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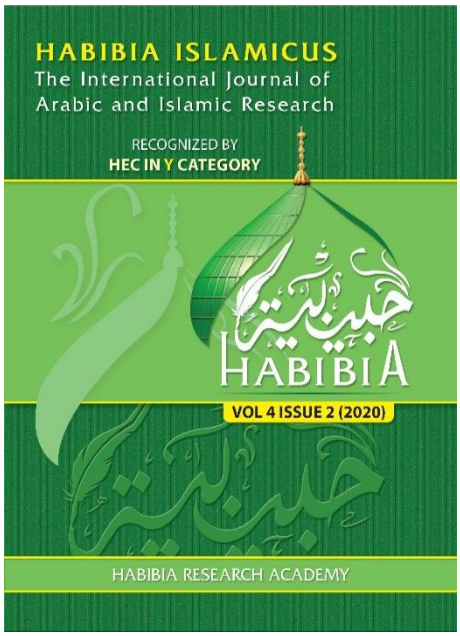

TOPIC:

THE FIFTH-GENERATION WAR IN PAKISTAN AND THE ROLE OF THE MEDIA

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THE FIFTH-GENERATION WAR IN PAKISTAN AND THE ROLE OF THE MEDIA

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ABSTRACT:

Research on war and its subsequent division into five key generations has led to a better understanding of the social and academic world and how countries are at war today and how they are coping with potential threats. While the first three generations of warfare were based on traditional methods, a change was observed with the emergence of the fourth generation. It is characterized by the abandonment of standard tactics based on the number of soldiers, ammunition and physical contact on the battlefield. This form of warfare is conducted in a fragmented manner and is widespread in the enemy's society.[1] The preferred method of combat is based on mobility, adaptability and maneuverability, rather than on people and weapons. It aims to attack an enemy nation in the most dangerous way, whether cultural, social, political or physical. The main difference between the three previous generations is that the fourth-generation war is not exclusively directed against soldiers. It focuses on ideas, culture, media, international organizations, market activities and even the minds of citizens. Ultimately, the aim is to exploit the enemy's weaknesses to convince its strategists that they simply cannot achieve their goals.

KEYWORDS: *Role of Social Media in Pakistan, fifth-generation war, fifth generation war's Impact on Society.*

INTRODUCTION:

There is no clear consensus on the fifth-generation war, which is the latest concept in war research. It represents a step forward from fourth-generation warfare and can be described essentially as a war between state and non-state actors aimed at undermining the dominant order. Although its origins remain controversial, as noted above, it has its origins in the terrorist attacks of 11 September 2001 in the United States, for which the terrorist organization Al-Qaida was responsible. The tools of attack have been radically varied, ranging from economic, social and political attacks to attacks in air, space and cyberspace.[2] The methods of attack used by terrorist organizations have been widely used in the United States. The Fifth-generation War, or 5 GW, has no army and no concrete ideas. According to Major Shannon Beebe, head of the African intelligence services, this is a "vortex of violence", motivated by deep-rooted frustration resulting from the "turmoil" in society. 5GW proponents combine combat tactics, but the battlefield itself can range from cyberspace to the state's water supply and its banking system. The main objective remains to awaken fear and weaken the entire national structure to the very end.[3]

The four main approaches that define this form of warfare are as follows.

- **Networks**: there is a strong dependence on digital networks and data collection.
- **Cloud Battle**: Interdependent virtual networks/networks create a virtual cloud containing a mass of data that can be used to exploit the enemy.

- **Domains**: The war is fought in five key areas and differs from previous generations of warriors mainly in this respect. These domains include land, sea, air, space and especially cyberspace.
- **Command and control**: information flow, software incompatibility and internal weaknesses are used to attack, deceive and weaken the opponent. [4]

Problem.

