

# The Role of the Media in the Sixth Generation Wars

Dr. Sundos Sarhan Ahmed, Dr. Zainab Sarawa Abadi

*Almansour University College, Iraq*

---

## ABSTRACT

*In the era of crises, the media has become the most important tool for managing wars and political disputes between countries, and the media is one of the most important soft power tools, keeping pace with technological media developments. We live in the era of the abundance of media production and the diversity of its means, where the media have the ability to consolidate the general foundations of societies.*

*In fact, digital means of communication and new media represent a great danger, and the impact of that danger is evident when the media are subject to control, monopoly, control and direction by those who control these means, which makes them express their interests and interests only.*

**Keywords:** Media, Generation, edition.

## INTRODUCTION

The Internet has brought about a great revolution in the world of media and communication as a result of its great spread all over the world, and helped link the whole world under one space, allowing the exchange of cultures and ideas, and all this contributed to making it the best media in linking individuals and groups and achieving their communication. The media is considered one of the most dangerous institutions influencing societies due to the multiplicity of its means and the ease of access to it, and thanks to the tremendous development of information technology that abolished borders and shortened distances and times, so that man watches the world and communicates with it from his bed, and not only to blow up political borders, and cross Security barriers, but it began to go beyond it to abolish cultural distinction, and it has begun to interfere with cognitive

and psychological characteristics, and the formation and reconstruction of concepts.

We live in an era of abundant media production and the diversity of its means. The media has the ability to establish the foundations for a culture of dialogue and understanding among the various social components. Through and linking analysis of the prevailing attitudes in relation to the other, and dispelling the ignorance that ignites mistrust of others and develops caution .

## MATERIAL AND METHODS

### The importance of the research

Interacting with it has become available to all individuals to create their own media independent of traditional production channels, using smart phones and computers, and social media is one of the products

of technical development, which has created countless torrents of data that cannot be verified, and the available information is not. They are equal in terms of authenticity and differ in terms of accuracy and quality to a large extent from one source to another and that is what we read and watch.

### **The reasons behind the choice of this research**

The choice of the topic of the media's role in the sixth generation wars came for many reasons, including:

1. The great role of the media in controlling the public's attitudes on different agendas.
2. The major repercussions of the media on the world scene, the ongoing cultural conflicts, the various trends, the criticisms and the fundamental differences in cultural, political and social issues.
3. The most important reason remains, which is these fierce media conflicts on the global scene, and the innovative and unethical methods in presenting media content and tampering with the audience's trends in a framework that knows no boundaries, standards or constants.

### **The problem of research**

The role of the media in wars has made its role a subject of great controversy about credibility, impartiality and objectivity,

The problematic that arises about the role of the media in human societies poses the question: Is the media's role making wars or a form of one of its tools, or Does it have a role in making peace?

### **Research objectives**

The objectives of the research are related to its importance and the problematic it raises, so this research seeks to identify the following:

1. What are the sixth generation wars?
2. The relationship between the media and the sixth generation wars.

### **Research Method**

The research relied on the method of critical analysis of the media contents that appeared in the Lebanese media on the Lebanese arena with its dimensions and foundations. This research was divided into two sections, the first topic dealt with the nature of the sixth generation wars, while the second topic dealt with the relationship between the media and this type of wars.

### **THE FIRST TOPIC: WHAT IS SIXTH GENERATION WARFARE?**

While the second topic dealt with the relationship between the media and this type of war. Strategic studies to describe the development of wars since previous centuries, and until now, adopt the term "generations" to distinguish between their tools and management from one generation to another. And the era of sixth generation wars that depend on remote control and via the Internet with the aim of destroying the enemy began, as it is managed remotely without moving a single soldier, but its soldiers sit in "offices" with computers.

### **The first requirement: the development of generations of wars**

The development of the international system, and as a result of the transformation that occurred over the generations, wars crystallized and developed accordingly in international relations. Building differently, how military or aggressive force is employed in the management of wars. The wars of the first generation that started since the signing of the Treaty of Westphalia 1648-1860, and depended on waging battles between two rival armies in a specific territory, and using traditional war tactics, and thus entered the wars of the 17th, 18th and 19th centuries within this definition. Examples include the Napoleonic Wars in Europe, as for the second generation, which appeared during the First World War with the advent of modern military equipment, such as heavy armored vehicles and combat aircraft, and characterized by launching preemptive strikes

with artillery and aircraft, with the aim of causing major losses to the enemy, and what helped them in That is the strength of the industrial economy of European countries to produce military hardware in huge quantities. While the third generation relied mainly on the development of the emergence of tanks and the development of the combat aircraft industry and technological systems of military power, especially communications, which allowed for military maneuvers that did not exist before, in addition to the ~ Relying on the element of speed and surprise, which is what was known as “moving war” and mental manipulation of the opponent, to destroy it from the inside, which was adopted by the German forces during the two world wars, and in the Arab-Israeli war of 1967. As for the fourth generation war, it relied on the method of guerrilla warfare.

According to the American political analyst “Bill Lind”, the fourth generation relies on terrorist groups and gangs [such as ISIS, al-Qaeda and the Taliban], to launch qualitative operations, without the need for a traditional battlefield

This means that the fourth and fifth generations, as in the past, do not For points of meeting between two opposing armies. The Anti-State Media Denying Achievements and Focusing on Negatives To explain and amplify the problems of falling states from within without using forces, and thus despite the danger of these wars, their cost may be less than the price of a plane than that used in conventional wars.

Fifth generation wars have brought about a qualitative leap in the generations of wars, rather than an advanced stage from previous wars. It is a conflict in which all military, economic, political and information fields are employed using traditional and non-traditional tactics with the participation of state and non-state actors aiming to subjugate the opponent. While avoiding direct responsibility for the conflict, so Thomas Barthes defined it as the ability to disrupt all enemy defenses with a comprehensive psychological, cultural, economic, financial, environmental, biological and viral war primarily driven by the media and means of communication .Or classifications or strategies in the current wars is something we all touch and everyone has to quickly deal with it.. whether it is

the fourth generation wars concerned with “the failure of the state, the destruction of its forces and the fragmentation of its institutions” .. or the fifth generation wars concerned with dealing with multiple small, systematic entities Gang formations terrorist organizations and the use of citizens as the main player and not in the face of entire armies while activating the cyber field in both...

