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CHALLENGES OF INFORMATION SECURITY IN THE CONTEXT OF NEW WORLD ORDER FORMATION: VIEW FROM ARMENIA

In the present postindustrial or informational age, characterized by drastic changes in the spheres of science, technology, industry, the countries have faced the necessity of resisting new generation global system challenges. Certainly the problem of information security provision, which refers to all fields of human, society and country life, takes the key place.

Information security and threats

It should be mentioned that information security (IS) is a state of protection of informational environment, which ensures its formation and development for the benefit of a citizen, society and state.

Besides, it is protection in the field of IS information processing, distribution, accepting, using and spreading, provision of information objectivity, preserving state classified information and confidentiality, correspondence confidentiality, etc.¹

¹ Литвинов В. Основы национальной безопасности России, М., 2011. С. 73.

The IS threats are considered to be one of the threats of the latest generation. The latter is a multifactor threat system which is directed against individuals, corporations, banks as well as state structures. The sources of such threats are criminal thieves of electronic accounts, hackers who compete in effectively entering the economic and state complicated electronic networks and programs. The fact that the most part of the life of citizens, countries and states is managed by cyber networks and program essentially increases their vulnerability to cyber attacks. Penetrating into the work of such networks, which, for example, manage power supply systems may cause states of emergency that can be compared to large technogenic disaster. Such possibilities are extremely attractive to terrorists. The cases of breaking into the networks of national security structures and various virus infections become more frequent².

It should be mentioned that in information field protection of interest has three-level structure: individual, society, state.

1. Interests of individual in the information field include the implementation of the right of availability of information for conducting activity not prohibited by law and used for physical, mental and spiritual development, availability of information not containing classified information, protection of individual's personal data and etc.
2. The rights of society in information field include the strengthening of democratic values, building of legal, social state, public consent, establishment of atmosphere of tolerance as well as the preservation and development of society and national, spiritual values, identity, way of life, language, uniqueness, culture and traditions of its various parts. In this context it should be mentioned that for the last ten years in the Republic of Armenia some disturbing processes have emerged. Thus, according to the head of Chair of Pedagogy and Psychology of European Regional Academy of Armenia K. Nalchajyan as a result of reduction of national psychology and weakening of consciousness, today Armenia is facing the danger of

² Кулагин В.М. Современная международная безопасность: учебное пособие / В.М. Кулагин. – М.: КНОРУС, 2012. С. 85.

elimination of national identity, which is also the reason for migration and weakening of cultural, educational values³.

3. As for the state interests in information field, it should be mentioned that they include ensuring of constitutional rights and freedoms for state legislative procedure, sovereignty, territorial integrity, political, economic stability, rule of law, getting/using information by individual, as well as processing, implementation and ensuring continuity of effective politics in information field for the development of equal and mutually beneficial international cooperation.

In general, the IS threats can be classified in the following way:

1. Threats aimed at individual's rights and freedoms in the field of information activity, formation of individual and social consciousness.
2. Threats aimed at collecting, preservation and provision of effective use of information means.
3. Threats aimed at information provision of state policy, security of information sources, systems of strategic importance and critical infrastructure.

Information and network wars

“Information revolution” has created an unprecedented opportunity for formation of global information networks, for spreading information in every corner of the world in fast and the largest-scale way. The development of information networks in the 21st century has formed a new social system, which can be called a network society.

It is obvious also that abovementioned processes along with their positive sides, are creating unprecedented possibilities for massive manipulation of social moods, consciousness and behavior and for online control of personal information

³ «Հայաստանը կանգնած է ազգային ինքնության վերացման սպառնալիքի առջև. Կարինե Նալչանյան», (15/12/12), <http://www.tert.am/am/news/2012/12/15/national-identity/> (“Armenia faces threat of national identity elimination: Karine Nalchanjyan”, (15/12/12)).

by means of respective propaganda. This phenomenon also makes chain transformations in traditional ways of conducting wars, moving it to a fundamentally different level, which is called network war.

It should be noted that in different countries networks can be used for organization of revolutionary processes, political instability and overthrow of governing regimes or for giving the greatest impetus to the processes. This is evidenced by the “Arabic spring” and processes around Ukraine. In this context modern wars can be fairly called struggle for control over people’s minds.

