



# Strategic Communications an Introduction

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# Agenda

1. Introduction to the Centre
2. Strategic Communications
3. Information Confrontation
4. Main Projects







# NATO Strategic Communications Centre of Excellence

- Established by Latvia on 1 January 2014
- Accredited by NATO on 1 September 2014
- Member nations:
  - Estonia
  - Finland
  - Germany
  - Italy
  - Latvia
  - Lithuania
  - Netherlands
  - Poland
  - UK





# Our Mission

is to contribute to the Alliance's communication processes by providing

- comprehensive analyses,
- timely advice and
- practical support to the Alliance.





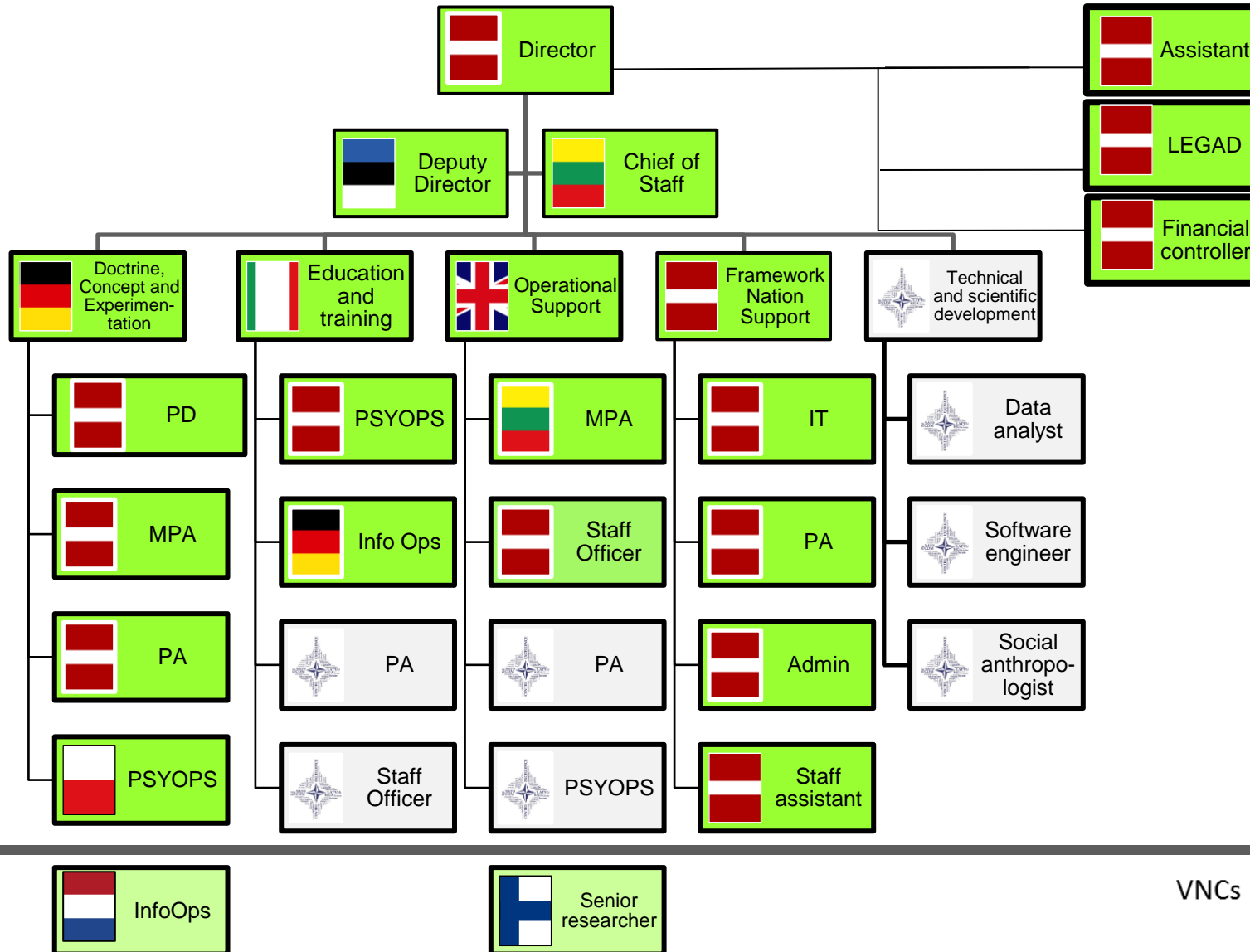
# Our strength...

...is built by multinational and cross-sector participants from the civilian and military, private and academic sectors and the usage of modern technologies, virtual tools for analyses, research and decision making.





