

MASTERING NARRATIVES :

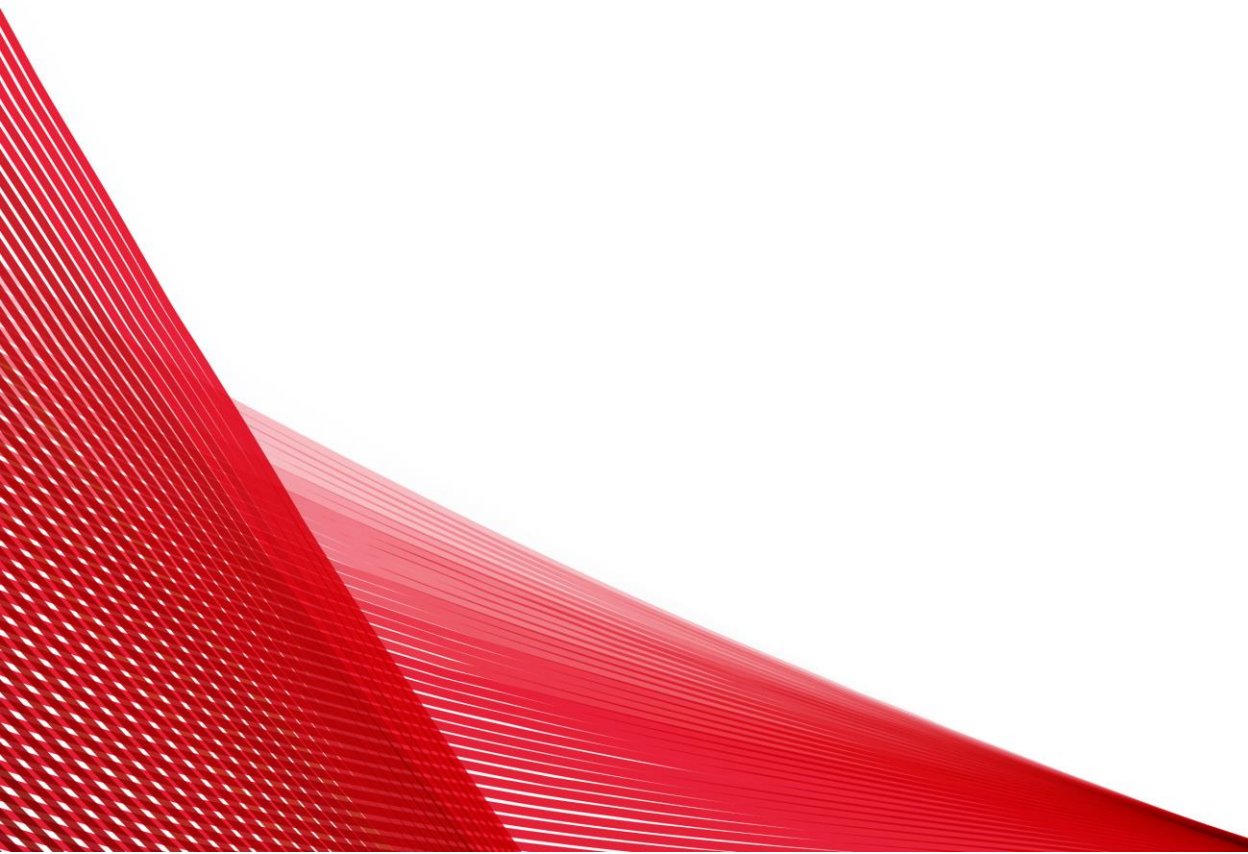
NAVIGATING **DISINFORMATION** AND SHAPING PERCEPTIONS FOR PAKISTAN'S FUTURE

Post Seminar Report



CENTRE for AEROSPACE & SECURITY STUDIES, LAHORE

MASTERING NARRATIVES :
**NAVIGATING DISINFORMATION
AND SHAPING PERCEPTIONS FOR
PAKISTAN'S FUTURE**



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INTRODUCTION

In today's interconnected world, digital networks are forging ties among nations in unprecedented ways, ushering in an era where communication transcends traditional boundaries. The reach of media through these digital networks extends far beyond geographical confines, creating ripple effects across territories. Within this transformative landscape, narratives, or stories, have emerged as powerful architects shaping how a nation is perceived.

The potency of their influence becomes even more pronounced as narratives traverse the digital pathways of social media, online platforms as well as traditional news outlets, resonating with individuals across the globe. Narratives, whether intentional or organic, contribute to the shaping of a collective global consciousness, influencing how nations are perceived and how their stories are told in the complex tapestry of international relations.

However, this interconnected world also becomes a battlefield, where histories, perceptions, and ideologies clash, often fracturing societies and silencing voices. Amidst this complicated web, the phenomenon of 5th Generation Warfare (5GW) unfolds, introducing a new generation of conflict with far-reaching implications across national security, foreign policy, and domestic affairs.

At the forefront of 5GW lies the strategic deployment of disinformation. This subtle yet potent weapon operates within the invisible realms of the digital landscape, leveraging the vast possibilities offered by evolving technologies. Disinformation campaigns, often sophisticated and targeted, exploit not only the vulnerabilities of information dissemination but also deepen existing social divisions.

Pakistan finds itself at the epicentre in this relentless 5GW landscape characterised by disinformation, weaponisation of narratives and perception building. The EU DisinfoLab's revelations about India's 15-year operation to discredit Pakistan through deceptive media practices serve as a clarion call, demanding proactive measures to counter further assaults as the 5GW gains momentum.

Recognising the critical importance of navigating this complex landscape, the Centre for Aerospace & Security Studies (CASS), Lahore, organised a seminar on 25 January 2024 titled 'Mastering Narratives: Navigating Disinformation and Reshaping Perceptions for Pakistan's Future'. The seminar provided a platform for insightful discussions and presentations by eminent speakers, shedding light on the evolving dynamics of disinformation, particularly within the context of 5GW.

SPEAKERS OF SEMINARS

**Ms Nidaa Shahid,
Senior Researcher,
CASS, Lahore**

Introductory Remarks

**Mr Amir Jahangir, Founder
and CEO of Mishal Pakistan**

**Keynote Address - Understanding
the Landscape of Disinformation in
the Media Age: Global Trends and
their Implications on Perception
and Narratives**

**Dr Zeeshan Zaighum, Assistant
Professor, Beaconhouse
National University (BNU)**

**Analysing 5th Generation Warfare,
Hostile Narratives and
Perception-Building Tactics
Targeting Pakistan**

**Ms Amber Shamsi, Director,
Centre for Excellence in
Journalism (CEJ)**

**Countering the Disinformation and
Guarding the Narrative:
A Way Forward for Pakistan**

**Air Marshal Asim Suleiman (Retd),
President CASS Lahore**

Concluding Remarks

EXECUTIVE SUMMARY

A seminar titled, 'Mastering Narratives: Navigating Disinformation and Reshaping Perceptions for Pakistan's Future' was organised by the Centre for Aerospace & Security Studies (CASS), Lahore, on 25 January 2024. The seminar commenced with a keynote address by Mr Amir Jahangir, CEO of Mishal Pakistan. It was followed by insightful presentations delivered by two eminent speakers, Dr Zeeshan Zaigham, Assistant Professor, Beaconhouse National University (BNU) and Ms Amber Shamsi, Director of Centre of Excellence for Journalism (CEJ). An extensive Q&A session and concluding remarks by Air Marshal Asim Suleiman (Retd), President, CASS Lahore, rounded up the seminar.

In her introductory remarks, Ms Nidaa Shahid, Senior Researcher at CASS, Lahore, highlighted the evolving nature of warfare, particularly the transition to the 5th generation, characterised by strategic use of deception, disinformation, and miscommunication. She emphasised the power of storytelling, recognising its significance in shaping societal understanding and connections. However, she warned about the darker side of storytelling, citing the ongoing Palestine-Israel conflict as an example of how media manipulation can play a pivotal role in shaping public perceptions within the framework of 5GW.

Ms Shahid illustrated how adversarial states employ 5GW against Pakistan, creating misperceptions in various domains, such as the Pakistani nuclear programme, and level allegations of harbouring terrorists, etc. She pointed out the role of social media platforms as breeding grounds for disinformation campaigns that tarnish Pakistan's global image. Expressing concern for the susceptibility of Pakistani youth to hostile narratives, she stressed the critical importance of media literacy and digital resilience in countering the destructive influences of disinformation and contributing to a positive national narrative.

In his keynote address on "Disinformation in the Media Age: Global Trends and their Implications on Perceptions and Narratives," Mr Jahangir provided valuable insights into the evolving landscape of disinformation. Acknowledging the strategic role of narrative building, he connected disinformation to the concept of 5GW, emphasising its historical references. Mr Jahangir shed light on the global and regional internet landscapes, highlighting the potential of internet adoption in shaping perceptions and narratives, particularly in regions like South Asia.

Turning to Pakistan's digital scenario, he underscored the digital divide within the country despite a youthful demographic. Mr Jahangir explored the profound changes in cyberspace, introducing the concept of mixed reality and its impact on individual perceptions of reality. He emphasised

the pivotal role individuals play in generating data, leading to the subjective nature of information's significance tied to individual experiences.

Discussing the credibility of information sources, Mr Jahangir stressed the importance of trustworthy information for societal benefit, economic decision-making, and political wisdom. He introduced the concept of information disorders, categorising them into misinformation, disinformation, and mal-information, highlighting their potential impacts on creating chaos and uncertainty.

The transformative impact of digitalisation on a country's potential to shape global narratives was a focal point, with Mr Jahangir pointing out South Asia's potential influence surpassing that of the US and Europe. He addressed the consequences of the growing disparity between freely available information and knowledge with a cost, projecting it as a critical concern for 2024.

Referring to the 2024 Global Risk Report, Mr Jahangir identified misinformation and disinformation as the foremost risks with far-reaching impacts on social issues. He emphasised the interconnected nature of global events, particularly in the context of upcoming elections in over 60 countries in 2024. The primary causes of misinformation, including Artificial Intelligence (AI) technologies, censorship, cybersecurity, societal polarisation, and technological power concentration, were outlined as critical factors that demand

effective management to prevent their concentration in the hands of a select few.

In conclusion, Mr Jahangir highlighted the potential impacts of misinformation and disinformation, ranging from societal polarisation to interstate conflicts. He stressed the interconnectedness of these outcomes and the need for comprehensive strategies to address the multifaceted challenges posed by the manipulation of information in the contemporary digital age.

Dr Zaighum's comprehensive analysis delved into the intricate dynamics of 5GW, focusing on its impact on Pakistan's national security and cohesion. Dr Zaighum elucidated the spheres of information warfare, emphasising its political nature and highlighting the vulnerabilities within Pakistan's relationships between the government, military, and public.

The speaker navigated through the conceptual understanding of 5GW, drawing a distinction from traditional warfare by targeting relationships rather than engaging in direct military conflict. Dr Zaighum underscored Pakistan's susceptibility to disinformation tactics, exploiting fault lines within society such as linguistic, religious, and ideological divisions. He provided insights into recent patterns and tactics employed in 5GW, with a focus on human rights and state narratives, demonstrating how propaganda and

deception are used to manipulate perceptions and undermine state institutions.

