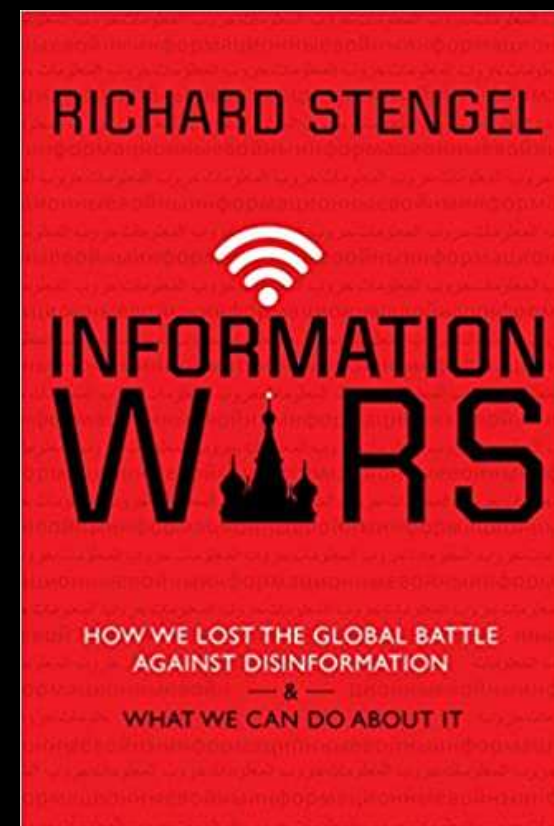
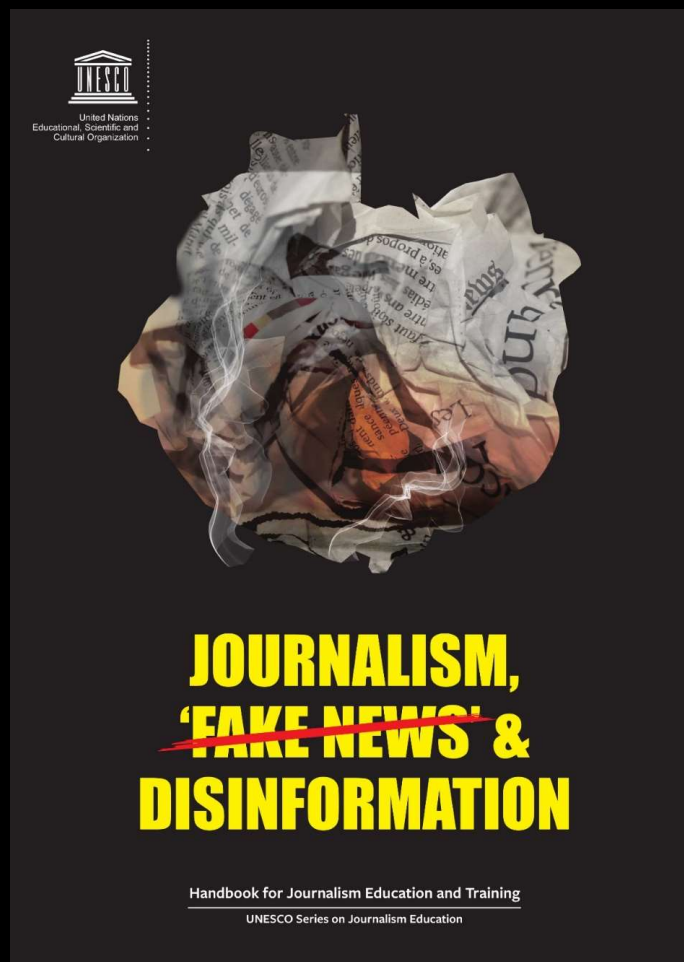
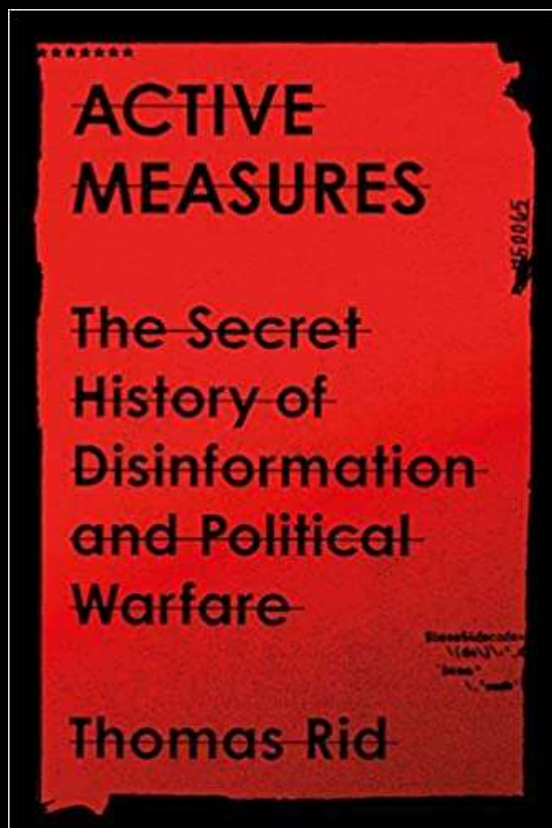