# NATO StratCom CoE 2016





# Strategic Communications

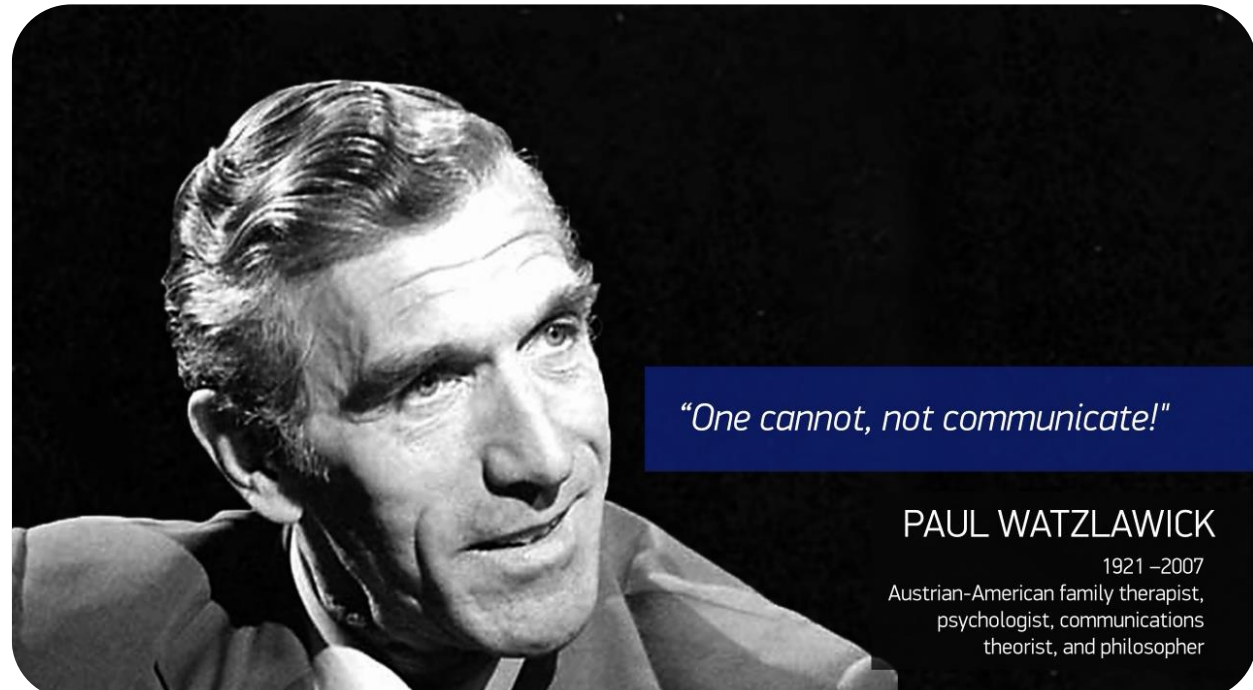
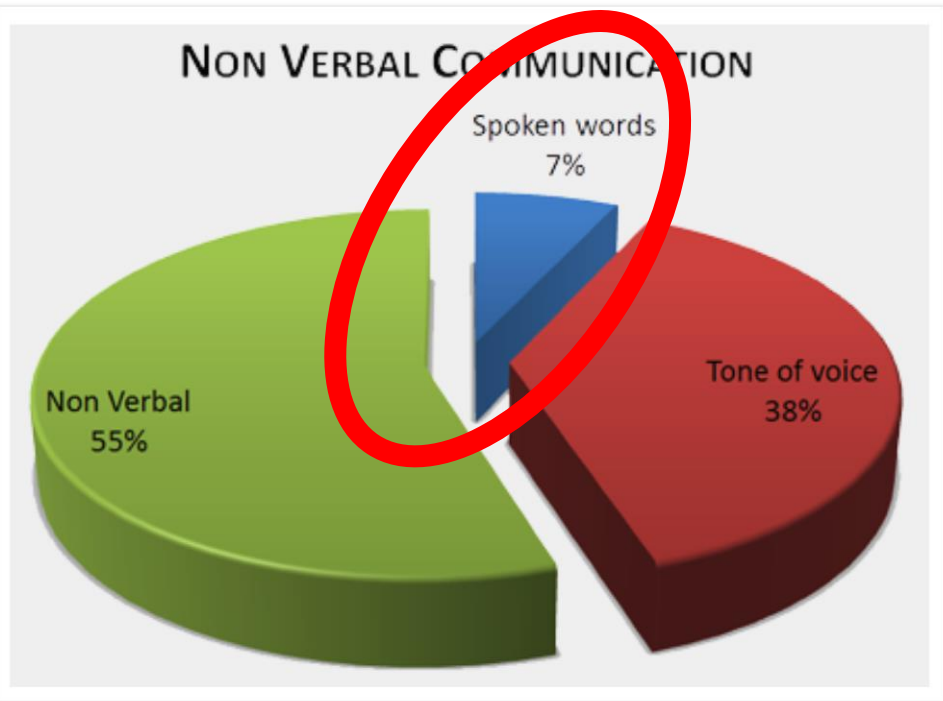






# How Do We Communicate?

- Verbal and non-verbal
- Body language
- Both humans and organizations





# One cannot not communicate

- Presence – Posture – Profile
  - From tactical to strategic level
  - Tactical actions with strategic effect





# Words and Deeds

**All actions**, lethal and non-lethal, **have an effect** on the information environment, either in a positive manner, in closing the say-do gap, or negatively by contradicting the message to audiences within and outside the Joint Operations Area.

