

Hybrid War Threats and Essence of Perception Management: Challenges for Pakistan

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Abstract

The combat in the twenty first century is not only influenced by unprecedented technological and technical innovations but also characterized with progressive evolution of the art of warfighting. As the human and material costs of wars are getting untenable, the reliance seems to have shifted on cost-effective and result oriented strategies for defeating the enemy. Consequently, the approaches termed as hybrid, 4th generation, 5th generation, non-conventional, asymmetric and cyber warfare have been gaining currency. Pakistan is also among those states which are confronted with the challenge of hybrid war from its adversaries, particularly India. The prevailing ethno-nationalistic concerns, religious radicalization, political instability and socio-economic issues are increasing the vulnerability of state against hybrid threats. With hybrid threat emerging as a tangible challenge, the art of perception management assumes vital significance. Given the unprecedented technological advancement in the cyber domain, the national security interests of Pakistan are increasingly linked with the effective perception management strategies.

Keywords: Hybrid wars, Cyber operations, Propaganda, Public support, Information exploitation

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