

1. Record Nr.	UNINA9910220080603321
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Titolo	U.S. military information operations in Afghanistan : effectiveness of psychological operations 2001-2010 // Arturo Munoz
Pubbl/distr/stampa	RAND Corporation, 2012 Santa Monica : , : RAND, , 2012
ISBN	0-8330-5156-3
Edizione	[1st ed.]
Descrizione fisica	1 online resource (203 pages)
Collana	Rand Corporation monograph series U.S. military information operations in Afghanistan
Disciplina	958.104/78
Soggetti	Afghan War, 2001-2021 - Psychological aspects Afghan War, 2001-2021 - Propaganda Psychological warfare - History - 21st century United States Armed Forces Afghanistan
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	"Prepared for the Marine Corps Intelligence Activity. Approved for public release; distribution unlimited."
Nota di bibliografia	Includes bibliographical references.
Nota di contenuto	Cover; Title page; Copyright; Preface; Content; Figure; Table; Summary; S.1. Assessment of Major Themes in Psychological Operations; Acknowledgments; Abbreviations; Chapter One: Introduction: Definition and Objectives of Psychological Operations in Afghanistan; Background; Overlap of Strategic Communication, Information Operations, and Psychological Operations; 1.1. U.S. Military Information Operations; 1.2. Supplemental Chart to Distinguish Strategic Communication, Information Operations, and Psychological Operations 1.1. Information Operations Means of Dissemination for the 2004 Afghan Presidential Election Campaign How This Monograph Is Organized; 1.2. Infantry as Psychological Operations Operators; Chapter Two: Methodology for Assessing the Effectiveness of U.S. Military Psychological Operations; 2.1. Framework of Analysis; Chapter Three: Main Themes and Messages and Their Effectiveness; The War on Terror Justifies U.S. Intervention; 3.1. Main U.S. Military Themes and Messages in Information Operations; 3.2. Poster Featuring the 9/11 Terrorist Attacks on the United States Propaganda Products Featuring 9/11 Propaganda Products Against

Osama bin Laden and an Afghan Safe Haven; Coalition Forces Bring Peace and Progress; The Issue of Civilian Casualties; 3.3. Blame for Air Strikes, 2009-2010 Comparison; 3.4. Acceptability of Air Strikes, 2009-2010 Comparison; 3.5. Afghan Poll Rating U.S. Work, 2005-2010; 3.6. Leaflet Emphasizing a Coalition/Afghan Partnership; Handshake Leaflets and Posters; 3.7. Leaflet Emphasizing U.S.-Afghan Friendship; American and Afghan Families Juxtaposed; 3.8. Leaflet Showing Peace and Prosperity as a Result of a New Regime Good Times Have Returned to Afghanistan 3.9. Leaflet Emphasizing Peace and Friendship; Peace and Friendship; 3.10. Afghan Opinions on the Direction of Their Country, 2004-2010; 3.1. What Are the Foreigners Fighting For?; 3.11. Popular View of Military Operations; 3.12. Popular View of the Offensive Against the Taliban; 3.2. Popular Views of Military Operations; Al-Qai'da and the Taliban Are Enemies of the Afghan People; 3.3. Popular View of the Offensive Against the Taliban; 3.13. Afghan Polls, 2005-2010: Biggest Danger to Afghanistan Multimedia Products Disseminating the Message That the Actions of al-Qai'da and Taliban Terrorists Are Un-Islamic Taliban Injustices and Atrocities; 3.14. Leaflet Showing Taliban Abuse of Women; Leaflets Threatening Specific Taliban Leaders; 3.15. Leaflet Showing the Impending-Demise Theme; Anti-Taliban Leaflets on Terrorist Training Camps; Monetary Rewards Are Offered for the Capture of al-Qai'da and Taliban Leaders; 3.16. Popular Views of Taliban Recruitment and Status; 3.17. Leaflet Advertising a Reward for Osama bin Laden's Capture; Reward for Capture of Terrorist Leaders 3.18. Matchbook Cover Offering a Reward for Help Capturing or Prosecuting Osama bin Laden

Sommario/riassunto

The U.S. Marine Corps, which has long recognized the importance of influencing the civilian population in a counterinsurgency environment, requested an evaluation of the effectiveness of the psychological operations element of U.S. military information operations in Afghanistan from 2001 to 2010 based on how well messages and themes were tailored to target audiences. This monograph responds to that request.
