Information Space conflicts: Fighting over the Image

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Vast media coverage

C

Battle-space
via
Warfare
(media influence)

Symmetry

Similarity between
the actors

Asymmetry

disparity between
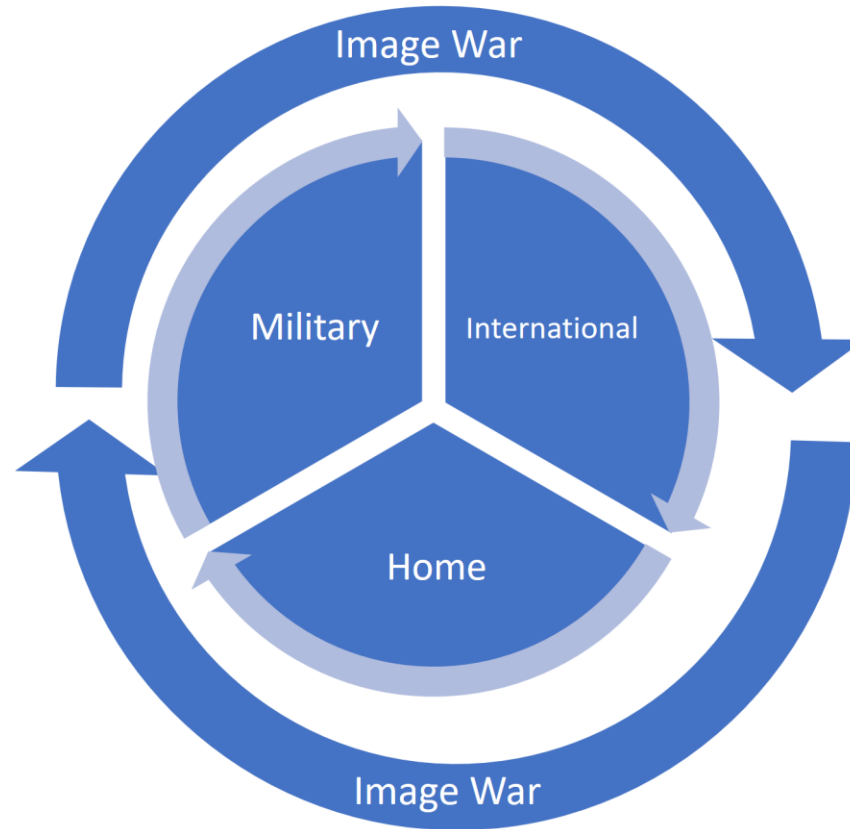the actors

A

Battle-space
via
Warfare

B

Battle-space
via
**Insurgency &
Counterinsurgency**

**Limited media
coverage**

Information Space conflicts

An Image War is occurring alongside the military confrontation.

A battle of ideas and not only a battle of military power.

Information Space conflicts

➢ The conflict's borders are anywhere people can receive information about the conflict.

➢ The vast disparity between the actors in these kinds of conflicts and the extensive media coverage environment create a "reverse asymmetry" effect.