Moreover, Dr Zaighum highlighted a detailed case study on Balochistan, illustrating the orchestration of narratives by shadow organisations and foreign actors to shape public perception. He highlighted the challenges in countering disinformation, emphasising the widespread lack of global knowledge and the "wannabe syndrome" as contributing factors.

In conclusion, Dr Zaighum's presentation provided a nuanced understanding of the complexities of 5GW and its implications for Pakistan. By dissecting prevalent patterns of information warfare and offering strategic recommendations, he underscored the importance of a multidisciplinary approach in safeguarding Pakistan's national interests and societal fabric in the face of evolving threats in the digital age.

Ms Shamsi shared insights on countering disinformation and safeguarding narratives in Pakistan. Drawing on her experience as the director of the Center of Excellence for Journalism (CEJ), she highlighted the growing challenges posed by information disorder and misinformation. Ms Shamsi emphasised the significance of new media as the credibility of traditional news outlets dwindles, citing surveys that reveal a lack of faith in mainstream media. She underscored the youth's susceptibility to disinformation,

particularly in the context of evolving technology, AI-generated content, and the prevalence of social media.

Discussing the increasing internet pervasiveness in Pakistan, Ms Shamsi pointed out that there has been a rise in broadband users, which accentuates the impact of social media on mainstream information consumption. She addressed the challenges associated with social media platforms, focusing on YouTube and TikTok, and highlighted recent trigger events where disinformation played a role in shaping public opinion. The Balochistan case and the role of foreign actors were cited as examples, showcasing the complexity of disinformation campaigns.

Ms Shamsi outlined different types of disinformation, including misleading content, satire, AI-generated content, and manipulated visuals. She identified threat actors such as political parties, extremist groups, and foreign governments contributing to information manipulation. Astroturfing, or artificial amplification, and the exploitation of biases and emotions were discussed as tactics employed by disinformation campaigns.

Ms Shamsi emphasised the role of civil society, news media, and government in countering disinformation. The importance of education, fact-checking, and initiatives were highlighted as effective measures. Ms Shamsi also introduced the concept of "pre-bunking" and discussed

challenges faced by Pakistan, including data deficiencies and unresponsiveness from government officials.

She stressed the urgency of addressing these challenges to prevent disinformation from becoming a predominant concern in Pakistan. She advocated for a multifaceted approach involving credibility building, education, bridging information gaps, and effective law enforcement to combat the pervasive issue of misinformation in the country.

During the Q&A session, various critical issues were addressed by the speakers, shedding light on challenges and potential strategies for Pakistan's development, education, and information landscape.

In response to concerns about Pakistan's educational landscape compared to India's, Mr Jahangir highlighted the need for improved data utilisation and comprehensive restructuring of the education budget. He stressed the importance of aligning educational frameworks with the evolving job landscape to enhance competitiveness.

On the issue of brain drain, both Mr Jahangir and Dr Zaighum discussed the changing trends in employment choices among young Pakistanis. They emphasised the importance of proactive education and positioning the youth in the global job market. Additionally, Mr Jahangir advocated for a more comprehensive approach to education beyond short-term skill-based learning.

Addressing misinformation challenges, Ms Shamsi underscored the importance of relying on non-partisan, independent media organisations and urged the participants to consult multiple sources for a comprehensive understanding of the truth. Mr Jahangir emphasised the role of civil society in holding state actors accountable for misinformation, while Dr Zaighum discussed the nuanced nature of truth, rejecting the idea of a singular, objective truth.

Regarding addressing misinformation from neighbouring countries, Ms Shamsi suggested responding quickly with credibility, relying on independent media outlets. Dr Zaighum proposed a counter-offensive approach and the development of pre-emptive narratives to shape news events proactively. Mr Jahangir highlighted the role of think tanks in developing comprehensive plans for governments.

In his closing statements, Air Marshal Asim Suleiman (Retd), President, CASS Lahore emphasised the critical link between truth, community prosperity, and respect. He highlighted that in the contemporary tech-driven era, terms like rumours, misinformation, and disinformation wield significant influence, often underestimated in daily life.

Reflecting on insights from the seminar, the President underscored the strategic role of disinformation in shaping narratives, particularly in the context of 5GW. He pointed out that malicious actors are exploiting vulnerabilities in

interconnected societies, fostering mistrust and polarisation. The integration of AI, especially generative tools like ChatGPT, introduces complexities in differentiating AI-generated content from reality, posing a substantial global risk.

Acknowledging the adversaries' manipulation of media narratives, particularly through social media, the President highlighted the urgent need for media literacy and digital resilience. Swift dissemination of false narratives, particularly targeting the youth, necessitates empowering them with critical scrutiny skills and awareness of credible sources. The socio-political divides fuelled by disinformation elevate the risk of domestic instability and atrocities.

Emphasising the intricate human dynamics in the digital battlefield, the President stressed the importance of understanding these complexities as a fundamental step in devising effective strategies. In conclusion, he called for a collective and proactive response, urging the audience to embrace insights and leverage ethical journalism to counter disinformation. The goal, as the President highlighted, is to pave the way for a brighter and more resilient future for Pakistan.

KEY TAKEAWAYS

1

Deepening Societal and Political Polarisation

Disinformation acts as a catalyst for deepening societal and political polarisation by manipulating emotions, exploiting cognitive biases, and amplifying divisive narratives. Simultaneously, it poses a significant global threat by eroding trust in democratic institutions, particularly as elections approach in over 60 countries.

2

Balancing Freedom of Rights vs Security

States need to find a balance to safeguard both security imperatives and individual liberties. While countering misinformation is vital for stability, an overly strict approach may encroach on the fundamental right of expression.

3

Astroturfing of Narratives

Astroturfing, the exploitation of online algorithms to amplify content, plays a vital role in proselytising disinformation. It floods social media feeds and search engine results with false content, pushing fringe viewpoints into the mainstream and creating a manufactured consensus that distorts public perception.

4 Critical Role of Youth Education

Educating and training the youth is vital to empower them in identifying disinformation, fostering critical thinking, and mitigating susceptibility to misleading narratives.

5 Hybrid Warfare against Pakistan

Adversaries employ 5GW tools like disinformation and deception to manipulate public opinion, aggravating fault-lines in a hybrid warfare strategy aimed at destabilising Pakistan. This underscores the imperative for counter-propaganda efforts and the development of comprehensive counter-narratives.

6 Cultivating Informed Perspectives on Strategic Culture

There is a lack of clarity in the general masses regarding the strategic culture of Pakistan, resulting in the internalisation of foreign narratives. Informed debates and clear perspectives in this regard are essential to help people better grasp the complexities of realpolitik.

7

**Global Information Landscape
and Digital Personas**

The emergence of digital personas and the metaverse are changing the global information landscape. It also challenges the traditional notions of reality, allowing individuals to project multiple versions of themselves in cyberspace.

INTRODUCTORY REMARKS

Nidaa Shahid

Senior Researcher, CASS Lahore

Ms Nidaa Shahid commenced the seminar with an introduction by emphasising the significance and relevance of the issue at hand as the world moves towards the next generation of warfare, the 5th generation. She highlighted that unlike conventional battlefields of earlier generations of war, where physical conflicts dominated, battles of 5GW are characterised by the strategic use of deception, disinformation and miscommunication, exploiting the vast possibilities afforded by advancing technologies. This form of warfare transcends physical military actions, delving into the intricate realm of narratives and cultural supremacy.

Power of Story-telling

She further added that the power of storytelling in this era of narratives extends far beyond mere entertainment. It is a cornerstone of society, fostering connections and shaping understanding of the world. However, as the world navigates this narrative-centric era, the people are confronted with the darker side of storytelling — a landscape fraught with deception.

The ongoing Palestine-Israel conflict stands as a vivid example of how media manipulation can play a pivotal role in

shaping public perceptions. Ms Shahid was of the view that the aggressor's ability to manipulate media narratives serves as a potent instrument within the framework of 5GW.

“Through intentional distortion of information, the aggressor can portray themselves as innocent or justified, thereby influencing global opinion and mitigating international condemnation for their actions.”

5GW against Pakistan

In a like manner, 5GW by adversarial states, has sought to create misperceptions about Pakistan in many different domains, be it the Pakistani nuclear programme, repeated allegations of harbouring and sponsoring terrorists, the fabricated separatist movements, tarnishing of Pakistan's soft image and many other such domains. These alleged claims are rarely backed or verified by on-ground reality checks, thus leading to raised global concerns and one-sided analyses.

She further added that social media platforms are a breeding ground for disinformation and propaganda campaigns aimed at tarnishing Pakistan's image on the global stage. Adversaries leverage these platforms to spread false narratives, manipulate public opinion, and undermine the country's credibility.

“The instantaneous and borderless nature of social media amplifies the reach and impact of such campaigns, making them particularly potent in the realm of information warfare.”

Susceptibility of Pakistani Youth to Hostile Narratives

The youth of Pakistan find themselves at the intersection of these opposing forces. On one hand, they represent a formidable mobilising force for positive change, capable of shaping narratives, challenging misperceptions, and advocating for their nation. However, the youth are also the most susceptible to the destructive influences of disinformation. The rapid dissemination of false narratives, fuelled by persuasive tactics and emotional manipulation, can sway their opinions, potentially leading them to adopt distorted views of their nation and its place in the world.

Media Literacy and Digital Resilience

This dual role, as both a catalyst for positive change and a vulnerable target for destructive influences, accentuates the critical importance of media literacy and digital resilience. Efforts through the governmental and non-governmental sectors that equip the public with the skills to critically evaluate information, discern credible sources, and navigate the complexities of disinformation and perception

management become essential in safeguarding the nation's narrative integrity in the face of 5GW.

“The narrative battleground is not only a strategic arena for shaping perceptions but also a crucial space for empowering the public to counter disinformation and contribute towards creating a positive narrative.”

KEYNOTE ADDRESS

Disinformation in the Media Age: Global Trends and their Implications on Perceptions and Narratives

Amir Jahangir

Mr Amir Jahangir delivered an insightful talk titled “Disinformation in the Media Age: Global Trends and their Implications on Perceptions and Narratives”. His extensive experience and educational foundation position him as a key authority in navigating the complex landscape of disinformation, providing valuable insights into its global trends and impact on perceptions and narratives.

Mr Jahangir highlighted the role of narrative building and discussed disinformation as a tool of influence. He emphasised historical references to the concept of disinformation and cited it as an example and manifestation of 5th-generation warfare.

Current Global Landscape

The speaker emphasised the role and influence of internet connectivity by highlighting that, with a global population of 8 billion, where 5 billion individuals are connected to the internet in various forms, the internet will be a key driver in shaping perceptions and building narratives. Mr Jahangir

further highlighted that countries with higher internet adoption, which are particularly located in specific regions, notably South Asia, parts of the Middle East (especially West Asia), and sections of Africa, are poised for significant development in narrative building in the coming years.

