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New Media as Tool of Hybrid War Fare and Impact on Optimistic Thinking of Pakistani Nation

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Abstract

The optimism is the state of being cheerful or hopeful about the future and about the world around. Optimism is defined as watching the bright side of a future to come. It involves ignoring the factors like demoralization, anxious feelings about future that involves over thinking, negative outcomes etc. Human beings foresee the effects in positive and negative ways. People who are positive in their approach regarding thinking, behavior and affects are always optimistic. Optimism is linked with precise cooperating style, ambition framing and constructive affect. Optimists demonstrate interest to positive information and show active engagement and trouble solving type behaviors. Optimists tend towards goal commitment, where the aim is to achieve the end result. Freedom and diversity are the optimistic version of the tendency for media to have a fragmenting effect on society that can also be liberating. The media spread new ideas and encourage mobility, change and modernization.

Key Words: New Media as Tool, Hybrid Warfare, Impacts, Optimistic Thinking, Pakistani Nation

Introduction

The lack of optimism makes a barrier in the lives due to less goal-directed behaviors and positive approach in achieving goals. The united goals are targeted by the enemies by launching hybrid warfare against them through media sources. To destroy social integrity and social unity it's a good sources to attack the society without military equipment. Social unity and united behaviors become apart which results to destroy peace in the world (Bolter & Grusin 2000).

Integration and solidarity are optimistic version of the reverse effect of media as a unifier of society stresses the needs for a sense of identity, belonging and citizenship, especially under conditions of social change. Normlessness, loss of identity are the

pessimistic alternative view of greater freedom points to detachment, loss of belief, rootlessness and a society lacking in social cohesion and social capital. Dominance, uniformity in the Society can be over-integrated and over-regulated, leading to central control and conformity, with the mass media as instruments of control.

New media as a contributing factor to hybrid warfare in Pakistan Violent media stimuli and habitual media violence

One of the researches imaging in Aggressive and Nonaggressive Adolescents detailed the information that “desensitization to media violence” makes individuals reactive and spontaneous in decision making process. The rate of aggressive cognitions, aggressive

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behavior and aggressive decisions are the effects of hybrid warfare strategies that emerge with the growing negative use of mass media propagandas, the uncontrolled violent images and news presented by broad social network systems makes society insecure and aggressive. Habitual media violence exposure effects the functioning of brain frontal lobe that controls aggressive trait in human being ([Bolter & Grusin 2000](#)).

Brain Functioning, and Trait Aggression

This study is also one of the study that focused on the reading of frontal lobe activation, the brain activation of frontal lobe area that controls the aggression, the difference were recorded among adolescents with disruptive behavior disorder (DBD) with aggressive features and normal adolescents. Seventy-one participants underwent neuropsychological evaluation and assessment of exposure to violent media. Findings of the research concluded that suggested that media violence exposure may be associated with alterations in brain functioning whether or not trait aggression is present.

New Media as a Tool of Hybrid Warfare to undermine Motivational Sprit of Pakistani Nations

Motivation is defined as a sense of diverting individual's behavior. Their behavioral patterns are drawn by the role of neurotransmitters like dopamine and serotonin in the brain areas. They play a vital role in regulating the level of motivation of individuals, communities. Hybrid warfare is a warfare that has a link with psychological and behavioral sequences of any society. A tool of hybrid warfare that is media making a drastic change in the cognitions, perceptions, and motivational levels of a society to target the efficacy, good gestures, healthy and positive environment of a nation. Hybrid warfare is a reason of creating depression, low levels of trust among the individuals in communities. ([McLuhan 1966](#))

Depression is a state of individual that is result of continuous lack of motivation due to imbalance of neurotransmitters that help to keep one happy. The environment that is present around is a great motivator and all sorts of stimulus present makes the response

even effective and non-effective. The ways and means by which stimulus one receives is the TV, Radio, digital media, electronic devices. These devices and electronic media presence can affect the positive growth of any society. Pakistan has been under these situations since the launch of electronic media use. Social media remained a disturbing factor due to the excessive rumors and wrong information source in Pakistan. Social media is a big factor to effect the international relationships. It provides the false environment which is the propaganda setting strategies of targeting the nation. Social media is serving a tool to make the confusions and chaos among the states. Destroying the friendly bonds of the states to make a vital change in perceptions, cognitions, and mental setups to initiate wars among the states. ([Iabbar 2008](#))

Youth and New Media in the Case of Pakistan

The Internet's meteoric rise, which began in advanced democracies and has since spread across much of the globe, has opened up new and uncharted communication channels; however, the Internet's inclusion in the media has raised new questions for citizens, politicians, researchers, journalists, and the government. The public media has always played a significant role in organising daily routines and rituals in many forms. Television has become a vital part of everyday life in the home and in the family. Teenagers have found that inviting friends around to listen to music or play computer games is a great way to strengthen their bonds. Reading the newspaper or listening to the morning radio news is also a nearly universal accompaniment to people's daily commute to work. In addition, many rituals marking important personal moments are bound up with media: going clubbing or to the cinema is central to courtship; weddings and family gatherings are increasingly captured on video. ([Kadi 2017](#)).

