

The Impact of Cyber Power in the Age of the New Cold War

Abdolreza Alishahi^{1*}, Zahra HosseinPour², Hamid Soleimani Souchelmaei³

¹PhD in Political Science at Allameh Tabataba'i University, Tehran, Iran

²Master's degree in Executive Master of Business Administration at Tehran University, Tehran, Iran

³Graduate Master of Public Administration, Islamic Azad University, Sari, Iran

***Corresponding Author:** Abdolreza Alishahi, PhD in Political Science at Allameh Tabataba'i University, Tehran, Iran, Email: AbdolrezaAlishahi@atu.ac.ir

ABSTRACT

If until just a few years ago, the Cold War and the arms race of the two great powers of the West and the East were the primary concern of the rulers and peoples of the world; It has become a strategic issue for the world. In this space you may be using tools and not knowing that they will be used against you. For example, the very same tool you use is used to spy on you, and you do not realize that you are your main victim. In this space you cannot be sure that no one is following you and may use this tool against you to achieve more violent ends. The notions of power and soft warfare became a paradigm of political-security-cultural domains, after a period of accumulation of literature during the Cold War in the late twentieth century and the beginning of the new millennium. The Internet is one of the largest systems ever designed, engineered and implemented by humans. It is a huge network of millions of computers with multiple users and multiple purposes, but is ultimately interconnected as a single, global network and the role of this media user and its role in stimulating movements. A society that quickly crosses national borders and causes social anomalies cannot be ignored. So today, the importance of the Internet in the cyber space has doubled for countries. This article examines the analysis of the new Cold War and the competition between world powers in cyberspace.

Keywords: cyber power, modern age, cold war, media, global competition

INTRODUCTION

The discovery of nuclear power, the proliferation of new weapons, and ultimately the ideological rivalry between the two victorious powers in World War II, were phenomena within the bipolar system that shaped the world in various political, military, economic, social, it affected the culture and ... Cold War became a decisive symbol of the interaction of competing powers in this system. Towards the end of the 20th century two very influential things happened in the field of international relations: First, the tremendous technological advances in the field of communication that led to the age of communication. Then came the collapse of the Soviet Union, which inevitably meant an end to the bipolar system and the ideological rivalry of the West and the political East. What clearly happened afterwards was the continuation of rivalry, strife, domination, and struggles of Western civilization with other claimants, sometimes independent and demanding of different readings of other lifestyles, mental, intellectual, and cultural perceptions (e.g. Islam, etc.) During this new struggle militarization and objective methods of fighting are no longer

effective; in the age of communication the tools of the same era must be used. This article seeks to answer these questions: What is the Cold War, cyber space, and cyber warfare? Have wars continued in the process of globalization and cyberspace? What are the post-Cold War cyber threats? And finally, the key question is how to explain the new Cold War areas and the competition between world powers in cyberspace?

The hypothesis of the article is that the Arms and Missile Competition today has become a concept-generating and power-driven competition in cyberspace, and today it may be a competition for software products such as a variety of sites, news agencies, online games, and games. Offline and more important than the production of missiles and nuclear warheads.

To answer these questions, we will first outline some of the key concepts discussed:

Cold War

The Cold War is a term that refers to a period of tension, strife, and competition in US relations with the Soviet Union and their allies over the decades from 1 to 5. During this period,

competition between the two superpowers continued in various areas such as military alliance, ideology, psychology, espionage, sports, military equipment, and industry and technology development. These competitions had consequences, such as space racing, high defense spending, nuclear weapons competitions, and a number of indirect wars. Although there was never a direct military conflict between US and Soviet forces during the Cold War, the proliferation of military power, political conflicts, ideological and cultural rivalries along with widespread media propaganda - even in the cinema industry and ... and major conflicts. The politics between the followers and the allies of these superpowers are one of its signs. Although the United States and the Soviet Union were united against Nazi Germany during World War II, they disagreed, even before the end of the war, on how to divide and redefine the postwar world. After the war, while the United States was trying to restrain communism in the world, the Cold War spread to many parts of the world, especially Western Europe, the Middle East, and Southeast Asia. During this period, the world was plagued by repeated political and military crises such as the Berlin Wall (1-2), the Korean War (1-2), the Vietnam War (2-4), the Cuban Missile Crisis (1) and the Soviet War in Afghanistan (2). 2) It was possible that every moment would allow for a world war, but in the end it did not happen. One of the main reasons for both sides avoiding a direct war was their access to nuclear weapons and the fear of using the weapons on the other side. Finally, at the end of the decade, with the high-level meetings organized by the last Soviet leader Mikhail Gorbachev, the Cold War was set on fire [1]