The definitions of fifth-generation and hybrid wars overlap in the literature. Simply defined, it is a form of warfare that aims to destroy the enemy state from within by striking at its culture, social values and economy. For this paper, the outbreak of the fifth-generation war will be considered to be post-9/11. Although the term is being explored worldwide, it remains to be seen how scientists see the beginning of the fifth-generation (5GW) war tactic used in Pakistan. Both military analysts and scientists suspect that India has in the past used these military tactics to destabilize Pakistan and continues to do so, while the United States (US) and Russia continue to quarrel and accuse each other of interfering in their political processes through hybrid warfare. Pakistan's second peaceful democratic transition of power in 2018 was marked by allegations of defamation and military involvement in the local and international media, leading to questions about the legitimacy of the current government. This article will examine various aspects of the 5th generation media war in its current context. It is important to examine what can be done to address the challenges we face.

Hypothesis

The "fifth-generation war" is spreading through the media and cyberspace in Pakistan and poses a direct threat to the social and political structure of the nation.

Sub-questions

- What was the nature of the Russian intervention in the 2016 American elections?
- How does the world practice fifth-generation wars?
- What threat does this pose to Pakistan?
- What measures can be taken to stop this phenomenon and prevent it from aggravating the instability it has created in Pakistan?

Volume and importance of research

The importance of research:

Addressing this issue was crucial as there was a gap in research on the Pakistani context. The concept is relevant and pervasive and therefore very relevant to the current scenario. Its importance lies in the fact that war destroys the social fabric of the state and can cause long-term damage if effective action is not taken. It is also important to determine exactly how this form of war is currently used, to what extent it has entered society and what damage it has caused.

It is also seen as the future of armed conflict, so it is important to be aware of the challenges it faces. There are currently 44 million social media users in Pakistan, mostly young people. It is therefore an easy target for external forces. With proper use, social media users in Pakistan can be used to counter propaganda and not to become victims.

Area of research:

- The survey is mainly conducted in Islamabad.
- The nature of these studies is limited both in time and space.
- Due to the speculative and evolving nature of the subject, only published press articles relating to the sensational TV content and social network trends are used and analyzed.
- A study will be conducted to determine the level of understanding of this phenomenon by civilians.
- For this survey, interviews are conducted with scientists and military analysts.

Test method

The research will cover both primary and secondary sources. Secondary sources will be drawn from the international context available in journalistic articles, newspaper articles and books on the subject, and then compared with primary sources purchased in the country for comparison. Also, the survey will be based on a mixed methodology, using both quantitative and qualitative data. Qualitative data will be collected through interviews with relevant staff, which, due to the limited amount of research material published on the Internet, will form the basis for this work, while quantitative data will include the distribution of questionnaires with closed and open-ended questions and the analysis of responses to the Fifth-generation War Awareness Measure.

Test results

As part of this survey, a survey was conducted among civil servants, professionals, students and pensioners 5. Of the respondents, 70 provided full answers to the questionnaire, and these answers will therefore be analyzed in this survey. Of these, 78.6% were between 18 and 25 years of age and the remainder were 25 years of age and older. This is an important factor, as it is this age group that most often uses social networking sites, whereas it is assumed that the older age group, i.e. 45-60, is more susceptible to propaganda. This can be explained by the fact that for them, the use of social media is new because it was not an integral part of their school education, as it was for thousands of years. It should also be noted that in the sample population, the occupations of the respondents are as follows

- Civil servants (13)
- Students (3)
- banker (2)
- Teacher (2)
- retired teacher
- Construction
- Designer
- Automobile
- purchasing manager
- Independent
- Mechanical engineer
- Instructor
- Auditors

- IT Representative
- Head of the logistics department of the capital group
- energy consultant
- Housewife
- Architect
- Housewife
- Lawyer
- Health, safety and environment
- Official website
- Commercial director
- English teacher
- Engineering and teaching
- Event Manager
- Marketing
- Researchers
- Lawyer
- Director
- Market Research Analyst
- Artist
- Federal government official
- Pakistan Customs
- Businessman
- Electrical engineer
- HSE staff
- Electrical engineer
- Unemployed
- Social worker
- Technology
- Private employee
- Business Development

The dataset, therefore, consists largely of specialists currently in positions that may affect their thinking process. Because the survey was distributed by LinkedIn and Facebook and was subject to certain limitations, the respondent group tended to be well educated and knowledgeable. 40% of them knew that there were intergenerational wars, and 41.4% knew that there were intergenerational wars.