There is no doubt that now community as whole and person as an individual cannot live without media as it is established that new media and its utility is penetrated in to daily life activities so strongly that, Pakistani nation rightly observed that new media is now a necessity. Use of internet by its application like

web sites one of the application taken a charge and control of ,TV, Radio, Newspaper and many other activities and public is taking benefits of these applications. As such, we can see that open media has turned into a significant and nearly unavoidable piece of regular daily existence. Furthermore, a few types of media platforms have acknowledged the Internet, including radio, television, and newspapers, which have expanded their job into this new arena via Web sites (online TV and online paper sites). Similarly, through its applications, the Web allows people to execute a variety of tasks. Individuals use email or speak to stay in touch with those who are far away or with people they see every day, while others utilise web games to have a good time or pass the time. People also use the internet to acquire weather forecasts, entertainment news, local or global news, business data, and political news. Web access has become almost universal among teenagers, and their comfort with the innovation has grown alongside their trust in the veracity of the information it conveys. As a result, teenagers have evolved into major producers of political content, which has now influenced major press association reports.

Internet based life through its applications Twitter, Facebook and MySpace and so on Social Media Networks demonstrated its quality and impact, when we see the changed routine In 2011 of every couple of Islamic nations including Egypt, Libya, Jordan, Syria, Yemen, what's more, Tunisia, where tyranny of statuesque brought to end by a great many demonstrator, who turned out from their homes and demonstrated their disappointment on road and streets. Who was behind them isn't an inquiry however how they were put were inspired, it was New Media online Movement with solid political message behind open for change to fair framework finally succeeded what not above state Islamic States had changed system. Online changed the world and converted this world to a Global Village and created boundless open doors ,beginning from media to an individual sitting for flung remote region, where it is hard to achieve, presently you can take the advantages or pass the advantages of one's abilities sitting in Pakistan to individual, establishment or association in USA or Canada. On the off chance that Pakistani nation take case of media and

news-casting, most profited industry, could increment or spread their voice to masses, has expanded the group of spectators from millions to billions fit as a fiddle of news, movies, social program, sport program and numerous various channels of craftsmanship show, wellbeing what's more, education, religion and geographic. Web innovation decreased costs, diminished physical development to accomplish numerous objectives and necessities on the web. It is typically seen that it contacted a piece of the characteristics of this element of new media that is on the web. Fabulous element (Kalb 2007).

One generally realize who is accessible, moment correspondence, moment reaction, no holding up of any outcome, holes are decreased, one try not to feel one is away from anyone. Just might want to specify an intriguing what's more, reasonable case of a worldwide organization human asset office. HR chief use to higher administrators and, HR supervisor of head office from France used to come and examine few and then those chose people used to go to France for the last meeting and afterward one of them is finished. In this story on the off chance that you figure, time and budgetary association was in million. Presently this new media and its online component handed each one of those costs over thousand moreover spared a great deal of time. Youth become increasingly associated with network because of thorough utilization of web. by youthful age, they are very much aware common network and political circumstance of nation, this improvement is valued and this investment will help to build up the impact of this youthful age in future .Internet culture and develop of new media gave such huge numbers of opportunities to more youthful to take part and demonstrate their capacities and characteristics to network at neighborhood and at national level, even worldwide level or gatherings are effectively accessible to demonstrate their exhibition and get gratefulness furthermore change the impression of society. This contribution of youthful age get changes the ragmen of Egypt and other Islamic countries. This thought originate from created nations that youthful age included and networks and political undertakings anticipate them to include in

unsafe behavior. Role of web used to make impact on society since it is anything but difficult to achieve entire network like a flash and online nearness keep refreshed everybody about the present advancement and this quality gains power effectively and make effect on open. ([Khattak 2018](#))

Web carries revolutionary changes in Egypt just with the assistance of web ,a great many Egyptian populace turned out in road for challenge against government ,open gathering were sorted out by Facebook and Twitter. This challenge prevail to venture down the legislature of Hassani Mubarak. Thirdly, at long last, news utilization and news interests among youngsters are of intrigue. "New types of mass correspondence generally have had extraordinary intrigue for more youthful individuals, more youthful natives may guarantee new correspondence advances as their own, creating specific mastery and novel applications.