### **The second requirement: the concept of the sixth generation of wars..**

The classification of the “sixth generation” from the love Robb was the first to launch by Russia as a kind of war that does not depend on communication. Or in other words it is completely managed remotely “contact-no warfare...” This includes everything that is concerned with war, whether weapons, capabilities or personnel ...beginning from tactical nuclear weapons to economic and information conflict management to targeting individuals themselves from a distance. Whether they are individuals or groups...

The term “sixth generation warfare” was first coined by Major General Vladimir Slepchenko to use~ ~High-precision weapon systems that can render conventional armies obsolete...This was demonstrated by the use of “smart” weapons by the United States in Desert Storm in January 1991 following the invasion of Kuwait by Iraqi President Saddam Hussein. .. and in 2003 AD and the war in Afghanistan and in Yugoslavia in 1999 AD... that is, countries fight through systems and not through armies... One of the most important manifestations of sixth generation wars is the full recruitment of the global communications network and systems Information. Whether by targeting state facilities and military systems or institutions and individuals. As the field of sixth-generation wars is based on the Internet. I ran and created terrorism and violence through it in the real world. Where it has become possible to create global gang formations managed through the network. And even identity theft, fraud and causing trillions of dollars of losses... and combining the Internet with terrorist networks and conducting entire wars from a distance... In addition to that Access to landline or cellular phones, private computers, cable television, receivers, and almost all devices. ( ) As for the “Space

Jinn” system, it includes about half a million relatively small satellites that were launched a few years ago in orbits around the Earth far from the normal orbits and have many important goals that are not important for espionage in the sixth generation wars .. including that they are equipped with devices MMG for scanning the map of magnetic activities of the human mind and body. Which gives it high advantages in targeting individuals and high capabilities to control what is known as RFID human control chips. Which has already been done after promotional campaigns has been implanted in more than two billion citizens “voluntarily”, the majority of whom are from America... The space jinn system is also cooperating with the “Harp” weapon to ensure advanced capabilities of control, whether to cause phenomena or manufactured natural disasters or to target individuals with electromagnetic waves.. These satellites also participate with the “Echelon” system for spying around the world and other modern piracy projects of various types. ..including Bio-Hack ..and these satellites have a fundamental future role in dealing with satellite display devices designed to implement the steps of the “Blue Beam” project and the deception of “space invasion” ... and if we are talking about the sixth generation wars as wars that are led and activate their tools and are controlled from a distance.. we must note that the most dangerous thing about them is targeting man, his mind and body.. and exploiting everything in nature around him as a weapon that is managed and controlled from long distances...Even the sixth generation was concerned with everything that is completely controlled, controlled and managed from a distance. The sixth generation wars are those new wars that depend on artificial intelligence, science and cognitive ability, who has more information, they are wars that depend on systems and information. In the aftermath of Desert Storm in 1991, the late Major General Vladimir Slipchenko coined the phrase “sixth generation warfare” to refer to the “informationalization” of conventional warfare and the development of precision strike systems, which could make the mobilization of forces in the traditional sense an invitation to disaster and demand the development of the means of mass effects through Depth of regime war versus regime war. Slipchenko looked back at Ogarkov’s “Revolution in Military Affairs” with “weapons based on new physical

principles” and saw “Desert Storm” as the first indication of the emergence of such capabilities. He did not think that a war of The sixth generation has shown its full effects. Slipchenko believed that sixth-generation wars would replace fifth-generation warfare, which he defined as thermonuclear war, and developed into a strategic stalemate, first making the use of nuclear weapons an inevitable path to destruction, and with the end of the Soviet Union until the general's death in 2005, he had analyzed Fighting experience abroad to further improve his perception until he began to talk about the emergence of "non-contact warfare" as the ideal form. For the sixth generation war, he said that these wars will rely on intelligent systems, to obtain good results. Slipchenko redefined sixth generation warfare as involving the ability to conduct remote, non-contact operations, and suggested that this conflict required major military reforms, Slipchenko made a compelling argument for enhancing the role of intelligent systems in conducting such operations. The sixth generation and the applicability of the term, even General Makhmut Gariv and Slipchenko discussed its usefulness, in 2005 and since Slipchenko's death the term has continued to be used and refined. In 2010, the term was used by Mikhail Rastopchin to criticize those who demand greater combat readiness when the Russian armed forces were nowhere near ready to conduct modern combat operations, US and NATO forces were armed with tools of sixth-generation warfare, and Russia was not. The sixth generation wars are remote wars with smart systems and rely on data theft or falsification, and cyber wars that depend on piracy, data penetration and control, and they penetrate borders as well as barriers between civil and military, and include collecting information from what is published on the means of communication Of course, the risks of these wars are great, for example, penetration of networks that control facilities management can lead to their destruction, or networks that control nuclear materials to devastating effects As for what human wars have reached today , which is called the fifth generation wars, and it depends - in the main - on creating contradictions between the state and society, by exploiting all means, to disrupt the relationship between them; The writer Samir Farag says that the fifth generation depends in its strategy on occupying minds, not land, and after occupying minds, the

occupier will take care of the rest. between the economic, political and social aspects of the target country, in order to drain it by confronting it with internal conflicts, in parallel with confronting violent external threats. The makers of fifth-generation wars rely on the use of modern technologies, ranging from armed force, such as anti-armor missiles, to suicide operations, ambushes, terrorist acts, or unarmed force, in which the enemy is active without appearing directly. Technologies also include electronic terrorism, and agitating peoples, to make them a major player, being moved according to the political goals of other countries. Some experts believe that among the techniques is also creating a state of chaos in the conflict sites between local parties, allowing major powers to intervene and direct them in their interest. And from The practical applications of this theory are what happened in Iraq in 2003. There is a view that the "Arab Spring" is one of these applications. Experts also believe that flooding the targeted areas with drugs is one of the effective weapons of the fifth generation wars (). One of the most important reasons for the emergence of fifth generation wars is the development of the media, which is one of the most important means used in fifth generation wars, as it has been exploited in managing relations between countries, and creating public opinion opposed to the political authority in the state, in order to weaken its ability to control and control the relationship between society And the state.