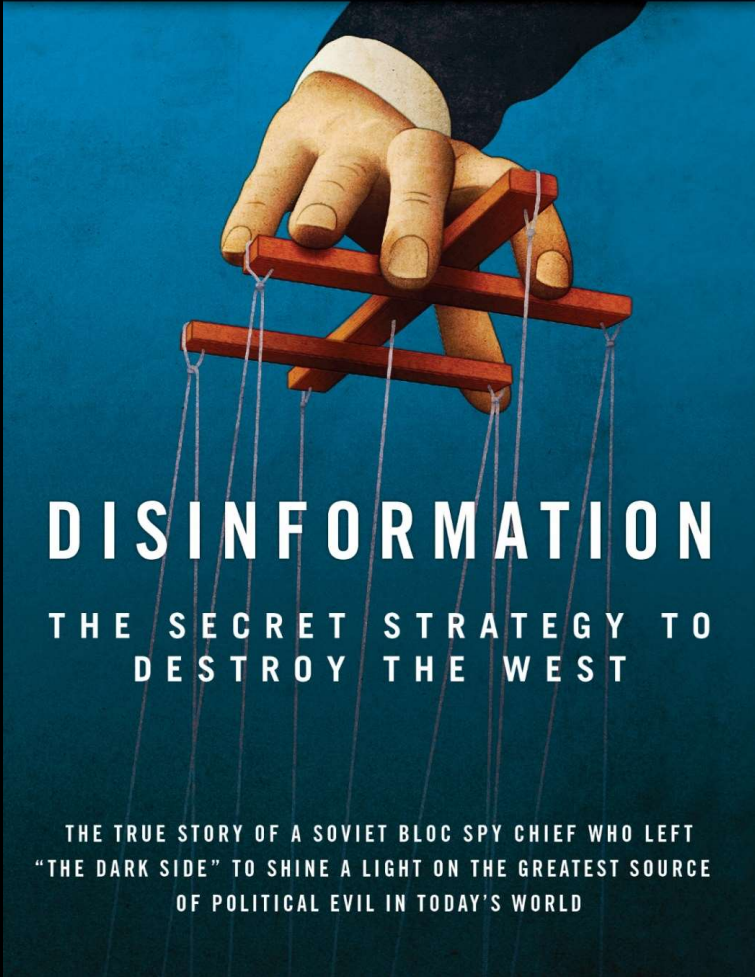


Jurgis Vilčinskas
Strategic Communications, Task
Forces and Information Analysis
European External Action Service

