

Morgun V. F.

Psychoprophylaxis of the Disinformation Virus

There are three categories of liars: some lie to have moral or material benefits, others lie to lie, and others serve lies as art.

Vasyl Symonenko

The study of deception involves more than deception itself. Such a study makes it possible to observe the amazing inner struggle between the voluntary and involuntary spheres of our life and find out to what extent we can consciously control the external manifestations of our inner life.

...We are not as transparent as a baby, but not fully disguised. We can lie or be truthful, recognize or be deceived, be deceived or know the truth. We have a choice, and this is our essence.

Paul Ekman

The relevance of the problem. The invasion of coronavirus-19 has already been described as a hybrid pandemic consisting of a physiological effect on the body and a psychological effect on the mind, which, thanks to the Internet, is much more powerful both in terms of speed of distribution and number of victims. That is why the truth or distortion of information, in case of infection of the global network with fake lies about the coronavirus, can have negative consequences even worse than the biological causative agent of the disease.

The author faced the problem of lies in the media in 2005, when the book “Psychosurgery of Defamation” [13] was published, in which the psychological concept of lies was proposed by the example of an analysis of attempts to discredit the ecological (soil-protective) farming system of F. T. Morgun [17; 18]. It complements in a certain way the fundamental theory of lies of Paul Ekman [27]. If Ekman focuses on the recognition of lies in living interpersonal communication, then the author turns to the psychological mechanisms of mass-media distortion of information. The peculiarities of fakes in the press, on television, on the Internet is that, firstly, as a rule, a fooled

person cannot respond quickly and, secondly, the broadness of the influence of lies on readers, viewers, users reaches planetary (or noospheric, according to Vernadsky) scale.

In 2014, this anti-libelous development received a “second wind” in the context of the unprecedented hybrid war of Russia against Ukraine. The mass-media zombies of the overwhelming majority of the Russian population in a matter of weeks made of yesterday’s brother friends... worst enemies. Ukraine, which barely withstood the invasion of the armed “Russian world” and, while losing the psychological war, was forced to defend itself at least morally.

Speaking about human psycho-ecology, the Russian psychologist Igor Smirnov [24] divides it into two areas: “The first concerns the personality of a particular person, is related to information research of this personality, the solution of its problems and diseases, and usually refers to the branches of medicine, psychoanalysis, and psychology. The second sphere is predominantly social – it is associated with the impact of the flow of information on people and enters the field of national security” [24, p. 11].

And further: “Modern man lives in an environment of uncontrolled information flows, from which it is almost impossible to defend. Uncontrolled media in the absence of moral censorship relish scenes of violence too much, accompanied by cynical comments and disgusting details. This leads not only to the appearance of fear and the growth of social aggression, but also allows crimes” [24, p. 12].

It is this imposed tolerance to crime that is the feature that, having crossed which the society gets on the path of irreversible degradation and self-destruction. An important detail is, in 2003, the psychologist considers Russia a victim of the information war, but cites the prophetic, as it became obvious after the attack on Ukraine, an example of its conduct... by Russia itself. He's writing:

“To develop an information war strategy, we briefly consider a conditional adversary – India. How shall we join India?

Naturally, in the framework of the information war, the use of forceful methods of physical impact (throwing at great Indian people caps or atomic bombs) is inefficient and pointless. So, we will not speak with generals” [24, p. 24]. Further, Smirnov describes in detail the technology of zombiing the peoples of the two countries with the goal of... “voluntary” joining India by Russia (!) [24, p. 25-30].

It is not known whether the modern leader of Russia got acquainted with this technology, but 10 years later he undertook to prove its effectiveness by the example of the “voluntary” joining Russia by the Crimea (!). It is most

offensive that ruling Russia over the years has turned from a victim of the information war into a leader of information terrorism and can compete with Goebbels-Stalin propaganda of the middle of the last century, moreover, it could not do without an army fighting in the Donbas, albeit without shoulder straps, for already 6 years (!?).

In this context, the replica of the designer of the assault rifle, Mikhail Kalashnikov, is interesting: “I did not invent weapons to kill people, but to protect my Fatherland. I am often asked: “How can you sleep when so many people were killed by your machine gun?” And I say this: I sleep quite well. Let the politicians who start wars sleep badly. And the designer must not”.