#### **THE SECOND TOPIC: THE RELATIONSHIP BETWEEN THE MEDIA AND THE SIXTH GENERATION WARS**

A person acts all the time, based on information that stimulates his response and interaction with his surroundings, which he derives from his own needs, from the natural environment, or from his social network. . He hears a radio story, watches a talk show, reads the editorial of a newspaper, browses a news website, and forms a set of choices and attitudes toward the world in its diaries and its transformations, in the big and small things. These are the general foundations for the roles played by the media in various cases, the eternal machine that floods the world throughout the day, with new news, information and facts. These roles are especially sensitive when

society is experiencing a moment of rupture of the national fabric, embodied by armed violence on a degree of severity that disrupts the possibilities of dialogue, understanding and coexistence

Also, the rapid and massive development in communication technology led to the production of modern means of social communication that worked to change lifestyles Everyday individuals and their social relations and their traditional and familiar ways of interaction, and the Internet is at the forefront of these achievements without a competitor, as it worked more than any other means to bring about radical changes that affected people's lives and affected all aspects of their political, social, cultural, psychological, economic, educational and health lives, and it worked at the same time On a clear and clear change in the nature of other communications that they are accustomed to in society and in the culture pattern prevailing among them to the extent that it can be said that the culture of the Internet has overtaken that culture or is on the way to that ~ ~ In fact, digital means of communication and new media contribute significantly It is very dangerous in spreading cultures - if it is used well - and it represents a great danger - if misused - it leads to a decline in the level of what is presented, and the impact of that danger is clear on the When the media are subject to control, monopoly, control and direction by those who control these media, which makes them expressive of Their interests and concerns only, and therefore these means only carry the culture that represents a particular group and does not reflect the culture of society. Communication and culture, then, are in a state of mutual interaction, and they are the product of an objective reality and a sorting out of the prevailing social, economic and political conditions in society. And it is armed with a large number of scientific theories and accumulated experiences, and these battles are settled with results. The media in developed countries are more complex, deeper reach and greater influence, and therefore more capable of media deception. Also, the private media is unable to achieve good levels of revenue, so it flows There is a difference between the media of societies that enjoy freedoms, and the media of countries deprived of them, through the level of contradiction between truth and slander, the level of media plots of lies and contradictions, and the presence of an

influential opposition elite media deception, and provides a legal environment that supports freedoms, and if the media presents the public with an accurate and honest perception of reality, there will be no problem, but the highest M in most cases moves from motives related to who finances it and not to those who watch it, so it presents the viewer with a distorted picture of reality, so he simplifies or exaggerates reality, according to the purpose and interest, or presents an imaginary reality completely far from the truth (...) It is strange that media professionals do not hide their illness related to By practicing lying and deception around the clock, however, the public insists on giving high credibility to the programmed media messages they receive. The state of chaos in the public and private media turns lying into a doctrine, and the practice of lying turns into an authentic right that is not punishable by law. Therefore, the media has become a market for economic, cultural and political interests, and its owners believe that they deserve to pay huge sums to achieve these interests in order to control public opinion, and thus we are faced with (redirecting) or (generating behaviors) that did not exist, and (changing convictions), And this whole process is going according to the compass of the funders, not the interest of the public, its identity or its values, and this is the media deception. And the media often lacks large capital and therefore businessmen who own huge companies, and have political, economic and cultural interests, pass their interests through the media, especially political and cultural interests. Money makes the media, makes politics as well as corrupts them, and often the owner of power who wants to maintain his power is forced to be invalid, when the groups that he sees the need to rely on their support are corrupt, whether they are the general public or other political parties, the urgent need makes you adapt yourself according to her mood, to satisfy her, moral actions in this case will only bring trouble .

#### **The first requirement: the relationship of media to wars**

The Internet is one of the latest media in the world, and it combines written, audio, visual and electronic qualities, where a person can browse different websites with ease, and it is worth mentioning that the

Internet came out to the world for the first time in 1969 AD.

After Donald Trump won the 2016 presidential election against Hillary Clinton, some wrote that the media was no longer that strong that allowed him to predict the results of the victory, until facts emerged regarding these elections and related to the hacking of electoral commissions in America by hackers belonging to the intelligence Russian, as well as hacking and publishing hundreds of emails. To reveal the birth of new czars who move the world with the technological arsenal, especially since the four giant companies that control the most important technologies and their accessories (GAFA Google, Amazon, Facebook, and Apple) have become technological ghouls that control information and news, and may contribute to the creation of illusion, and building facts according to their perspective. It is based on Western liberal concepts ( ). The news of Russian hacking in altering the results of the American elections, the emergence of parallel empires of countries that confiscate the right of peoples and nations, and to be also the official announcement of the beginning of the era of sixth generation wars that depend on remote control and via the Internet, as it is managed remotely without moving a single soldier, but rather Its soldiers are sitting in “offices” equipped with “computers”. Certainly, countries are racing to control this new weapon that challenges the old mechanisms in wars. Propaganda wars are no longer feasible and their tools have become exposed. However, the technological and virtual world has become battlefields and spaces for battles and bloody wars, which do not result in the death of soldiers and the destruction of buildings, but the overthrow of entire countries and control. In the destinies of nations and humanity, and influencing sovereign decisions. Some may consider that he is living the truth, but reality tells us the opposite. The great control over the news and the unfair flow of knowledge is evidence of the “flow of illusion.” We are the countries that do not control the technologies, and what Facebook has done by blocking all the pages that contribute to spreading the Palestinian right Although these pages are millions of pages, and most of them were affiliated with media organizations, tangible evidence of an attempt to refute the reality of reality and suggest falsehood and

