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زبانهای اروپایی

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23.02.2022

The brain as a battlefield

Sources: Rebellion

What's new, doc?

They say in NATO that in this "new" war, in addition to manipulating thoughts, the way of producing them will be manipulated. For our sake! After these *revelations*, attributed to Francois du Cluzel, among others, a long list of analysts and experts think that this is a "new" phase of combat. But is it really new? Why the statement of the NATO report *Innovation for Defence Excellence and Security* (IDEaS), also known as the *Innovation Hub*, which is based in Canada, draws so much attention and says: "*Cognitive warfare is an ideological war that seeks to erode the trust on which society has been built... Misinformation takes advantage of the cognitive vulnerabilities of its targets, especially anxieties or beliefs that predispose its targets to consider all kinds of false information as true. All this requires that the aggressor possess a vast knowledge of the socio-political dynamics of his enemy, as well as knowing when and how to attack in order to exploit the vulnerabilities of his opponent.*" The only "new" thing is its share of cynicism and it does not come close to the classics of this genre in advertising agencies, or bourgeois propaganda. Here's NATO's esperpento: <https://www.canada.ca/en/department-national-defence/campaigns/fall-2021-nato-innovation-challenge.html>

These "geniuses" say they will use, combined, certain "weapons" with non-kinetic and cybernetic capabilities to manipulate information, psychology, and social bonds. They say that this way they will win all the fights without the need for "physical interaction". By the

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way it is cheaper, they will think by licking themselves. They insist that it is a new kind of war that uses "public opinion" as a weapon to destabilize a nation. They yearn to cover much through very little, taking their productivist logic to the extreme of realizing the imperial dream: to dominate a lot but with zero costs. They say that they will achieve this if they influence not only thought but the way it is produced. Targets are entire populations and also uncomfortable individuals, communities or organizations. They yearn with their *warlike novelty* to sow ways of thinking, thinking, feeling and acting capable of modifying material reality.

They say that it is a *different* way of acting, which are not the traditional methods of war, to control the population, because this very new version of war seeks to control how a population thinks and acts in the face of specific events. It is a war to attack information/influence systems and to succeed in dominating the adversary by a direct attack on his nervous system. This closely resembles the vociferous desperation of the sellers of "Social Control", bent on falling in love with bourgeois investors to experience longings for "in extreme" manipulation. But at low cost and almost invisible, those responsible *are less noticeable*.

It sounds like a "paradise of alienation" and it sounds like what has already been seen to the point of exhaustion. It is not enough for the customer to compulsively buy the products monopolized by a single owner, it is necessary to believe that it is the best thing that could happen to him and also consume with the need of the seller before with the reason of his pocket. Even that he manages, by himself, the "cash register" that charges him the super inflationary goods. To believe that the violence of the bourgeois supermarkets is a paradise of progress; that it is very good that they sell expensive; that vigilance is necessary so that no one steals a penny from capital. That we must be grateful and faithful to brands, that credit is always a generous gift... that to fulfill debts (usurers) is to honor life. What's new?

They have inclemently machine-gunned the peoples with psychological wars to convince them and convince us to bomb Hiroshima and Nagasaki, Iraq, Afghanistan... *they did it to democratize them*, bring them American "well-being" and accompany their "happy" development as good brothers. Thus we accept world hunger, misery, theft, exclusion and the expulsion of entire peoples. Thus we accept that a handful of millionaires own the

riches of the vast majority of human beings. Thus we accept capitalism with its war, financial and media horrors. Thus we swallow this "human fleshloaf", machine-gunned and miserabilized, as if it were the great feast of "progress". The end of the story. Cognitive Warfare has been going on for a long time. Don't put us to sleep.

Do not tell us that manipulating the modes and means of production of thought is a "war novelty" devised by NATO. Do not tell us that, with that, they intend to eclipse centuries of ideological manipulation that we have already suffered ad nauseam. Don't tell us that the old recipe of infiltrating heads, sowing mental stereotypes, and fabricating cliché behaviors is "new." Do not tell us that your mercenary *geniuses* have appeared at the table of *scientific novelties* with an unprecedented ideological commodity, perfected, to manufacture slaves of conscience and subservient to their own destruction, while profitably defending the master. Do not sell us as "new" the rancid stultification of the imperial bourgeoisie. To another dog with that bone. Not even the most frightened of the bourgeoisie swallow such a story, even though they are compulsive buyers of repressive trinkets. NATO sells "rotten fish".

Facebook, Google, Amazon, Microsoft and others use and abuse personal data to create individual profiles and thus anticipate behavior while manipulating it. What else are amazon shopping? That's a strategic problem. This political economy of bourgeois behavior subordinates the methods of psychological research to economic models and thereby creates more *precise* models for the capitalist mode of production and relations of production. Including thinking and behaviors. Their war fuses psychology with cybernetics under the realm of their economy.

They pursue the clarification of the mechanisms that make thought possible, (what they understand and impose as thought). His *cyberpsychology* is a jumble of mercenaries selling *knowledge* to the highest bidder. They will take semantics by storm and manufacture new words and sect concepts, to adorn (and hide the visible effects) their "new theories" of the interaction between human beings and the machines they manufacture. But it is not consciousness that determines reality but objective reality that determines consciousness. We've taken years of scientific advancement in that. But we don't take advantage of it to unite.

His *new prototype* of human beings aims to create a "psychology" of productive and cheap subordination, based on the relationship with machines. They are also working to develop a psychology of machines, with slave software, full of commercial artificial intelligence and hybrid robots, drunk from imperial monopoly. They claim to be working in a "cyberpsychology" that is a field of war, scientific and complex, which encompasses all forms of mass subjugation with psychological phenomena manipulated with technologically. The *cyber-psychological* warfare they announce pergeña the way in which humans and machines will be a single productive entity happy, meek and self-repressed. At low cost. While we still do not put on a serious agenda, the problem of Information, Communication and Culture. Things by name.

If NATO spends fortunes on these war advertising antics, based on "scientific advances," we must respond by organizing a Semiotic Revolution. The scenario occurs again with more and worse threats, this time cynical in the extreme. Especially using a technology that does not reach everyone on a planet of inequality and technological illiteracy. A world in which monopolies close all possibility of instrumental equality, not to mention the asymmetrical cultural complexity of the entire planet.

What's new? They forget that peoples develop capacities for conscious defense, with organization and revolutionary struggle. It is a war (NATO dixit), let us understand it correctly, and in those terms also the peoples must fight and defend themselves with their semiotic, historical and updated tools. Let's not fall into the ambush that they can do everything. The last word will be said by the peoples who organize and consolidate their revolutionary leadership. We will not be foolish accomplices in spreading NATO's advertising plan to better sell its brand new canallada. We will not be useful propagandist fools of the perverse "genius" of manipulating thoughts and ways of producing them. We will not serve the manipulation plan implicit in taking NATO's scientific-publicity ambushes seriously. We will say that the only new thing is the struggle that builds a world without capitalism.

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Rebelion 22.02.2022