Unconscious", but had no particular understanding of the idea itself. Most of those who knew about the idea received information through social media and, for some newspapers and journalistic articles, were also sources of information. When asked if they understood what the fifth-generation war meant, the answers were ambiguous and ranged from the definition in the handbook to vague assumptions. As noted in the introduction, there does not seem to be a consensus on what exactly defines this phenomenon.

After determining the respondents' level of awareness of this phenomenon, the following questions were asked to assess their openness and reaction to anti-state propaganda. The following questions were asked:

- Have you ever clicked on an article because of its attractive title, just to come across completely different information?
- Did you receive false messages during the 2018 parliamentary elections in Pakistan?
- How do you spend your time on social networking sites?
- When you see a title, what is the probability that you will read the text below it?
- Have you ever transmitted a piece of information or a message without checking it?

Based on this data, it is interesting to note that 87% of respondents answered positively to question 1, setting the tone for the following questions. Most of them answered the following questions. Browsing time on social networking sites "rarely and most likely exposed to 'byte clicks' and more false messages. This may indicate that people who try to spread false messages are aware of the specificities of the use of social media by people aged 18 to 25. They, therefore, organize their articles and headlines accordingly. Besides, an important aspect to draw from this data is that the dataset is made up of trained professionals.

Therefore, if this data set is likely to result in misleading messages, what is the likelihood that the majority of the population, i.e., uninformed and unsophisticated users of social networking platforms, particularly Facebook, are inclined to cheat on these messages because they are less inclined to check the facts? They are also very vulnerable, hence the possibility of being influenced by cyber tactics in the fifth-generation of the war with the state.

Literature review

The transition from a new to a conventional war at the end of the 20th century triggered a debate among analysts, military, scientists and political scientists trying to unravel and understand the nature and dynamics of war in the post-liberation era. Some arguments suggest that the tactics of warfare have not changed. Rather, they have evolved in response to the lessons of history.

Scientists such as Mary Caldor[5], Gerfried Munkler[6], Mark Duffield[7] have focused on the main differences between conventional warfare and Trinitarian warfare, i.e. the development of modern warfare. The state and aspects of the Cold War. The general observation remains that since the Second World War, domestic violence has replaced inter-state wars. Although regional and contextual differences still exist, researchers argue that the structural features of warfare, in general, include a blatant disregard for the system, violence against civilians rather than military populations, and occasional and unorganized rather than specific attacks. This indicates a departure from the first three generations of war. According to his friend Mankler[8], the classic model of inter-state warfare was replaced by internal warfare, so that states began to lose their absolute power over organized violence and were replaced by the "army" of entrepreneurs. It is important to understand the idea of new wars in general, to understand the trends of fifth-generation warfare and its

impact on the world. The new era of war is characterized by suicide bombings, terrorist attacks, displacement of civilians and the creation of widespread and open fear in the social structure of the state. Munkler notes that the transformational nature of war is based on Stabilization of the war or privatization of the armed forces, the autonomy of forms of violence. These wars are generally prolonged because of foreign aid, high consumption of resources and, more generally, because they are motivated more by the search for profit than by state sovereignty.

On the contrary, there is literature containing scientific articles on the concept of "Credibility" in modern warfare. Sinisha Maleshevich[9], Mats Berdal,[10] EA Henderson[11] and D. Singer argues that defining the characteristics of modern warfare, such as abduction, mass murder, exile or sexual violence, is not a new concept. It is a fairly old concept, like war itself. Newman[12] argues that while the literature on the New War highlights the specificity of the current conflict, it has contributed significantly to the understanding of civil war and its socio-economic consequences, which in turn provides insights into the discourse on security in a global context, particularly in the field of human security.