Cold War II

Between the former Soviet invasion of Afghanistan in December and Mikhail Gorbachev's takeover in the Soviet Union in March, relations between the superpowers cooled. This period is sometimes referred to as the Second Cold War because of rising tensions between the East and West Blocs. The USSR's invasion of Afghanistan in 2008 caused a backlash from many countries, especially in the Western bloc and the massive boycott of the Moscow Olympic Games. The Soviet invasion led to a long battle between the MEK and the Soviet Army, which continued until the end of the 1980s. In 2006, NATO allies, worried about the deployment of SS-6 nuclear missiles, agreed to continue negotiations on curbing strategic

weapons to limit the number of nuclear missiles used, while threatening that if negotiations failed, Cruise missiles are deployed in West Germany and the Netherlands. The talks were doomed to failure. The planned deployment met with widespread opposition from European public opinion and unprecedented demonstrations took place in several European countries. Neo-conservatives took a stand against the former Soviet Union's policies of Nixon and Jimmy Carter. Many of them, along with Democratic warlord Senator Henry Scope Jackson, pressured President Carter to take a stand against the Soviet Union. They eventually aligned themselves with Ronald Reagan and the Republican conservative wing that was committed to preventing Soviet expansion. The election of Margaret Thatcher as British Prime Minister in 2008, followed by the election of Ronald Reagan as US President in 2008, led to the rise of two ardent leaders in the Western Cold War [2].

End of the Cold War

This period began with Mikhail Gorbachev's coming to power as a former Soviet leader in year 2 and continued until the Soviet collapse in year 4. Highlights of this period were the Chernobyl accident, the fall of the nations, the fall of the Berlin Wall, the coup d'état against Gorbachev, and finally the collapse of the Soviet Union and the communist system in 1991. Reagan surprised Gorbachev and met with the neo-conservatives during his second term in Geneva and in Reykjavik in 2008. The subject of the second meeting was to discuss the reduction of mid-range missile arsenals in Europe. The costs of the Cold War arms race on the one hand and the growing demand for a large collection of foreign and military aid from the Soviet Socialist allies, on the other hand, put Gorbachev's efforts to boost consumer goods production and economic reform at a critical juncture. In the year 2000, the Communist governments of Eastern Europe were overthrown one by one. In Poland, Hungary, and Bulgaria, government reforms led to the peaceful end of communist rule and the establishment of democracy.

Extensive demonstrations in East Germany and Czechoslovakia overthrew the Communists in the two countries and the Berlin Wall collapsed. In Romania, a public uprising toppled Nikolai Ceausescu's regime in mid-December and executed him on December 5[3].

CYBER SPACE AND CYBER WARFARE

Cyber means scavenger or guide, and the first person to use the term cyberspace was William Gateson, the author of science fiction. Cyberspace or cyberspace, according to some authors, is "a set of interconnected human beings through computers and telecommunications without regard to physical geography." Of course, it might be best to define it: "It is the real electronic environment where human communication transcends geographical boundaries and, with its own means, live and in a direct manner." The term 'real' prevents us from thinking that this space is virtual in the sense that it is unrealistic, because in this space there are the same characteristics of human interaction in the outside world as responsibility. Meanwhile, cyberspace is actually an "environment" in which communication takes place, not merely a set of communications. On the other hand, though these communications may not be on line at all, they are alive, real, and direct. Therefore, there is a high impact on these relationships. Cyber war means conducting or preparing to conduct military operations in accordance with the principles of information; cyber war means disrupting, if not utter destruction, the information and communication systems that the enemy relies on to "know" itself; who is he/ she? Where is he/she? When can he do what? Why is he fighting? What are the top threats?