Nevertheless, it should be noted that without revolution, fertile soil for social riots in the network any such action cannot ensure further development. According to popular Russian PIR Center’s “International Information Security and Global Internet” program’s director Oleg Demidov generalized position of the Russian and Western expert circles comes to the conclusion that social networks have not played a leading role during the events of “Arabic spring”, they have not been prevailing means of communication for opposition and participants of protests. Alongside they partially gave such speed and dynamics to the processes in the Arab countries that shocked their adversaries, i.e. government and its supporting forces⁴.

Network war is a phenomenon characteristic to postindustrial society, which has an aim to form such a social opinion that will make society or its individuals to participate in and support current directed processes or at least take a passive stance.

It is obvious that some means of modern wars are means of psychological, information influence which are aimed at destroying psychological stability of the rival, destruction of traditional way of life, traditions, change of values orientation as well as destruction of national consciousness⁵. According to the well-known Russian political scientist A. Dugin: “The input of the network deprives the countries, peoples, armies and governments of any kind of independence,

⁴ Демидов О. Социальные сетевые сервисы в контексте международной и национальной безопасности / «Индекс Безопасности», № 1 (104), 2013. С. 67.

⁵ Ռազմական սոցիոլոգիա. Ուսումնական նյութերի ժողովածու / ԿրոնՖ. Լ.Հ. Հարուստյունյանի խմբագրություն, Եր., 2005, էջ 148: (Military Sociology. Collection of tutorial materials / Edited by Prof. L. Harutyunyan, Yerevan, 2005. P. 148).

sovereignty, turn them into strictly controlled, programmed mechanisms, which means global direct control, world supremacy of new type, when not only separate subjects are under rule but their content, actions, intentions, etc. Actually, both enemies and neutral forces are obviously imposed with scenarios, act not on their own accord. This is victory in battle before its start. The aim of network war is to set absolute control over every participant of historical processes on a global scale”⁶.

It should be noted that the term “information war” was imported by information war theorist Chinese Shen Weiguang in 1985. One of the first official documents concerning this issue is the “Information war” directive of the US Department of Defense (1992). The principles of war were already represented in 1993 in the directive of the Joint Chiefs of Staff Committee. Within US military circles information wars mean such activities that are taken to support national military strategy in order to achieve information dominance by means of influence on adversary’s information and data systems with simultaneously ensuring safety and security of its own information and data systems⁷. The term “information war” started circulating most actively in 1991 after the “Desert Storm” operation when the new information technologies were used as a means of conducting war for the first time.

According to executive director of University League of Collective Security Treaty Organization (CSTO), CSTO analytical association coordinator and well-known expert in the IS sphere I. Panarin information war has been the main means of global politics in the course of the entire history of humanity. It was a means for achieving spiritual, political, financial and economic power in the world⁸.

The point of view of S. Rastorguyev, Doctor of technical sciences, analyst of Information Security Institute of Moscow State University after M.V. Lomonosov, is

⁶ Дугин А. Мир охвачен сетевыми войнами, (25/11/2005), http://nvo.ng.ru/concepts/2005-11-25/4_netwars.html

⁷ Основы национальной безопасности: учеб. пособие для студ. высш. проф. учеб. заведений / [Л.А. Михайлов]–М.: Издательство центр «Академия», 2008. С. 92.

⁸ Панарин И. Н. Информационная война и коммуникации. – Горячая линия – Телеком, 2014. С. 6.

also interesting. According to it information war is the struggle of states with the use of technology and technical means. They allow generating necessary scenes, ideas, to spread and insert them in ears, eyes and hearts. Information wars act against all of us, against humanity in general, regardless of on which side of the barricades we are. Information wars undermine the basis, which the human civilization stands on⁹.

We can state that in the beginning of 21st century the negative features of global networking and virtualization have become obviously seen. The most dangerous is the increasing number of cyber crimes and cyber threats, which threatens to normal functioning and sustainable development of states, societies and individuals. According to the “Characteristics of Cyber Threats: Rapid Comparative Analysis” research, published by the American RAND corporation “Cyber threats to states may be defined as those actors or adversaries exhibiting the strategic behavior and capability to exploit cyberspace in order to harm life, information, operations, the environment and/or property. The cyber threat landscape is not necessarily revolutionary”¹⁰.

