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Countering information pressure during the war: a subjectness approach

Information pressure is a flow of information, especially emotionally colored, that overloads the psyche, causes stress and in some conditions panic. After that, a person is forced to regain strength for some time, often "going with the flow", and react reactively to events, goals, life in general. During a war, this can be especially counterproductive, as a life: both personal and national, depends on self-control, effective decisions, and active struggle against the enemy.

The emotional coloring of information is one of the most dangerous characteristics of information pressure, because it can deplete, disable the decentralization of thinking and involve irrational reactions.

Another danger is the spread of conspiracy theories, that shake and try to "rewrite" existing mental models of the world. Under their influence, instead of relevant and useful activities, energy of person can be spent on the fight against "windmills"; also can occur activity against logic and common sense, reactively wasting person's time and potential due to manipulation.

Special mention should be made of hostile information and psychological operations: planned actions to convey specific information and indicators to foreign audiences, in order to influence their feelings, motives, critical thinking and, ultimately, the activities of foreign governments, organizations, groups or individuals. One of the consequences of their actions is the destruction of trust both in the

sources of information and in general, which is caused by the shaft of information that contradicts each other. Also a certain blurring of reality of varying intensity, disorientation for the individual or groups of individuals. Even media literate people with critical thinking find it difficult to understand this flow, and to find true, rational, evidence-based content to design and build their own activities. Lack of trust, in turn, destroys the authorities, because the individual constantly doubts everything (and in himself too) and can fall into an endless circle of reflections, from which it is difficult to get out and move to, in fact, the realization of subjectivity through subjective activity.

Subjectness, in a sense, is a dynamic system of organization, hierarchization, distribution of both psychological mechanisms and mental processes, activities, etc., depending on the goals and level of development of the individual.

Our vision of a subjectness approach to protection against information pressure involves: the development of critical thinking; learning skills to design activities; conscious construction of protective chains with the help of psychological protection mechanisms and arbitrary switching between them.

Thus, in order to prevent the negative impact of information pressure (as well as counteract it) during the war both on society as a whole and on individuals, we propose to make all necessary efforts through a comprehensive approach to: media literacy issues; clear and consistent actions of state institutions with further informing the population; creation of psychological, educational and cultural projects for the development of subjectness and its mechanisms.

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