Therefore, it is suggested for cyber warfare that cyber warfare can occur between governments or in some ways even among non-state actors. In this war, precise and precise command of forces is very difficult, the target can be military, industrial, civilian, or even server space, which certainly serves many clients. In general, the definition of cyber war is a subset of the war. It is information and includes actions that take place in cyberspace. So cyber warfare can be described as an unconventional alarming story that is usually more closely linked to public policy than the cyberspace of technology [4].

GLOBALIZATION AND CYBERSPACE

Talking about globalization and its various aspects, more and more, needs a useful definition of this phenomenon. In spite of the many definitions that scholars have put forward in various areas of globalization, a comprehensive definition cannot be emphasized, and only a limited definition of globalization should be considered in light of the aspect being considered. Here we attempt to provide

definitions of the relationship between globalization and the virtual world. Martin Albreu, for example, defines globalization as the process by which all the people of the world come together in a single, inclusive global society, or Emmanuel Castells views globalization as the emergence of a network society that continues as the capitalist movement. It covers economics and culture. David Harvey believes that globalization has led to a severe phase of compactness of time and place that has a confusing and devastating effect on political and economic practices and the balance of class power as well as cultural and social life. Manuel Wallerstein calls globalization the formation of a network in which communities that were previously isolated and isolated in the globe merge.

Many authors have summarized the key features of globalization in such concepts as the emergence of the global electronics village, the emergence of the global clan, the information revolution, the compression of time and space, the expansion of the world, awareness, the end of history and the cybernetic age. According to the definitions outlined above, globalization is a phenomenon that, by its occurrence, minimizes the role of geographical boundaries in human economic, social, and cultural decisions and activities. In this way, the interests of each individual person are increasingly tied to the interests of other people in different countries.

In the globalized world, the national word will replace the international word. So not only is the commodity, service and capital flowing easily between the different nations of the world, but human thoughts and knowledge are also more easily exchanged than ever before, and the virtual space for this exchange is boundless. Not too long ago, people had to rely on newspapers, magazines, and public announcements for information. The circulation of information among people in a community was limited to word of mouth, telegraph and telephone. The practice of concealing information by criminals or dictatorial governments was very common and simple. The nature of cultures, traditions and events of distant people is wrapped up in a myriad of ambiguities and circulated as a myth among society, but today the media have unprecedented credit. Although initially founded to create awareness and information for the masses, they have now become a tool for human domination. Nevertheless, they are still beneficial to humans. For example, they provide us with information about other people's

traditions and morals, and we can easily communicate with them and increase our bio-power by sharing knowledge. This awareness has made them understand the other's feelings and messages even when not using a common language. So it can be said that in the process of globalization, wars have continued, but not in the style and style of the past. After the Cold War, the war between governments and states has gone from ideological and physical to cyberspace. In an environment where war is much less expensive and of course more efficient [5]

COLD WAR IN A NEW ENVIRONMENT

With the end of the Cold War process between the two blocs of the West and the East, or better to say, two thoughts of liberalism and communism, and with the dramatic changes that took place in the international arena of the late twentieth century, events such as the collapse of the former Soviet Union, as well as rapid expansion. Mass media and the uses of cyberspace between nations and nations The Cold War environment has gradually moved into a new space, the cyberspace and cyberspace, and the depth of its impact on the culture and communication between countries, as well as the process of theoretical conceptions that it has today. Geo-clerical power, or the ability to produce soft power, is at the heart of the conflict between the two has become international.