PUBLIC DIPLOMACY

STRATEGIC
COMMUNICATIONS

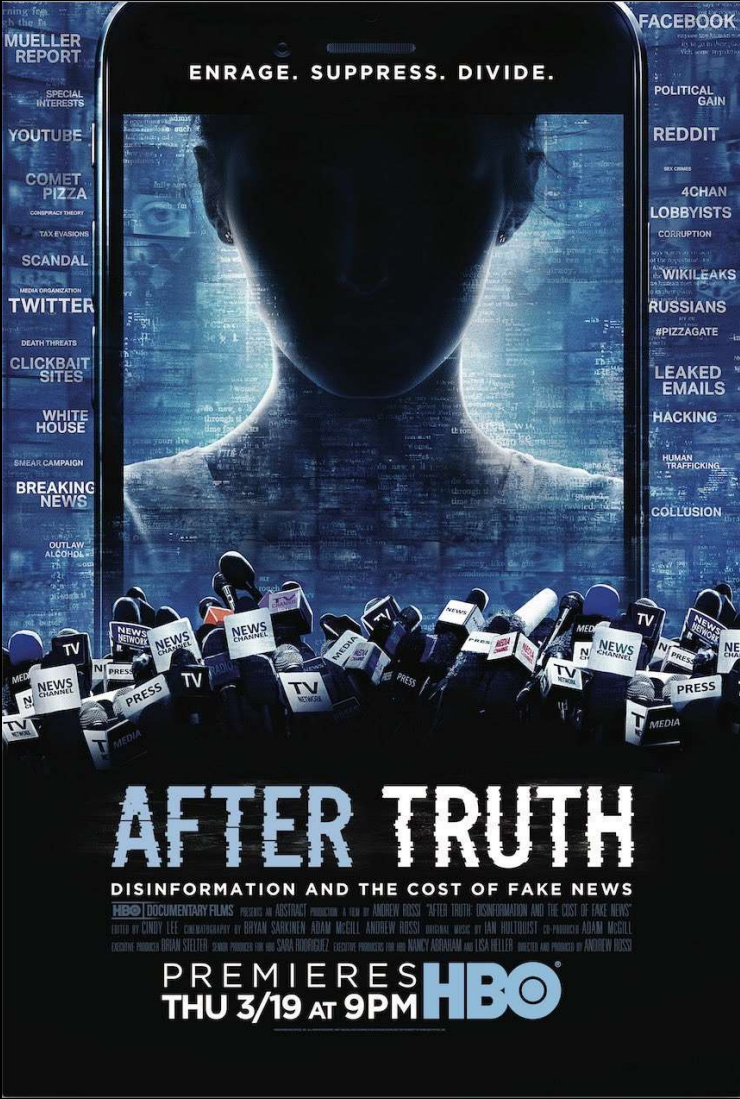


A hand in a dark suit sleeve with a white cuff is shown from the wrist down, manipulating a marionette structure. The structure consists of several horizontal wooden beams connected by thin white strings. The background is a solid, deep blue. The overall image conveys a sense of control and manipulation, which is the central theme of the book.

DISINFORMATION

THE SECRET STRATEGY TO
DESTROY THE WEST

THE TRUE STORY OF A SOVIET BLOC SPY CHIEF WHO LEFT
"THE DARK SIDE" TO SHINE A LIGHT ON THE GREATEST SOURCE
OF POLITICAL EVIL IN TODAY'S WORLD





*Information manipulation is not about “fake news” -> it is about the **intentional, targeted and coordinated** influence campaigns.*

*The intention of external disinformation actors is to **manipulate**, often seeking to undermine democratic debate, exacerbate social polarisation, silence criticism and improve their own image. It is often done **opportunistically**, using/misusing existing debates and controversies.*

Harmful

- Democracies
- Societies
- Values
- Security
- Etc.