The father of the atomic bomb (American R. Oppenheimer) and the hydrogen bomb (Russian A. Sakharov) ended their lives as fighters against their “nuclear genies” who were released from the bottle by them. But an unprecedented example of the scientist’s morality was given by our Vladimir Vernadsky, who headed radiation laboratories in the 1920s. As soon as he (even then!) understood what threat nuclear energy is when it becomes a weapon, he warned mankind about the terrible consequences and... immediately relieved himself of his posts in these laboratories so as not to be involved in the creation of nuclear weapons [18, p. 40]!

And now, at the border of 2019-2020, another hybrid associated with the coronavirus pandemic has moved almost simultaneously across the globe. The issue’s price is the global health crisis, the global economic crisis, the global population crisis, which in Ukraine, due to the extremely warm snowless winters (the global environmental crisis!) and forest fires in the Chornobyl exclusion zone, are also threatened by the re-proliferation crisis of the “peaceful atom” (through wind and, especially, water erosion of radiation ash from conflagrations to clean lands).

The observation of the Indian poet Bhartrihari testifies to the prevalence of the infection of slander in the world: “Stupidity is attributed to the humble, vanity to the firm in convictions, fraud to the honest, cruelty to the hero, stupidity to the honest, cowardice to the delicate, talkativeness to the eloquent. Is there such a virtuous one whose virtue would not have been slandered by villains?” The resolute Western pragmatist B. Franklin disagrees with the calm contemplations of the Hindu: “It is impolite to shut up a fool’s mouth, but letting him continue is just cruel”.

But the concept of “slander” and the phenomenon of slander, modern psychological dictionaries and even a dictionary on conflict resolution are bypassed for some reason [2, 19; 23].

The objective of this scientific and applied work: multidimensional ethical and psychological analysis and the construction of a conceptual model of slander based on multidimensional personality theory and the application of this model to the analysis of misinformation associated with the coronary virus pandemic. The study may be useful to those who are interested in social psychology, in particular – conflict resolution, environmental psychology and the psychology of hybrid warfare, which gives rise to zombies. The author hopes that it will strengthen psychological immunity to fakes associated with the coronavirus pandemic.

Slander as a multidimensional ethical and psychological phenomenon. The definition of defamation is found in the ethics dictionary, which gives the following definition: “Defamation is a false accusation of an individual, group, organization, carried out out of a feeling of malice, selfish motives, envy, revenge or with the aim of infringing on their honor, social status and moral dignity.

Slander as a social phenomenon is observed especially often in the conditions of suspicion and distrust of citizens (subjects) on the part of a power, power, in an atmosphere of hostility, hostility between people, which is characteristic of totalitarian regimes. Slander can spread in such a form as denunciation, including anonymously. The real means of combating slander is development of democracy, transformation of publicity into the norm of public life, provision of legal protection of citizens from libelous accusations, development of legal guarantees of freedom of speech and civil self-expression of an individual” [22, p. 127].

In the same dictionary we find a synonymously close chain of notions – deceit, cunningness, hypocrisy, falsehood, doublehandedness, and perjury, like a grave sin, falls under the ban even in the commandments of Jesus Christ.

For overcoming this shameful phenomenon in public life call philosophers, sociologists, psychologists and pedagogues L. Burlachuk, A. Kocharian, M. Zhidko [3], E. Golovakha, N. Panina [4], A. Gubko [5], A. Zyazyun [7], V. Kremen [8], P. Lushin [9], S. Maksimenko [10], V. Rybalka [20], V. Sheinov [25], E. Shostrom [26], P. Ekman [27], T. Yatsenko [28] and others. For further psychological analysis of the phenomenon of slander, we use the concept of a multidimensional personality structure, since both the slanderer and his victim are people.

In the multidimensional theory that we propose, a *person* is a human who actively masters and consciously transforms nature, society, and his own individuality. It has a unique dynamic correlation of spatio-temporal

orientations, need-volitional emotional experiences, meaningful orientations of the personality, levels of experience and forms of activity implementation. This ratio determines the freedom of subjective self-determination in its actions and the measure of responsibility for their consequences to nature, society and their conscience [11].