fabrication. Perhaps the equation of illusion and truth in our current era is one of the most difficult dichotomies to solve in light of the huge technological development and the media pervasiveness of the major international transcontinental media organizations, which may focus on an event and marginalize a more important event according to the policy that controls these giant institutions that have abandoned their historical role of Transfer the news to become today “making the event and making it the world’s popular news” without anyone else. Control of the Internet is what all regimes wish for, and it is natural that they have opponents Whether in countries that are classified as democratic or in totalitarian regimes or even dictatorships. In the democratic model, the actual movers try to control the content through laws in order to give legitimacy to this exclusion and control, but in dictatorial or totalitarian countries, these systems do not need laws, but rather control the Internet and its flow in an arbitrary manner . Among the laws that justify blocking, control and monitoring, we find what Russia and the United States of America have done. After Russia used to monitor online content, especially social networking sites for activists and opponents of Putin’s policy, the Kremlin on December 1, 2019 approved the “Safe Internet” law, to control In all the structures that guarantee Internet service throughout Russia, the Kremlin tried to impose a list of banned sites and block others, and to obtain the information of everyone who opposes and opposes the authority, by decrypting their data information, as well as spying on them. Putin justified it as a response to the American law “The National Cyber Security Strategy of the United States.” It is the unofficial declaration of these wars that take place in secret but whose results are on the ground and are reflected in the piracy of data and information and control of the various media actors run by global financial and economic empires , as well as in the Internet, which gave hope to the peoples, but this hope was quickly confiscated...

For many decades, the media has been a major tool for managing wars and conflicts; Whether as a means of mobilization and recruitment and instilling the spirit of heroism and motivation in the soldiers and people of the country to which he belongs, or as a means of psychological warfare, falsifying facts and weakening the morale of the soldiers and people of the

enemy country. The importance of the role played by the media has increased significantly after the spread of digital media and social media. Until it became the most important tool in the so-called fifth generation wars ( ). Of course, the Russian-Ukrainian war was not an exception to this development. Rather, it was a vivid embodiment of how the media was exploited and employed as a main means of managing war and conflict between the Russian and Western (supportive of Ukraine) sides. Where the Western media dealt with the war as a political opportunity that can be used to incite against Russia and its president, Vladimir Putin, in order to isolate them internationally, so it deliberately distorted and demonized the image of the Russian president and exaggerated the losses of the Russian army on the one hand, as well as the extent of the destruction caused by the war on Ukraine and its people from On the other hand; To export an image that reflects the failure of the Russian army in its military operation in Ukraine, to cause frustration and despair in Russian public opinion, as well as to highlight what it sees as unjustified war crimes committed by Russian forces in Ukraine. In this context, many Western newspapers, websites and television stations have published interviews, analyzes and opinion articles for many writers, most of which focused on distorting the image of Russia and its President Putin, and skeptical. In its foreign policies and the reasons and motives for its war on Ukraine, huge media networks appeared; Such as CNN, Fox News, New York Times, Washington Post, Daily News, and others, as if they were leading an organized campaign to undermine Russia and charge world public opinion against it beyond the goal. Its push to stop the war in Ukraine, or even sympathy with Ukraine and its people in the face of what it describes as the Russian aggression against it. This can be understood in light of the American policy in particular, and the Western policy in general (with some discrepancies), which aims to weaken Russia's international position and remove it from the circle of competition for the leadership of the existing and future international system. Especially after it showed a challenge to Washington and the West in more than one influential global scene. Despite allegations that the Western media adopted standards of integrity, objectivity and impartiality; His coverage of this war showed a clear bias in dealing with its course.

Everything that was done and broadcast around the clock is directed in one direction, which is the opinion that attacks Russia and holds it fully responsible and distorts its image in order to charge world public opinion against it. This media is also distinguished by its selectivity in publishing what it serves the directions of those in charge of it, and excludes any opinions that try to present the matter from the Russian point of view in terms of the reasons, motives and justifications for this war, which the West certainly bears part of the responsibility for igniting it by not seriously considering allaying Russia's fears of NATO expansion to the east. The West was not satisfied with that, but rather worked to muzzle the Russian media by banning channels that express Moscow's point of view. such as Russia Today and Sputnik, and even major American technology companies that run social media; Such as "Google", "Facebook" and others, prevented Russian state-funded media from using their advertising technology to generate revenue on their sites and applications, while these companies allowed the publication of unreliable content broadcast by some media outlets in Ukraine and the West; Including fake videos, films, and reports about civilians panicking when sirens sound, or showing pictures of captured Russian soldiers or destroyed Russian vehicles, which later turned out to be fake and unreal; In order to achieve the goal of this media campaign. On the other hand, the Russian media plays the same role, by portraying the war raging in Ukraine as a "special military operation" and not a war, and accusing the West and holding it responsible for this Russian operation, which the Russian media describe as necessary to stop NATO's expansion to the east and reduce the security threat to NATO And showing the aspects of the Russian superiority in the war, while covering up Moscow's great losses in it. And it went to the point of the Russian authorities warning against banning any independent Russian media that does not cover the war in the way that Moscow and its military authorities want. Moscow also announced that it had imposed "access restrictions" on Facebook in Russia; And that In response to the company's restrictions on Russian content. The interaction of the Western and Russian media alike has shown the nature of the role that the media can play in managing political conflicts between countries, stressing that it can be a destructive weapon for the mental image if the state does not have

a network of public relations with the media circles in the world. This war also confirmed the fact that the media has become an effective weapon that can be used to upset the balance of power, and that it has become one of the most important tools of the new clash between countries, far exceeding its traditional role as a means of spreading news or highlighting a humanitarian or security issue only, but rather it is the spearhead In the management of wars and political crises between countries. The war also revealed the lack of credibility in favor of intimidation and excitement. In wars and conflicts, most media outlets, even those that are sometimes described as "neutral", do not adhere to objectivity, and fall into the trap of "media lies", and this is intended in most cases. Because the media administration here is "politicised." This is not evidenced by the way in which the Western and Russian media, which often relied on "unknown" sources to publish many of their reports that were filled with inaccuracies and lies, transgressed the rules and principles of work. The media, which always biases the truth at the expense of any other considerations. In the era of crises, the media has become the most important tool for managing wars and political disputes between countries, and threatening their national security. That is why it is necessary for those in charge of the media to pay attention to this fact through the external media, and to build specialized cadres in it that can address the outside, communicate with and influence international public opinion.