It should be mentioned that consistent militarization of cyberspace, multiplication of cyber weapon types, offensive cyber technologies, actually have turned it (cyberspace) into such a stage for military operations as the land, the sky and the sea are¹¹.

It is fact that the above mentioned phenomena are in the center of researches of analytical and academic community and are subject of concern for bodies responsible for ensuring national security. It is not a mere chance, that in recent years the struggle with similar phenomena is strengthened all over the world. Thus,

⁹ «Информационные войны – угроза для цивилизации», (23/10/2013), <https://lgz.ru/article/-42-6435-23-10-2013/informatsionnye-voyny-ugroza-dlya-tsivilizatsii-/>

¹⁰ Robinson N., Gribbon L., Horvath V., Robertson K., Cyber-security threat characterisation, (Rand Corporation, 2013), 5. http://www.rand.org/content/dam/rand/pubs/research_reports/RR200/RR235/RAND_RR235.pdf

¹¹ Голишников О. Виртуализация политики: большие возможности или угрозы?, (23/04/2014), <http://www.csef.ru/index.php/ru/nauka-i-obshchestvo/project/445-the-future-of-the-information-society/1-stati/5304-virtualizatsiya-politiki-bolshie-vozmozhnosti-ili-novye-ugrozy>

- According to report spread by media, in 2013 US Department of Defense confirmed the decision of increasing expenses for struggle against cyber threats. The expenses for this sphere will grow by about 5 times in coming years. In this way the department hopes to ensure security of the US government's computer system from attacks made from abroad. Besides, the number of staff-members of the consequent unit of the Department of Defense will increase significantly, reaching 4.000 instead of present 900 employees¹².
- The European Cybercrime Center has started its work on January 11, 2013 in The Hague and its aim is to unite efforts of EU countries in this work. The latter is a structural unit of Europol. According to the EU sources every day about one million people become victims of crimes taking place in network and its total loss reaches 300 billion euro per year. It should be noted that the lion's share of cyber crimes remains unpunished. According to the EU Commissioner for Home Affairs Anna Cecilia Malmström “Cyber criminals get into our computers, hack bank accounts and manipulate financial operations... For fraudsters the risk of being caught is small and profit is big”¹³.
- There is a Computer Emergency Response Team (CERT) in Great Britain, which must systemize the efforts for ensuring national security in cyberspace. The new department will also fight against incidents of national significance in the sphere of cyber security; will provide advisory and information to government, industrial and academic organizations. In his speech dedicated to CERT's opening, the head of UK Cabinet Office Francis Maude has mentioned that in the fiscal year 2013, 93% of big corporations have failed in

¹² «Պենտագոնը մտադիր է 5 անգամ ավելացնել կիրեռանվտանգությանն ուղղված ծախսերը», (28/01/13), <http://www.tert.am/am/news/2013/01/28/cyber-security/> (“Pentagon is planning to increase the expenses directed to the cyber security for 5 times”, (28/01/13)).

¹³ Хассельбах К., Рюттингер М. «В ЕС открылся центр по борьбе с киберпреступностью», (11/01/13), <http://csef.ru/index.php/ru/aktualno/4342-v-es-otkrylsya-tsentr-po-borbe-s-kiberprestupnostyu>

ensuring their cyber security. According to him, one of London companies has lost 1300 million dollars of its profit¹⁴.

- On January 21, 2014 the Minister of Defense of France Jean-Yves Le Drian announced, that resistance program which cost 1.5 billion euro would be launched as a military priority. He said that the number of cyber attacks against Ministry of Defense had increased 4 times. Particularly, in 2011, 195 significant computer cases were recorded and 780 were in 2013. There were attempts made to paralyze the work of government servers. The staff of the Ministry of Defense will almost double in coming years (up to 450 employees), and the volume of researches in this sphere will increase by three times¹⁵.
- The government of Japan intends to create a special forces of cyber security within its armed forces and to extend the security of computer systems. New units of AF should include programmers and experts of computer networks, who first of all must protect state and defensive systems from actions of hackers. It is also planned to form government Cyber Security Center in 2015. It is supposed that with the help of government, the markets of computer services and communication networks protection from being attacked and hacked will be doubled in 2020 (currently it is estimated at 6-7 billion USD). Japan has already become the victim of unknown hackers, who set for some time control over the information networks of «Mitsubishi Heavy Industries» corporation, which particularly produces military and space equipment. Besides, there have also been recorded cases of hacking computers of the members of parliament¹⁶.