Pakistan's Internet Landscape

While examining the internet connectivity of Pakistan, he highlighted that despite having a total population of 240 million, the internet user base in Pakistan stands at 87 million, which shows the digital divide within the country. Furthermore, he also presented the statistics on Pakistan's internet population, wherein he highlighted that around 90 percent of Pakistanis access the internet through mobile phones.

Mr Jahangir posited that Pakistan is a youthful nation, with 85 million individuals out of the total 240 million actively positioned to contribute to the economy. He elucidated the growth trend of the population below the age of 35, shedding light on Pakistan's promising future characterised by a predominantly young demographic. This demographic profile, the speaker argued, holds implications for various aspects of national development and the potential of a dynamic and energetic workforce shaping the country's economic landscape.

Changing Nature of Realities

Mr Jahangir also elaborated the profound changes occurring in the realm of cyberspace. He highlighted how every online action, from socialising to purchasing a car, contributes to the creation of data, constructing an individual's digital persona. He introduced the concept of mixed reality, where actions in the physical world and their monitoring by smart devices, collectively shape a digital version of oneself in the cyber world.

Mr Jahangir argued that this mixed reality challenges conventional perceptions of reality, and reshapes the understanding of present, past, and future. For instance, he highlighted that with the help of this mixed reality, one can leave digital imprints for future interactions through video recording and many other mediums. This paradigm shift enables individuals to inhabit various virtual spaces simultaneously, each version showcasing distinct characteristics and activities, underscoring the adaptability facilitated by the evolving digital landscape.

***“The shift in the nature of reality allows individuals to have multiple versions of themselves simultaneously present in different virtual spaces.*”**

He cited an example that individuals can project different aspects of their personality for various purposes, such as professional interactions, personal life, or socialising with friends. Furthermore, while highlighting the impact of multiple versions of oneself, Mr Jahangir contended that this enables individuals to navigate different metaverses, accumulating wealth, skills, and opportunities. It also transforms the way individuals perceive and engage with the world, blurring the boundaries between the tangible and the digital.

Individuals as Engines of Information

After discussing the evolving nature of reality, the speaker transitioned to the pivotal role individuals play in generating data in the ever-changing digital age. Mr Jahangir emphasised that each person, acting as an engine, significantly contributes to the continuous creation of data through their digital interactions.

Expanding on this notion, he explored the subjective nature of what constitutes a piece of interesting and relevant information within the space-time continuum. He stressed that the significance of information is intricately tied to its connection with individual experiences, gaining heightened relevance when associated with personal, socioeconomic, or political domains. The distinction between mere information and impactful news, he pointed out, lies in its direct relevance to the observer.

Credibility of Information Sources

Building on this understanding, the discussion seamlessly shifted to the critical importance of credible information sources in society. Mr Jahangir highlighted that trustworthy information not only fosters social wealth and economic well-being but also contributes to political wisdom, thereby cultivating trust within a community. He identified individuals, private enterprises, and public institutions as key players in utilising acquired information for societal benefit. This involves employing information for social equity, economic decision-making, political wisdom, or activism.

Misinformation, Disinformation and Mal-Information

The infiltration of unreliable information sources can result in information dilemma, uncertainty, and chaos. In this context, the speaker also introduced the concept of information disorders, categorised into misinformation, disinformation, and mal-information. According to Mr Jahangir, misinformation involves unknowingly sharing inaccurate information, while disinformation is the intentional spread of false information, and mal-information entails sharing information with the intent to harm or be heard by others. He further addressed the global concern over disinformation, linking it to the fourth industrial revolution, which is also referred to as the age of intelligence.

The Impact of Digitalisation

The speaker underscored the transformative impact of digitalisation on a country's potential to shape global narratives and influence truth.

“The potential of South Asia to exert influence on global narratives surpasses that of US and Europe, despite the latter holding 14 percent influence, due to the greater presence of people in the digital realm in South Asia.”

He further highlighted that the shift towards digital storytelling poses a challenge to the traditional influence of news, with only 40 percent of viewers placing trust in it, while 60 percent remain sceptical, especially those with radical perspectives that diverge from traditional mainstream news platforms.

Building on this discourse, Mr Jahangir also illuminated the consequences of the growing disparity between freely available information and knowledge with a cost. He projected this disparity as a critical concern for 2024, emphasising that although information is accessible to all, the privilege of accessing accurate knowledge is predominantly reserved for those with financial means. This emerging phenomenon, he underscored, raises the

unsettling risk of establishing an information hierarchy based on economic status.

Global Risk Landscape and its Impacts

Referring to the recently published Global Risk Report by the World Economic Forum, Mr Jahangir identified misinformation and disinformation as the foremost risks, projected to remain significant for the next decade. He drew attention to the far-reaching impacts of misinformation and disinformation, citing their role as primary causes for social issues that may, in turn, lead to the imposition of censorship, interstate violence, conflict, and migration.

Mr Jahangir pointed to the distinctive risk profiles of India and Pakistan. In the case of India, misinformation and disinformation were identified as the top risks, given its substantial social media-connected population. In contrast, for Pakistan, these challenges ranked as the 5th most significant risks.

The speaker further underscored the interconnected nature of global events, particularly the upcoming elections in over 60 countries involving a staggering 4 billion people in 2024, which he described as a focal point for the dissemination of misinformation and disinformation.

“Five factors can be characterised as the primary causes of misinformation: AI, censorship and surveillance, cyber-security, societal polarisation, and technological power concentration.”

To effectively manage information within society, it is imperative to prevent the concentration of these valuable resources in the hands of a select few, as such a scenario would pose significant dangers.

Conclusion

Building upon these causal factors, Mr Jahangir highlighted the potential impacts of misinformation and disinformation, underscoring their far-reaching consequences. These encompass societal polarisation, erosion of human rights, interstate violence, and interstate conflicts. He emphasised the interconnectedness of these outcomes, highlighting the imperative need for comprehensive strategies to effectively address the multifaceted challenges posed by the manipulation of information.

Analysing 5th Generation Warfare, Hostile Narratives, and Perception-Building Tactics Targeting Pakistan

Dr Zeeshan Zaighum

Dr Zeeshan Zaighum commenced his remarks with a thought-provoking quotation that resonated with the overarching theme of the presentation. Drawing from the ongoing discussions on the nature of reality, he reminded the audience that "sometimes the interpretation of reality is more important than reality itself". This served as a prelude to the exploration of the intricate web of 5GW, emphasising the critical role of perception and interpretation in the realm of information warfare.

Asking the audience about their familiarity with di-hydrogen monoxide, Dr Zaighum expertly introduced the concept of misinformation. Describing it as a chemical responsible for causing numerous deaths annually, he revealed that dihydrogen monoxide is, in fact, water. This seemingly innocuous example set the stage for the overarching theme of the seminar – the manipulation of truth and the deliberate construction of narratives to lead individuals toward false conclusions. The speaker highlighted that the discussion at hand extended beyond mere falsehoods, foregrounding the notion that even the truth can be distorted to serve specific

agendas, ultimately leading individuals to unfounded and scientifically inaccurate conclusions.

Spheres of Information Warfare

Describing it as non-kinetic warfare, the speaker elucidated that 5GW is inherently political, driven by interactive non-kinetic actions. He expounded on the various spheres of information warfare which includes Diplomacy, Information, Military, Economics, Finance, Internal, and Lawfare (DIMEFIL).

Emphasising that 5GW aims to achieve political, economic, and defence goals, he set the stage for a comprehensive analysis of the vulnerabilities within Pakistan's intricate relationships between the government, military, and public.

The speaker positioned traditional warfare, characterised by military engagements and aggression, with the subtle nature of 5GW, where attacks are directed at relationships.

“In 5GW, the very fabric of relationships between the government, military, and public becomes the focal point of attacks.”

According to the speaker, this vulnerability manifests in the form of disinformation, strategically targeting fault lines such as linguistic, religious, political, sectarian, and ideological divides within the societal framework of Pakistan.

Dr Zaighum explored the recent patterns and tactics employed in 5GW, employing real-world examples to illustrate the theatre of war, the manifestations of disinformation, and the interconnectedness of various spheres, with a focus on the intricacies of modern warfare and the imperative for cognitive security.

Understanding 5th Generation Warfare

Dr Zaighum expounded upon the conceptual understanding of the non-kinetic form of warfare. Emphasising its political nature, Dr Zaighum explained that 5GW involves interactive political acts driven primarily by non-kinetic actions. He stressed that the ultimate objective of 5GW is to achieve political, economic, and defence goals through a complex web of interconnected strategies and tactics.

Building on Carl von Clausewitz's insights, the speaker drew a distinction between traditional warfare, characterised by military engagements and aggressive attacks, and 5GW, which focuses on attacking relationships. The crux of 5GW lies in undermining the connections between the military, government, and the public. Dr Zaighum highlighted the particular aspects of this form of warfare, bringing attention to the vulnerability of these relationships to disinformation and exploiting fault lines within society.

Vulnerabilities in Pakistan's Relationships

Turning the focus specifically to Pakistan, Dr Zaighum highlighted the vulnerabilities inherent in the relationships between the government, military, and public. The speaker communicated that governance issues and public grievances further exacerbate the susceptibility of these relationships to hostile narratives.

By exploring the shades of Pakistan's internal dynamics, Dr Zaighum illuminated how the 5GW tactics aim to weaken the bonds between these key entities. The painted narrative suggested that the relationships between the government and the public; the military and the public; and the government and the military are all subjected to attacks, creating internal turmoil and fostering an environment conducive to manipulation.

Recent Patterns in 5GW Tactics

Transitioning to recent patterns, the speaker explored the evolving tactics within the theatre of 5GW, with a specific focus on Pakistan. Human rights and the state emerged as two pivotal arenas where disinformation and information attacks were notably prevalent. Dr Zaighum outlined narratives depicting human rights abuses, including genocide, persecution, and oppression, and narratives casting the state in a negative light, such as being fascist, defaulting, or operating as a hybrid regime.

The speaker elucidated that propaganda and deception were the primary tactics deployed in these campaigns. Propaganda is not necessarily based on false or inaccurate information, while deception actively involves disseminating misinformation.

“Propoganda tactics incorporate methods like social engineering and state subversion, seeking to manipulate perceptions and undermine the integrity of state institutions.”

Patterns in Information Warfare

Dr Zaighum investigated the intricacies of information warfare, shedding light on the developing patterns that shape the narrative landscape. He highlighted the multifaceted nature of attacks, demonstrating that the information sphere is not isolated; instead, it spills into other domains. For instance, information attacks were not confined to the information sphere alone but infiltrate military, economic, finance, lawfare, and diplomatic arenas. This interconnectedness emphasises the sophistication of 5GW tactics. Moreover, the complicated weaving of narratives and tactics exhibits the need for a comprehensive understanding of the multifaceted nature of information warfare.