The wars in Syria and Ukraine have reaffirmed the fact that the media has become an effective weapon that can be used to upset the balance of power, and that it has become one of the most important tools of the new clash between states, far exceeding its traditional role as a means of disseminating news or highlighting a humanitarian issue or It is only security, but it is the spearhead in managing wars and political crises between countries.

Since the fifth generation wars aimed at occupying minds and manipulating their perceptions and convictions in order to drive people to discontent with the political system and anger at the general situation, and push towards questioning its legitimacy, spreading rumors, false news and fabricated videos was one of



its most important means to achieve instability and to address this method It requires the target country to issue legislation, regulations, and laws that limit the spread of false news and to hold accountable the parties and people that work on fabricating such topics that disturb societal security (false news is no longer a source of inconvenience to people only, but has become a threat to the sleep of governments and countries after it has been proven that it is a weapon used by some devices Intelligence to mislead, influence public opinion, or export unrest and destabilize security. In times of war, media threads overlap with propaganda and psychological warfare. A war without media is not a war, even before it began. The media is one of the tools that the warring parties use forcefully, in disinformation, propaganda, blackout, speeches and television interviews. This reflects the words of Winston Churchill: "In a time of war, the truth is very precious... If victory in any war requires readiness, plans, clarity and accuracy in defining the goal, the media has a major role in achieving the other half of the victory. It is the psychological war that is doing its work in undermining the confidence of the enemy army in its capabilities, and in creating debates within its society, that is, in its internal front and at the levels of government and society together by raising questions about the desired effectiveness of the war.

There is no doubt that the wars of the age are no longer traditional with cannon and bullets only, but that the most dangerous of them are the fifth generation wars, which take the media and communication sites as a spearhead that paves the ground towards the dismantling of states from within in preparation for their overthrow; This is because the media is the tip of the spear in any political system, whatever its identity, directions, and goals. The media battalion often precedes the military battalion in any battles or war operations.

## RESULTS AND DISCUSSION

### **The second requirement: the role of the media in building peace .**

There is increasing talk in recent decades about the role of the media in building peace and consecrating

the values of dialogue and peaceful coexistence, and recent history puts the media in the dock against the background of the incitement effect carried out by the actors in This sector that is vital during many armed conflicts. After studying the role of the media in provoking conflict and inciting hatred more than its role in peace. And employing the media, in its various forms, written, audio and visual, in inciting murder and aggression. Many researchers have been interested in the manipulation of public opinion, not only by authoritarian regimes, but also by governments of democratic countries with the complicity of press institutions. And the investments that are directed towards pushing public opinion towards bias towards military interventions abroad, and the role of the media in justifying Western interventions. For them, these means have misled public opinion in dealing with various conflicts around the world in recent decades... If the media's use in promoting the political agendas of this or that force is not new, the ethnic wars pushed the media actor to play extremely horrible roles, aiming to implant Terror and incitement to commit crimes against the other on racial or ideological grounds .And the local media turned into propaganda mechanisms for the parties to the conflict, fueling division and hatred. On the other hand, numerous studies revealed the simplistic nature of international coverage of crises in regions in Africa, Asia, and Central and Eastern Europe. Without losing sight of the links that The international media's relationship is characterized by the international powers to which it belongs. The role of the media in conflict zones began to gain the attention of donors and NGOs, who, since the 1990s, became aware of the need to encourage these platforms to provide unbiased coverage of one faction over another, highlight pluralistic viewpoints, and address peace-building issues, such as understanding between racial and ethnic components, elections, combating discrimination, exposing false images and propaganda, encouraging societies to reconcile with the past and envisioning a common future... It condemns the theoretical developments and their field embodiments in the field of media employment in promoting peace to a large extent; And that the role of journalists within an armed conflict is to facilitate dialogue within society, defend human rights and the voiceless, and play the role of an objective mediator between the various parties. The peace journalist gives

the floor to all parties, and the war journalist deals with the logic of "us and the other" in the service of an aggressive propaganda policy. A peace journalist regards war as a problem, and a war journalist regards the "other" as a problem. The peace journalist humanizes all parties to the conflict, and the war journalist demonizes the other. With regard to the content of peace media, researchers believe that the media can broadcast the values of peace in the conscience of the public, but mainly through non-traditional media techniques such as social advertising campaigns, radio series, and television dramas. The field programs for peace media are based on employing its message to establish positive relations between groups, especially in the context of national, ethnic and religious conflicts, in order to reduce polarization by presenting the image of the other in the mirror of the self. In Iraq, for example, it was important to highlight that Shiites and Sunnis alike suffered from the cycle of violence. In Rwanda, stories of heroes who rescued victims of the other ethnic camp on humanitarian grounds, sometimes at the risk of their lives, were shared. This is related to overcoming the restrictive polarization that characterizes media materials approaching the conflict, in the search for alternative voices, establishing dialogue between societies, building bridges across front lines, defining aspects of agreement, and demonstrating positive developments. It is not about propaganda or supporting one party over another, but rather illuminating other areas that allow for the creation of other horizons of conflict().~ It is a different trend from the prevailing current in media coverage of wars, which states that "war is exciting and peace is boring." In fact, extremists occupy the media front, While the moderates - albeit a majority on the ground - have less opportunity to speak. The atrocities of the new generation of wars - most of which are civil wars that take place in the theater of operations without clear lines of separation between the opposing camps, nor between combatants and civilians - this trend has sparked controversy among professionals, some of whom blamed Bell and his ilk for violating the sacred principles of the profession. Rather, they warned that the fall in this "committed" press undermines the credibility The journalist is among the public, and they considered that the media should be independent of any strategies, even with noble goals, such as building