¹⁴ «В Великобритании начала работу служба по борьбе с кибератаками CERT», (01/04/2014), <http://www.rbc.ru/rbcfreenews/20140401052537.shtml>

¹⁵ «France Military To Up Defenses Against Cyber war», (21/01/2014), <http://www.defensenews.com/article/20140121/DEFREG01/301210027/France-Military-Up-Defenses-Against-Cyberwar>

¹⁶ «Япония создает кибервойска», (21/05/2013), <http://vpk-news.ru/news/16008>

- CSTO, which member is Armenia, is going to create a cyber security center, which will ensure information security of the CSTO member-countries. According to the CSTO Secretary General N. Bordyuzha, the organization has discovered recently a large number of destructive web-sites on the territory of member-countries¹⁷.

In this regard, the situation is worrying in Armenia too. According to the IT expert S. Martirosyan “Azerbaijani and Turkish hackers hack dozens, even hundreds of Armenian web-sites monthly. These attacks mostly don’t have serious consequences, as they are not holders of public or state influential information. Nevertheless, in the recent year some sites have been attacked that belong to organizations holding individual data. For example, sites of operators providing telephone and Internet services have been attacked”¹⁸.

Establishment of global information society and social disorganization

It is a fact that the establishment of global information society contributes to the expansion of the global force centers’ zones of influence, which brings various challenges for the subjects of international politics. Today, extensive coverage of information on terrorist acts, wars, civil conflicts, natural, technogenic, humanitarian and other various disasters by media, television, Internet and other information sources, which nowadays have directed and propagandistic nature, increases in the society the sense of social uncertainty, defenselessness, danger, promotes the degradation, strengthening of atmosphere of fear and panic, manipulate the consciousness of people, imposes certain ideas, concepts, ideals, outlook, stereotypes and social behavior.

¹⁷ «Страны ОДКБ создают центр по противодействию киберинцидентам», (10/04/2014), http://ria.ru/defense_safety/20140410/1003345958.html

¹⁸ Մարտիրոսյան Ս., Տվյալների պաշտպանության խնդիրները Հայաստանում, «ԳԼՈԲՈՒՍ», թիվ 3 (36), 2013, էջ 58–59: (Martirosyan S. Issues of Data Protection in Armenia / “Globus”, #3 (36), 2013. P. 58–59).

According to the American sociologist Herbert Blumer the aim of propaganda is to impose certain mindsets and values that people start to perceive as natural, true and real, and thereby as something that is expressed naturally and without compulsion¹⁹.

In current situation, the feature of information activity with humanitarian (social) orientation that has showed itself is the creation and strengthening of the world model which is beneficial for the aggressor. At the same time it is important that today the impact of information is always directed to the object of aggression. The aggressor forms the social opinion necessary for him right among the population of rival²⁰.

It is already an established fact that the specific gravity of Internet in information field gradually increases, bringing together with its positive sides such a new disease as an the Internet addiction. Thus, according to the researches the Internet causes not just an addiction but a hangover as well. The offline life of the Internet addicts is comparable to hangover effect syndrome of “Ecstasy”. Though the mechanism of the Internet influence is not clearly disclosed, it has become known that spending a long time in the Internet causes psychological problems²¹. If we consider in this context the fact that every year the number of the Internet users and especially the number of social network users increases, then the picture becomes more complete. Thus, according to forecasts of “eMarketer” organization, which is a researcher in the field of global digital market, in 2017 the number of social networks users will exceed 2,5 billion²². In Armenia the number of Facebook

¹⁹ Психология масс. Хрестоматия./Райгородский Д.Я. (редактор составитель) – Самара: Издательский Дом «БАХРАХ-М», 2010. С. 558.

²⁰ Расторгуев С.П., Литвиненко М.В. Информационные операции в сети Интернет. «Центр стратегических оценок и прогнозов», М. 2014. С. 34.