Case Study: Content on Balochistan

The speaker integrated a detailed case study of Balochistan content, providing a practical illustration of the theoretical concepts discussed earlier. Dr Zaighum demonstrated the creation and dissemination of narratives through shadow organisations, highlighting the features of the connections between these shadow entities, shadow accounts, and true believers.

The case study drew attention to the role of foreign actors, particularly India, in shaping and perpetuating narratives. By employing social interaction analysis and network analysis, the speaker revealed the orchestration of content creation and dissemination and the role of shadow organisations in manipulating public perception. The analysis brought forth the complex interplay of accounts, ideologies, and foreign influences in the digital realm, showcasing how narratives can be strategically constructed to serve the interests of external actors.

The Balochistan case study served as a concrete example of how 5GW tactics manifest in real-world scenarios, emphasising the need for robust counterstrategies and heightened cognitive security measures.

Challenges in Countering Disinformation

Dr Zaighum further shed light on the difficulty of fighting against the spread of misleading information, pointing out

that various societal troubles enhance the disruption caused by harmful stories.

“A lack of global knowledge, especially common among internet users, combined with a shortage of deep cultural insight, leaves people open to manipulation.”

This problem is worsened by the "wannabe syndrome"—the tendency of some individuals to seek importance by trying their hand at activism or politics, often without a real understanding of the issues involved. Regrettably, such attempts can cloud meaningful public debate with poorly thought-out ideas.

Conclusion

Dr Zaighum's remarks offered a detailed exploration of the sophisticated realm of 5GW, which poses a significant challenge to contemporary states, particularly concerning Pakistan. He ventured beyond surface-level explanations to reach into the subtle mechanics of hostile narratives and the strategic formulation of perceptions. Participants were provided with a granular analysis, which meticulously dissected the prevalent patterns of information warfare, a domain where truth and propaganda often become indistinguishable.

In addressing these complex matters, Dr Zaighum acknowledged the formidable hurdles that one confronts when tackling the widespread issue of disinformation. He illuminated how misinformation campaigns can exploit vulnerabilities within societies, thereby shaping political and public discourse to the detriment of national security and cohesion.

Moreover, Dr Zaighum's remarks were not solely diagnostic; he also put forth a series of practical recommendations intended to equip policymakers, security experts, and the general populace with the intellectual tools and strategies necessary to discern and combat these covert tactics. He stressed the need for a multidisciplinary approach to both comprehend the magnitude of the challenge and to forge an effective, coordinated response in safeguarding not only Pakistan's interests but also the integrity of its societal fabric.

Countering the Disinformation and Guarding the Narrative: A Way Forward for Pakistan

Ms Amber Shamsi

Ms Amber Shamsi expressed her gratitude for the opportunity to address the audience. She also extended her appreciation to CASS, Lahore for organising the seminar, emphasising the significance of the topic, which she has diligently worked on during her tenure as the director of the CEJ. As a seasoned journalist with a focus on human rights, she elaborated on her engagement with various facets of journalism, including law, policy, and parliamentary coverage.

Highlighting her efforts over the last two years, Ms Shamsi detailed her discussions with media organisations on combating information disorder, disinformation, and misinformation. She shared insights gained from attending international and regional conferences, where representatives from fact-checking organisations and government entities participated, hailing from countries such as the Philippines, Cambodia, Sri Lanka, and Bangladesh. Furthermore, Ms Shamsi disclosed her role in developing, creating, and implementing a programme based on her findings thus highlighting that her expertise on the subject has been built from years of experience.

Commencing her talk, Ms Shamsi briefly touched upon the risks highlighted by the previous two speakers. She pointed out the challenges governments face in responding to disinformation which results in censorship and surveillance, thus engendering fostering mistrust between the government and the public. Furthermore, she showed a video highlighting how AI and emerging technologies are furthering the scope of disinformation. The video evidenced how differentiating between real footage and AI-generated video content is becoming nearly impossible.

Diminishing Credibility of Conventional News Outlets

In lieu of these advancements in developing fake footage by using AI, she highlighted that the role of new media has become even more important when the credibility of traditional media outlets is at an all-time low. The discussion pivoted around the significance of news media and resonated with the concerns raised by Mr Jahangir regarding the diminishing credibility and trust in these conventional news media outlets. In the Pakistani context, Ms Shamsi referred to pertinent surveys, including a USIP study involving over 1,500 participants spanning diverse age groups and economic strata. Approximately 50-60 percent of respondents expressed a lack of complete faith in the credibility of news media.

Additionally, Ms Shamsi highlighted another survey conducted by her university as part of the Coalition against Disinformation, a civil society organisation comprising universities, digital media representatives, and fellow civil society organisations. The findings underscored the perception among many young individuals that disinformation primarily emanates from social media platforms. This shift is attributed to the diminishing trust in traditional news media, pushing individuals to seek information through alternative channels, thus complicating the differentiation between reality and falsehood.

Youth's Susceptibility to Disinformation

Transitioning to her personal experiences, Ms Shamsi shared insights from a recent training session conducted at the Defence and Strategic Studies Department at Quaid-e-Azam University, Islamabad. The session focused on detecting AI and addressed the evolving sophistication of technology, making it increasingly challenging to discern between authentic and manipulated images. She expressed that there is a concerning proportion of young individuals lacking critical thinking skills. Additionally, this demography, constituting approximately 60-65 percent of the population with a median age of 20 did not think using AI is wrong, endorsing its use for political agendas and relying on its use for fictitious evidence in the absence of concrete evidence.

“The youth of Pakistan should be incentivised to think critically, advocate for trust in reliable sources, and cultivate this trust through intentional efforts rather than expecting it to manifest automatically.”

Increasing Internet Pervasiveness

The speaker emphasised the significance of relying on Pakistani sources, particularly referring to data provided by the Pakistan Telecommunication Authority (PTA). Despite the potential for dispute, she opted to base her discussion on PTA figures from November 2023, categorising them as pertinent to the year 2024.

The speaker highlighted a notable increase in the number of Internet broadband users in Pakistan, emphasising a consistent rise since 2018. She acknowledged that while the growth might not be substantial in terms of overall internet penetration percentage, it is crucial to recognise the impact of social media on mainstream media. She noted that a significant portion of the population, even in less urbanised, semi-urban, and rural areas, has access to the internet. They opt to consume information without traditional gatekeepers owing to their distrust in traditional media sources or based on emotional and political affiliations.

Social Media Proliferating Disinformation

Addressing the prevalent use of social media, Ms Shamsi underscored the pivotal role of platforms such as YouTube, emphasising the challenges associated with fact-checking, labelling, and taking down video content. She explained that the preference for video and image-based content, influenced by literacy rates and media consumption habits, contributes to the difficulty in managing video content. Ms Shamsi pointed out that while Facebook remains popular in Pakistan, TikTok has a significant presence with both positive and negative aspects. Meta/Facebook also engages with Pakistani governmental bodies, including the Election Commission. She highlighted collaborative efforts on TikTok to combat disinformation, mentioning her centre's involvement in reporting and addressing misinformation as part of a collective initiative.

Ms Shamsi discussed some of the recent trigger events associated with the widespread use of disinformation and misinformation. On the 9 May 2023, an AI-generated image became viral on social media without the people realising that it was not a real image. In the Pakistan-Iran dispute, another fake image was strategically employed by enemies and dissenters within Pakistan, gaining traction both publicly and within the government. Ms Shamsi's team conducted a Fact Check through the "verify" platform, revealing a

substantial amount of misinformation linked to the Pakistan-Iran dispute and elections.

The Coalition against Disinformation, represented by Ms Shamsi, recently concluded a survey in November and December 2023 which involved participants from 10 universities spanning from Peshawar to Karachi, including Balochistan and Punjab. A significant 81 percent of respondents identified social media websites, particularly Facebook, as contributors to the proliferation of disinformation. Notably, the surveyed students, who form a substantial portion of Pakistan's population, expressed concerns about the threats posed by disinformation to democracy and elections. This sentiment aligns with findings from the World Economic Forum's 2024 Global Risk Report. Despite not being experts or business professionals, these young individuals recognise the negative impacts of disinformation on various facets of society, including democracy, elections, social cohesion, and reality.

Ms Shamsi emphasised that these opinions are significant, considering they originate from the youth, and their acknowledgment of the detrimental effects of disinformation underscores the gravity of the issue. The discussion further delved into the different types of misinformation and disinformation, highlighting the pressing need to address these challenges.

Types of Disinformation

Ms Shamsi delineated three primary categories of disinformation, with a particular emphasis on the multifaceted intent to inflict harm. As articulated by Dr Zaighum, the most pernicious form of disinformation, constituting a significant portion of the data amassed by the speaker's research centre, is characterised by misleading content and false context, a grey zone where information is neither wrong nor right—a vague realm often challenging for social media companies to label accurately. This complexity further hampers efforts in contextualisation and fact-checking, complicating the disentanglement of veracity from deception.

Ms Shamsi expounded on the distinct sub-types within the overarching disinformation landscape. Satire, although relatively less problematic, still finds resonance among disinformation actors. An illustrative case involved Hindustan Times, where an impostor Twitter account disseminated fabricated information about Pakistani generals contracting COVID-19, subsequently exploited by the Indian media without due fact-checking.

She also delineated the category of AI-generated content, exemplified by the creation of fake images of political leaders thus highlighting the emergent challenges posed by technologically altered content. Manipulated content, manifested as photo-shopped images, was highlighted as a

potent vector for the rapid dissemination of falsehoods, capitalising on the tendency of misinformation to spread faster than verifiable truths. A notable instance involved the last Pakistani caretaker Prime Minister, whose out-dated selfie circulated with misleading information during his address at the UN General Assembly in September 2024. The intricate nature of misleading content, intertwined with political motives, was emphasised as a significant challenge, with Ms Shamsi elucidating the difficulties in fact-checking due to the nuanced nature of such disinformation.

Threat Actors

The speaker also touched upon the concept of 'click bait', elucidating its prevalence as a means for content creators and social media companies to generate revenue through increased engagement. False context, wherein authentic visual content is employed in a disparate narrative, was posited as another facet of the disinformation landscape.

Addressing specific campaigns, the speaker commended Dr Zaighum for his elucidation of a campaign related to Baloch missing persons, emphasising the presence of agendas within various threat actors.

“Political parties; extremist groups; foreign and domestic governments; and commercial actors are the key entities perpetuating information manipulation, each motivated by distinct agendas.”

Astroturfing

Ms Shamsi further elucidated a method termed as astroturfing, denoting artificial amplification through the adoption of various roles. This practice, also known as signal boosting, exploits algorithms, rendering manipulation facile. Ms Shamsi acknowledged her utilisation of public relations agencies for certain tasks at the centre, emphasising its benevolent application. However, she acknowledged the potential for malevolent use, invoking the proverbial Spiderman quote on the ethical use of power.

An alarming aspect of astroturfing is its permeation into mainstream discourse, necessitating vigilance regarding the narratives endorsed and their proponents. The speaker quoted the behavioural scientist Caroline Diono who had shed light on tactics employed, including the exploitation of online algorithms driven by commercial motives of social media companies. Ms Shamsi also referenced a Stanford University study indicating a decrease in engagement with misinformation on social media in the US, attributing it to concerted efforts by media entities, activists, and governmental interventions.