Today's arms race and the production of continental missiles with nuclear warheads have become a fierce competition in the conceptualization of cyberspace, any country that has the power to produce theoretical concepts that can be presented and understood and influenced by the mind. Thoughts in the media and cyberspace can play a role in power play, and any country that fails to do so must consume and function. So the focus is no longer on the battlefield between world and regional powers, not in the military, but mainly in the field of thought and culture. The right space in the virtual battlefield is in the field of culture and mind. So there is competition in the perceptions and beliefs and even in the lifestyle. This is both cheaper, easier, and more effective and lasting than military conflict. The creation of vast virtual platforms for gathering information has now become the most important tool in the international decision-making process, and in principle cyber-facilities such as social networks or large online encyclopedias such as Wikipedia have two functions. They are overt and covert; their overt function is the same as the visible application, for example, Wikipedia is a global and global encyclopedia for obtaining

concise and catchy information in various fields, but its main function is to collect and analyze a wealth of information in the field. Various that can feed the decision Western developed countries in the areas of international conflicts Mkhtlf produce.

It has also become a complex and understandable process in the field of indirect guidance and the transfer of theoretical concepts in a seductive manner, with the development and development of online computer games in cyberspace, in fact with the addition of online gaming tools. Macro-economic benefits to the process-producing companies are also being realized by the minds and minds of the young users, as well as the intense competition between the various countries for producing these games and attracting audiences and users [6]

DEPLOYING SOFT POWER TOOLS IN THE MODERN COLD WAR

Governments use military power to create threats, wars, and combine skills and chances to achieve the desired results at the right time. Economic power is usually a simple matter. Governments can block foreign bank accounts overnight or immediately distribute financial aid and bribes (although economic sanctions usually take a long time to complete). Soft power is more difficult to apply because, as we have seen in the previous section, many of the important sources of soft power are outside the control of governments, and their effectiveness depends heavily on audience acceptance. In addition, soft power sources often act indirectly to shape the environment for policy adoption, and sometimes take years to achieve the desired result. The difficulty of using soft power has not stopped governments from trying. For example, in the seventeenth and eighteenth centuries, France promoted its culture among Europeans, and French became the language of diplomacy.

The advent of radio in the 1920s brought governments into the scene of broadcasting foreign languages. In the 1930s, the Communists in the Soviet Union and the Fascists in Germany and Italy competed to show the image of their country in the minds of other nations. In addition to broadcasting in foreign languages, Nazi Germany also produced advertising films. In 1937, British Foreign Secretary Anthony Eiden said of new communications: "While it is true that good cultural propaganda cannot cure the damage caused by an inappropriate foreign policy, it is not an exaggeration to say that even the best

diplomatic policies. Even if they ignore the interpretation and persuasion work that modern conditions have imposed on us, they may fail. At the end of that decade, the BBC network, founded in 1922, broadcast in most European languages as well as in Arabic.

After America entered the war, its cultural invasion became universal. In 1942, Roosevelt established the Office of War Intelligence to publish credible news, while the Office of Strategic Services, which was a spy, also published false information. The OWL even attempted to convert Hollywood movies into effective media, adding or subtracting parts to the films. Hollywood executives, who were inspired by a mixture of patriotism and self-interest, were happy to work together.

Part of the interests of soft power during the war was created by the government and part independently. Radio had a major role in what was known as Voice of America grew rapidly during World War II. Using the BBC method, in 1943 the radio broadcasted in 23 languages in 27 languages. After the war, with the onset of the Cold War and the rise of Soviet threats, VOA continued to expand, but so did disputes over whether the network should be fully government-owned and broadcast, or whether it should be independent agents. American culture was also growing. Special radio stations such as Radio Liberty and Radio Free Europe, which used exiles to broadcast on the Eastern Bloc, were added to these radios. More broadly, with the spread of the Cold War, those who favored the slow-moving cultural diplomacy media - namely art, books, and interactions - had a gradual effect, and those who preferred the fast-paced media such as radio and movies with immediate and effective effects. They saw observation as preferable, there was a separation [7]