Not illegal

- Hate speech
- Terrorist content
- Legal instruments

Manipulative

- Fake accounts
- Fake websites
- Suppression techniques

Intentional

- Not misinformation
- Pursing a specific goal

Coordinated

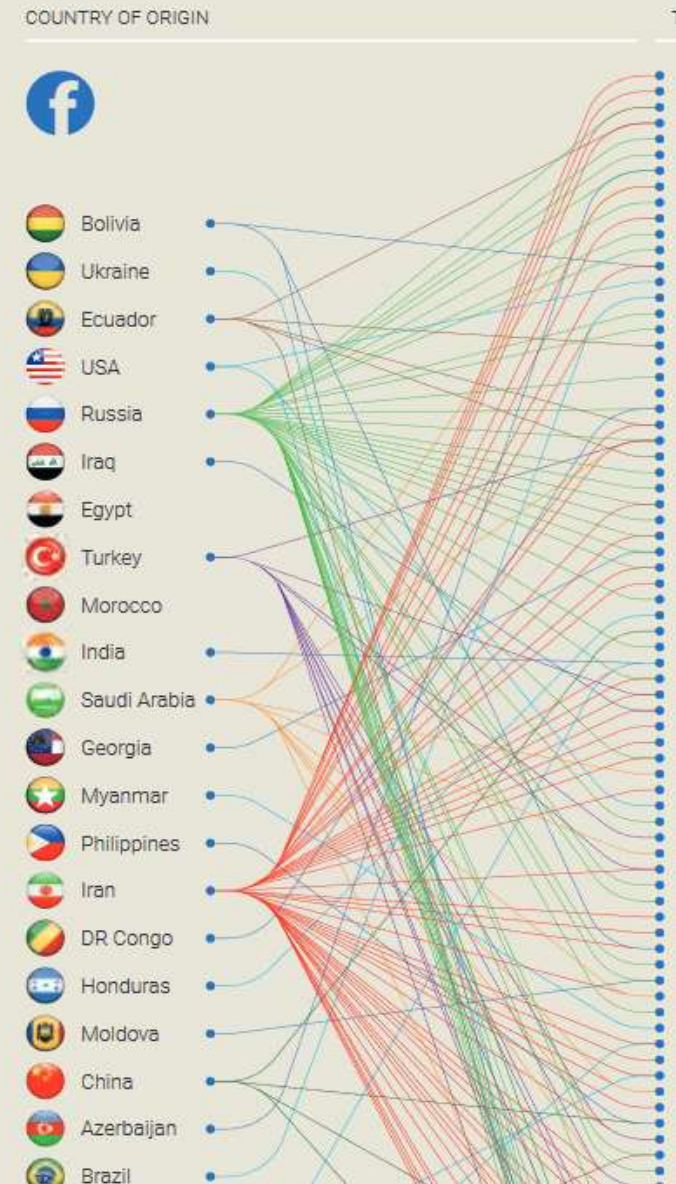
- Use of different parts of the “ecosystem”

State and Non-State Actors and their Proxies

Elements of hybrid warfare



- Disinformation is an **increasingly systematically used tool**
- “Industrial scale problem”, **more than 80 countries**
- Facebook/Twitter identify and remove “coordinated inauthentic behaviour”
- **China** is an increasingly active actor, not only on disinformation but also on **suppression of voices**
- Other actors: **Gulf States, Iran, Turkey...**
- Key EEAS partners (US, Canada, Australia) have dedicated teams in place for this issue



PILLARS OF RUSSIA'S DISINFORMATION AND PROPAGANDA ECOSYSTEM



Official Government Communications

- Kremlin or Ministry statement¹
- Official Russian social media post²
- Statement or quote by Russian official³



State-Funded Global Messaging

- State-funded, foreign-facing media⁴
- State-funded, domestic-facing media⁵
- Foreign-based, Russian state-funded media⁶
- International Russian socio-cultural institutions⁷



Cultivation of Proxy Sources

- Russia-aligned outlets with global reach⁸
- Local language-specific outlets⁹
- Witting proliferators of Russian narratives¹⁰
- Unwitting proliferators of Russian narratives¹¹
- Foreign state narrative amplification¹²



Weaponization of Social Media

- Infiltration of domestic conversations¹³
- Standing campaigns to undermine faith in institutions¹⁴
- Amplification of protests or civil discord¹⁵



Cyber-Enabled Disinformation

- Hack & Release¹⁶
- Site capture¹⁷
- Cloned websites¹⁸
- Forgeries¹⁹
- Disruption of official sources or objective media²⁰

CONNECTION TO RUSSIA

VISIBLE

OBSCURED

DENIED

5 COMMON PRO-KREMLIN DISINFORMATION NARRATIVES

ELITES VS THE PEOPLE

THREATENED VALUES

LOST SOVEREIGNTY

IMMINENT COLLAPSE

"HAHAGANDA"





