



## **In Their Own Words:**

# **Language Confrontation in Cognitive Domain Operations**

**Translations from Chinese source documents**

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The “In Their Own Words” series is dedicated to translations of Chinese documents in order to help non-Mandarin speaking audiences access and understand Chinese thinking. CASI would like to thank all of those involved in this effort.

In the “In Their Own Words” series, CASI and its collaborators aim to provide Chinese texts that illustrate thoughtful, clearly articulated, authoritative foreign perspectives on approaches to warfare at the strategic, operational, and tactical levels.

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# Language Confrontation in Cognitive Domain Operations

Liang Xiaobo

The traditional style of language confrontation is a game form in which the two sides of the struggle focus on a specific issue or goal at a specific time and in a specific background, using language as the main medium of expression. In the context of cognitive domain operations, with the upgrading of Internet technology, the rapid development of modern communication technology, the innovation of emerging social media, and the improvement of natural language processing technology, coupled with human beings in cognitive science, linguistics, and communication. With the new progress made in fields such as science and psychology, people have a deeper understanding and new understanding of language confrontation.

Language confrontation is increasingly precise. The narrative style of discourse is the key to affect cognition. Cognitive domain operations in the age of intelligence can analyze audiences based on big data, and through large amounts of text collection and data mining, find various viewpoints, tendencies, and positions that were previously invisible or easily ignored due to limited human power and demands. By making good use of cognitive computing, you can better choose language types, voice patterns, discourse skills, and narrative design, optimize narrative perspectives, themes, styles, and personal emotions, values, ideologies, and position evaluations contained in narratives. Take into account the differences in the modes of communication of different languages and cultures, so as to achieve the best, best, fastest and most precise strike and counterattack. At the same time, cognitive protection can be done in a predictable and targeted manner.

Customized language text design. Cognitive domain operations fundamentally require the use of information to exert influence, and the unique discourse adopted in the information text is the main support for cognitive influence. To conduct cognitive domain operations targeting specific countries and groups of people in specific regions, it is necessary to skillfully use the forms of discourse in the opponent's language and culture, and conduct in-depth research on stories, myths, proverbs, adages, etc. expressed in the opponent's language, especially popular

topics on the opponent's social media. , Characters and their discourse characteristics, good at using authentic and novel language expressions of cross-cultural cognition to create an infectious language atmosphere of emotional identity. On this basis, strive to do a good job in innovative expression, fully grasp the different cognitions and needs of the other audience, organize multi-dimensional discourse power, and design multi-lingual texts, so that they can form new impressions and cognitions based on cognitive resonance.

The language subject style is popularized. Language is the "cannonball fired at thought" in cognitive domain operations. The use of language that is creative, full of expressive force, and conforms to the laws of modern communication can cover a wide range of people and win more audiences. Therefore, realizing the popularization of language subject style is the central link that determines the effectiveness of cognitive domain confrontation, and is also a key factor in winning recognition and popular support in cognitive domain operations. Young people are the most active group in future wars, and they are also the main force in confrontation in the cognitive domain. The discourse forms and expressions that young people like to hear are the key to gaining the advantage of language confrontation in the cognitive domain.

Modeling language confrontation effects. Language confrontation in cognitive domain operations requires an in-depth study of the opponent's main cultural environment, main cognitive narrative modes, main cognitive shortcomings and weaknesses, and the discourse characteristics of social media communication, and masters its long-term formation of cognitive modes and the inner meaning of text expression. law etc. Based on artificial intelligence, modeling and analyzing the cognitive effects of language confrontation on different groups of people will help to evaluate the effects in a timely manner, accurately grasp potential problems, and discover the fulcrum of strength. For example, it is difficult for general qualitative fuzzy evaluation to grasp the micro-spreading effect of personal flexibility and the point-and-shoot effect of a single "discourse sniper". Modeling and analysis methods can provide relatively accurate conclusions. In addition, modeling analysis can also create strategic planning methods for language confrontation that combine long-term and present, grand themes and micro themes, agenda setting and random communication, dripping water through rocks and flood irrigation,

tolerance and tolerance and active release. Fully display the combat effectiveness of language confrontation.

(Author unit: School of Military and Political Basic Education, National University of Defense Technology)

## 认知域作战中的语言对抗

■梁晓波

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语言对抗的传统样式，是斗争双方在特定时间、特定背景下，围绕特定议题或者目标，以语言为主要表达媒介的博弈形式。在认知域作战背景下，随着互联网技术的更新换代、现代通信技术的迅猛发展、新兴社交媒体的推陈出新，以及自然语言处理技术的提高，再加上人类在认知科学、语言学、传播学、心理学等领域取得的新进步，人们对于语言对抗有了更加深入的理解和全新的认识。

语言对抗日益精准化。话语的叙事方式是影响认知的关键。智能化时代的认知域作战，可以对受众开展基于大数据的分析，通过大量文本收集和数据挖掘，寻找以往因人工力量受限而看不到或易被忽略的各种观点、倾向、立场及诉求。运用好认知计算，可以更好地选择语言种类、语态模式、话语技巧、叙事设计，优化叙事的视角、主题、风格以及叙事所蕴含的个人情感、价值观念、意识形态、立场评价，更好地顾及不同语言文化传播模式的差异，从而实现最好最优最快最精准的打击和反击。同时，也能够有预见、有针对性地做好认知防护。

语言文本设计定制化。认知域作战从根本上来说需要利用信息来施加影响，其信息文本所采用的独特性话语是认知影响的主要依托。针对特定国家、特定地域人群的认知域作战，要娴熟运用对方语言文化中的话语表达形式，深入研究用对方语言表达的故事、神话、谚语、格言等，特别是对方社交媒体上流行的话题、人物及其话语特点，善于运用跨文化认知的地道而新颖的语言表达，营造富有感染力的情感认同语言氛围。在此基础上，努力做好创新表达，充分把握对方受众的不同认知和需求，组织多维话语力量、设计多种语言文本，使之依托认知共鸣形成新的印象和认知。

语言主体风格大众化。语言是认知域作战“射向思想的炮弹”。富有创意、充满表现力、符合现代传播规律的语言运用，可以覆盖广泛的人群、争取更多的受众。因此，实现

语言主体风格大众化，是决定认知域对抗成效的中心环节，也是在认知域作战中赢得认可、赢得人心的关键因素。青年人是未来战争中最活跃的人群，也是认知域对抗的主体力量。青年人喜闻乐见的话语形式和表达方式，是获得认知域语言对抗优势的关键。

语言对抗效果模型化。认知域作战的语言对抗要深入研究对手的主要文化环境、主要认知叙事模式、主要认知短板和弱点以及社交媒体的传播话语特点，掌握其长期形成的认知模式、文本表达的内在规律等。基于人工智能，对语言对抗作用于不同人群产生的认知效果进行建模分析，有助于及时展开效果评估，准确把握潜在问题，发现力量支点。比如，一般定性模糊评估难以把握个人灵活机动的微小传播作用以及单个“话语狙击手”的点射作用，采用建模分析手段则可以提供相对准确的结论。此外，建模分析还可以为语言对抗创造长远与当下结合、宏大主题与微观主题结合、议程设置与随机传播结合、滴水穿石与大水漫灌结合、包容隐忍与积极释放结合的战略统筹手段，更好地发挥语言对抗的战斗

(作者单位：国防科技大学军政基础教育学院)