SOFT WAR AND THE PROCESS OF APPLYING SOFT POWER

The war is divided into three categories: hard, semi-hard and soft, and here we are dealing with soft warfare resulting from the use of soft power. Soft war versus hard war is defined as any kind of psychological, propaganda, media, and cultural action that targets the community or target group, renders the opponent inactive or defeated without military involvement and open fire. The soft war seeks to overthrow society's thinking and thinking, to weaken its intellectual and cultural circles, and to instill shakiness and instability in the ruling socio-political system

through news and propaganda. These include a wide range of activities ranging from computer warfare and Internet activities to the launch of radio and television networks and networking, among others, as soft warfare. The soft power of a country when used against a country or nation or another and provokes soft war is in fact a soft threat to that target. Thus, the soft threat is a set of measures that transform the cultural identity and behavior patterns accepted by a political system. The "soft threat" is a kind of domination in the three dimensions of government, economics and culture, created by the transformation of behavioral patterns in these domains and replaced by symbols and patterns of domination. With this attitude, all developments that would endanger the vital goals and values of a political system, or cause a fundamental change in the factors that determine the national and religious identity of a country, constitute a "soft threat."

In the threat of soft, conflict-free, physical aggression, the invading country imposes its will on a nation and executes it in various ways through software. Changes caused by the threat are soft, internal, slow, subjective and gradual. This threat is accomplished in a relaxed and physical way, using propaganda tools, the media, parties, trade unions and induction and persuasion. The purpose of soft threats is to influence choices and control the decision-making process and the way information is communicated and changed in a value system that results in their political, cultural and economic domination. The "cultural aggressor" thus seeks to attack the foundations of a nation's thinking and behavior using economic, political, military, social, and technological superiority, and by altering the patterns of adversarial behavior, undermining, distorting, and possibly rejecting and rejecting them. The sovereignty of thought provided its desirable values and behaviors [8]

SOFT WAR TOOLS

The Media

The role of the media in the soft war is as far as you think, the "soft war" is the "media war". The media is one of the most important tools in the soft war. With a little reflection on the nature and functions of the media in the new world, one can understand the fact that the media are complementary to politics and power and cannot be separated from one another. Wherever there is power, there is certainly a strong media next to it, and wherever there is an effective policy, there is always that effective

media. Some believe that the power of the world today is in the hands of those who have strong and influential media.

Newspaper

One of the earliest mass media, newspapers and magazines. Although today, due to the emergence of more advanced media, the role of the press has become less pronounced, it is still one of the most important and mainstream news media. And still have a large audience around the world.

Television Networks

Television is one of the most important media. In the definition of this phenomenon, television is said to be the eyes and ears of today. This magical box has a magical effect on the thoughts, thoughts, morals and behaviors of its audience. Fewer homes around the world are found without this magical box with a variety of networks, and it does not take up much of the time for homeowners and residents. Television is the most important channel of mass communication. That is why it has received serious attention from politicians and rulers.

Email

Another new phenomenon in the field of communication is email, one of the products and fruits of the Internet. E-mail or e-mail has actually revolutionized the field of writing and sending short and long messages and messages. The speed and accuracy of sending, the cost is minimal, the geography and weather conditions are ineffective in sending content, and the ability to send high volumes of content as well as simultaneously delivering content to a large number of people are email features. In addition, with the software and other features provided by the Internet, one can send content to people who have never seen it, have no knowledge of it, and have no knowledge of the type of thinking or religion and has their beliefs.

Satellites

As we know today, many communications, mobile, television, radio, internet and the like activities are satellite-dependent. Interestingly, the US and its Western allies are strongly supportive of the spread of ICTs among nations and nations, and have even encouraged various countries to take advantage of this new technology in their economic, social, cultural, military, financial and monetary activities. Encourage and support the conclusion of contracts with related companies! And, on the other hand, they are trying to prevent other

countries from adopting such technologies, especially in the area of network security, and to stay in their own monopoly.

Written Literature (Short Story and Novel)

One of the most influential literary and textual forms of short story and novel. Among various literary formats in prose literature can be said short story format, long story and novel including the best formats for conveying value concepts and it is religious and religious. This is probably why the Holy Quran has also used the short story format in many cases to convey its teachings.

Publications

Another tool that is particularly useful in soft warfare is publications. Magazines that are published weekly, monthly, or seasonally, covering a variety of cultural, social, family, and sport areas and addressing the psychological needs of people.