Chapter 1: General context: Russian interference in US elections

As the United States is now the world's superpower, U.S. Congressional elections are important in a global context because the elected government will have consequences as soon as it comes to power. This was also the case in the 2016 US elections, in which the first President Donald Trump took second place against Hillary Clinton. Kathleen Hall Jamieson, a professor at the University of Pennsylvania, has published a book entitled Cyberwar: How Russian hackers and trolls contributed to the election of the president - what we don't know, we can't know and we can't do". It shows how the Russians influenced the results and tactics of the parliamentary elections and gave Trump a chance to win.

In 2017, hearings were held in the House of Representatives and Senate on Russia's manipulation of social networking sites, and a sample of several Facebook advertisements, published by the House Special Services Committee, was evaluated. All of these ads were financed by the Russians. This confirmed existing suspicions of Russian interference, although Facebook CEO Mark Zuckerberg said that the Russian content was too small to have a significant impact on the US elections. However, the evidence presented to the Senate committee showed that material produced and distributed by the Kremlin has reached the staggering figure of one hundred and twenty-six million US Facebook users, prompting Senator Diane Feinstein to announce a cyber-attack on the "cataclysm".

The Chamber of Democrats published announcements that focused not only on the data but also on the demographics and geography of the users who received them, selecting specific targets. Since Trump's electoral base was the largest among white Americans, Russia's intervention was aimed at minimizing African-American votes, thus balancing the chances of rejection. In a false advertisement, allegedly sponsored by the Kremlin, black women stood next to signs indicating that African-Americans were voting for Hillary, causing people to completely miss the vote.

It should be noted that Mr. Jamison believes that these political messages are particularly effective when they are conveyed by reliable sources, such as members of their community. Kremlin officials appear to have done the same by pretending to be regular members of American society on Facebook to spread the news that would discourage people from voting for Hillary.

Scientific studies show that such a political message cannot change the way voters think after the election of a candidate. However, it can affect those whose votes are undecided. Some estimates indicate that approximately 37 million Americans, or 15 per cent of voters, were undecided in the weeks leading up to the election.

The Kremlin campaign was effective because it responded to Trump's messages and was linked to his geographic and demographic objectives. It did not try to push voters in any other direction but only reinforced the process already underway. The objective of the event was to prevent voters from participating in the vote. This was confirmed by rumours that tarnished Hilary's credibility and Trump's divisions about immigrants, minorities, Muslims, etc.

Finally, on Election Day, CNN exit polls showed that Trump, despite his insincere speeches and his personal and political baggage, had a 26-point lead over Clinton among veterans. He also scored more points than former Republican candidate Matt Romney and John McCain.[13]

Chapter 2: The Fifth-generation War in Developing Countries

Russia's participation in the US elections shows that two global adversaries, who faced each other in the past during the Cold War, have now found new areas of intervention, such as hacking on the Internet, to influence the minds of civilians and influence political decisions that will be relevant in the future.

It is important to understand that fifth-generation warfare in today's world depends on social networking tools such as Twitter, Facebook and Instagram. It also involves the use of fake e-mails, fake SMS messages, etc. It should be noted that the development of the Internet and social networks has allowed for more effective development of fifth-generation wars. It has been argued that this form of warfare is motivated by the sense of deprivation and suffering of nations that are surrounded by prosperity. The frustration that comes from the desperate masses, such as refugees-immigrants from war zones such as Syria, and the general conditions in peripheral countries where world powers are silent. It is a parallel view that suggests that fifth-generation warfare is a modern tactic. It reinforces the concept of one of the ongoing battles between the bourgeoisie and the proletariat. Movements such as "Black Lives Matter" show the extent of the economic and social deprivation still faced by the African-American community in the United States. According to the United Nations Organization for Social Development, 1.8% of the world's population owns 86% of the world's wealth.[14] Oxfam International's 2013 report states that the richest 1% own 48% of the world's wealth, and over time the situation has only gotten worse.[15]

The world is divided into two groups: The United States, Japan, Germany, Great Britain, France, Australia and Canada, which account for 45% of the world's income, while the

second group, which includes India, Indonesia and China, accounts for only 9% of the world's wealth.