If we consider the works devoted to the problems of “social madness” [4; 9], “hidden human control” [28], “psychology of manipulation” [24; 26; 27] in the context of the multidimensional theory of personality, the following psychological characteristics of a portrait of a slanderer emerge [13; 14; 18].

Spatial-temporal disorientation in slander. Regarding the spatio-temporal disorientation of events by the slanderers, they are masters of entangling us in the past, present and future. Truly, the territory of slanderers is a country not only with an unpredictable present or future, but also with an unpredictable... history.

Beat on emotions – a trump card of slanderers. The second series of slanderous methods is associated with emotional-volitional experiences of a person, which are divided into negative (low, ugly), balanced-ambivalent (surprise, curiosity) and positive (beautiful, sublime). Indeed, the emotional impact is the strongest, most ancient and most dangerous for the physical and mental health of a person. This is an effect on the “subcortex” of the brain, where the centers of horror and pleasure are contained, which inform a person about a dangerous or favorable situation for his existence. Therefore, “beat on emotions” is another trump card of slanderers. O. Balzac wrote: “High souls can hardly admit existence of evil and ingratitude, and cruel life lessons are needed so that they know the whole depth of human meanness; then, when their training in this sense is completed, they rise to that condescension, which is the highest degree of contempt”.

Goebbels' idea: the worse the lie is, the faster it is believed. The kingdom of crooked mirrors of slanderers, on the axis of the content of activity (labor, communication, play, self-activity), consists of at least three “provinces”: a) groaning on the opponent’s affairs, b) setting society against him and c) humiliating his personality.

A. Slander is like a frog that wanted to swell more than a bull. Does anyone really think that when a few mosque begin to “speak” to the elephant, they will be able to change the moral of the fable? “The often used by envy means of humiliating the good consists in dishonest and unscrupulous praise of the bad, because – when the bad quickly gets the meaning, the good perishes” (A. Schopenhauer).

B. “Sticking to the Authorities” to reinforce lies. The opposite operation is the association of the victim of slander with negative images, characters, stereotypes accepted in society. “Great things must be judged by being imbued with their greatness, otherwise we risk introducing our own vices into them” (L. Seneca).

B. “Mania of greatness” in the self-esteem of the slanderer. A person’s self-esteem can be adequate (appropriate) and inadequate (overstated or understated). The slanderer has two ways to raise his self-esteem to megalomania: overestimating himself and humiliating his opponent, which he is trying to do with all his might. His self-reflection rolls over to almost the viceroy of God on Earth. “Narcissistic has no rivals” (M. Cicero).

The slanderer, like the Bourbons, is not able to learn and is trying to pass off his nonsense as truth. On the personal axis of the levels of mastery of experience (training, reproduction, cognition, creativity), the slanderer is not able to learn, but only reproduces his slanderous fantasies. He is caught, in particular, on the stereotype: once a boss, then a fool (“prince”, “feudal lord”, etc.). “We are not able to completely forgive the one who gives us. The hand that feeds us is in danger of being bitten” (R. Emerson).

Even refined slander is evidence of intellectual squalor. We judge the ability to act, perceive, remember, speak out and think, that is, about the general intellectual abilities of the slanderer by the following thought: “If every fool definitely wanted to understand what he was saying, then many fools would have to doom themselves to eternal dumbness” (D. Pisarev).

Basing on the considered multidimensional characteristics, it can be determined that the *slanderer* is a person who: is able to distort the events of life in time and space; receives unnatural pleasure from the humiliation of his neighbor (at least – his victim); trying to discredit the case, to contrast others, to humiliate the dignity of a person (against the background of praising oneself); if it demonstrates fantasy, then it is maniac-fixated and limited to fabrications against the victim; due to lack of evidence, he is forced to use mainly the verbal-mental form of action (because “you can’t put a handkerchief on someone else’s mouth”, “we add – paper / air, will endure everything”, etc.).