A **COLOUR REVOLUTION** TOOK PLACE IN THE US
THE "**DEEP STATE**" LURED PROTESTORS TO THE
CAPITOL BUILDING

IF TRUMP SURRENDERS, AN ERA OF
NEO-LIBERAL FASCISM WILL START IN THE US

DiSiNFO



TOP FAKES ABOUT ALEXEY NAVALNY



IRRELEVANT NAVALNY **USES CHILDREN** FOR HIS
OWN POLITICAL PURPOSES

WEST NEEDS NAVALNY FOR SOCIAL UPEHAVAL,
STRIKES AND **NEW "MAIDANS"**

FRANCE & GERMANY HAVE USED NAVALNY AFFAIR
TO PRETEND RUSSIA IS A **TERRORIST COUNTRY**

NAVALNY WAS PLANTED BY THE **AMERICAN &
BRITISH SPECIAL SERVICES** LIKE A ROTTEN EGG

FOREIGN STATES ARE BEHIND ALL
THE ACTIONS OF NAVALNY

DiSiNFO

PRO-KREMLIN
DISINFO NARRATIVES



DiSiNFO

BRING DONBAS **HOME!**

UKRAINE IS PREPARING
A **GENOCIDE!**

UKRAINE IS PREPARING AN
ATTACK AGAINST DONBAS!

UKRAINE IS SHELLING
VILLAGES, KILLING **CHILDREN!**

“SINCE THIS MORNING, WE
ARE **RETURNING** THE FIRE”

PANDEMIC - FERTILE GROUND FOR DISINFO

- **ALARMING SUBJECT THAT TOUCHES US PERSONALLY**
- **HIGHLY COMPLEX, REQUIRES SCIENTIFIC KNOWLEDGE**
- **DYNAMIC SITUATION & UNCERTAINTY**





“FOREIGN ACTORS [...] IN PARTICULAR RUSSIA AND CHINA, HAVE ENGAGED IN TARGETED INFLUENCE OPERATIONS AND DISINFORMATION CAMPAIGNS AROUND COVID-19 IN THE EU, ITS NEIGHBOURHOOD AND GLOBALLY, SEEKING TO UNDERMINE DEMOCRATIC DEBATE AND EXACERBATE SOCIAL POLARISATION, AND IMPROVE THEIR OWN IMAGE IN THE COVID-19 CONTEXT.”

**EU JOINT COMMUNICATION ON TACKLING COVID-19
DISINFORMATION**

CONVERGENCE OF CHINESE-RUSSIAN NARRATIVES

TASS

RUSSIAN NEWS AGENCY

CORONAVIRUS PANDEMIC 17 APR, 14:49

US labs in third countries may be developing pathogenic agents — diplomat



Spokesperson 发言人办公室
@MFA_China

China government account

The local people are deeply concerned about the function, purpose & safety of the biological labs in former Soviet Union countries which were established by the US. The US should explain and address the concerns.

2:15 pm · 29 Apr 2020 · Twitter Web App

欢迎广大网友提供美国海外生物实验室的相关线索

Netizens are welcome to provide relevant clues of US overseas biological laboratories

Los internautas pueden proporcionar pistas relevantes de los laboratorios biológicos de los EE. UU.

提供线索

Provide Clues

Proporcionen pistas



¡Adelante! ¡A compartir!

转发! 扩散! Forward! Share!

抵制生物威胁,我们一起守护生命安全

Let's unite and safeguard our lives against biological threats

Unámonos y salvaguardemos nuestras vidas contra las amenazas biológicas

PRO-KREMLIN DISINFORMATION

&

THE VACCINE SPUTNIK V

THE WEST IS FINANCING A **DISINFO CAMPAIGN** AGAINST SPUTNIK V

THE EU IS WAGING A **VACCINE WAR** AGAINST RUSSIA

THE WEST IS **FIGHTING A RUSSIAN VACCINE,** NOT A VIRUS

REJECTION OF SPUTNIK V IS A PLANNED OPERATION TO **KILL UKRAINIANS**

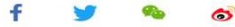
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Why were US media silent on Pfizer vaccine deaths?: Global Times editorial

By Global Times

Published: Jan 15, 2021 08:00 PM



CHINA / SOCIETY

Chinese health experts call to suspend Pfizer's mRNA vaccine for elderly after Norwegian deaths