**NATO Strategic Communications Handbook**

**Our adversaries will always exploit situations when our words are contradicting our actions!**



vs.





# Information Environment

- What is so unique in Information environment (comparing with 1990)?
  - Internet
  - Cell phone
  - Social media
  - Smart phones





# Information Environment #2

- Any decision or action can be discussed globally, instantly
- Now everybody has chance to be heard (influence the governance)
- Anybody can comment on anything
  - No gatekeepers anymore (*death of expertise?*)
  - Trolling
  - **With what intent?**



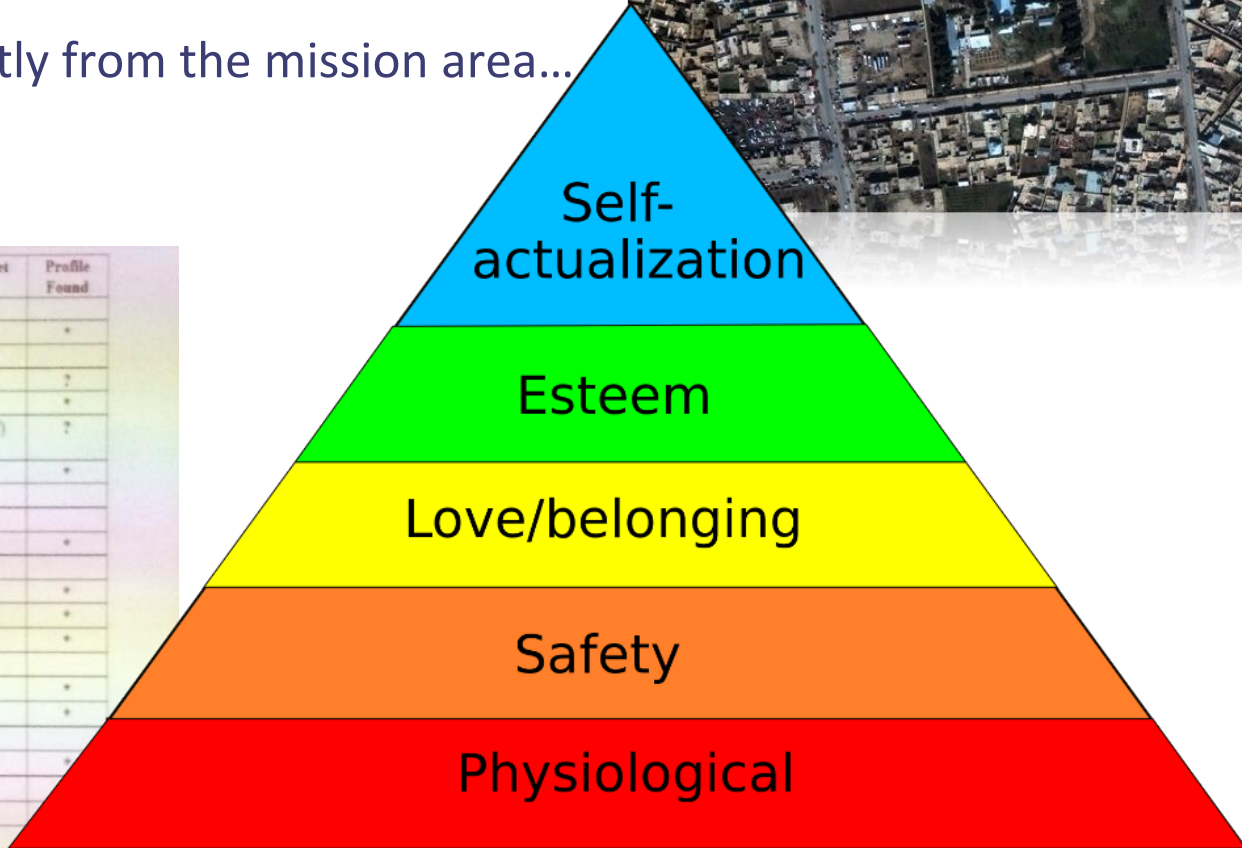


# Information Environment and military

- All our mistakes in the missions will be immediately known back at home
  - and often interpreted differently from the mission area...
- Can we just forbid?