In any case, youngsters speak to a non-homogeneous gathering and their media utilization of financial status, for example, the formal training, sexual orientation, and pay, or parental-media use demonstrates that more youthful age is still essentially unique in relation to grown-up use examples and interests. This utilization has, nonetheless, developed over the most recent couple of years from 2000 and 2010.

Political Communication: Youth and New Media in Pakistan

This discourse and authentic point of view of political correspondence gives comprehension of various phases of improvement and direct impact in the life of youthful age. "Correspondence is viewed as political on the off chance that it identifies with the trade of messages among political on-screen characters. For instance, the vast majority of what government officials do is political correspondence. Similarly, natives convey governmental issues when they examine political issues with companions or relatives, telephone in to political radio talks appears, or take an interest in political visits on the Internet. Shows and different types of dissent are progressively expressive, here and there

even brutal types of political correspondence" (Schulz, 2008).

Lazarus Feld contemplated presidential race 1940 in context of impacts of a mass correspondence on voters conduct in American open. From the book of Joseph Klapper (1960), when he was locked in with Columbia College, the impact of mass correspondence that the media only here and there have direct impacts, but all these examinations in the early period study the impact of customary media for example, radio or TV and the impact on popular supposition and political intrigue or investment in race crusades. Ongoing exploration in the USA, like research of the 1960s about TV in America, included outcomes that 56.0% of the American open which reacted to the review revealed that TV was their principle wellspring of political news, with 24% perusing paper for political data, and just 14% announced that radio is the fundamental hotspot for political news. It is seen that low level of open show informative action, for the most part individuals stay dormant in political exercises displayed via web-based networking media. ([Khawaja, 2018](#)).

Internet based life do take an interest in political correspondence and assume a critical job in passing the viewpoint of lawmaker and they do get the reaction in future in state of vote. Jürgen Heber as in 2008 called attention to that one piece of political characters displayed in front for correspondence to open for attachment to take aggregate choices are controlled at back. McNair (1995) contemplated that the expression "political correspondence" has demonstrated to be famously hard to characterize with any exactness, basically in light of the fact that both Segments of the expression are then open to an assortment of definitions, pretty much wide. The author characterized that political correspondence which squeezed universal can be portrayed as deliberate correspondence about legislative issues. While explain about the various phases of political communication, it is found that in the wake of going through numerous progressions and advancement in political correspondence from decades the present stage accomplished .The need of lawmaker is consistently to accomplish his target later they way to deal with their voters and at last

association at media among contenders and media stay to demonstrate their matchless quality on one another underline is the political message. All this movement drawn in politician, audience and media are clarify the political message ([Korybko 2017](#)).

In talking about the phases of political correspondence look into, Political interchanges in the previous decades experienced numerous progressions more than a few stages, until it took the forum it looks these days. Right off the bat; correspondence utilized by political on-screen characters to accomplish their very own destinations, furthermore, correspondence that is routed to political entertainers by non-legislators (e.g., voters). At long last, media talk comprehended as correspondence about political entertainers. To put it plainly, political correspondence can be viewed as an arrangement of dynamic communications between political entertainers, the media and crowd individuals, every one of whom is occupied with the procedure of delivering, getting and deciphering political messages where through new media only a couple of individuals can launch a movement within society. In this way the youth in Pakistan is vibrant and actively involved in launching such movements through new media campaigns like; Aurat March, etc.

Social Media as Hybrid Warfare Tool and Psychological Problems of Pakistani Nation

Social Media can be used to change individuals mind status, which in turn develop the young generation to assess and object their own issues. Facebook depression is result of excessive use of these social media sites. People are so much addicted that when they wanted to come out from this connection they face depression. They become so dependent that even sexual practices and many other activities are guided or we may use the word miss guided solutions from Help sites leads to psychological problems and negative behavior, which includes social isolation and Facebook, depression. Prof. Dr. Joanne Davila and her associate Lisa Starr, researcher found high risk of depression in female children group due to too much use of Facebook and same group was analyzed after one year and found that

those were on continuous excessive use were facing depression, where as other group out from these activities found safe. Researcher seen that text messaging due to instant response system creates anxiety and depression in constant users of social media. Social media is responsible to develop fanatic behavior of female users for their problems. They feel that they are safe in life. Social media is now easily available source of instant communication of these girls to their peer and share their problems but also face many positive and negative responses which causes obsession on their online contact. Then shared messages online cannot finished and can be found somewhere else on web site or can be copied to other digital instruments and transferred by video or screenshot further put in to depression. ([Mcnicoll 2018](#)).

A new study has found that Individuals who engage in social media, gaming, texting, cell phones, etc., are more likely to have depression and anxiety. The study conducted by psychologist Dr. Mark Becker, of Michigan State University, found a 70% increase in self-reported and a 42% increase in social anxiety. Clearly excessive social media usage leaves one prone to be at a higher risk of depression, anxiety, and ultimately stress.