Chapter 3: The case of Pakistan

The fifth-generation war is the result of frustration and is furthermore catalyzed by foreign invasions, state repression and a politically unjust system. It is a classic case of Pakistan, where the growth of local religious fanatics undermines the writing of the state. The latest example is the case of Khadim Rizvi, who paralyzed the entire state when he organized a demonstration in the Pakistani capital, Faizabad. However, it is important to make an important distinction here, so that these criminals do not suffer from want. Rather, they are gathering supporters because of their frustration and complaints against the state. The same is true of the Taliban, Al Qaeda and militant organizations around the world who have infiltrated their system of trusted grandchildren.

Countries such as Angola and Congo suffer from the resource curse, while Pakistan suffers from the geostrategic importance of its situation. Instead of using its resources, it has constantly allowed world powers to interfere in its internal affairs. The military would control Pakistan's foreign policy. Given the current debt crisis and the double deficit and exchange rate devaluation the country is facing, it is suffering at the hands of the world powers who are trying to subjugate Pakistan even more by offering financial aid instead of interfering in SPEC and other development projects. If the essence of democracy does not permeate institutions such as the legislature, executive and judiciary, electoral democracy will become a system in which people will be marginalized. In the absence of inclusion and pluralistic governments with real political power transferred to the local level, the transition to democracy have no concrete impact. Enclaves of poverty and deprivation quickly create potholes of violent resistance to alleged symbols of state oppression. Foreign elements fish freely in these muddy waters, pursuing their strategic objectives, while the state is constantly dying.[16]

It is important to continue to ask what allowed the fifth-generation war to penetrate the Pakistani system. The political narrative is strongly influenced by external forces. For example, people have lost confidence in the nation and are generally skeptical on most issues. As for the professional atmosphere, there is a general lack of determination. One has to ask why this loss of patriotism has occurred when even nations that have suffered much more can have a certain sense of nationalism.

According to Dr. Shahid Masood, one of the main weapons of war in the fifth-generation are strikes against ordinary civilians. Supporters gain the confidence of society and slowly introduce toxic ideas into people. This is the same statement as Jamison's, which was mentioned earlier in this article. He gives an example of the Sehwan Sharif bombing in 2017 and argues that a terrorist cannot enter the temple without gaining the trust and assimilation of the society around him. This form of warfare is therefore not pure combat. It is about penetrating deeper into society, influencing people and then attacking them. The same can be said of the bombing of a state military school in 2016: we have to ask ourselves how the attackers got into the area and then into the school where they attacked.

It is the lack of independent scientists that has led to the intellectual divide. As a result, the country's enemies have taken advantage of this gap by projecting Pakistan's negative image abroad and creating alternative narratives about the Pakistani state and security institutions. Promoting freedom of expression and investing in people has become an urgent measure to neutralize the enemy's hybrid military tactics against Pakistan. Pakistani academics often do not question the poisoned discourse against Pakistan because it affects the opinion of politicians, especially in the West. The development of high-quality human resources is essential to effectively calibrate and disseminate Pakistan's narrative at the international level, where competing narratives are confronted.

Chapter 4: The impact of the media on Pakistan

Extensive research has been conducted on how the use of social media affects the psyche of users. This is an important factor as people spend on average more than 8 hours a day with their smartphone, and many applications have led to mass consumption and even addiction. As far as the fifth-generation wars are concerned, cyber warfare is a particularly important tool in the hands of those who want to destabilize the nation at home.

To understand the role played by the media in Pakistan, it is important to know that since 2002, the number of television channels, including entertainment, sports and information, has increased dramatically. This, combined with the largely dormant role of PEMRA, the lack of censorship and control over the media, and the general lack of consensus among government agencies on the control of television content, has had a detrimental effect on the general public.

