



PSYOP Support to Irregular Warfare

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The overall classification of this briefing is:

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PSYOP Defined

Psychological Operations (PSYOP) are **planned operations** to convey **selected information** and indicators to **foreign audiences to influence** the emotions, motives, objective reasoning, and ultimately **the behavior** of foreign governments, organizations, groups, and individuals.

- Joint Pub 3-13.2



Purpose of Employing PSYOP in IW



To induce or reinforce attitudes and behavior that:

- **support the legitimacy of U.S. involvement,**
- **enhance perceived legitimacy of Host / Partner nation(s) (as applicable), and**
- **are favorable to achieving desired endstate, including addressing**
 - **how adversary's cause is illegitimate,**
 - **grievances perceived by adversary or population**



PSYOP Support at all Levels of Conflict



- **Strategic level**
 - international information activities conducted by United States Government (USG) departments and agencies
 - **Examples:** as part of
 - Defense Support to Public Diplomacy (DSPD), or
 - In support of US embassy PD programs
- **Operational**
 - In a defined Joint Operational Area (JOA) to meet a military objective
- **Tactical level**
 - Establish acceptance of US/Coalition forces' presence,
 - enhance legitimacy and populace support for HN / PN,
 - support on-going CMO, as well as
 - reduce adversary combat effectiveness



Exemplar PSYOP IW Tasks

- Mitigate the effects of adversary information / propaganda
- Gain the support of uncommitted groups inside and outside the HN / PN
- Convince hostile nations that our IW adversary will fail
- Vilify criminals (in support of / on behalf of HN)
- Maximize the impact of physical attacks on adversary morale
- Publicize existence and successes of CA / CM operations to enhance how US / HN actions are perceived
- Create dissidence and disaffection within adversary
- Advise, train, and assist HN counterparts and government agencies develop and implement information activities



Exemplar PSYOP Target Groups



- IW Adversary
 - create dissention / exploit internal divisions
 - Discredit adversary internally and externally
- Host-nation (HN) Civilian Populace
 - Gain, preserve, and strengthen civilian support for HN government and its programs
- HN Military forces
 - building and maintaining the morale of the HN forces
- Neutral Elements
 - gain the support of uncommitted groups
 - discredit our adversary with neutral groups
- External Hostile Powers
 - discredit or otherwise reduce external support for adversary

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How PSYOP Might Complement CMO



- Publicizing the existence and successes of Civil Military / Civil Affairs operations to enhance the positive perception of US and HN actions.
- Creating and maintaining realistic expectations among the HN / PN populace, friendly military forces and international community.
- As part of Foreign Internal Defense (FID) activities
- Informing and directing civilians concerning safety and welfare to reduce civilian casualties, suffering, and interference with military operations



Additional Discussion