peace and helping peoples and elites to overcome the ordeals of armed violence. Turning the media into mere tools, even in the service of peace, is seen as a serious violation of basic professional principles. For this broad segment of journalists and professional leaders, peace propaganda is propaganda. The peace journalism thesis has attracted a growing number of professionals; Of the tragic experiences of humanity with war, but a broader group considers the position of journalism in the service of peace a utopia far from the complex reality of armed conflicts and professional practice alike. Even embracing the idea of employing the media mission in the service of peacebuilding does not end the conflict between different views of the nature of the desired peace and the approaches to achieving it, and the questions of justice, memory and the future. The complexity of the field details and the intertwining of actors in the scene of political and security turmoil makes talking about the role of the media in building peace a very relative and sensitive matter that should be approached according to the specifics of each case. However, it is established that the endeavor to transform the goals and expectations set by the peace press stream into direct superior dictates on the media actor, will be doomed to failure. Nor should we overlook the new reality of the information movement, which witnessed an unprecedented explosion that overturned the realities of the 1990s, during which the idea of peace journalism developed and inspired its crises. The emergence of social media created a new continent with car flows of news, information and ideas, and broke the monopoly of the traditional press on news sources that took a decentralized character in which the citizen who possesses the information technology medium (mobile phone, computer...) and his private information space (blogs, pages on websites) play Social Media...); The role of the contributing actor in making news and opinion. It is a reality insofar as it complicates the bet on the media to play noble roles in instilling the values of peace. It opens the way for new tasks and opportunities that are emerging before international and local actors in supporting and consolidating peace tracks. The media war leads to affecting the psyche of the listener, discouraging him and robbing him of his will, and then it is easy to control him, and whoever owns the media has the power of influence. Therefore, the revolutionary

forces in any country often seek to control the radio and television buildings. Undoubtedly, the media have become It is available at all times and when, and no one can stay away from its influence, whether it is television, radio, or newspaper. The term “fourth power” was launched on the media in societies as a result of its strong influence in decision-making, as it does not actually make decisions as in power. The executive authority, and it cannot legislate laws and regulations as in the legislature, but by directing the views of citizens it pressures the rest of the authorities to legislate and make decisions, and one of the roles in which the media played A prominent role in influencing people is the so-called media war.. Some experts considered that media war is the dissemination of ideas, rumors, and wrong, false and abnormal information among people through satellite channels, radio stations, the Internet, and newspapers with the aim of changing views and directing them towards what is required. Including, and achieving media disinformation, manipulation of opinion, public awareness, and the behavior of citizens, and media war is one of the most dangerous types of wars due to its impact on the psyche of the recipient of information and brainwashing of what he believes and is convinced of, which makes him change reality following what he received and entrenched in his mind, and it is also considered a war Cold, whose results and end cannot be predicted, and in some cases it is not possible to know who is responsible for it, as the media war comes along with the rest of the wars, whether military, economic, or political, and it may be in a state of peace with the aim of corrupting the minds of the youth and the nation, and spreading chaos and confusion among their ranks. ().the experts also revealed that the media war leads to affecting the psyche of the listener, discouraging him, and robbing him of his will, thus making it easier to control him. How many wars have been won because of the It was broadcast of ideas and information among the soldiers, and given the importance of the media war, the military forces owned their own stations to broadcast what they wanted between the citizens and the soldiers to control the course of things.. Some of the media, both traditional and modern, are now used as a weapon to strike and destroy national security. countries, as well as spreading rumors, questioning leaders and institutions, and weakening the morale of individuals,

pointing out that some international strategic reports confirmed that there is no longer a need for a war with known weapons, as long as these means shed their poison.. The index revealed that due to the communications revolution that occurred during recent years , showed the role of the media of countries in the wars of other countries. We are in front of a torrential torrent after individuals own phone applications, media and social media that belong to countries and the modern means and tools available to them.. There is a need to increase the influence of the websites of media institutions and their pages on social networking sites, as well as official media institutions as the best ways to confront rumors and lies, The continuous and proactive follow-up of crises, the effective application of crisis management, and the preparation of proactive plans that are prepared and capable of confronting rumors before they reach distorted minds and fake media that make it a war that is difficult to contain.. There is no doubt that the media is a superpower whose capabilities in influence and direction cannot be underestimated. This supports what former US Secretary of State Madeleine Albright said that CNN is the sixth permanent member of the Security Council, because of its impact on the production, quality, presentation and timing of information. It has the power of influence, so revolutionary forces in any country often seek to control radio and television buildings; As a priority for the revolutionaries to change the regime and impose control over the process of information flow ( ). And since the Western media is the genie controlling the sources of information, its quality and the timing of its presentation, we must be careful or even question the credibility of the information presented. The flow of information in the world is controlled by four Western news agencies, which produce about 85 percent of all media materials flowing to the world. The American Associated Press produces 17 million words per day, and the United Press Agency produces 11 million words per day. The British "Reuters" agency produces 10.5 million words per day, and the French Press Agency produces 3 million words per day. The media has the power to influence, it has the power to mislead, falsify facts and manipulate minds. As moral monuments to public opinion or the audience of recipients, to pass on phrases, terms and intellectual contents devoted to certain interests. And as a kind of