The significance of labelling as a countermeasure was underscored, acknowledging its role in mitigating the influence of emotionally charged disinformation. Ms Shamsi highlighted the manipulation of biases, political affiliations, and emotions by threat actors, emphasising the exploitation of existing societal fault lines. She echoed Dr Zaighum's observation on the discrediting tactics targeting institutions, personalities, and key societal pillars, generating doubt and fostering a form of cognitive dissonance akin to Stockholm Syndrome.

The pivotal question raised by Ms Shamsi pertained to the response and the way forward in countering disinformation. This inquiry serves as the focal point for further deliberation and analysis.

Types of Disinformation Responses

In elucidating UNESCO's delineation of disinformation responses, Ms Shamsi expounded on its distinct facets. She posited the identification response, where media entities, encompassing mainstream and distinct fact-checking organisations, scrutinise, monitor, detect, and fact-check disinformation. The efficacy of this approach, as Ms Shamsi noted, has yielded mixed results. A case in point is India, which, despite being beset by misinformation concerns, boasts a considerable number, around 12 or 13, of fact-checking organisations. Conversely, Pakistan, facing

analogous challenges, possesses only two such entities, in addition to limited mainstream media involvement, underscoring the persistent nature of the issue.

Turning to ecosystem responses, Ms Shamsi expounded on legislative and pre-legislative policies. Drawing examples, she highlighted China's legislation mandating AI companies to label and watermark all produced content. The European Union was noted to be in the legislative process, while the US faced challenges in this domain. She further delved into responses within production and distribution, involving social media companies, civil society organisations, and governments. These responses encompass reporting mechanisms, employing tools like takedowns, technical and algorithmic measures, hash databases, and demonetisation to counter disinformation, acknowledging the financial motivations behind such content.

Moving to target audience responses, Ms Shamsi delineated initiatives such as anti-hate speech and educational programmes, emphasising a bottom-up approach. Additionally, she underscored the importance of mediation by social media companies, fact-checking, and, significantly, education. She disclosed her centre's involvement in conducting training workshops across 15 universities in various regions of Pakistan, deeming education as a pivotal long-term solution to counter misinformation.

Role of Civil Society in Countering Disinformation

In projecting the future, Ms Shamsi referenced the World Economic Forum's projection that misinformation would top the list in two years. Pakistan, already lagging behind, necessitates robust responses. She shed light on civil society organisations like Media Matters for Democracy, CPDI, Info-Land, and the CEJ, detailing their efforts in conducting training programmes, awareness initiatives, and disseminating resource gates. Despite these endeavours, Ms Shamsi acknowledged the limitations of civil society's reach, emphasising the urgency for comprehensive and concerted efforts to combat disinformation's rapid proliferation.

Role of News Media in Countering Disinformation

Ms Shamsi also emphasised the imperative for media organisations in Pakistan to undertake investigations and unveil critical issues akin to the European Union Disinfo Lab's comprehensive report on the Indian chronicles. She posited that the constraints faced by Pakistani media, including resource limitations and potentially diminished credibility, hinder such endeavours. Notably, Ms Shamsi scrutinised legislative measures designed to counter disinformation, expressing reservations about their potential to be counterproductive.

Role of Government in Countering Disinformation

In addressing governmental actions, she highlighted the enactment of laws to regulate misinformation, cautioning against overreliance on legislation and advocating for prudence in regulation. Ms Shamsi shed light on the Pakistani government's efforts to compel social media companies to establish offices within the country, drawing parallels with Sri Lanka's effectiveness in this regard. However, she acknowledged the challenges posed by Pakistan's limited leverage due to the comparatively lower internet usage.

The speaker pointed out instances of content takedowns by social media platforms in response to reports on hate speech and profane content. She noted a decrease in such actions following Elon Musk's influence on the social platform X (nee Twitter).

Fact-Checking Efforts in Pakistan

The speaker underscored the importance of education and fact-checking in combating disinformation. While acknowledging its role as a tool against misinformation, she highlighted the need for debunking fake news. She delineated various forms of fact-checking, including verification, debunking, and the unique challenge of hoaxes. She further emphasised the imperative need to address the lack of awareness among young individuals regarding fact-

checking organisations, as highlighted by the Coalition against Disinformation survey. She introduced a novel solution named "Identified Pakistan," a tool developed by the UNDP, employing a multi-stakeholder approach. Launched on 8 January 2024, this initiative has already demonstrated remarkable efficacy by generating two to three pieces of fact-checked content daily, surpassing the output of comparable organisations.

Collaborative efforts with media organisations, including a government agency, and the integration of an AI generative language tool from a private company, V2C, illustrate the comprehensive and innovative approach undertaken. The ecosystem surrounding Identified Pakistan involves the UNDP-developed Netex, a private company for monitoring, media partners engaged in monitoring and identification, and a public tip line through email and website contributions. The involvement of university volunteers further enhances the initiative, contributing to the creation of disinformation advocates through educational engagements from October to January. The participants are not given monetary incentives; just a participative certification.

Ms Shamsi outlined the strategy for amplifying the initiative through social media platforms, collaborating with Meta and TikTok. Notably, CEJ at IBA refrains from engaging in astroturfing due to its educational nature but actively seeks

ways to enhance content dissemination through media partners, with successful publications.

Pre-bunking

Additionally, Ms Shamsi highlighted the importance of collaborating with government bodies to identify campaigns for information sharing, ultimately addressing the prevailing information gap. She touched upon the emerging technique of "pre-bunking," akin to the inoculation theory, which aims to vaccinate individuals against misinformation. The speaker referenced studies demonstrating the effectiveness of digital literacy campaigns and videos in reducing belief in disinformation for up to six months. The commitment to experimentation and collaboration underscores the organisation's dedication to countering misinformation in a dynamic and evolving media landscape.

Ms Shamsi discussed various perspectives on countering disinformation and promoting media literacy in the context of the Philippines elections. Regine Caballo, a journalist from the Philippines, recently contributed to the Reuters Oxford Institute with insights based on her experiences. The discussion revolves around behavioural approaches to address misinformation, particularly focusing on actions that may compel individuals to disengage from sources disseminating misleading information.

One notable observation stems from an initial study indicating that participants exposed to educational tools, specifically pre-bunking strategies, exhibit increased proactivity in blocking fake news sites and reporting misinformation. The existence of a Civil Society Group advocating for more decisive actions by technology platforms was underscored, emphasising its pivotal role in mitigating the impact of disinformation. The Media Literacy Initiative, a non-profit organisation, was also commended by the speaker for its efforts in reaching numerous schools and engaging thousands of students and teachers, emphasising the importance of targeting educational institutions at an early stage.

Challenges for Pakistan

Moreover, the speaker articulated that a compelling narrative encompasses not only positive elements but also incorporates a well-defined story arc, involving conflicts, protagonists, antagonists, and eventual resolutions. The fundamental inquiry pertains to the narrative being disseminated – what is the overarching story being promoted by Pakistan?

Ms Shamsi delved into the persisting challenges, specifically highlighting the paramount role of credibility. This credibility, whether vested in media organisations acting as gatekeepers through fact-checking or in the trust placed in

states, governments, and institutions, stands as a crucial factor. Without a foundation of credibility, counter-messages are futile. A discernible dichotomy emerged, wherein some individuals express contentment with the controlled information model akin to China, perceiving it as providing security and comfort. In Pakistan, the absence of security, comfort, and freedoms necessitates the provision of alternative offerings to incentivise public cooperation such as building trust through the provision of services, augmented by robust law enforcement.

The speaker underscored the pivotal role of awareness and education about countering disinformation, advocating for their incorporation into the educational curriculum, starting from schools. Digital literacy and games also emerged as potential tools for countering disinformation.

“Deficient data availability hampers fact-checking efforts, which is exacerbated by unresponsiveness of government officials. This impedes timely dissemination of factual information to the public.”

Conclusion

In conclusion, Ms Shamsi posited that addressing these challenges is imperative to prevent disinformation and misinformation from becoming the predominant concerns in Pakistan in the ensuing years. The multifaceted approach advocated encompasses bolstering credibility, bridging the information gap, and cultivating trust through services, education, and effective law enforcement.

CONCLUDING REMARKS

Air Marshal Asim Suleiman (Retd)

President, CASS, Lahore

In his concluding remarks, Air Marshal Asim Suleiman (Retd), President, CASS Lahore, said that there is a timeless wisdom that asserts the prosperity and respect of a community are intricately tied to the prevalence of truth among its people. In the tapestry of the nation's history, Pakistan finds itself at a pivotal juncture, poised to redefine its narrative by embracing a virtue that holds the key to unlocking boundless potential.

He stressed that in today's technology-centric world, terms like rumours, misinformation, disinformation, narratives, and perception are not mere concepts, rather they are covert instruments shaping the very essence of existence. However, in the hustle of daily life, people often overlook their influence.

“The undeniable truth is that every thought, every action, and every piece of information consumed by the people can be subtly guided by the unseen hand of hostile forces.”

Reflecting on the insights garnered from the seminar, the President said that the discourse surrounding the landscape

of 5GW, characterised by the strategic deployment of disinformation, narratives, and media influences, had been enlightening. He added that disinformation has emerged as a potent force shaping the narratives that define nations. Malicious actors exploit the vulnerabilities of the interconnected society, manipulating psychological dynamics to sow seeds of mistrust and polarisation.

Impact of AI on Disinformation

He further added that the advent of AI has added a new dimension to the disinformation and perception-building landscape. Generative AI tools like ChatGPT and Google Bard dominate discussions in various fields, from computer programming to journalism to education.

The President elucidated that issues arise when distinguishing AI-generated content from reality becomes challenging, or when AI-generated content is intentionally crafted to deceive.

“Those seeking to spread disinformation can utilise generative AI to create deceptive content at minimal cost, often surpassing the effectiveness of human-created content.”

The President underscored the gravity of the situation by reflecting on the World Economic Forum's 2024 Global Risks

Report, which positions AI-generated misinformation and disinformation as the second-highest global risk at a staggering 53 percent. The integration of AI amplifies the scale and sophistication of deceptive practices, making it imperative for to develop robust countermeasures to safeguard the integrity of information and protect the narratives shaping our collective understanding. The adversaries' ability to manipulate media narratives poses a clear and present danger to the stability of Pakistan.

“Social media serves as both a medium for disinformation and a battleground where narratives are shaped, often at the expense of truth and objectivity.”

Media Literacy and Digital Resilience

The swift dissemination of false narratives, particularly targeting the youth, underscores the critical need for media literacy and digital resilience. The President articulated that the future, confronted by the multifaceted challenges of 5GW, pivots on the ability to empower the upcoming generation. Therefore, it is essential to instil in them the capacity to scrutinise information critically, and counter the pernicious influences of disinformation.

