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Use of multimedia elements in military agitation

This study examines the critical role of multimedia elements in modern military agitation, particularly during the war in Ukraine. It explores the use of digital technologies, interactive content, and game-based platforms in shaping public opinion, boosting morale, and mobilizing populations. The findings underscore the increasing importance of multimedia for achieving military objectives.

This research is highly relevant due to the urgent need to develop effective strategies for military agitation during a full-scale war in Ukraine. In such circumstances, multimedia elements play a crucial role in shaping public opinion and mobilizing the population.

In modern worldwide military conflicts, multimedia elements in military agitation are vital, as they directly influence communication effectiveness and audience engagement. The increasing use of personalized content, interactive technologies, and performance analysis helps boost the impact of military propaganda, making it a more powerful tool for mobilizing society.

Even traditional propaganda leaflets, dropped on enemy positions via bombs or shells, have evolved. A hundred years ago, during World War I or II, these leaflets aimed primarily to demoralize the enemy. Today, thanks to modern technology, they can include phone numbers that allow immediate contact with the relevant services, bypassing the need to wait for psychological effects to take hold. QR codes can also be added for instant access to additional information [1].

In terms of propaganda targeted at educating or reminding children and teenagers, both in Ukraine and globally, game-based agitation has proven effective. A notable example is the UNITED24 project, created in collaboration with French developer Endorah. They recreated the famous salt mines of Soledar in Minecraft, naming the project "Minesalt" (Fig.1). Soledar, a town in the Donetsk region, is home to Europe's largest salt deposits.



A)



Fig. 1. The actual image (A) and its virtual reproduction (B).

By replicating these mines in the "Minesalt" game, players learn about their history and are reminded of Ukraine's ongoing fight for freedom. Players are challenged to navigate the mines and collect all the salt crystals as quickly as possible [4].

Another critical function of wartime agitation is its ability to reduce social stress, boost army morale, and increase productivity in the rear. During World War II, governments used posters, radio broadcasts, magazine articles, and films to inspire citizens. In today's world, we can add a critical new multimedia element to this list — real-time videos from the battlefield, often created by soldiers on the front lines themselves [2-3]. In particular, videos featuring FPV drones (first-person view drones) have garnered significant attention (Fig.2).



Fig. 2. Ukrainian strike FPV drone KH-S7. September 2023. Photo: ArmyInform

These drones, controlled using a first-person view, have redefined how footage is captured and delivered to audiences [2].

Table 1 presents the multimedia elements used in military propaganda, illustrating their various applications, target audiences, and specific purposes in modern warfare.

Table 1

Multimedia elements used in military propaganda

Type of Multimedia Element	Target Audience	Purpose	Purpose
Traditional Leaflets with Technological Enhancements	Enemy population, enemy soldiers	Demoralization of the enemy, providing access to informational resources	Leaflets with phone numbers for contact or QR codes [1]
Interactive and Game-Based Platforms	Children, adolescents, young adults	Education, patriotic engagement, promoting military awareness	The "Minesalt" project in Minecraft [2]
Real-Time Battlefield Videos	Civilian population, military personnel	Reducing social stress, boosting morale	Videos recorded by soldiers on the front lines [3-4]
FPV Drones	Civilian population, military personnel	Providing realistic and engaging visuals to captivate the audience	FPV combat footage captured via drones [2]

Conclusion

In today's aggressive climate, multimedia elements in military agitation have become more significant than ever. Social media, video materials, and game-based propaganda are now essential tools for effective communication and public mobilization. These methods highlight military propaganda's constant development and adaptation to modern technological capabilities. Incorporating advanced software and multimedia into military agitation is essential to achieving military objectives and ensuring national security.

References

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