Original attendance list	No	Name in Cyrillic alphabet	Name in Latin alphabet	Profile Found
	1	Гло...ов	Gl...ov	
	2	Дмитриев	Dmitriev	*
	3	?	?	
	4	До... (Дотенко ?)	Do... (Dotsenko ?)	?
	5	Сотников	Sotnikov	*
	6	Па...ов (Памфилов ?)	Pa...ov (Papyonov ?)	?
	7	Осин	Osin	*
	8	Рю...ин	Ryu...in	
	9	Мамцев	Mamcev	
	10	Саенко	Saenko	*
	11	Абдулатифов	Abdulfatov	
	12	Алиев	Aliev	*
	13	Веригин	Verigin	*
	14	Воронов	Voronov	*
	15	Н...зов	N...zov	
	16	Цветков	Tsvetkov	*
	17	Чаплыгин	Chaplygin	*
	18	Кой...злов	Koiv...zlov	
	19	Петин	Petin	*
	20	Ахмедрабаданов	Akhmedrabadnov	
	21	Горинев	Gorinev	
	22	Бирюков	Biryukov	





# Definitions (StratCom)

The **coordinated and appropriate** use of NATO communications activities and capabilities – Public Diplomacy, Public Affairs (PA), Military Public Affairs, Information Operations (Info Ops) and Psychological Operations (PSYOPS), as appropriate – **in support of Alliance policies, operations and activities**, and in order to advance NATO's aims

**PO (2009) 0141, 29 SEP 2009**





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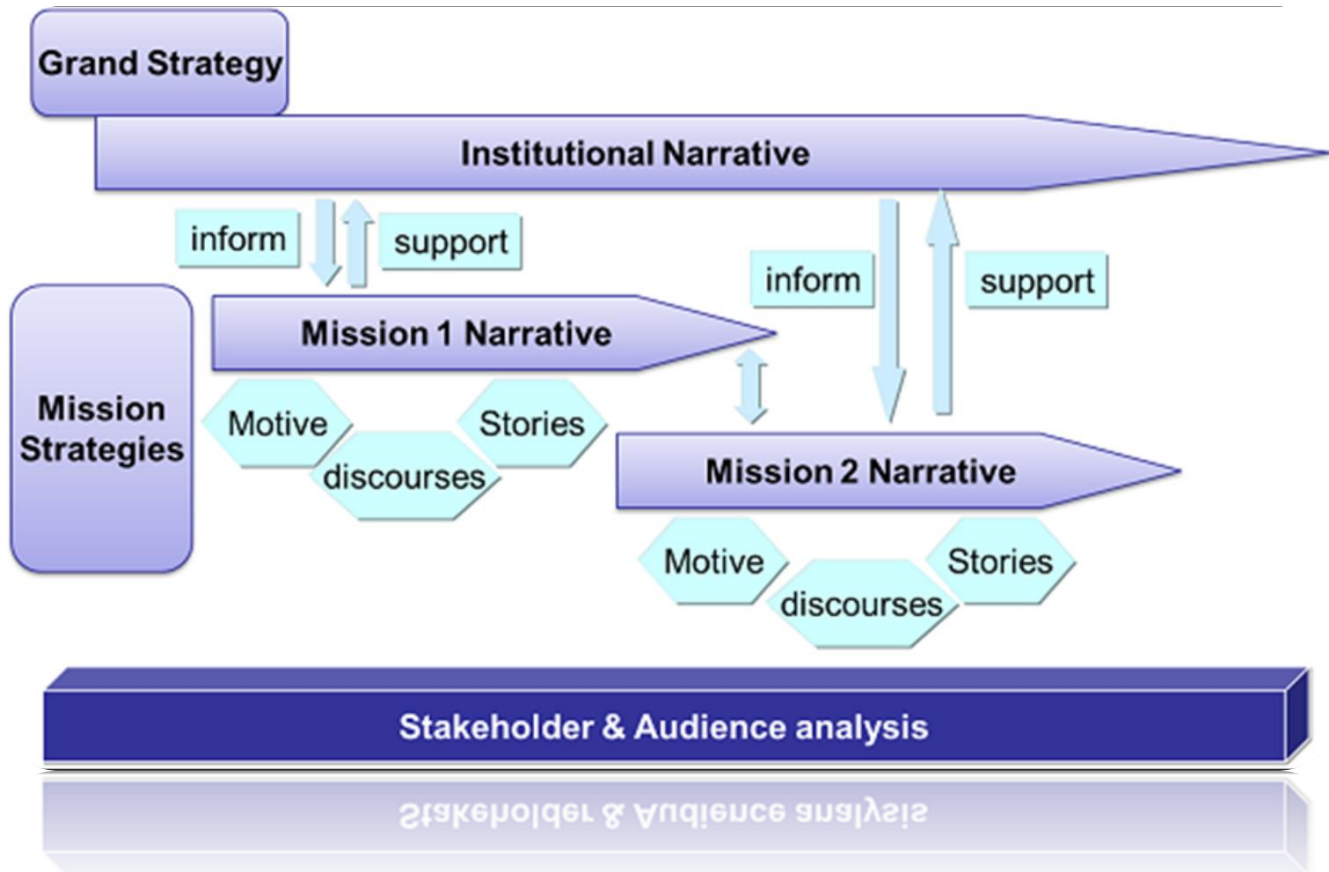
# NATO StratCom

