taking into consideration circumstances of our era I establish that the changing security environment, the transformation of character of warfare, the globalization of media, the appearance of network centric warfare mean new possibilities and challenge for psychological operations. The asymmetric situation, the asymmetric warfare demands development of adjustment ability of psychological operational organisation and more increased success of empathy. Action against terrorism demands the investigation of target audiences affected in different forms. Investigated conceptions of network centric warfare and effect based operations I come the conclusion that these theories answer the fundamental questions of operational integration. So these theories can be fundamental factors of psychological approach becoming more general and fundamental factor of development of psychological operations. Investigated the role of not military media fulfilled in warfare I establish that we may consider the development of using psychological operations. Analysed the operations carried out by our own forces I come to the conclusion that there is necessity of planning activities. The psychological operational organizations may get bigger role in it from now. Connected with growing the role of media I establish that there is necessity of establishment of new influencing techniques for using new equipment and methods. These new equipment and methods are mobile phone and Internet for example.
7. Investigating the history of psychological operations I show typical factors of special propaganda activities in Hungarian Army before nineties. I establish that there was produced the conditions of function from the point of view of theory, organization and equipment. But in the eighties the activity was regressed because of military-political and financial reasons. Then I show the ability of psychological operations of Hungarian Army in our era. I show the functions of PSYOPS evaluating and training group and battalion supporting PSYOPS group. Then I show the ideas connected with organizational development for near future.
8. Connected with development of psychological operational ability I investigate the possibility of employment in near future. I establish that we can get role in NATO and EU missions first of all. We may get personal assignments and role as supporting group. The task of supporting group can be providing the missions of Hungarian for-

ces. Analysing the probable activities I specify the typical form of organization in the future. I think there is necessity to increase the functions of developed PSYOPS evaluating and training group. These new functions can be collecting and analysing information from more important areas, carrying out and coordination of function developing and scientific work. Based on professional competence connected with different assignments I take recommendation about the basic system of professional training. I think it would be necessary to involve Hungarian and foreign lecturers during the training. I take a recommendation about the start of scientific researches on the base of Zrínyi Miklós National Defence University and in the future established Psychological Operational Centre.

### **New scientific results**

1. I have determined the most important factors providing analysis of psychological operations. I have proved the presence of psychological warfare, psychological operations during the history of warfare. I have established the characters and influencing factors of development. I have determined the most important limits of history of development.
2. I have investigated the typical ideas of present time connected with psychological operations nowadays. I have investigated the success of these ideas during military operations. I have analysed the possible answers to challenges of our era. I have proved the reasons of existence of effect based operations concerning psychological operations.
3. Based on safety policy of Hungary and present position of Hungarian psychological operational ability I have made a prognosis about the employment of the ability and the organizational and functional conditions of realization.

## **Recommendations**

1. I recommend taking into consideration of my results for developing of psychological operational ability of Hungarian Army, for specifying of training system of staff, for starting of scientific researches.
2. I recommend using of my work during the training of psychological operational staff and other officers.
3. Based on my work I recommend the development of researches connected with psychological operations to whole history of psychological warfare (with history of special propaganda in it), to characters of psychological operations connected with different military operations, to cooperation with related warfare forms.

## **Publications**

### **Articles**

1. Bolgár Judit — Pix Gábor: Some actual questions of psychological training of troops of Hungarian Army. Módszertani Szemle, 1995. december
2. Szegő Krisztina — Pix Gábor: New weapon of new wars. Társadalom és Honvédelem, 2000/1
3. Pix Gábor: Psychology and terrorism. Új Honvédségi Szemle, 2002/4
4. Pix Gábor — Bene Gyula: Psychological operations in Bosnia-Herzegovina. Új Honvédségi Szemle, 2002/5
5. Pix Gábor — Szekeres György: The Iraqi war – fight in the front of souls. Kapu, 2003. 09.
6. Pix Gábor: Actual operational relations of psychological operations. Humán Szemle, 2005/3



### **Lectures given in different conferences**

1. The security of the national and ethnical minorities. „Zarządzanie Bezpieczeństwem” International Scientific Conference, Krakow 11-13 May 2000
2. Psychological aspects of psychological operations. XIV. National Scientific Meeting of Hungarian Association of Psychologists, Budapest 30 Maj-2 Juny 2000
3. Psychological dimensions of psychological warfare. XV. Professional Meeting of Labor and Organization’s Psychologist, Esztergom 25-27 October 2000
4. About the research connected with the psychological operations. Conference on the human strategy of the Army being considerate towards connection to NATO. Budapest 19-21 November 2002

### **Scientific biography**

#### **Personal data**

Name: Pix Gábor

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#### **Graduation**

#### **University, high school**

1990-1993 Eötvös Loránd University – Pedagogical branch

1994-1997 Eötvös Loránd University – Social-politic branch

1977-1981. Kilián György Military High school – Aircraft radio engineering branch

### **Courses**

German Operational Information – Introduction to NATO-Officers, Mayen 29-31 May 2001

JCET 58 W PSYOPS exercise, Szolnok 02-14 06 2002

Orientation to NATO psychological operations course, Oberanmergau 25-29 November 2002

### **Workplaces, assignments**

Present: ZMNE Sociological, Psychological and Pedagogical Department, university  
Senior lecturer

1994-1995: Commandant of Army, sociologist

1990-1995: Bakony Fighting Helicopter Regiment, training officer, electronic engineer

1983-1990: Kilián György Military High school, duty-commander of courses, instructor of non-commissioned officers

1981-1983: Central Store of Flying Materials, planning officer

### **Languages**

1999 English Intermediate „C”

1999. Russian Intermediate „C”

### **Membership in scientific organisation**

2004 Society of Hungarian Military Sciences, Electronic and Informatic Section

### **Appreciations**

Service decoration, gold class, 2005

Service decoration, silver class, 1999

Service decoration of officers, third class, 1992

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(Lieutenant –colonel Pix Gábor)