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# COMMUNICATION BETWEEN COMMUNITIES IN A MODERN WAR PARADIGM

Theoretical  
article

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## Keywords

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intractable conflicts,  
culture.

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## Abstract

*The social networks like Facebook, Twitter are a real part of today society because we live in a social network era. These social networks facilitate individuals to communicate at minimum fees and to alert the public that wants to involve. The human being is a part of social networks that is formed by relations who can have various roles: having the information, confidence role or mobilization role in the case of conflicts.*

*In the same time, the social relations are a source of influence. Following the contamination theory (Burt, 1995), people have the tendency to adopt the attitudes and the comportments of persons with whom they are in communication and the theory of diffusion (Rogers, 2003) presents the fact that the people to be in a relation are mutually influenced when is the time to innovate something. So, in order to have a more rapid diffusion of something, they have a leader.*

Motto: *“The most important thing in communication is hearing what isn’t said.”*  
(Peter Drucker)

### **Introduction:**

When conflicts appear, it is obvious to see the individuals organizing themselves in groups, depending on their interest and their position. But they are on the same position, they are partisans of the same message even if they have different interest, they are one in the eyes of the opponents (Brewer, 2001).

The end of Cold War pointed towards not a global war but to some globalized wars. A new painting of conflicts gather and new tendencies are identified. In this order, there are not anymore state conflicts but inter-state conflicts. Secondly, the modern conflicts try to affirm belligerents’ identity and small guerilla combatants made difficult to identify and localize the enemy.

In this article will be pointed some theories about social networks that show how important are them in a mobilization and in starting a conflict as well as examples of protracted conflicts as from Afghanistan, Syria or Ukraine.

### **Literature review**

Robert M. Krauss and Ezequiel Morsella in their article “Communication and Conflict”, speak about the help of communication and how it can reduce conflicts. The information transfer represents the main idea of communication according to the authors, how it is transmitted from the Sender to the Receiver but it also makes references to the noise made when communicate or at the multiple audience problem. In order to communicate more effectively in conflict situations, there were exposed 4 principles like: reducing noise, to take the perspective of your listener when speaking but also when listening to try to understand the intended meaning of what your counterpart is saying and the last principle, to be an active listener.

On one other hand, Joshua A. Frey (2014) in his article “The New Communication: Leveraging Community Relations to Transition from Wars Amongst the People to Peace Amongst the People” speaks about social networks like ethnic and religious communities. In line with modern communication technology, they have no national boundaries that is called by Manuel Castells the “network society” (Castells, 2010). The Arab Spring and the events in Iran in 2009 showed that the Internet can play a better role as journalists from the spot, thanks to the citizens that use it. An “expeditionary diplomat” was thought by the former Special Envoy to Afghanistan by the US State Department, as the personnel engaged to work in post-conflict projects of reconstruction and stabilization. The author reached showed that the

new type of communication proper to military concerns is the one people-focused, with the entry point of knowing the community social networks.

Hans Haferkamp and Neil J. Smelser spoke about Social Change and Modernity and identified three elements of the theory of social change as determinants of structure (population changes, the dislocation after a war, strains or contradictions), processes (social movements, political conflicts or entrepreneurial activities) and directions of social change ( structural changes, effects and consequences).

### **Syrian conflict lead by social networks**

The conflicts are interconnected and where they happen, neighbor countries are also involved. In Syrian crisis, their citizens find a refuge to Lebanon, Jordan or Kurdistan. But in order to gather as much as information about the conflict, researcher agencies as the NGO Carter Center in the project “Mapping Syria Conflict”, wanting to have a broader view about the Syrian conflict, uses data received from the social networks. So, YouTube, Facebook or Twitter are the main information resources. Moreover, the International Center for the study of Radicalization confirms that “this is the most socially mediatized conflict from the history”. The social networks are showing live information from the battle camp, send some links to videos or official declarations and documents as real photos, meetings.

### **Ukraine case of social media**

By contrast to the Orange Revolution from 2004, where the television was the starting point of the conflict, on 21<sup>st</sup> of November 2013 was send the first Facebook noise and quickly the Euromaidan Facebook page reached 160000 “Likes” just in one day, a record for Ukraine. But a part of Facebook, it was also a Twitter revolution. The Hashtag #euromaidan where written on the wall of Independence square in Kiev and as a result 20000 of followers were on the accounts of @EuroMaydan It was of the same kind as in Egypt or Tunis in the moment of Arab revolutions , because this social medias were a new instantly instrument to inform and to be heard. For instance, just in one hour, there were 3000 messages with the key word #euromaidan. Moreover, there was a site named Helpmaidan.org.ua where financial contributions for the ones from the conflict were placed or even clothes or other needs. On the other hand, in Russia there is the V Kontakte or VK, the equivalent of Facebook in Russia to be financially controlled by President Putin’s people. So, there gather the separatist, the proRussians insurgents. But even if, apparently for the Ukrainian conflicts, the social networks are only a way to send documents, ideas, in a word, the logistics of

conflict. The television is the one that has the most influence on the mass population.

#### **Social networks during wars**

The power of influence of social networks goes beyond gathering and mobilizing the insurgents. It is tractable also during the wars. As an example, it is well known the fact that in Afghanistan, soldiers communicate with their families through social networks, especially Facebook. It can be the only way and the most cheap and nearest to communicate. Moreover, even in isolating places, Internet can be the solution of communication or even it can discover some places as was in the case of an ISIL combatant which posted his location on Facebook, by mistake.

On the spot, the social networks can also serve as a proper communication between the stakeholders (NGOs, media, authorities), with the combatants or between them.

#### **Conclusions**

Our study is about the social conflicts in different regions where intractable disputes are met. The logic of conflicts is changed and catalyzed by points of view, posts on Internet and the having the same believes or concerns.

Virtual world creates a virtual command of the war. This is the noise made by senders who have quick access to information and receive the messages as for to mobilize and be in line with the others members.

Networks are a mean to communicate in all stages of a conflict and even to solve it. It is only a matter of how to deal with the nowadays technology and to have a certain control of the acts and believes.

The paper gathered different situations and tried to express the social networks as a soft power. But it is good to let the Internet free, to develop itself, with its economic vantage but with political risks? Just having in mind that it can spread wrong information and because it is considered to be an asymmetric conflict, it has to be better controlled.

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