Film and Cinema

Given the high percentage of people's everyday information is acquired through visual and visual means, the role of visual media in the culture of society is well established. One of the most important tools that has played a unique role in the transmission of culture in recent decades is cinema. The Western world - the inventor of the industry - has made great use of this tool. The West has been able to promote, promote and promote its beliefs and values in the form of film and film. Hollywood cinema, and Western cinema in general, presents an idealized picture of the Western world, in contrast to the horrifying and unacceptable image of life in countries opposed to Western thought. Intelligence, security, and social order exhibit a high degree of self-esteem, thereby reinforcing its cultural, security and political dominance over other cultures.

Animation

The animation and cartoon industry has many fans among children and adolescents. Through cartoon films, many concepts and values can be conveyed to children. Regarding the perpetuation of childhood education, it can be said that through the animations and entertainment of childhood one can direct the future of the individual and society. Childhood upbringing in fact largely shapes one's future personality.

Computer Games

Since ancient Greece, various intellectuals and philosophers have emphasized the important

fact that one of the most important educational methods is children's games and their entertainment. Plato believed that in order to create a utopia and utopia, the authorities and rulers had to monitor children's games from an early age, because games could, in the first instance, impartially characterize the children's personality and moral characteristics and their abilities and talents. Identify and decide on their future, and secondly, their behavior can be changed if needed. The type of game can have a significant impact on changing one's attitude and behavior. Games can also stimulate children to defame and disparage traditions.

Toys

The makers of these toys generally aim to cultivate a variety of toys and dolls, with the aim of culturally influencing and promoting their accepted ideas and values among children and directing their behaviors. Barbie, for example, one of the hundreds and thousands of dolls produced in Western and Eastern countries, has appeared in more than 500 roles since its inception (in 1959).

Sports

When the Germans conquered European countries, one of the slogans of the occupied countries was that if we could not defeat the Germans on the battlefield, we would defeat them in the battlefields, especially football. Another very important and effective tool used in soft warfare is the "exercise" tool. Exercise in the New World, along with its physical effects, as an industry that has unique effects in various social, political, economic, and cultural spheres, has attracted the attention of rulers, politicians, capitalists, and scientists [9]

PSYCHOLOGICAL OPERATIONS MOST IMPORTANT TACTICS IN THE SOFT WAR

Psychological operations are the war of words and beliefs, whether in secret, overt, oral or written. It is essentially a weapon that focuses on man and his intellect and can penetrate deeper whenever he has the opportunity to communicate emotionally. Others see psychological operations as psychological, military, economic, and ideological activities that aim to create favorable contexts in the emotions, moods, and behaviors of target groups (friend, neutral, or adversary) and their possible change to achieve national goals. Plans and executes. Those who espouse this view point to covert activities such as espionage, subversion, killing, and other forms of terrorism and

censorship (when designed to frame the thoughts and behavior of particular groups) as psychological operations. Paul Line Regger, a psychologist and expert on psychology in the 1954 book *Psychological Warfare*, says that psychological warfare is the use of propaganda against the enemy, along with practical measures that have a military, economic or political nature. The definitions of psychiatric surgery vary, and some regard it as influencing beliefs, some influencing thoughts, and affecting behaviors and behaviors. It is emotions and emotions so that they can shape and direct the other's thoughts and desires according to their desires [10]

In general, it can be stated that the psychological operation is the channeling of the opponent's thought in the particular direction leading to the desired goal. In the light of science and technology, the present era is witnessing numerous developments with expanding communication capabilities at the forefront. In such circumstances, the Internet, satellites, and the media play a major role in political, economic, cultural, and social developments by simultaneously transmitting information and exchanging ideas. The technological revolution and the development of ICTs have made it easier for millions of people to access and influence the minds of the masses, and this has greatly increased the casualties of this communication war compared to military battles. According to communications experts, this century is "the age of information exchange, so today countries are taking great advantage of these technologies to achieve their goals and interests elsewhere in the world, including where these technologies are used." Is a psychological operation [11]