²¹ «Исследование: интернет воздействует на мозг как наркотик», (20/02/13), <http://russian.rt.com/article/4627>

²² By 2014, the ranking of regions by social network users will reflect regional shares of the global population // “eMarketer” (Jun 18, 2013), <http://www.emarketer.com/Article/Social-Networking-Reaches-Nearly-One-Four-Around-World/1009976#PoPsI5E22PfeI57L.99>

users exceeds the number of half a million, and the total audience of «Odnoklassniki.ru», «Mail.ru» and «My World» networks reaches 1.5 million²³. Here we cannot ignore the fact that such fast virtualization of life and relations, creation of fake reality by such an army of users which numbers millions also leads to negative results, particularly in form of depressions and mental disorders: the term “Facebook-depression” has already become almost official for foreign psychiatrists. In 2011 a number of scientific articles were published in the US, which said that people with low self-esteem can fall into a prolonged depression, comparing their lives with the lives of others. Users of social networks can also spend hours in front of the computer, trying to prove to their readers (and most importantly, to themselves), that their life is not less full²⁴. It is a proven fact that the use of social networks can affect a person's mental state, causing anxiety and inadequate behavior²⁵.

According to UNESCO's "Information for All" annual report, published in 2010, many sociologists believe that the expansion of the Internet and mobile telephony will subsequently ruin the basis of society and relationships of the family, relatives and friends, making interconnections between people shallow. Due to such a destructive orientation of the Internet many studies have been carried out (mostly in the US), that showed that “world web” still isolates its users and destructs social interconnectivity, as by spending time in the Internet, people have less contact with relatives, family, friends and community. Comfort, which is provided by e-mail as a means of maintaining and building relationships between people, is meaningless if it is not able to provide an atmosphere which occurs when you go together to have a cup of coffee or a glass of beer. This means that the Internet can be the last isolating

²³ Մարտիրոսյան Ս., Համացանցի ներթափանցումը Հարավային Կովկաս, (03/10/13), http://www.noravank.am/arm/articles/detail.php?ELEMENT_ID=12347#4_b (Martirosyan S. Penetration of the Web to the South Caucasus, (03/10/13)).

²⁴ «Հոգեբույժները նշել են «Facebook-դեպրեսիայի» նշանները», (03.12.12), <http://www.tert.am/am/news/2012/12/03/facebook-depressia/> (“Psychologists mentioned the symptoms of “Facebook-depression”, (03.12.12)).

²⁵ «Исследование: социальные сети делают человека неадекватным», (10/07/2012), <http://www.vesti.ru/doc.html?id=846107>

technology that will become a deadly blow to the public, which is already weakened by the emergence of cars and television. Experts (mostly psychologists) ensure that the use of internet can lead to the emergence of irresponsible and fragmented society²⁶.

As the head of the Academic-Educational Center of the National Security Service of Armenia A. Kinaktsyan mentions: "in modern information (post-industrial) society destructive, dissolving informational impact has become more dangerous threat to spiritual and cultural life. Thus, although in the past the spiritual and cultural safeties were organically interrelated, they appeared purely as a hostile target for encroachments. However, in current conditions of globalization spiritual and cultural values can suffer not only from targeted actions, but also from various spontaneous, pedagogically incorrect information flows, that often openly praise sordid human instincts, distract society from its urgent issues, deepen social contradictions. That is why the spiritual and cultural safety is most commonly observed in the context of common information security of individual, society and state."²⁷

In the aforementioned context K. Nalchajyan's observation is rather characteristic: "Recently, as a result of various types of shocks, changes, and crises a strong decline of value orientations has occurred. High values like patriotism, attitude toward education were sidelined and number of market type people, as psychologists call them, even more increased."²⁸

Emerging new world order

²⁶ Политика информационного общества. Ежегодный всемирный доклад Программы ЮНЕСКО «Информация для всех» за 2009г. / Под ред. А. Раба. Перевод с англ.. М.: МЦБС, 2010. С. 43.

²⁷ Քինակցյան Ա., Հոգևոր-մշակութային անվտանգությունը որպես տեղեկատվական անվտանգության բաղադրիչ, «Բանբեր» ԵՊՀ, գիտական հանդես, 3/134, 2011, էջ 22: (Kinaktsyan A. Spiritual and Cultural Security as a Component of Information Security / "Banber" YSU Academic Bulletin, 3/134, 2011. P. 22)

²⁸ «Ի՞նչ նոր սերունդ է գալիս քաղաքական դաշտ», (13/10/2010), <http://7or.am/am/news/view/16406/> ("What kind of new generation is entering the political field?", (13/10/2010)).