➢ Each political actor attempts to present itself as the victim, understanding that this frame attracts more media attention and receives more sympathy from the audience – A narrative of compassion.
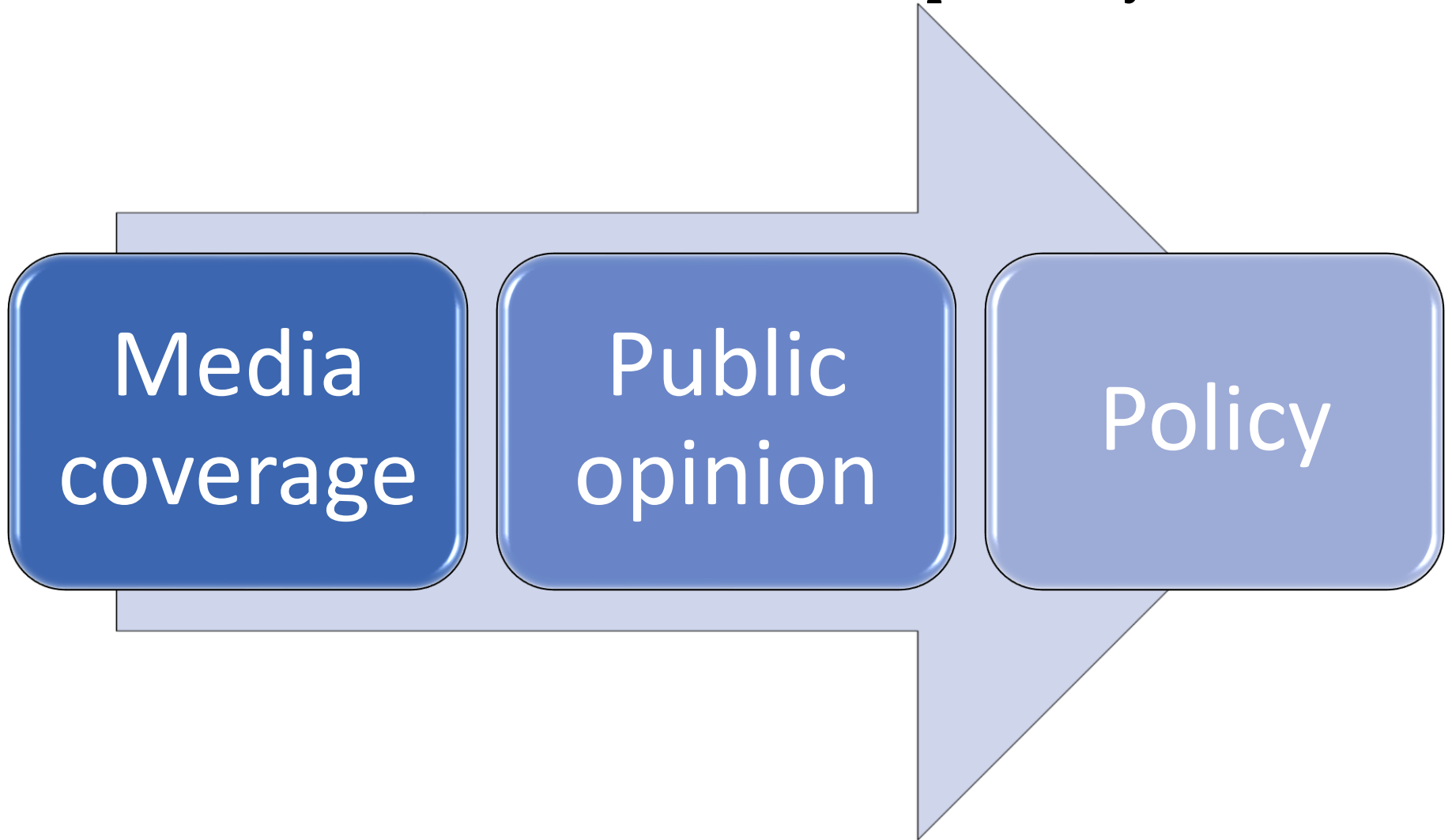
An Image War in a Social Media environment

➤ In the online environment many are both consumers and producers of information (a phenomenon also known as 'prosumers').

➤ Social media enable a wide range of actors, to promote their messages and ideology, since transmitting information on social media is fast, easy, cheap, and is not influenced by editing or censorship.

An Image War in a Social Media environment

➢ The digital age has improved the ability of weaker challengers to compete with their more powerful antagonists.

➢ One of the implications is the polarization of the discussion (due to homophilous exposure).

The media coverage of conflicts and its implications – The notion of Public Diplomacy

Achieving political goals in conflicts occurring in the Information space

Imagefare is defined as the use, or misuse, of images as a guiding principle or a substitute for traditional military means to achieve political objectives. The actors involved in the conflict attempt to promote their preferred messages through the media in an attempt to gain the public's support and, ultimately, achieve their political goals.

Thank you

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