Socio-Political Divides and Risks

Air Marshal Asim Suleiman (Retd) said that as the world navigates the challenges posed by disinformation, there is a need to acknowledge the socio-political divides that amplify the risk of domestic political instability and atrocities. The erosion of civil trust, fuelled by the insidious effects of disinformation, creates an environment where societal bonds break down, and the fear of violence looms.

Human Dynamics in the Digital Battlefield

Emphasising the innate human need for social belonging and confirmation bias, the President underscored the complexity of the current digital battlefield. He said that understanding these dynamics is not merely an academic exercise but a step towards formulating effective strategies for countering disinformation and shaping narratives.

Conclusion

Bringing to attention the identified challenges, the President called for a collective and proactive response. He urged the audience to embrace the insights imparted by the speakers and to utilise ethical journalism to de-contaminate the information environment. He hoped that the audience was left inspired, determined, and united in the resolve to speak the truth and pave the way for a brighter, more resilient future for Pakistan.

Q&A SESSION

Question 1: How does Pakistan's educational landscape, with 200 universities, measure up to India's 11,150 institutions? Additionally, despite significant investments, talented individuals are opting to go abroad. How can we incentivise their return and what impact can it have on Pakistan's competitiveness against India? With tech exports at \$2-3 billion compared to India's \$240 billion, what strategies can be employed to bridge this gap and foster growth? Share your thoughts on these critical aspects.

Answer: Mr Jahangir provided insights into the evolving industrial landscape, characterising the current era as the "age of intelligence" within the fourth industrial revolution. He emphasised the shift from merely discussing data to making sense of it, citing the need for improved data utilisation, particularly in sectors like mobile companies in Pakistan. Expressing concern, he highlighted the lack of future-oriented planning by Pakistani policymakers, using the example of the stagnant education budget that requires comprehensive restructuring.

Addressing the issue of brain drain, Mr Jahangir acknowledged a shift in recent years, with young Pakistanis increasingly opting for white-collar entry-level jobs, diverging from the historical trend of blue-collar jobs in the Middle

East. He lamented Pakistan's delayed response in educating and positioning its youth in the global job market, drawing a parallel with India's proactive approach under Jawaharlal Nehru.

To enhance competitiveness, Mr Jahangir stressed the importance of aligning educational frameworks with the evolving job landscape. He emphasised the pivotal role of the Higher Education Commission (HEC) in bridging the gap between academia and market demands. While advocating for short-term solutions like skill-based learning, he cautioned about their limitations in providing deeper insights into software construction, highlighting the need for a more comprehensive approach to education.

Dr Zaighum articulated a different perspective on brain drain, contending that notable figures such as the British Prime Minister, the US Vice President, and Google's CEO would not be of Indian origin if not for the phenomenon of brain drain. Additionally, he expressed scepticism toward recognising India as a success story. He pointed to the prevalence of slums in Mumbai where over 50 percent of the population resides. He further highlighted that 57 percent of people in the region cannot own a house. This discrepancy does not align with the narrative of India's ascent as a success story.

Question 2: How can the challenges associated with the burgeoning population, including potential issues like limited educational opportunities, be effectively addressed? Furthermore, in the context of pervasive disinformation, with conflicting versions of truth from the government, political parties, and the military establishment, how can one navigate through these conflicting interests to find the real truth, especially when there is a lack of trust in the media, political parties, government, and the military?

Answer: Ms Shamsi expounded on the issue of media biases and the importance of scepticism in consuming information. She emphasised the distinction between fact and opinion, illustrating that facts are based on verifiable data, while opinions are subjective expressions. She highlighted the historical evolution of media, noting that independent and unbiased sources gained popularity in the early 20th century, but the advent of social media has challenged this trend.

In addressing the question, Ms Shamsi advocated for relying on non-partisan, independent media organisations and emphasised the need to consult multiple sources to arrive at a more comprehensive understanding of the truth. She stressed the significance of evidence and reason in building trust and cautioned against accepting statements without supporting evidence. She also underscored the importance

of news and media literacy, encouraging individuals to approach information with scepticism, doubt, and the pursuit of well-founded conclusions.

Mr Jahangir asserted that Picasso's quote, "A truth is a lie", underscores the evolving nature of truth, where individual perspectives can vary. He lamented the fact that the views of others are accommodated less as society becomes increasingly polarised. Even within academia, which was once considered a bastion for expressing views, he highlighted the shrinking space for diverse perceptions and truths. Addressing the issue of state actors spreading misinformation, Mr Jahangir emphasised the importance of establishing mechanisms for citizens to hold such actors accountable.

According to him, the fundamental instrument for checking state actors is civil society, although he lamented that in countries like Pakistan, civil society often aligns with specific interest groups or foreign influences. To overcome this limitation, he proposed leveraging technology to create platforms independent of both state and non-state institutions, allowing people to voice their concerns effectively and demand truth from state actors.

Expressing scepticism about mainstream social media platforms like YouTube and Facebook, Mr Jahangir theorised that they prioritise profit over serving the genuine interest of society concerning misinformation. He said that

he anticipates the emergence of new platforms, driven by technological advancements of the modern age, to combat misinformation, which will not be for profit. He particularly emphasised the role of AI in this context, foreseeing it playing a significant part in mitigating misinformation rather than distributing it.

Furthermore, he gave the example of how China has banned anonymous profiles to combat misinformation and contrasted it with the US which has failed to do it because of the importance of privacy in Western culture. He opined that he foresees that technology will evolve to a point where people will be answerable for their actions in the digital realm.

Dr Zaighum articulated that the contemporary landscape of information consumption is marked by a nuanced interplay between societal dynamics and media offerings. He contended that, unlike the direct financial transactions associated with entertainment platforms like Netflix, the public does pay a direct cost for news services. He asserted that this "free" nature of news consumption transforms the audience into consumers, whether engaging with news channels or social media platforms.

Challenging the notion of a binary understanding of truth, he argued that objectivity is elusive, and different versions of truth co-exist. He rejected the idea of a singular, objective truth and acknowledged the centrality of perceptions in

shaping the understanding of truth, considering it both a problem and a solution.

He also delved into the intricacies of societal idiosyncrasies regarding disinformation and misinformation. He cautioned against generalisations, asserting that it is inappropriate to claim that a state operates solely on disinformation. Drawing on examples, he highlighted the presence of societal red lines and questioned the universality of truths. In summarising his stance, Dr Zaighum proposed a shift in the evaluation of states, suggesting that judgments should be based on the timeliness or untimeliness of actions rather than adhering to a paradigm solely focused on disinformation.

Question 3: How can Pakistan evolve its strategic culture to effectively counter the challenges posed by misinformation and disinformation, considering the current vulnerability to both internal and external shocks? Additionally, in light of the significant youth bulge in Pakistan, and concerns about a rise in students lacking primary-level enrolment and digital literacy, is it feasible to explore the Chinese model of information control to guide national direction in addressing issues?

Answer: Dr Zaighum expressed a pessimistic outlook on the evolution of Pakistan's strategic culture. He emphasised the challenges faced during his research on 5GW and disinformation, highlighting that his efforts involved reaching out to various stakeholders, including journalists, advocates, bureaucrats, ministers, and national security institutions. Unfortunately, the responses received from these entities were deemed substandard and not worthy of inclusion.

Dr Zaighum also shed light on the lack of meaningful discussions at the governmental level, particularly within civilian departments. He criticised the quality of discussions that do occur, labelling them as a waste of time and a drain on resources. According to him, a critical requirement for the timely evolution of Pakistan's strategic culture, aligned with the demands of the external environment, is the placement of the right individuals in the right positions.

Ms Shamsi drew upon her experience as a former journalist and articulated her principled stance against information control. She emphasised that attempts to control information have historically proven counter-productive, citing instances like internet shutdowns that often backfire. She highlighted the resilience of urban areas and tech-savvy youth who find ways to circumvent control measures, rendering such attempts ineffective.

Moreover, she emphasised that efforts to control information can negatively impact international perceptions and spread messages in an unintended manner. Refuting the idea of replicating China's information control model in Pakistan, Ms Shamsi pointed out the absence of necessary expertise and infrastructure in terms of both human resources and technology. She further argued that until Pakistan can provide security and service delivery comparable to China, controlling information may face objections. She posited that currently, people in Pakistan are likely to prioritise freedom over control.

Transitioning to the topic of digital literacy, Ms Shamsi highlighted the popularity of platforms like TikTok and WhatsApp, emphasising their accessibility even for those who may not be literate in the traditional sense. The use of video content and voice notes has contributed to the widespread adoption of these platforms, bypassing the need for traditional literacy skills.

Question 4: In situations where neighbouring countries pre-empt and orchestrate events in Pakistan and target it through strategic dissemination of misinformation, what would be the recommended strategy - strengthening defences or adopting a counter-offensive approach?

Answer: Ms Shamsi argued that the key to a successful approach involves responding quickly with credibility. She further cautioned against counter-productive reactions, such as press conferences or lashing out. Instead, she suggested that presenting evidence through media outlets within Pakistan could be more impactful. Emphasising the importance of independent media, Shamsi asserted that it serves as the best counter-messaging strategy. Acknowledging the scepticism towards government statements, she noted that credibility increases when multiple independent media outlets corroborate similar information.

Dr Zaighum proposed two strategic solutions. Firstly, he advocated for a counter-offensive approach in information warfare, emphasising the inherent difficulty in undoing or halting the damaging effects of an information attack. Being defensive is not a viable option, and the only effective response is to carry the war of information to the opposing side by adopting an offensive stance.

Secondly, Dr Zaighum stressed the importance of Pakistan developing pre-emptive narratives. He elucidated, that pre-emptive narratives involve being alert to the news and staying ahead of it by creating events that shape the news. By controlling the origin of news through events, a country can effectively manage the news and shape the narrative. He cited India as an example of a nation successfully implementing this strategy.

Mr Jahangir underscored that think tanks bear a significant responsibility in developing plans and scenarios for governments. By doing so, they can offer a comprehensive blueprint outlining how governments should respond to various scenarios at different times, contributing to a strategic and proactive approach to managing the impact of disinformation.

Question 5: Focusing on managing archived data, declassification culture, and reducing sensationalism, what are the speakers' insights on policy advocacy regarding the "I know everything versus I know nothing" debate in Pakistan, along with thoughts on institutional credibility and truth commissions? Additionally, what policy advocacy insights can be provided on three emerging global trends: surveillance capitalism, internet neutrality, and high-performance analytics and computing with AI, especially in the context of Pakistan as a legacy country? Moreover, could there be any advocacy suggestions on transitioning a legacy country to a digital world? What challenges and recommendations are there for managing information and perceptions within the existing systems in Pakistan?

Answer: Dr Zaighum expressed complete agreement, emphasising the urgent need to integrate a declassification culture, particularly in the absence of an information governance policy. He highlighted the prevailing confusion within the government regarding what information should be disseminated and what should not be. Dr Zaighum argued that this policy vacuum has led to the proliferation of conspiracy theories, eventually transforming into disinformation that continues to spread. In his view, the

crucial solution lies in implementing a robust information governance policy.