According to the former U.S. president's national security adviser, Henry Kissinger, it has become common to talk about the information age, as a big, even the greatest intellectual revolution in history, and concentrate attention on its social, economic and political aspects.

Rarely, however, is also discussed its impact on international relations, with the exception perhaps of the facts about global possibilities of modern means of communication. Moreover, only pure numbers and information transfer speed are taken into account. But international relations, and therefore, the course of history, depend not only on the number of people who possess information. The ways of its perception are more important.

As the volume of available information usually exceeds its processing capabilities, it is natural that the gap between information and knowledge and especially between knowledge and wisdom becomes deeper²⁹.

Besides, the emerging new world order is different from the previous ones both by the circumstances of its emergence, and by a number of other significant features.

It is known that along with the traditional indicators of state power, such as land, natural resources, human capital, level of economic development, the scientific potential, the efficiency of armed forces and military equipment, etc., globalization pushes forward new force factors.

In particular, the unique role is given to information, communication and information technologies. Related to the problem the issue of IS ensuring has emerged, which can be viewed from different aspects and on different levels of analysis, from the global political system to separate individual³⁰.

²⁹ Киссинджер Г. Нужна ли Америке внешняя политика? / Пер. с англ. под ред. В.Л. Иноземцева, М.: Ладомир, 2002. С. 321.

³⁰ Говорухина К.А. Информационно-коммуникационные технологии в контексте глобализации и информационной безопасности, «Вестник» ПАГС, N 4 (25), 2010. С. 28.

It is no secret that some of characteristic features of modern information and communication technologies are their transboundary nature, the absence of traditional inter-state borders, speed, as well as dual-use possibility for both peaceful and military purposes, for both the welfare and evil. As the Russian president's special representative on the issues of international cooperation in the IS sphere A. Krutskikh correctly noted, this was the reason why the implementation of relevant technologies resulted in increasing of both the strength of countries and vulnerability of the same countries because of the increase of the information and electronic impact³¹.

At the same time, it becomes apparent that the emerging of global information and communication environment dictates the need to review the traditional approaches. However, it is necessary to agree with the point of view of one of the most influential representative of the American political thought Z. Brzezinski, according to which: "The concept of absolute national security is nothing more than a myth. In the era of globalization, complete security and total protection are impossible"³².

Obviously, the information revolution transforms also the international relations. The spread of the Internet and formation of network society are changing our understanding of the traditional nation-state boundaries, as well as proposing new problems for national governments, which are not yet fully adapted to a new reality. Obviously types of activities and services in the field of information are getting out of subordination to national governments.

Related to the growth of information and communication technology (ICT), the problem of national and international security is becoming fundamentally different. A threat of using the enormous potential of the ICT for purposes of provision of military and political dominance, force resistance, blackmailing has emerged. The

³¹ Крутских А.В. Научно-технологическая составляющая современных международных отношений // Современные международные отношения и мировая политика. М., 2005. С. 201.

³² Бжезинский Зб. Выбор. Глобальное господство или глобальное лидерство/ Пер. с англ.– М.: Междунар. отношения, 2010. С. 30.

increasing of military potential at the expense of the latest ICT development leads to a change in correlation of global and regional forces, to tension between traditional and emerging power centers. The ICT media questioned the provisions of classical geopolitics, because such technologies would result in the "death of distances." The perception of space and concepts of provision of geopolitical interests in the sphere of information which are based on them are also transforming³³.

It is remarkable that there was also the issue of IS provision during the Soviet years, but it became the most urgent in post-Soviet period, due the fact that former Soviet republics, or as they are often called, post-Soviet countries obviously retarded in the ICT field and the responsible authorities used the so-called tools typical to the period of industrial society. In this context a reasonable assumption, concerning the wide circulated concept of "post-Soviet space" put forward by the Executive Director of "Noravank" Foundation G. Harutyunyan sounds interesting: "We can not completely exclude the hypothesis that "application" and "distribution" of the term "post-Soviet space" in media field is a unique, so-called Mem that in social psychology is interpreted as a directing provision that is transferred from one consciousness to another and creates a certain, in this case, negative perception"³⁴.