CYBER WARFARE IN THE COLD WAR

International organizations and governments have, in recent times, recognized the need for increased attention to cyber security. In fact, the ultimate dilemma of modern governments can be the cyber-security challenges that have also affected non-state actors. In cyber warfare, new computer technologies, government machines, financial institutions, and critical infrastructure in the energy, transportation, and ultimately national morale are targeted. As in military wars, hardware weapons attacked the existence of the target state. The type of cyber warfare used varies depending on the actor who employs it. Some cyber attacks, though dangerous, do not necessarily end in cyber warfare. In fact, the only measures are those designed to be

The Impact of Cyber Power in the Age of the New Cold War

politically motivated and aimed at inflicting a serious blow on the critical infrastructure of a state or non-state actor, such as cyber attacks by terrorist groups, spies and organized criminals.

Examples of cyber threats in the post-Cold War era are as follows:

Indirect and Civilian Cyber Threats

As the main objective in conventional wars, disable the enemy war machine by attacking the structure of the state, financial institutions, operating infrastructures in the energy and transport sectors, and destroying morale. And that is the national resolve, and the same goals are being pursued in cyber warfare. One of the first examples of this kind of cyber warfare was in 1982 between the Soviet Union and the United States during the Reagan era when he ordered an attack on the pipeline system. It happened in Siberia. Years after that war, in 2010 the most recent instance of such cyber attacks was formed by the Stuxnet virus. The virus, which attempted to steal information from industrial control systems and put it on the Internet for political purposes, targeted the Bushehr and Natanz nuclear power plants in an effort to pressure Iran to halt uranium enrichment. So it can be pointed out that cyber war actors can achieve their strategic and political goals without the need for military intervention. The attack on this dangerous worm also showed that the vague nature of cyber warfare led to counterinsurgency with political wrangling, which could potentially cost governments a great deal. Also in cyber warfare, the boundary between military and civilian targets is blurred.

Cyber Espionage

Cyber espionage is the most common form of cyber activity. Cyber espionage, whether aimed at revealing important government information or stealing military and commercial intelligence, is a virtual operation designed to gain intelligence to achieve greater success at the least cost. China, for example, is trying to infiltrate the important

political, economic and military structures of the United States and Russia by using cyber espionage. In general, cyber-spying worsens the information balance between different governments. Of course, cyber espionage is not just governments, but also defense companies, businesses and NGOs that can be targeted by cyber spies.

Psychological Warfare

The most important aspect of cyber warfare in the world today and after the Cold War is the psychological dimension. Psychological operations in cyberspace are planned actions to convey selected information and indicators to external audiences aimed at influencing emotions, motivations, thinking and reasoning, and ultimately changing the behavior of organizations, groups, and their wills. It may also be designed to carry out information theft operations in cyberspace to create psychological distress. An example of this is the Stuxnet virus in Iran. The most important aim of this dangerous worm was to increase psychological insecurity among Iranian statesmen.

Direct Military Threats in Cyberspace

Cyber technology with very specific military functions can directly affect the battlefield. The military sector of any country depends on cyber technologies for training and equipping forces, weapons systems, satellites, and communications or data processing networks. So today the fate of war is no longer determined by destruction, explosions, and erosive operations, but the disruption of command and control capabilities in cyberspace can be crucial to the outcome of the clashes. In addition, today the intelligence dimension will be one of the pivotal dimensions of war in all future operations, battles and battles. Also in the coming wars, gaining rapid intelligence in the field will be one of the key factors for success [12]