- The purpose of NATO StratCom is to:
  - facilitate the **coordination** between the information disciplines
  - throughout **all levels**,
  - both **horizontally and vertically**
  - **synchronise information disciplines with manoeuvre operations**
  - in order to ensure clear, credible, and timely **messaging aligned with the NATO narrative**
- StratCom is process manager, thus requiring supporting staff and structure to ensure the process stays on track
- StratCom as a **mind-set** should promote broader understanding of communication
  - *One cannot not communicate...*



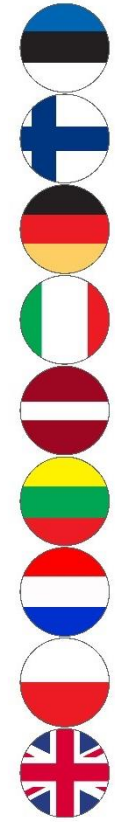
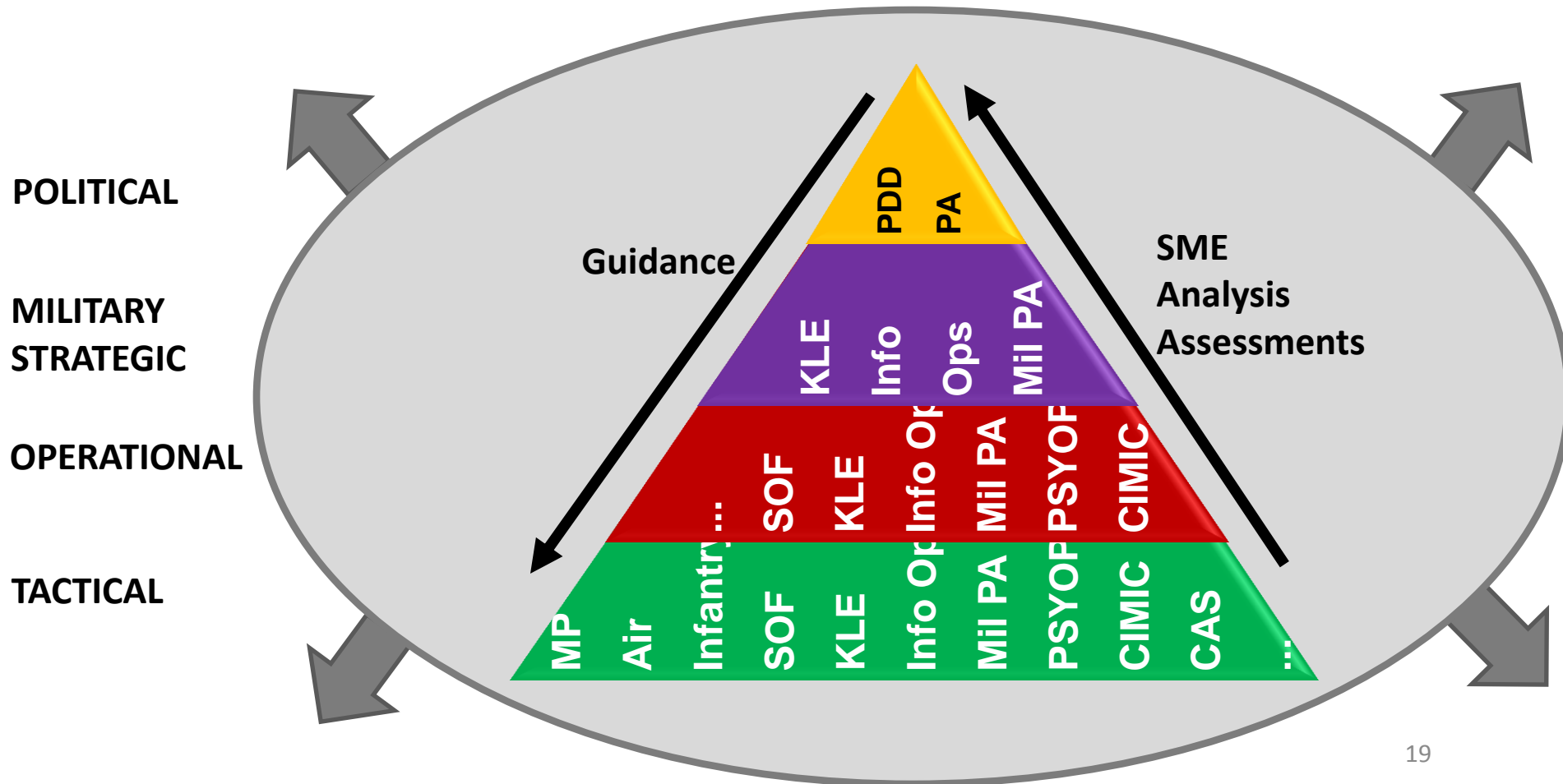


# Narrative Led Operations...





# Strategy and Narrative Implementation and Execution





# Information Confrontation





# Information Confrontation !

Just some examples for nowadays threats





# Internet Trolling

## Trolling

- “Natural” net phenomena
- Non-ideological
- Purpose – emotional attack

## Hybrid-trolling

- Propaganda tool
- Political/military aim driven
- Diverse agenda

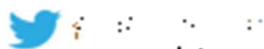




# Internet Trolling

## Trolling “role models”

- “Blame USA” conspiracy troll
- “Bikini troll”
- Aggressive troll
- “Wikipedia” troll
- Troll “with attachment”



2014. g. 4. augustā 17:25

oti interesanti speci cenšas apkrāpt visu normālo cilvēci, iestāstot, ka Krievija tikai vainīga!Varbūt pie amerikāņu vēstniecības var aiziet ukraiņi un nolikt ziedus un pateikties par to, ka pseidodemokrātijas ieviesēja kurina karus visā pasaulē...par maz



Translation: very interesting – experts try to cheat normal people, telling that only Russia is guilty... [etc.]