Indeed, in many cases throwing in of certain concepts (memes) to media field and giving them a negative connotation is no longer a novelty, but it should also be considered in the context of reaching appropriate result through insertion consistent propaganda of certain stereotypes, behavioral patterns, thinking clichés, values in the public consciousness. Thus, today, in the RA for giving an apparently negative connotation to any phenomenon it is enough to add a word "Soviet", which is immediately associated with something retarded, old, neglected, disorganized and

³³ Говорухина К.А. Информационно–коммуникационные технологии в контексте глобализации и информационной безопасности, «Вестник» ПАГС, N 4 (25), 2010. С. 30–31.

³⁴ Հարությունյան Գ., ԵԱՄ. տեղեկատվական անվտանգության հիմնախնդիրները և ինտեգրման հնարավոր սցենարները, «21–րդ ԴԱՐ», թիվ 1, 2013, էջ 7: (Harutyunyan G. Eurasian Union, The Mail Issues of Information Security and Possible Scenarios of Integration "21–rd Dar" #1, 2013, p.7)

various other negative phenomena, ignoring the positive phenomena existing at that time.

East-West new opposition: Europe as a theater of new war?

The 21st century can rightly be described as the activation period of confrontation of opposite values, world outlooks and civilizations, which is also directly reflected in the information field. As it is accurately characterized by the great representative of the last century's Armenian philosophical and political thought Hayk Asatryan: "The battle of values is a battle of truths of different psychological types."³⁵ It is obvious that the world is entering a geopolitical turbulence zone and a new "cold war" is on the threshold. Disturbing processes around Ukrainian crisis, particularly, Crimea's reunion with Russia, and before that, Kosovo, Abkhazia, South Ossetia and other similar precedents finally vanished the myth of inviolability of state borders. On the other hand, applying of the double standards in other similar cases by key actors of the geopolitics once again confirms "force gives rise to a right" expression, which sometimes sounds not so fair and ethical but always actual.

The world is gradually losing its color tones; it is again being divided into conflicting camps, thus providing to small countries constricted ability to maneuver between them in.

The above mentioned processes clearly demonstrated the disadvantages of the world order established after World War II and laid the bases for the new one. As the director of the Institute of Oriental Studies of the RA NAS R. Safrastyan notes, the world is facing a new era of new the world order formation, which is based not on the idea clash of Islamic and Christian civilizations, but on clash between the concepts of values developed in the East, that tries to spread globally the aspirations of the peoples of the world to preserve the values, which are traditional for them. At the same time according to Safrastyan, the defender of traditional values today is

³⁵ Ասատրյան Հ., Հատընտիր, Եր., Ամարաս, 2004, էջ 74: (Asatryan H. Chosen works / Yerevan, Aramas, 2004. P. 74).

Russia. "I am an optimist and I believe that the new world order, which will be based on the desire of people to preserve the traditional values, to keep what they have from the invasion of western values. Russia may serve as an example in this".³⁶ According to Safrastyan "We shall have to see what kind of new structure a new world order will have and Russia's role in this new world order will be greater than we can see".³⁷

Obviously, the emerging of a new world order has always been accompanied by political, economic and global systemic crisis, turned into a global war and humanitarian disasters. Our day's war, however, gets the new form and content, in which a great place and role is given to the conflict in the information field. This is proven by polarized and very often contradicting interpretations given by the western and Russian media on processes and separate incidents especially going around Syria and Ukraine which, in its turn, deepens the sense of uncertainty in society, forcing not to believe anything and anyone.

As the Secretary General of the CSTO N. Bordyuzha said, the world stood on the threshold of open confrontation and a number of countries had not actually hide their actions, grossly interfered in the internal affairs of states, trying to manipulate public opinion, to influence economically and financially government structures and population. Well-developed technologies are widely used in color revolutions for policy changing, for putting pro-Western puppet regimes into power, a classic example of which is Ukraine's unconstitutional state coup, which, at present, in fact, turned into a civil war³⁸.

³⁶ «Кесабские события являются подготовкой к аннексии Турцией этой сирийской провинции: армянский эксперт», (08/04/2014). См.: <http://newsarmenia.ru/politics/20140408/43041139.html>

³⁷ «Զևազորվում է նոր աշխարհակարգ, որտեղ Ռուսաստանի դերն ավելի մեծ կլինի. Ռուբեն Սաֆրաստյան», (19/03/2014), <http://www.tert.am/am/news/2014/03/19/Rubern-safrastyan/> ("New world order where Russia will play a bigger role is emerging, – Ruben Safrastyan", (19/03/2014)).