Ms Shamsi concurred with Dr Zaighum and added her perspective, noting that information gaps serve as breeding grounds for conspiracy theories and malicious actors. She advocated for a more open and transparent government, stressing the importance of data accessibility and availability for both journalists and fact-checkers. As a journalist herself, she predicted a significant transformation in journalism over the next decade, urging the industry to adapt to new ways of delivering credible information and regaining trust, particularly among younger audiences.

Being involved in data generation for policymaking, Mr Jahangir raised concerns about misinformation and disinformation in Pakistan. He highlighted the lack of accountability within regulatory bodies, such as FIA and PEMRA, which are responsible for addressing false information. He pointed out the regulatory shortcomings of Pakistan in comparison to the UK, where channels disseminating false news are promptly dealt with. He advocated for a watchdog over regulatory bodies, especially those failing to publish mandated annual reports.

He also shed light on the absence of published data by regulators and the lack of accountability in the extension of tenures of public servants. Mr Jahangir urged civil society, think tanks, and universities to play an active role in holding

regulators accountable. Additionally, he acknowledged the potential contribution of the judiciary in obtaining missing data, encouraging researchers to produce cutting-edge research that would make Pakistanis proud.

POLICY CONSIDERATIONS

1 Engage Strategically

Pakistani leadership and media personnel should exercise caution in responding to provocations, and refrain from unnecessarily amplifying disinformation messages. It is crucial to approach such engagements mindfully to prevent unintended spread and agitation, particularly in online interventions.

2 Avoid Dichotomous Narratives

Government officials and media personnel should avoid adopting a binary “Us vs Them” narrative when countering disinformation. It is important to avoid over-targeting specific groups to prevent counterproductive outcomes.

3 Develop Information Governance Measures

It is crucial to develop robust mechanisms in the public and private sectors of Pakistan for detecting and eliminating harmful online content. This includes the implementation of strategies to counteract the psychological impact of disinformation and bridge cognitive gaps.

4 Leverage Youth Potential

Pakistan's youthful population can be a driving force for economic development and growth. Leveraging the potential of this working-age demographic is the need of the hour.

5 Ensure Data Accuracy

Both governmental and non-governmental agencies should work on addressing discrepancies in reporting internet usage figures to accurately gauge Pakistan's digital presence for a more reliable representation at the global level.

6 Information Literacy

The government needs to prioritise information literacy initiatives in Pakistan to equip individuals with the skills necessary to critically evaluate and navigate the vast amount of information available in the digital space.

7 Ensure Culturally Sensitive Engagement

Government officials and media personnel must prioritise cultural sensitivity in strategic engagements. They need to ensure that all interventions respect and align with the diverse values of Pakistani society.

8

Foster Partnerships for Information Resilience

Pakistani policymakers must foster partnerships between the government, private sector, and civil society to collectively strengthen information resilience. These collaborations can include fact-checking and media mastery campaigns.

9

Develop a Strong National Narrative

Pakistan needs to develop and promote a national narrative that emphasises unity and diversity, steering clear of divisive narratives. It is critical to encourage a shared sense of identity to counteract attempts at sowing discord.

PROFILES OF THE SPEAKERS



Ms Nidaa Shahid

**Senior Researcher, CASS,
Lahore**

Ms Nidaa Shahid is a Senior Researcher at CASS, Lahore. She holds an MPhil and a Master's degree in Defence and Strategic Studies from Quaid-e-Azam University, Islamabad. Before joining CASS, she served as an International Relations Analyst (IRA) at ACDA, SPD. She has also worked as a research analyst at the Arms Control and Disarmament Division (ACDIS) of the Ministry of Foreign Affairs, Pakistan. She has been a Visiting Research Fellow at the Centre for Science and Security Studies (CSSS), King's College London, UK; the James Martin Centre for Non-proliferation Studies, Monterey US; and the Cooperative Monitoring Centre (CMC) at Sandia National Labs, Albuquerque, US.



Mr Amir Jahangir

**Chief Executive Officer at
Mishal Private Limited**

Mr Amir Jahangir is the CEO of Mishal Private Limited. He is a graduate of the Harvard Kennedy School of Government and National Defence University, Islamabad on National and International Security. He is a SECP Certified Director from Pakistan's Institute of Chartered Accountants. He is also an Adjunct Professor of Practice in Communications at the Shaheed Zulfiqar Ali Bhutto University of Science and Technology.

Mr Jahangir has served as an Advisor to the Stanford Centre of Innovation and Communication at Stanford University on Technology, Innovation, and Journalism. Earlier, he worked as CEO for SAMAA TV. He was also a board member and the founding CEO of CNBC Pakistan. He received the prestigious title of Young Global Leader from the World Economic Forum



Dr. Zeeshan Zaighum

**Assistant Professor at the
School of Media &
Mass Communication, BNU**

Dr Zeeshan Zaighum is currently serving as an Assistant Professor at the School of Media & Mass Communication, BNU. He achieved his PhD in the field of Mass and Media Communication from BNU, Lahore. He is also an alumnus of the 9th National Media Workshop organised by the National Defence University, Islamabad. He has over 10 years of teaching experience on issues related to media and 5th-generation warfare.

He has authored multiple publications in esteemed journals, including the International Review of Social Science. He has been instrumental in designing and teaching Strategic Communication workshops including Fifth Generation Hybrid Warfare for the Federal Ministry of Information & Broadcasting.



Ms. Amber Shamsi

**Director of the Centre for
Excellence in Journalism
(CEJ)**

Ms. Amber Shamsi is currently serving as the Director of the Centre for Excellence in Journalism (CEJ). She graduated with a Master's in Mass Communication from Kinnaird College for Women, Lahore. Previously, she served as the Head of Content and Communications at Tabadlab, a public policy think tank. She has hosted three news and current affairs shows on mainstream Pakistani news channels.

Ms. Shamsi has participated twice in the Jinnah Institute's India-Pakistan Track II Chaophraya Dialogue as an Emerging Leader. She is a distinguished multimedia journalist and reporter, recognised with prestigious awards for her outstanding contributions to the field.



Air Marshal Asim Suleiman (Retd)

President, CASS, Lahore

Air Marshal Asim Suleiman (Retd) graduated from the PAF Academy in 1978 and has flown a wide assortment of fighter aircraft during his career. He has been a part of several operational and training squadrons, including the Combat Commanders' School as an instructor. His command assignments include Command of a Combat Squadron and an Operational Base.

His numerous staff appointments include serving as Staff Officer in different capacities to three Chiefs of the Air Staff, Deputy Chief Project Director of the JF-17 Programme, Director-General Air Intelligence, Deputy Chief of Air Staff (Support) and Deputy Chief of the Air Staff (Administration). He served as an Air Adviser at the Pakistan High Commission in India.

Air Marshal Asim Suleiman (Retd) holds a master's degree in Defence and Strategic Studies from Quaid-e-Azam University, Islamabad. He is a graduate of the National Defence University (NDU), Islamabad, and Defence

Services and Staff College, Dhaka. He attended the National Security Workshop at NDU. He was a visiting faculty member at NDU, Air War College, Faisal, Pakistan Naval War College, Lahore, and Command and Staff College, Quetta.

He also served as the Director-General of the Civil Aviation Authority (CAA) for over two years. He was also nominated as the Chairman of the Pakistan International Airlines (PIA) by the Government of Pakistan. He is an alumnus of the Singapore Aviation Academy and has been a regular speaker at international conferences on the development and safety of the aviation industry. He also represented Pakistan as the head delegate at the ICAO General Assembly and as a speaker.

He is a recipient of the Hilal-e-Imtiaz (M) and Sitara-e-Imtiaz (M) for his meritorious services. He was also awarded the Sitara-e-Basalat, and Imtiaz Sanad.

PRESS RELEASE

The Centre for Aerospace & Security Studies (CASS), Lahore, hosted a seminar titled 'Mastering Narratives: Navigating Disinformation and Shaping Perceptions for Pakistan's Future' on 25 January 2024. The event discussed the challenges that Pakistan faces in the context of 5GW, which is characterised by the strategic use of deception and disinformation.

The seminar commenced with opening remarks by Ms Nidaa Shahid, Senior Researcher at CASS, Lahore. This was followed by a keynote address by Mr Amir Jahangir, Founder and CEO of Mishal Pakistan, who spoke about disinformation and its implications in the media age. Dr Zeeshan Zaigham, an Assistant Professor at Beaconhouse National University, shed light on the hostile narratives and perception-building tactics being used against Pakistan. Ms Amber Shamsi, Director of the Centre for Excellence in Journalism (CEJ), provided valuable insights for countering disinformation and guarding narratives.

In his concluding remarks, Air Marshal Asim Suleiman (Retd), President, CASS Lahore, acknowledged the dangers posed by disinformation and false narratives to Pakistan's international image and security. He emphasised the crucial role of media literacy, digital resilience and ethical journalism in countering disinformation. He mentioned the World

Economic Forum's 2024 Global Risks Report, which positions AI-generated misinformation and disinformation as the second-highest global risk at a staggering 53 percent, and stressed the need for countermeasures. In the end, he hoped for Pakistan to not only endure but triumph in this 5th Generation War.

The seminar highlighted various crucial points. The speakers emphasised the need for a comprehensive understanding of the global information landscape and its implications. The discussion highlighted that India has been identified as the epicentre of disinformation in 2024. It was also emphasised that in this technologically-driven era, nations that empower their citizens with a robust digital presence wield the transformative power to influence the global landscape. Moreover, the need for Pakistan to comprehensively reassess its national security priorities in light of identified challenges was stressed. The emphasis was on creating a tailored strategy, leveraging Pakistan's strengths while effectively addressing vulnerabilities posed by disinformation tactics by adversaries.

The seminar concluded with a unanimous call for proactive policy decisions in the face of the changing digital landscape. This merits media mastery and adaptability as Pakistan charts its course in this challenging era.