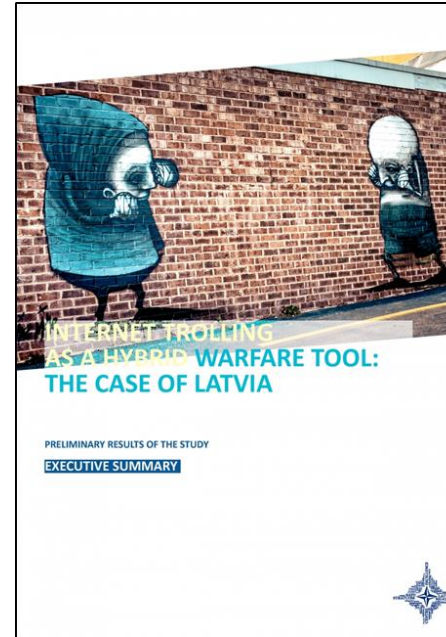




# Internet Trolling



Savushkina 55, St Peterburg



## Main conclusions:

- Russian trolling is identifiable - around 3% trolled web comments;
- Focus on political news (Ukraine, EU, USA);
- Latvian society overall resistant to trolling messages;
- Most vulnerable group: seniors (poor knowledge of Internet media);
- Most dangerous: less emotional trolling messages (links from Wikipedia, news sites)







facebook

Email or Phone

Keep me logged in

Password

Log In

[Forgot your password?](#)



## Islamic State of Iraq and Al-Sham is on Facebook.

To connect with Islamic State of Iraq and Al-Sham, sign up for Facebook today.

Sign Up

Log In



## Islamic State of Iraq and Al-Sham

223 likes



Teacher

Flamujt e zinj në kohën e fundit si shenjë përgëzuese për besimtarët, ndërsa brengje për munafikët...