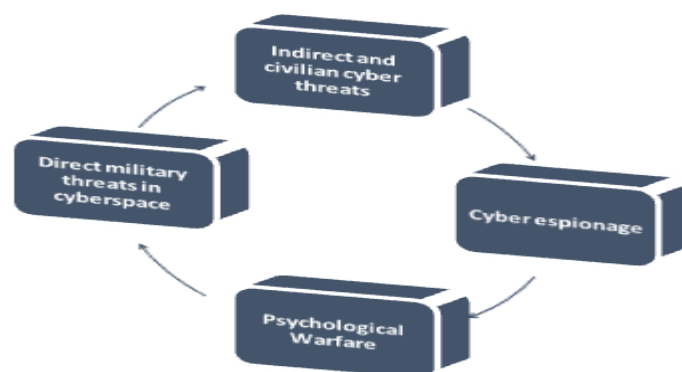


Figure1. Cyber threats in the post-Cold War

CONCLUSION

In recent decades, the nature and methods of warfare have changed due to the ever-expanding development of information technologies. In modern ways of conflict, unlike traditional methods, not only state-nations are involved with hardware methods and tools, but also because of the changing nature of threats, the methods of conflict have changed dramatically. In modern warfare, the dimensions of the conflict are not confined to the battlefield, but because of the combination of military operations with hostile actions in the economic, military, political, and diplomatic contexts, its dimensions extend beyond the context of the conflict. In modern ways of conflict, the only goal that is to achieve victory is important. Therefore, to achieve such a goal, hostile forces may, by any means and tactics, extend the conflict to the heart of society, culture, consciousness and public conscience. So today it can be said that with the advent of cyber technologies, attackers can easily extend the scope of conflict to the minds and minds of people and expand it using the smallest and least costly tools. With the end of the Cold War between the two blocs of the East and West in the late twentieth century and the beginning of the twenty-first century, the process of competition between world powers continued in the same way as the Cold War, but this time the tools and methods changed. In the new era of the Cold War, which is objectively the main arena, it can be called soft warfare rather than arms race and nuclear warheads and intercontinental missiles, technology for producing and transmitting concepts and information, and any country with greater maneuverability in If he does, he will certainly have a greater share of both international and international power. The cyberspace and cyberspace have also become the focus of this process, and today's arms and missile competition can be said to be a concept-driven, public-minded competition in cyberspace. Instead of producing missiles and nuclear warheads, news agencies, online and offline

computer games and more have become more important. However, this effort is the same as continuing the path of past struggles but in another arena.

REFERENCES

- [1] Halliday, Fred. (2001). *Cold War; the Oxford Companion to the Politics of the World*, Oxford University Press
- [2] Towle, Philip. (2015). *The Oxford History of Modern War*, London: Oxford University Press.
- [3] Painter, D. (2014). Oil and geopolitics: the oil crises of the 1970s and the Cold War, *Historical Social Research*, 39(4): 186–208.
- [4] Garthoff, Raymond. (2004). Foreign intelligence and the historiography of the Cold War, *Journal of Cold War Studies*, 6 (2): 21–56.
- [5] Weinreb, Alice (2017). *Modern Hungers: Food and Power in Twentieth-Century Germany*, London: Oxford University Press
- [6] Nashel, Jonathan. (2016). *Cold War (1945–91): Changing Interpretations (entire chapter)*, *The Oxford Companion to American Military History*, London: Oxford University Press.
- [7] McCauley, Martin. (2008). *Origins of the Cold War, 1941-1949*. Harlow, New York: Pearson Longman.
- [8] Gokcek, Gigi and Howard, Alison. (2013). Movies to the Rescue: Keeping the Cold War Relevant for Twenty-First-Century Students, *Journal of Political Science Education*, 9 (4): 436.
- [9] Jones, Geoffrey. (2014). *Firms and Global Capitalism; the Cambridge History of Capitalism: Volume 2, the Spread of Capitalism: From 1848 to the Present*, Cambridge University Press.
- [10] Cox, Michael. (2014). *Beyond the Cold War: Superpowers at the Crossroads*, University Press of America.
- [11] Paterson, Thomas and Other. (2014). *American Foreign Relations: Volume 2: Since 1895*, New York: Cengage Learning
- [12] Blum, William. (2006). *Rogue State: A Guide to the World's Only Superpower*, (3rd ed.). Common Courage Press.

Citation: Abdolreza Alishahi, Zahra HosseinPour, Hamid Soleimani Souchelmaei, "The Impact of Cyber Power in the Age of the New Cold War", *Annals of Journalism and Mass Communication*, vol.1, no.3, pp. 40-48. 2019.

Copyright: © 2019 Abdolreza Alishahi, This is an open-access article distributed under the terms of the Creative Commons Attribution License, which permits unrestricted use, distribution, and reproduction in any medium, provided the original author and source are credited.