selling illusion with regard to the distribution of news and the publication of propaganda films that serve specific interests, which called on the US administration to establish a “strategic impact unit” in cooperation with the US Intelligence Agency to provide some journalists in the Middle East with specific messages and information consistent with their policies, and while this information appears to be neutral. But it is the product of a specific agenda used by information consuming minds. Because they focus on certain things, ignore others, and distort a third, they can act as weapons of mass disinformation. The media in all its outlets, radio, television, newspapers, news agencies, public relations agencies and advertising companies, stands among the tools and weapons of control alongside diplomacy and war. But they deceived us and said: “The wars between us and them are over.” But the reader of the nature of the media scene now will know that we are waging a diabolical war, in which the tank and the cannon were adjacent to the false word and the gelatinous theories with various names (the so-called democracy at times, and creative chaos at other times), in which the image of the traitorous agent has changed. For his country by spying into an open world that manipulates information and science and exploits the social and economic crises of the Arab peoples to increase the fires of sedition and verbal chaos through directed media, whether intentionally or unintentionally, to bring catastrophic results to peoples, and we found ourselves in the Arab world facing a savage and merciless media machine that broadcasts on us Some of its poisons are harmful to national security day and night, via some satellite channels, the blue world, and various social media, bearing several labels to divide wars into generations (the fourth generation, the fifth generation ... etc.) ~ It is certain and stable that war is war, so they varied in Its forms and we drowned in classifications and labels for the types of wars. The permanent enemy makes the material that we talk about and around, and we hold dozens of discussion tables for it, and a group of weak opinion leaders come out to talk about those Ideas, they may promote They are far from the language of honesty, science and sound understanding, and sometimes, thanks to these media wars, they create the public that promotes the malicious idea, so that the circle widens and grows little by little and puts pressure on the real idea.

Therefore, there is no way out of that infernal circle that destroys the capabilities and identity of peoples except with a clear vision, a description of the disease, and the manufacture of medicine from the same nature and composition of the disease... meaning that if “the Jews, the Zionists and the Americans” are the kings of the media that control this virtual world and the media industry as a whole. Therefore, we must appreciate the value of those who have the correct awareness, and the value of the owners of thought, opinion, and correct beneficial knowledge, to raise their status, and to investigate the facts amid hundreds of gel-like theories from some opinion leaders. By opinion leaders, I mean “the torches of enlightenment from all sides.” It is necessary to open media windows for the original talents, not the pretenders, and let us know that if today’s wars are managed by the media, whether the media for the regimes or the media for the opposition, then we must be aware of the role of the conscious alternative popular media, Peoples are the main targets, so these peoples must have their original role in confronting those media wars that destroy nations, and this role will only come by harnessing the owners of bright minds and creative pens to confront modern media wars with the correct idea, honest information and true patriotic and national feeling. It has an inevitable and patriotic role that must be played if we really want to get out of the maze of reaction circles directed to the path of proper national action. ( )

The risks and attacks in the information environment affect four basic citizens, which are the components of information technology in its latest manifestations:

Devices, programs, data and communications: It includes communication networks that connect technology devices to each other locally, regionally and internationally, and provide the opportunity to penetrate systems through them as they are On its own, it is a place of attack and a home of real danger. The axis of danger is the human being, whether the user or the person entrusted with certain technical tasks related to the system. This person’s awareness of the limits of his powers, his awareness of the mechanisms for dealing with danger, and the safety of control over his activities within the limits of respect for his legal rights, are major issues that the comprehensive

security system is concerned with, specifically in an environment Work based on computer systems and databases ( )

The media is among the means that occupied its place in various practical aspects. It has contributed extensively to revealing and investigating ambiguous facts and narrating broad details, especially in the period of wars, where the leaders, military and politicians were the mouthpiece of by proposing Their ideas influence public opinion and thus increase political awareness about international issues and current developments, and the media has taken its methods as a weapon

Double-edged, it has been difficult to dispense with its deep goals in its meaning and remoteness in its analysis, and the world war was considered the first war in which the entirety of years of efforts of military blocs and international alliances coalesced. The political and military propaganda that played an important role in changing the course of the war and giving the victorious a special tone. Propaganda was the resounding weapon and one of the magazines that created a kind of psychological warfare that was toxic to the warring parties. And dropping the study on German propaganda with its Ottoman ally in the face of British propaganda and its allies. ( )

The media is the most important weapon of the sixth generation wars at all, using traditional media, such as Al-Jazeera, or recruiting media professionals themselves, to lead and influence public opinion, and other new channels and media, such as social networking sites, aim to disperse public opinion. And directing it, controlling it, spying on it, and discovering who can be recruited as agents through their ideas that they present on the communication sites, and many civil society organizations, the opposition, and intelligence operations have been recruited, to include all the tools that would increase American influence in any country, to serve The interests of the United States of America and the policies of the Pentagon.~Therefore, various means of communication are used as one of the tools of the fourth generation wars and the subsequent generations, and the warring countries are working to recruit the largest number of media professionals and

journalists of the targeted countries, who have the ability to influence the public and decision makers, and the news industry has become Spreading rumors, strife, and exaggerating specific events, in return for ignoring another news is an easy matter, and the media is used to influence the citizens of the target country, and to gain their sympathy in exchange for alienation from War and the ruling regime, which would destabilize the foundations of the state, and make the media a more lethal tool than military armies.

## CONCLUSION

What we are experiencing from the overlap of several generations, classifications or strategies in the current wars is something we all touch and everyone has to quickly remedy it.. whether it is the fourth generation wars concerned with “the failure of the state, the destruction of its forces and the fragmentation of its institutions”.. Or the fifth generation wars concerned with dealing with multiple small, systematic entities, gang formations and terrorist organizations, and using citizens as a key player, not Confronting entire armies while activating the cyber field in both of them... The Russian Major General “Vladimir Slepchenko” first coined the term “sixth generation of wars,” which are wars in the most remote places of the world without going to it and disabling electronic systems remotely from computers, satellites, biological wars and others, and even wars The sixth generation is concerned with everything that is completely controlled, controlled and managed from a distance.. It is clear from the horizon that there is a seventh generation of wars that has its signs, even if it has not yet been coined as a military name.... And the seventh generation of wars is the war of the economy, breaking the economic hegemony and breaking the bones between the major countries, and we see this clearly in an attempt to stop Russia... and therefore it was necessary to repeat repeatedly the necessity of awareness of citizens to reach a state of stability, belonging and sufficient understanding to give a required and urgent space to deal with the reality of the current plans And freeing us from its dominance and tyranny that only comes with our weakness and ignorance and keeping us in a constant struggle...