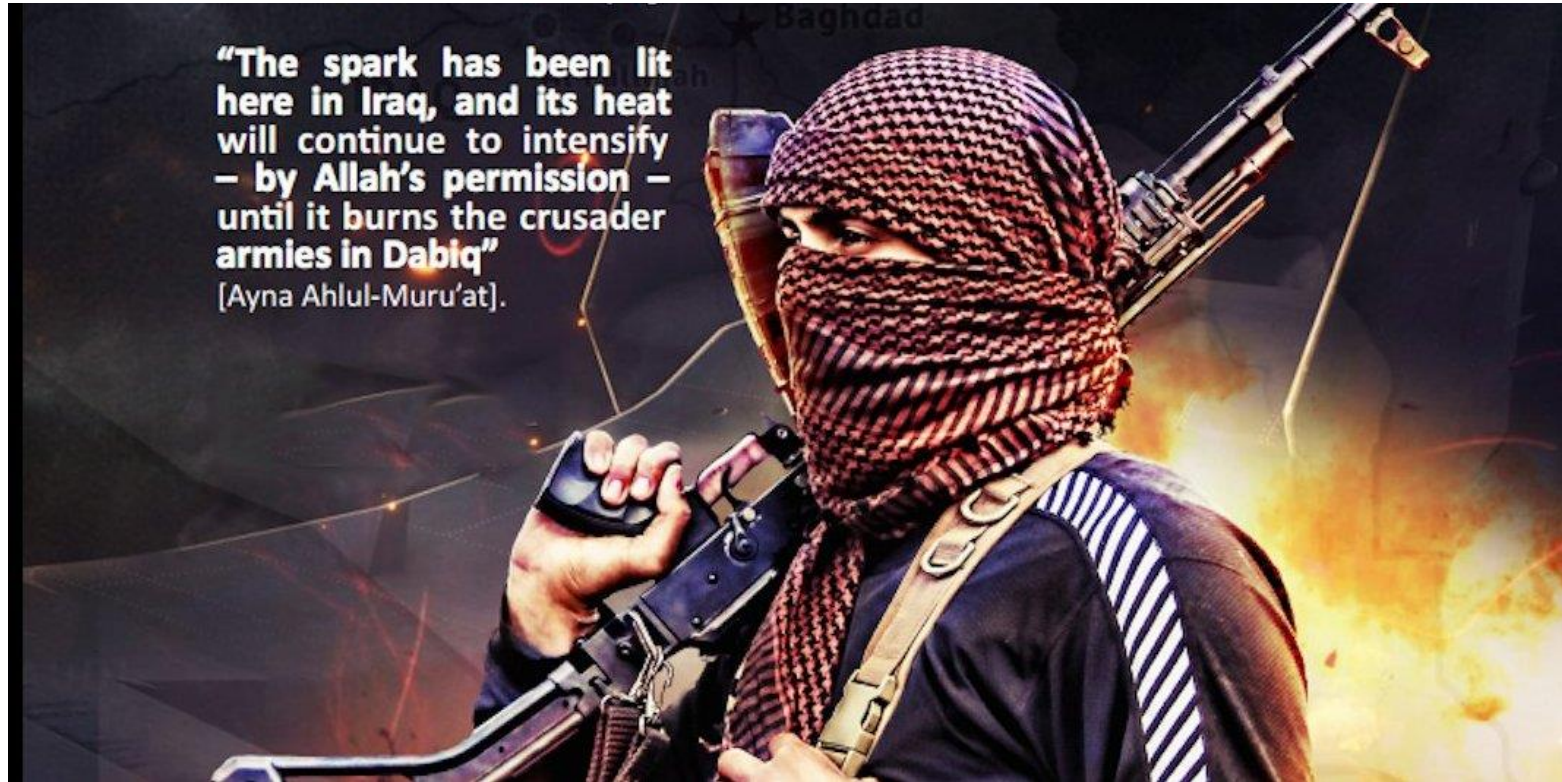
223

About

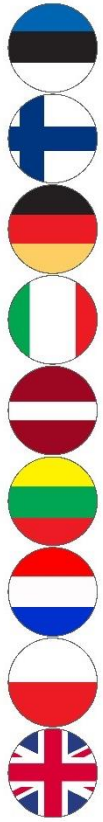
Photos

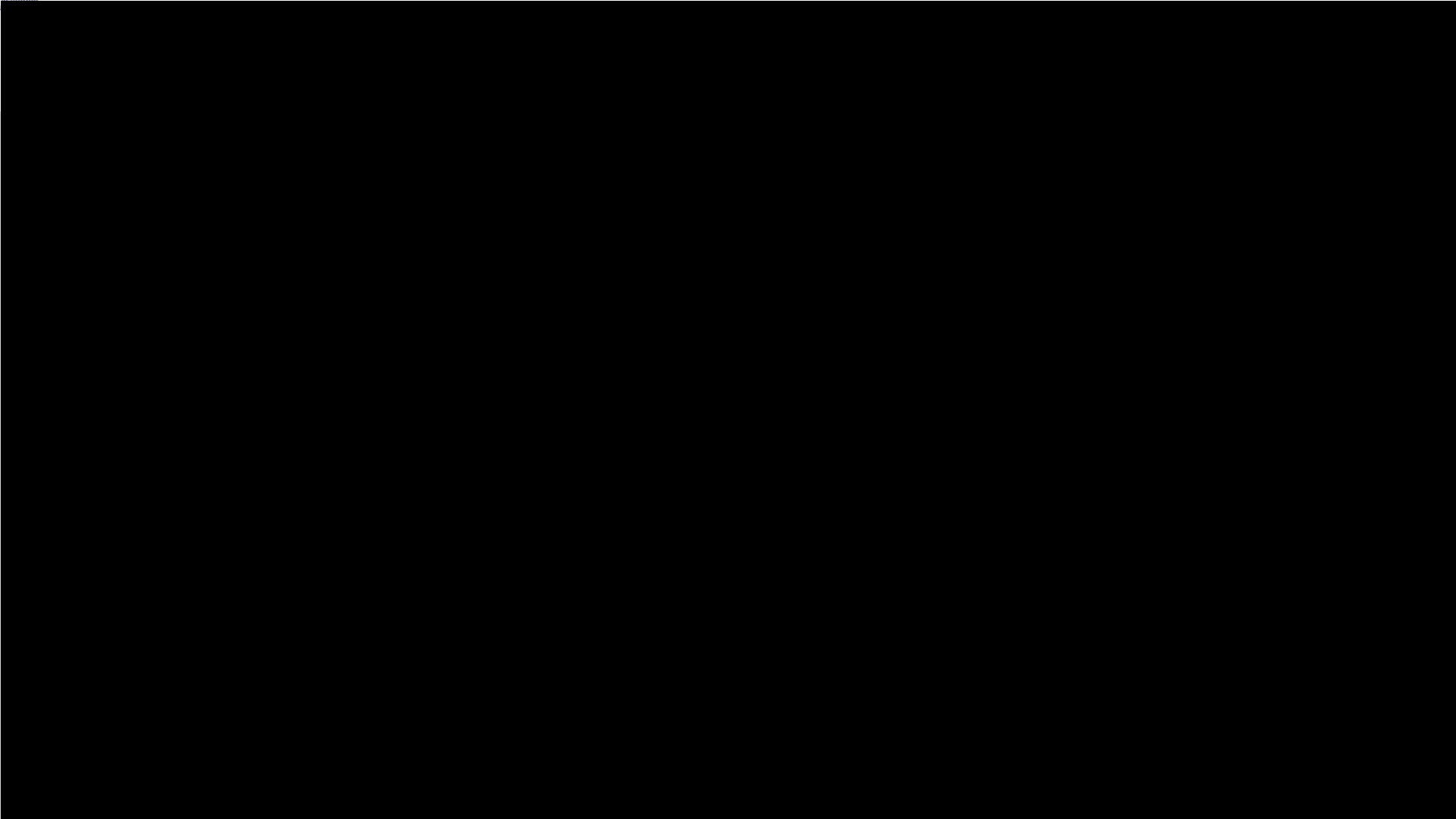
Likes





ISIS uses slick marketing techniques, including this online magazine, to spread its message online.

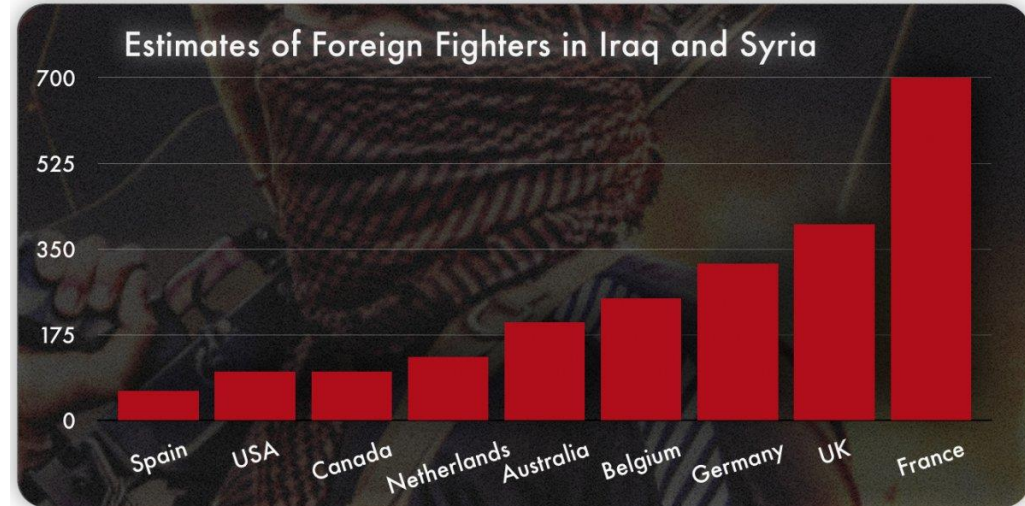






# Effects in Western Countries

- **ISIS has been targeting Western recruits with social-media campaigns, slickly produced videos, and English-language publications.**