SUMMARY OF HEADLINES

Sr. No	Newspaper	Title
1	Asia Today	Navigating Disinformation and Shaping Perceptions for Pakistan's Future
2	Pakistan Today	Navigating Disinformation and Shaping Perception for Pakistan's Future
3	Soon Times	CASS hosted Seminar Titled Mastering Narratives
4	Associated Press of Pakistan (Digital)	Speakers underscore India's recognition as epicenter of disinformation in 2024

سیریل	اخبار	خبر
1	روزنامہ صدائے اولس	بیانیہ سازی میں مہارت حاصل کرنا: پاکستان کیلئے ڈس انفارمیشن اور تاثر سازی کی اہمیت
2	روزنامہ چناب ٹائمز	ڈس انفارمیشن اور تار سازی کی اہمیت کے عنوان سے سیمینار کا انعقاد
3	روزنامہ شہید	پاکستان کے مستقبل کیلئے ڈس انفارمیشن ، تاثر سازی کی اہمیت کے عنوان سے سیمینار
4	روزنامہ مسلمان	بیانیہ سازی میں مہارت حاصل کرنا: پاکستان کیلئے ڈس انفارمیشن اور تار سازی کی اہمیت
5	روزنامہ رازدار	بیانیہ سازی میں مہارت حاصل کرنا: پاکستان کیلئے ڈس انفارمیشن اور تار سازی کی اہمیت
6	روزنامہ کے-ٹو	بدلتے ڈیجیٹل منظر نامہ پر پالیسی تشکیل دی جائے سیمینار
7	روزنامہ پاکستان ٹو ڈے	پاکستان کے مستقبل کیلئے ڈس انفارمیشن اور تاثر سازی کی اہمیت کے عنوان سے ایک سیمینار
8	روزنامہ غزنوی اسلام آباد	تاثر سازی کی اہمیت سینٹر فار ایرو اسپیس اینڈ سکیورٹی اسٹڈیز سیمینار
9	روزنامہ رپورٹ	سینٹر فار ایرو اسپیس اینڈ سکیورٹی اسٹڈیز کا سیمینار کا انعقاد
10	روزنامہ پس پردہ	سینٹر فار ایرو اسپیس اینڈ سکیورٹی اسٹڈیز کا سیمینار کا انعقاد

سیریل	اخبار	خبر
11	روزنامہ سندھ سجاگ	ماسٹرنگ داستان: پاکستان جی مستقبل لاء غلط معلوماتی تاثرات بابت سیمینار
12	روزنامہ آئین	سنٹر فار ایرو اسپیس میں بیانیہ سازی میں مہارت کے حوالے سے سیمینار
13	روزنامہ خبر دار	بیانیہ سازی میں مہارت حاصل کرنا: پاکستان کے مستقبل کیلئے ڈس انفارمیشن اور تاثر سازی کی اہمیت
14	روزنامہ الاخبار	پاکستان کے مستقبل کیلئے ڈس انفارمیشن اور تاثر سازی کی اہمیت سیمینار کا انعقاد
15	روزنامہ صحافت	بیانیہ سازی میں مہارت حاصل کرنا: پاکستان کے مستقبل کیلئے ڈس انفارمیشن اور تاثر سازی کی اہمیت
16	روزنامہ عوامی للکار	ڈس انفارمیشن اور تاثر سازی کی اہمیت کے عنوان سے سیمینار کا انعقاد
17	روزنامہ حال	سینٹر فار ایرو اسپیس اینڈ سکیورٹی اسٹڈیز کے زیر اہتمام سیمینار
18	روزنامہ مناقب	بیانیہ سازی میں مہارت حاصل کرنا: پاکستان کے مستقبل کیلئے ڈس انفارمیشن اور تاثر سازی کی اہمیت
19	روزنامہ دو راہا	بیانیہ سازی میں مہارت حاصل کرنا: پاکستان کے مستقبل کیلئے ڈس انفارمیشن اور تاثر سازی کی اہمیت
20	روزنامہ غزنوی پنڈی	تاثر سازی کی اہمیت سینٹر فار ایرو اسپیس اینڈ سکیورٹی اسٹڈیز سیمینار

سیریل	اخبار	خبر
21	روزنامہ کشمیر ٹائمز	سنٹر فار ایرو اسپیس اینڈ سکیورٹی اسٹڈیز لاہور کے زیر اہتمام سیمینار
23	روزنامہ اساس	قومی سلامتی ترجیحات کا از سر نو جائزہ لینے کی ضرورت ہے (سینٹر فار ایرو اسپیس)
23	روزنامہ عظمت	بیانیہ سازی میں مہارت حاصل کرنا : پاکستان کے مستقبل کیلئے ڈس انفارمیشن اور تاثر سازی کی اہمیت

MEDIA COVERAGE



CASS hosted seminar titled "Mastering Narratives: Navigating Disinformation and Shaping Perceptions for Pakistan's Future"



Soon Times Correspondent
Lahore:

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PAKISTAN TODAY

Mastering Narratives: Navigating Disinformation and Shaping Perceptions for Pakistan's Future



بیانیہ سازی میں مہارت حاصل کرنا: پاکستان کے مستقبل
کے لیے ڈس انفارمیشن اور تاثر سازی کی اہمیت



جلد نمبر 06 شمارہ 14، چارمہ 1445، 26 جنوری 2024، 14 صفحات، 4 قیمت 8 روپے، شمارہ نمبر 29

اس کے مضمرات کی جامع تفہیم کی ضرورت پر زور دیا۔ بحث میں اس بات پر روشنی ڈالی گئی کہ 2022 میں ہندوستان کو ڈس انفارمیشن کے مرکز کے طور پر شناخت کیا گیا ہے۔ اس بات پر بھی زور دیا گیا کہ ٹیکالوجی کے اس دور میں، وہ قوش جو اپنے شہریوں کو ڈیجیٹل دنیا میں بھرپور شرکت کے ساتھ با اختیار بناتی ہیں، وہی عالمی منظر نامے پر اثر انداز ہونے کے لیے تبدیلی کی طاقت کا استعمال کرتی ہیں۔ مزید برآں، ان چیلنجوں کی روشنی میں پاکستان کو اپنی قومی

قرار دیا گیا ہے، اور اس کی روک تھام کے لیے اقدامات کی ضرورت پر زور دیا۔ آخر میں انہوں نے امید ظاہر کی کہ پاکستان ناصرف فیضہ جزیئن محاذ سے بھرپور طریقے سے نبرد آزما ہوگا بلکہ اس جنگ میں غیاب بھی ہوگا۔ آخر میں انہوں نے امید ظاہر کی کہ پاکستان ناصرف فیضہ جزیئن محاذ سے بھرپور طریقے سے نبرد آزما ہوگا بلکہ اس جنگ میں غیاب بھی ہوگا۔ سیمینار میں مختلف اہم شکات پر روشنی ڈالی گئی۔ مقررین نے عالمی معلومات کے مضمرات اور

سینئر فار ایرو ایس اینڈ سکیورٹی اسٹڈیز (CASS)، لاہور نے 25 جنوری 2024 کو 'بیانیہ سازی میں مہارت حاصل کرنا: پاکستان کے مستقبل کے لیے ڈس انفارمیشن اور تاثر سازی کی اہمیت' کے عنوان سے ایک سیمینار کا انعقاد کیا۔ اس تقریب کی خاص بات فیضہ جزیئن محاذ جنگ میں ڈی سٹیشن اور ڈس انفارمیشن کے اسٹرٹجک استعمال کو زیر بحث لانا تھا۔ سیمینار کا آغاز CASS، لاہور کی سینئر ریسرچر جرنل جرنل شاہد کے افتتاحی کلمات سے ہوا۔ اس

حوالے سے اپنے بصیرت افروز خیالات کا اظہار کیا۔ اپنے اختتامی کلمات میں، ایگزیکٹو شل ماسٹریٹ (ریٹائرڈ)، صدر CASS، لاہور، نے پاکستان کے بین الاقوامی ایجنج اور سلامتی کو خطہ معلومات اور خطہ نیٹوں سے لاحق خطرات پر بات کی۔ انہوں نے خطہ معلومات کا مقابلہ کرنے میں میڈیا کے لوگوں کی علمی سطح، اطلاعات اور باہر تہذیبی کے اہم کردار پر زور دیا۔ انہوں نے ورلڈ ایکٹ فورم 2024 کی عالمی خطرات کی رپورٹ کا ذکر کیا، جس میں مصنوعی ذہانت سے پیدا ہونے والی ڈس انفارمیشن اور خطہ معلومات کو ایران کن 53 فیصد پر دوسرا سب سے بڑا عالمی خطرہ

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291 شمارہ 13، چارمہ 1445، 26 جنوری 2024، 14 صفحات، 4 قیمت 8 روپے، شمارہ نمبر 29

تاثر سازی کی اہمیت سینئر فار ایرو ایس اینڈ سکیورٹی اسٹڈیز پریسیڈنٹ

پاکستان فیضہ جزیئن محاذ سے نبرد آزما ہوگا، اس جنگ میں غیاب بھی ہوگا، عامر جہانگیر



کلمات سے ہوا۔ اس کے بعد "مثال پاکستان" کے بانی اور ای ای جہانگیر نے مرکزی خطاب کیا۔ انہوں نے میڈیا کے دور میں ڈس انفارمیشن اور اس کے اثرات کے بارے میں گفتگو کی۔ ٹیکن پاس پیٹیل یونیورسٹی کے اسٹنٹ پروفیسر ڈاکٹر ذیشان خٹم نے پاکستان کے خلاف استعمال کیے جانے والے ملک دشمنی پر مبنی بیانیہ اور تاثر سازی کے حربوں پر روشنی ڈالی۔ ستر فار ایسٹس فار جرنلزم کی ڈائریکٹر محترمہ امیر شمس نے خطہ معلومات کا مقابلہ کرنے اور بیانیہ کی طاقت کے حوالے سے اپنے بصیرت افروز خیالات کا اظہار کیا۔

لاہور (پریور رپورٹ) بیانیہ سازی میں مہارت حاصل کرنا: پاکستان کے مستقبل کے لیے ڈس انفارمیشن اور تاثر سازی کی اہمیت سینئر فار ایرو ایس اینڈ سکیورٹی اسٹڈیز (CASS)، لاہور نے 25 جنوری 2024 کو 'بیانیہ سازی میں مہارت حاصل کرنا: پاکستان کے مستقبل کے لیے ڈس انفارمیشن اور تاثر سازی کی اہمیت' کے عنوان سے ایک سیمینار کا انعقاد کیا۔ اس تقریب کی خاص بات فیضہ جزیئن محاذ جنگ میں ڈی سٹیشن اور ڈس انفارمیشن کے اسٹرٹجک استعمال کو زیر بحث لانا تھا۔ سیمینار کا آغاز CASS، لاہور کی سینئر ریسرچر جرنل جرنل شاہد کے افتتاحی

GALLERY











MASTERING NARRATIVES: NAVIGATING DISINFORMATION AND

SHAPING PERCEPTIONS FOR PAKISTAN'S FUTURE

"The potential of South Asia to exert influence on global narratives surpasses that of the US and Europe, despite the latter collectively holding 14 percent influence, due to the substantial presence of people in the digital realm within South Asia."

– Mr Amir Jahangir

"In 5GW, the very fabric of relationships between the government, military, and public becomes the focal point of attacks. This vulnerability manifests in the form of disinformation, strategically targeting fault lines within the societal framework of Pakistan."

– Dr Zeeshan Zaighum

"Political parties, extremist groups, foreign governments, domestic governments, and commercial actors are some of the key entities perpetuating information manipulation, each motivated by distinct agendas ranging from electoral success to sowing chaos and financial gain."

– Ms Amber Shamsi

"The undeniable truth is that every thought, every action, and every piece of information consumed by the people can be subtly guided by the unseen hand of hostile forces orchestrating a symphony of manipulation beyond conscious awareness."

– Air Marshal Asim Suleiman, President CASS, Lahore

"The narrative battleground is not only a strategic arena for shaping perceptions but also a crucial space for empowering the public to counter disinformation and contribute towards creating and sustaining a positive narrative."

– Ms Nidaa Shahid



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