³⁸ «Мир находится на грани открытого противостояния – Николай Бордюжа», (16/06/2014), <http://www.regnum.ru/news/1814368.html>

The world today is in systemic shocks. It is clear that in case of such trends, the future of the world is chaos. In a century after the World War I began and in almost seventy years after the end of the World War II the world again stands on the threshold of a Great disaster. The shootings are again heard in Europe, the interests of superpowers collide, and hundreds of people are dying. In this case we can only hope that none of the sides will pass the red line.

On the other hand, market psychology is recording world triumph, i.e. money worship, lifestyle of uncontrolled consumption and pleasures, the unprecedented countercultural process in the history of human civilization, the fact that the East of Europe falls behind in terms of science and education, the collapse of the industry, and the centralization of the latter, including technology, in the Western countries, in their turn, contribute to global systemic and world outlook crisis, and cause deep stratification of socio-economic levels of the countries.

Within the context of aforementioned, the problem of both ensuring the IS and developing the most effective policy in the scale of transnational bodies and separate states becomes more urgent, as it is no secret that the field of information and media is one of the tools of global governance.

Some conclusions regarding Armenia

Analyzing the new world order, the processes existing in global network society and IS field, it should be noted that the effective way to respond to the emerging challenges is the complex transformation of government system of each separate country, including bodies responsible for national security, as well as compliance of academic science and education with current requirements.

It should also be noted that a lot of work has been done in this direction in Armenia and this has got more strength in the last decade in way of the special services structural and professional complying, training of the relevant staff, creating specialized Think Tanks and etc., which, however, cannot be considered enough yet. There are already many centers operating in the style of Think Tanks in

the RA. However, let us mention, without going deep into the reasons, that, unfortunately, only a small part of them are remarkable in their activity.

One of the recent positive steps that can be mentioned is the creation of National Security Threat Analysis and Assessment Center within the structure of the National Security Council of Armenia³⁹, which is certainly a welcoming initiative. In this context “Noravank” Foundation’s Executive Director G. Harutyunyan’s suggestion to create Research Net Institute, which goal would be the modernization of Armenia’s research system by using complex public expertise and analytical potential of the RA and Diaspora is interesting⁴⁰. We believe that for effective implementation of this ambitious idea, it is necessary to involve RA Ministry of Diaspora which can take over the creation of such a center and coordination of cooperation between other RA agencies, organizations and relevant authorities and individuals of Diaspora.

In this context, note of Sergey Grinyayev, the director of Russian Center of Strategic Assessment and Predictions, is remarkable: "Today, we talk about the birth of a new information society, the basis of which is a network. Today, information and not material flows acquire special importance. And in new conditions the people of Armenia may and must express itself in a completely new way with its unique unified network structures within Diaspora, which, in its essence, is organically in harmony with the New World. No country of the Customs Union possesses such a unique structure... I think that, generally, Armenia is the only country in the Customs Union, which is really ready to get the new realities of a new network

³⁹ Ա.Ա.Խ պաշտոնական կայք, <http://nsc.am/index.php?id=580> (The official website of the National Security Council of RA).

⁴⁰ Հարությունյան Գ., Հայաստանին ուղղված մարտահրավերները գլոբալացվող աշխարհում, «21-րդ դար», թիվ 6 (46), 2012թ., էջ 14: (Harutyunyan G. Challenges to Armenia in the Globalizing World, “21-rd dar” #6 (46), 2012. P. 14)

society. In this regard Armenia may become a leader of the Union by directing its development in a right way"⁴¹.

To summarize let us note the following: the newly emerging world order, which is still not entirely clear, impose new rules of the game; there is a necessity of development and effective implementation of new methods for responding to emerging challenges. Hence, it becomes apparent that in this stormy times of collisions of civilizations, global power centers, world views, resistance of contrary values, information, propaganda and network wars the precondition for self-preservation and the development is the preparation of specialists who master post-industrial tools of providing national security, for which the consolidation of political, financial, scientific and analytical potential of RA and Diaspora and the compliance of education system with modern requirements are necessary.

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⁴¹ «Сергей Гриняев: Армении всего лишь необходимо осознать свое место ответственного и крайне необходимого партнера России», (26/02/2014), <http://arminfo.info/index.cfm?objectid=E2E568D0-9EED-11E3-BF9F0EB7C0D21663>