By Zhang Hui

Published: Jan 15, 2021 01:58 PM



CHINA / SOCIETY

Deaths after Pfizer vaccination at Spanish nursing home aggravate concerns

Deaths after Pfizer shots raise concerns

By 新华网
Put 新华网

XINHUANET

Wednesday, February 17, 2021

Edition:   

Commentary: China develops COVID-19 vaccines as global public good

Source: Xinhua | 2020-09-09 20:45:25 | Editor: huaxia



CHINADAILY 中国日报网
COM.CN



Global Edition A
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Need to battle disinformation clouding China's vaccine development efforts

Xinhua | Updated: 2020-12-09 10:27





Expose
[impose costs]

Escalate
[Headquarters]

Engage
[prebunk, inoculate]

A dramatic landscape photograph featuring a vast, flat, green field in the foreground. The sky is filled with heavy, dark, and textured clouds, with some lighter patches where light breaks through. The overall mood is somber and anticipatory.

Anticipate

Info Environment

Vulnerabilities
and data voids

Analysis
(ABCDE model)



Partnerships
with trusted
communities

Crisis
communications

EU vs
DiSiNFO

Community of
fact-checkers

Independent
voices/media

EU Networks
on the ground



Governments'
Stratcom

Capabilities
building

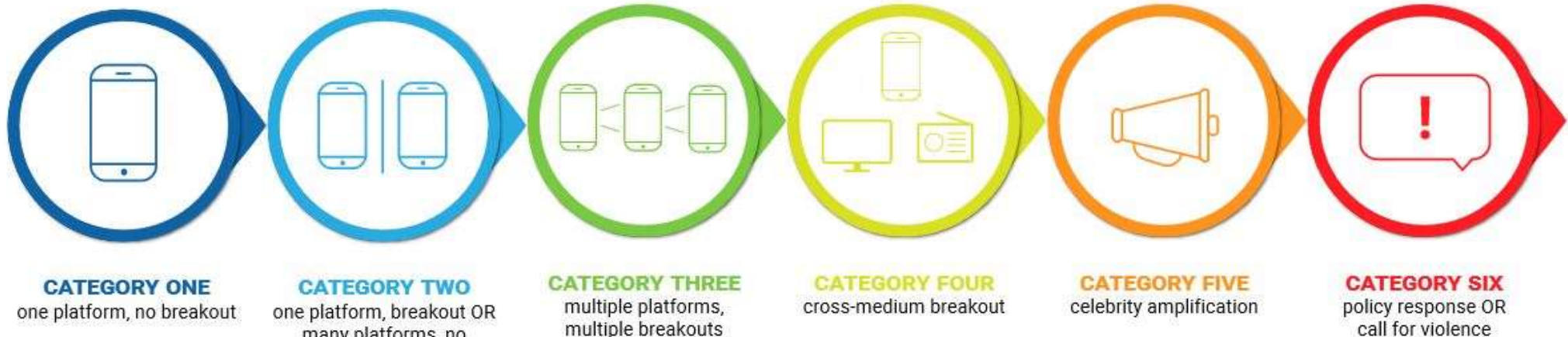
Experts'
networks

Collaboration

Measuring impact

Ben Nimmo, Sep 2020 Brookings

THE BREAKOUT SCALE



Reach
Engagement
Sentiments

Social media
Mainstream
Real life



**FORCED LANDING
FR4978: NECESSARY,
JUSTIFIED AND...
SCHEMED BY
WESTERN
INTELLIGENCE
AGENCIES**

this week's disinformation focuses on the forced landing of flight FR4978, falsely claiming it was necessary, justified and originated in plans of Western intelligence agencies.

10/06/2021

**NO LAUGHING MATTER:
CRIMINAL SNOWMAN EVADES
ARREST**

The Belarusian regime continues to hold onto

**PART 2: THREAT REPORT
FROM FACEBOOK. LOOKING
FORWARD.**

What should we fear for the future?

Search...



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fr.sputniknews.com,
sputniknews.com,
francais.rt.com

Ukraine

07.06.2021 Pratasevich practiced shooting on unarmed Donbas civilians

hu.news-front.info

Ukraine,
Belarus

07.06.2021 Russia is reacting to provocative behaviour of the West

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Think Before You Share!



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