- **The Westerners joining the conflict are predominantly young men, though there are increasing reports of women and even children traveling to the region.**





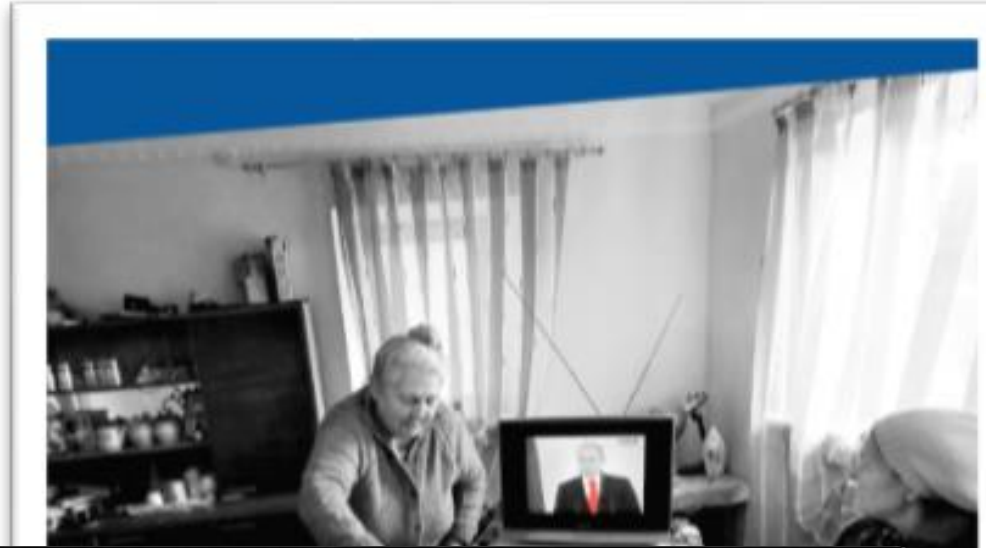
# Main Projects





# Main projects

- Russia will launch a new form of communication here



*"One cannot, not communicate!"*

**PAUL WATZLAWICK**  
 1921 –2007  
 Austrian-American family therapist,  
 psychologist, communications  
 theorist, and philosopher

глаголет: "не можешь  
 не общаться!"  
 (Paul Watzlawick)



# Questions?!



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