Social Media and Anxiety

Social media is cause of depression and anxiety. No doubt the benefits of social media cannot be denied but one of the research studies in 7000 mothers using Pinterest a photo sharing site, 42% mothers suffers stress because of continues use the release of stress hormone take place. Another reason of depression and anxiety is due to false understanding for of oneself as an ideal in all fields of life like marriage, profession. In such state female hormonal disturbances push physiological effects in shape of depression and anxiety. One more side effect of social media can be described as non-express of satisfaction from virtual conditions shared on media that leads to lose real life, real actions and real reflection. This superficial feeling again result in long term psychological problems. The access of number of persons known from childhood to current life from school to office and neighbours but one

doesn't know who is sincere to you. Maintain the connection with so many personalities on Facebook and Twitter, where people exploit your weakness more than your strength and this action may lead to depression. Prof Steven Strogatz tells that one cannot assess the genuine relations on this media and one keeps maintaining unnecessary relation with so many people. He gave few examples like guy posted his photo on media where few positive likes motivated him and then negative comments by many unknown connection forced him to remove that photo ([Bolter & Grusin 2000](#)).

Social Media and Cat-fishing

Catfish presentation on television by NevSchulmn, who went to meet his beloved to whom one met on line social media. He went in shock when he met that woman because all explanation given by her on social media were proving false and superficial, her appearance absolutely was not what he was expecting or he build in his mind and other details she told about herself were also proving false. Such situation develop psychological problems. On line interaction develop many relations and actions which cannot be done in real life ([Bolter & Grusin 2000](#)).

Anonymity also allows darker impulses to flourish, according to Pauline Wiessner, PhD, a University of Utah anthropologist who studies social networks. In one tragic case, Megan Meier, 13, committed suicide after being cyberbullied on social media by Josh Evans—not a real boy, it turned out, but a false profile created by her adult neighbour. In the end, many of us are looking for relationships, and believing that we will find them in the most unlikely places, such as social media, will leave us disappointed. As a result, staying vigilant and grounded in reality is critical in this pursuit. Excessive social media use has a high personal cost, leaving one vulnerable to anxiety, depression, stress, and false connections. Because of the intensity of the online world, which necessitates constant engagement, users experience a factor of self-awareness, which usually leads to depression. Furthermore, social media encourages the projection of a perfect self, which leads to depression and anxiety. Social media encourages superficial connections, which can

lead to long-term emotional and psychological problems. As seen in the selfie photo and catfish examples, social media also fosters false intimacy, both intentionally and unintentionally. Without acknowledging these negative personal effects of social media, the psychological and emotional harms will worsen. ([McLuhan 1966](#))

Psychological Subversion: Demoralization and Destabilization

Susan Headley coined the term "psychological subversion" (Psych Sub) to describe a method of verbally manipulating people for information. In practise, it is similar to so-called social engineering and pretexting, but with a more military bent. It was created by Headley as an extension of her knowledge gained during hacking sessions with early computer network hackers such as Kevin Metnick. Ideologically attacking a nation is an attempt to brainwash the society's members. This is known as demoralisation. After demoralisation, the next stage of ideological brainwashing is "destabilisation." ([Jabbar 2008](#)) Demoralization is a "irreversible" process. The crisis would result in a "violent change of power, structure, and economy," followed by the final stage, "normalisation." A person who has been demoralised is unable to evaluate accurate information. It is a risky strategy for a country because it harms future generations. Demoralization can take anywhere from 15 to 20 years to achieve. It is a continuous process that leads to a major crisis by gradually weakening the nation's pillars and making society weak on economic, political, and social grounds. ([Kadi 2017](#))

In reference to such people, Bezmenov stated: "They have been trained to think and react to certain stimuli in a specific pattern [alluding to Pavlov]. Even if they are exposed to accurate information, they will not change their minds. Even if it is proven that white is white and black is black, the basic perception and logic of behaviour cannot be changed." ([Kalb 2007](#)).

Child Development and Chronic Stress

It is observed in medical science that if children continuously watch stressful events on TV or any other digital media that will have

negative effect on their future development particularly emotional problems more over learning capabilities can also be altered resulting in low performance.

Conclusion

Since the aftermath of 9/11, the emergence of unconventional warfare led to multiple effects to Pakistan where Pakistani nation is

facing psychological pressures due to unconventional warfare-'hybrid warfare'. The level of disinformation is used against government organizations is effecting the psychology and behaviors of Pakistani nation. In the backdrop, New media has served a significant tool of hybrid warfare to bring Pakistani nation under psychological pressures that impacted the optimistic thing of Pakistani Nation.

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