The client-oriented psychotherapy of Carl Rogers [21] does not allow the psychologist to explain something to the client (directly “teach how to live”). The latter must understand everything on his own (someday, if he wants, if he is able). But here is what D. Enikeeva writes in the book “Popular Psychiatry” [6] about hysterical accentuation of character (accentuation is still the norm, but already close to pathology). Those hysteroids in which not a thirst for

recognition (demonstrativeness, posturing, – V. M.) prevails, but a desire for fantasizing and pathological deceit, are called pseudologam or mythomaniac. ...Some experiences completely elude their attention, while others are perceived very brightly. Having invented incredible stories, the hysteroid begins to believe in them and will continue to zealously insist on proving that all that actually happened to him. Hysteroids are not able to see the difference between delirium and reality, between what they saw in a dream or in a movie and their own lives. ...They can bore other people with their extremes, from any trifle they are able to play a whole tragedy, designed for the gullible public. ...Most often, hysterical personalities are envious and jealous of someone else's success, it hurts and offends them very much. This is especially obvious among representatives of creative professions. ...They are very fond of scandals, gossip, intrigue. ...The hysteroid can demonstrate its readiness, although in fact, apart from annotations to the works of famous authors, he has not read anything. ...The concept of morality and norms of behavior in society for a hysteroid is very peculiar and completely subordinated to the main features of his personality – if this can attract general attention to him, he will turn out all his dirty linen in public, not forgetting to pour mud on those who, as he believes, didn't appreciate his imaginary virtues. Hysteroids are completely incapable of really assessing their own, usually mediocre abilities, consider themselves unrecognized talents, and it is impossible to reassure them.

But we will not cross the border between the accentuation of the hysteroid to the pathology of the tantrum and move on to the consideration of fakes associated with the coronavirus. K. Marx aptly characterized the insatiable appetite of the bourgeois who would commit any crime if it brought him a 300 percent profit. And for how many percent fee is a journalist in the press, a columnist on television or a blogger on the net capable of posting any lies?

1. ***Spatio-temporal disorientation in time and space of the occurrence of coronavirus.*** When and where did coronavirus first appear as a source of a pandemic? The media options for fakes are off the charts: from (1) the development of the US bacteriological laboratory and (2) the accident in the Novosibirsk laboratory (RF), near which a team of Chinese builders were working, to (3) the laboratory in Chinese Wuhan. But the scientific prose of the thought of virusologists says that, firstly, the bacteriological aggressor would have to develop defenses for his army and citizens; secondly, the first contingent of attack should be the enemy soldiers, not infants and people of respectable age who do not serve in the army; thirdly, the infectious mutant is

almost no different from its closest relative, which parasitizes on Chinese bats. Therefore, closer to the truth are still ... the bats from the Wuhan fish market.

The price of this spatio-temporal lie is an alternative: either to instill hysteria in the direction of World III slaughter or to consolidate the efforts of mankind to overcome the global pandemic of natural origin.

2. *Demand-volitional emotional experiences* also become a target for fake attacks. Recall the video, where a frightened naked woman, on whom we see only a mask and gloves, calls not to believe the Ministry of Health, which gave the setting “to go out only in masks and gloves” (which she did!), and all the people, “scoundrels”, besides masks and gloves, were also... shod and dressed !? Psychologists know that tense emotional states, according to G. Selye, can lead to distress, which, in turn, reduces the intellectual level when making decisions in crisis situations. Therefore, it is very important not to escalate unnecessary emotions (many people are at the limit!), as the former Minister of Health did when he publicly (!?) advised the physicians... not to pay attention to the people over 65, because they are already... “suicide bombers” (!?) anyway.

Here the truth has two aspects: firstly, precisely because people of respectable age are more vulnerable, they need to be paid attention in advance; secondly, the moral aspect of respect for elders, who are the carriers of culture, traditions, experience of generations, is destroyed. There is no better emotional support than when you see how senior women and men in different countries of the world recover and are discharged from hospitals – to the delight of physicians and the whole humanity!

3. *The more horrifying the lie is, the faster it will be believed.* Specialists on social psychology of conformity (trust in the majority, regardless of which side the truth is on !?) and conformism (false conformity to adjust and please the majority) have investigated the secret of this phenomenon of false propaganda. Conformity inversely increases in those cases when the competence of a person falls. In other words: the worse a person understands something, the easier it is to deceive him.

Physicians advise taking off masks in the street, and someone threatens with fines for this; physicians advise immediate unblocking of the markets (trading in the fresh air is safer!), and some are driving all trade into locked rooms; physicians advise to use ginger, and marauders immediately raise prices at times; physicians advise drinking alkaline solutions, and someone terrifies a stomach ulcer and other diseases (!?), etc. Doubtful from a moral and medical point of view, there are attempts to create separate burials of coronavirus deceased.