## REFERENCES

Maryam Malika Bukhari, Sixth Generation Wars.. The New Empires of Piracy and the Media, 7/13/2021. <https://www.z-dz.com/>

Hani El-Bouhy, Sixth Generation Wars, Glory International Publishing, 2016.

Hani El-Bouhy, Sixth Generation Wars, Glory International Publishing, Egypt, 2016, p. 28 And beyond. Al-Nahrain for Strategic Studies, dated March 13, 2022.

Sixth generation wars GW6 or wars managed by remote control, Al-Qalam Center for Research and Studies May 16, 2019

Sixth generation wars GW6 or wars managed by remote control and control , previous reference.

Sixth-generation wars GW6 or wars managed by remote control, op.

Sixth-generation wars GW6 or wars managed by remote control, op.

Sixth-generation wars GW6 Or wars managed by remote control, op. cit.

Sixth generation wars GW6 or wars managed by remote control and control, op. cit.

Rasha Abu Al-Qasim, what are the sixth generation wars? Al-Mersal website, dated 4/6/2020,

<https://www.almersal.com/>

Hussein Khalaf Moussa, Information Security Strategy in the Light of Sixth Generation Wars, Arab Democratic Center dated 9/27/2015. Ashraf Abdel-Al: Fourth, fifth and sixth generation wars aim to destroy countries from within, dated 06/14/2022, <https://alresalanews.com/>

Rasha Abu Al-Qasim, what are sixth generation wars? Al-Mersal website, 4/6/2020,

<https://www.almersal.com/>

Ashraf Abdel-Aal: Fourth, Fifth, and Sixth Generation Wars Aiming to Destroy Countries from Within, 6/14/2022, <https://alresalanews.com/>

Khaled Jamal Abdo, The Alternative Media on the Internet A New Philosophy in Media and Communication, The Arab Bureau for Knowledge, 2016. Nizar Al-Farawi, Media is a weapon of war and peace.. Between professional principles and social responsibility, Al Sahafa magazine, Date 31/1/2021. <https://institute.aljazeera.net/ar/>

Helmy Khader Sari, Internet Culture - A Study in Social Communication, Majdalawi House for Publishing and Distribution, Amman, 2005, p. 25.

Laila Abdul Majeed, Communication Policies And the media and their impact on culture, education and thought, World of Thought Journal, Volume 23, Number 1 and 2, 2004, pg. 78.

Ahmed Fahmy, Audience Engineering, How do the media change ideas and behaviors? King Fahd Library, Riyadh, 1st Edition, 2015, pp. 15-38.

Ahmed Fahmy, previous reference, p. 45.

Akram Faraj Al-Rubaie, Communication Control in New Media - A Systematic Reading in Modern Communication Philosophy, Dar Amjad Publishing and Distribution, 2020.

Maryam Malika Bukhari, Sixth Generation Wars.. The New Empires of Piracy and Media, 7/13/2021. <https://www.z-dz.com/>

Maryam Malika Bukhari, ibid.

Maryam Malika Bukhari, ibid.

Youssef Jumaa al-Haddad, Media in Wars Beyond Its Traditional Role, History 7/3/2022.

<https://www.qposts.com/>

Youssef Juma'a Al-Haddad, Media in Wars Beyond Its Traditional Role, date 7/3/2022, <https://www.qposts.com/>

Ashraf Al-Saeed Ahmed, Information Technology and Sixth Generation Wars, Dar Al-Fajr for Publishing and Distribution, 2019. And Youssef Gomaa Al-Haddad, Media in Wars Beyond Its Traditional Role, Date 7/3/2022, Youssef Al-Haddad, Media in Wars Beyond Its Traditional Role, Center Simt for Studies, dated 29/3/2022. <https://www.qposts.com/>

Hassan Merhej, The Media and Its Employment in the Context of the Wars in Syria and Ukraine as a Model... The Lebanese Al-Binaa newspaper, dated 3/08/2022, <https://www.al-binaa.com/~>

Zuhair Hamoudi Al-Jubouri, Iraq and the Fifth Generation Wars, Al-Nahrain Center for Strategic Studies, dated 3/13/2022.

Camille Habib, The Role of the Media in the July 2006 War, Lebanese Al-Binaa newspaper, 30/7/2020, <https://www.al-binaa.com/>

Ali Hashem, Is there a neutral media (1), History 06/28/2022. <https://www.vetogate.com/>

Nizar Al-Farawi, The media is a weapon of war and peace.. Between professional principles and social responsibility, Al-Sahafa Journal, dated 31/1/2021. <https://institute.aljazeera.net/ar/>

Nizar Al-Farawi, Ibid.

Nizar Al-Farawi, Ibid.

Khaled Abu Al-Roos, New media wars exploit economic crises and strikes to create chaos, The magazine, dated 11/21/2019. <https://arb.majalla.com/>

Khaled Abu Al-Roos, previous reference.

Khaled Abu Al-Roos, previous reference.

Khaled Abu Al-Rous, previous reference

Hussein Khalaf Musa Information security strategy in light of the sixth generation wars, the Arab Democratic Center, dated 09/27/2015.

Sabah Obeid, The role of the media and counter-propaganda in changing the course of wars and

codifying the political awareness of the peoples, an analytical study of German propaganda during the First World War as a model, The Center The Arab Democratic, Journal of Media Studies: Issue 10 February - February 2020

Mahmoud Muhammad Ali, the media is the most important weapon of the fourth generation wars, the news event, dated 24/1/2021, <https://alhadathekhbary.com/>