And although medicine belongs to those areas of activity where we are all “terrible specialists”, we still need to listen more to physicians, and not to “expert experts” or other near-medical sources.

4. *The slanderer is not able to learn and is trying to pass off his nonsense as truth.* How many “firewood” were broken about the shortage of masks in Ukraine (!?). And the creative briefing and the creative solution lay on the surface, and not on the surface of the airdromes on which heavy planes landed, for a lot of money they first removed the masks (the looters worked creatively? themselves as saviors of the state (!?). And not one of the high-ranking officials thought of issuing at least 2 orders: 1) leave all the masks in the country and, first of all, provide them with free physicians and their patients; 2) to call on the remaining residents, without waiting for the masks to appear in pharmacies or shops, to make them yourself (as Dr. Komarovsky, in particular, brilliantly demonstrated!) from gauze, bandages, fabrics, scarves and the like. After all – the road spoon for dinner!

As you can see, a fake about the absence of masks is refuted by a simple creative decision, the timely implementation of which would help to present the annoying anti-record of Ukraine – the championship among the countries of the world in the number of our heroic health workers who were infected with coronavirus and fell ill.

5. *Even refined lies are – evidence of intellectual squalor.* Ten police officers watch a single swimmer in the river, and by whom... hundreds of believers were let into some temples in violation of all quarantine requirements (!?). We are urged to observe cleanliness, take care of ourselves, and... they close all hairdressing and beauty salons, where the observance of cleanliness and hygiene standards was good even before the lockdown (!?). We were assured that certain trade sectors were shut down, but the McDonald's network was working (takeaway), the chain of building hypermarkets were working too (!?)... And no verbal explanations or effective measures have been produced yet to the criticism of the public related to such injustice.

How many more books of Valentin Rybalka [20] on honor, dignity and democracy should be published in order that something should move radically in this area of our public life? Or are we expecting Maidan III?

The psychologist apologizes to the client, who is prone to fiction. Instead of an afterword. The well-known American psychotherapist, one of the founders of “humanistic psychology” K. Rogers remarked: “Communicating with people, I realized that I will not be able to help them if I am not what I am. It makes no sense to look calm and satisfied if in fact I am

annoyed and critical. It makes no sense to pretend that I love someone if I feel hostile towards him” [21, p. 27]. However, the Austrian writer Maria Ebner-Eshenbach is more condescending to offenders: “It is always necessary to forgive: the repentant, – for his own sake; and the one who does not repent, – for your own sake”.

The author apologizes even to anonymous opponents, if while trying to cut off his favorite sore callus, someone felt a little pain. After all, the psychologist should be gentle, take care of the “well-being of the client”, “keep the secret of psycho-diagnostics and counseling”.

The author tried to combine the principle of correspondence (congruence) to himself (according to Rogers) with a method similar to rationalization (according to Freud), but on the basis of his own multidimensional theory of personality. I’m not sure that in this case as well, one can help with anything, but to prevent and prepare a respectable reader for possible meetings with such types of “actors” or “mythomaniacs” during the pandemic is already a certain success. The author was also helped by the thoughts of the sages of mankind [1]. After all, as Francis Bacon remarked: “An honest and decent person can never re-educate dishonorable and bad people until he knows the depths of evil”.

I remembered the science of my literature teacher Nelly Soskova, who taught us the following in the tenth grade of secondary school No. 3 in Pavlodar, Tselinny Krai of the Republic of Kazakhstan: “The typical is not what is much, the typical is what the future belongs to!” So, now there is a lot of dirt in the media space, but let us think – what does the future belong to?

One of very convincing fakes associated with the post-pandemic of the coronavirus is the forecast of a further economic collapse, famine and demolitions. To refute such a pessimistic scenario, let us turn to two Ukrainian luminaries: of the fundamental science – Academician Vladimir Vernadsky [12; 16] and the agroecological science and practice – to the academician of the National Academy of Agricultural Sciences of Ukraine, the writer and publicist Fedir Morgun [17; 18].

According to F. Morgun in the cultural development of our state, the future lies in the heyday of the Ukrainian language, national traditions, which should not be imposed by rulings, by fast decisions, but should become the main daily tasks, first of all, of teachers, culture and art leaders scientists. It is necessary to immediately clean the broadcast on television, newspaper and magazine pages from sadism, filth and fill them with the works of the best writers, film figures, composers, singers, artists, and folk talents. After all, the

basic principle of upbringing is ancient and very simple: with whom you are... you learn, or “a man is known by the company he keeps”. It will inspire Ukrainians to quickly discard the inferiority complex that was instilled in us by Stalinism-Hitlerism, and to prove that our people are worthy of the respect of the Slavic brothers, all the peoples of Europe and the world.

F. Morgun offers a new philosophy of reconciliation and fraternization, as it is done on the battlefield of Poltava, the 300th anniversary of which was celebrated in 2009. Here, perhaps for the first time in the world history, monuments to the fallen soldiers of three nations who took part in the battle were erected.

But the most terrible prospect of the humanity, considered the first Minister of Nature Protection of the Soviet Union (1988-1989), is not even the threat of World War III, although the accumulated mountains of weapons still make it probable, but the ecological catastrophe, which is rapidly approaching. Lean soil protection due to the extremely dangerous environmental situation prevailing at the turn of the millennium is the most important matter for not only Ukrainian farmers, but also peasants of the whole planet. If the Morgun government (we make this fantastic assumption) were able to implement the Poltava version of the ecological farming system in Ukraine since 1991, then, instead of mythically gratuitous gold of Polubotka, according to the most modest forecasts, the country would have additional 10 million tons of grain annually!

Let me remember that in 2007 the unprecedented heat in April, May and the first half of June swept all over Ukraine (winter-spring-2020 promises a similar picture!). But, thanks to the irreplaceable, soil-protective and low-cost technology, which made it possible to accumulate moisture in autumn and winter precipitation, and lose less of it in spring, Poltava grain, fodder and industrial crops survived until the rains in the second half of June. The region received a grain crop of 29 centners per hectare – the highest among the central, northern, eastern and southern regions (the average yield in Ukraine being 21.8 centner / hectare). Poltava region residents received a gross grain harvest of 2 million 866,000 tons (in Ukraine – 29 million tons). This is the result of many years of plowless tillage in the Poltava region. If this technology were applied in all regions of the country, the gross grain harvest would be at least 40 million tons, and in normal climatic conditions, Ukraine would collect 55-60 million tons of grain crops.

F. Morgun's program on deurbanization, especially the industrial zones of Ukraine, which are most affected by the terrible environmental conditions

of living and unemployment, is also noteworthy. It is exactly it that is the best prevention of environmental wars (for clean soil, water or air), the forecasts of which are growing. The philosophy of peace set forth by Morgun in his book "The Curse of War" is not accidental. Ecological harmony in the environment should be promoted by people not with wars, but with the colossal work of the commonwealth of all states and peoples in realizing the Vernadsky noospheric revolution for the sake of the eternal life of mankind on the planet Earth.

A follower of the great son of the Ukrainian people, the brilliant Prometheus of science, Volodimir Vernadsky, F. Morgun believes: "If the idea of Vernadsky – the idea of the noosphere (the sphere of reason) – will become for us the basis of our life today and in the future, this will mean that the spiritual forces of peoples are inexhaustible, because they are on the right path, which leads to the eternal and happy life of mankind on the planet" [16, p. 15]. The personality, ideas and works of Vernadsky today, unfortunately, are little known in Ukraine, in the same way as they were hushed up in the USSR. Meanwhile, Western scientists, in particular the Englishman Nicholas Polunin and the Swiss Jacques Grinevald, in the following way evaluate the titanic work of our outstanding compatriot: "The question arises: should we not very seriously think about the Vernadskian revolution as a category that embraces its broad concept regarding the environment and can lead to the progress in education, science and, ultimately, to a happy world... This is a new object for the application of the efforts of the world scientific community" [16, p. 17].

We have yet to overcome such a phenomenon as self-deception – about the beginning of a healthy lifestyle on Monday (after a coronavirus pandemic, etc.). The author's method of comparative research of three human time budgets [15] – real, desirable and fantastic – can be useful here.

Finally, let us recall the sage's prophetic words about the victory of truth over falsehood: "Slander is a tax that every decent person in a high position must once pay, but truth, like gold, will come out of the fire of contradictions pure and unsullied".

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