Recently, in 2012, an investigation was carried out to examine the nature of complaints made by viewers against various broadcasters.[17] The details are presented in the form of a table:

No	Name	Complaints
1	Samoan Television	450
2	Geo-News	147
3	geo entry	95
4	Express messages	32
5	AAG/Geo Aur	26
6	ARI Digital	21
7	HIGH DEFINITION TELEVISION	13
8	News of the dawn	11
9	News from Duna TV	11
10	News of the AAJ	8

Against the Pakistani ideology: 150+

The total number of complaints was about 800 registered through the online complaints portal PEMRA. It is interesting to note that more than 150 of these complaints claim that these channels broadcast content contrary to Islamic and Pakistani ideology. The petitioners claim that these channels broadcast anti-nationalist, pro-Indian or pro-Israeli

content. This attitude can be explained by the number of Bollywood films broadcast in the country, by the fact that cultural events of Indian culture were celebrated live on television and even by the fact that insufficient attention was paid to the wars of 1965 and 1971.

Immorality / popularity: more than 130 complaints

The second most frequent complaint concerned immoral or vulgar content broadcast on television. Low- and middle-income households are generally the masses who regularly watch television programs. Complaints concerned both the clear content of morning shows and the titles of drama series, which are said to be contrary to prevailing social values in Pakistan.

The petitioners also expressed the view that this content could corrupt the minds of young viewers and give them a false idea of the reality of life. People themselves were dissatisfied with the presentation of social issues on television because they believed that it had the opposite effect on social norms.

Unethical/precise reporting, programming: more than 60 complaints

Thirdly, there have been complaints about (mainly) news presenters and only in rare cases of negative/unethical relationships. This is the dilemma the world is currently suffering from. On this site

On the one hand, there is media freedom, but on the other hand, it leads to the rapid and uncontrolled spread of false messages and unethical reporting.

Sensationalism: more than 11 complaints

Considering the problems faced by a normal citizen working in private media, one can imagine that sensationalism and yellow journalism will come first. But they will come forth. This is understandable because in 1984 George Orwell said that people are sensitive and that they live on drama and sensation. This is why television channels only offer what viewers want to see, and content that will later bring them the best audiences.

Promotion of criminal activity: 11+ complaints other (payment of wages, payment of prices): 4+ complaints

This case has been highlighted to contextualize the impact of the media on people's minds. Several channels repeatedly show scenes of mourning and violence on national television, slander politicians and leaders, discredit state and military institutions, thus contributing to the skepticism that prevails in the country today. Television channels and social networks have also played a role in pitting groups of people against each other, sometimes reporting problems.

According to Noam Chomsky, among other media experts, the "agenda" is a tool by which the media decides which information is presented to the public and which is not. The notorious Zia-Ul-Hak incident can be cited as an example when it He cycled through Rawalpindi, while Saint Kaaba was attacked in Mecca on 20 November 1979. Meanwhile, angry people attacked the American embassy. There were many shocking and serious incidents, but the media decided to ensure mass coverage of General Zii's bicycle trip by setting up a program and goal at a time when there was increased media attention. Recently, it has been possible to call for the opening of child pornography groups operating on a

broad front in Kasur district. The news hit the media like a storm and shook the nation in the middle. However, for one day, media attention was dispersed to other places, as some influential people felt that their reputations would be threatened if the media process that led to the Kasur incident continued. The media blocked Baloch's social media sensation to such an extent that she became a laugh and a name. Some even go so far as to say that the media is also responsible for her brutal murder. However, in posthumous reports by the same person, she has been portrayed as an apathetic and helpless girl. These examples from the local context show the selective bias that is still practiced in the media today.

Recommendations and follow-up

The explosion of electronic media has led to many social and psychological problems. However, before implementing the recommendations, it should be noted that the media has also had a particularly positive impact and on this basis, the nation faces the challenge of a fifth-generation war against the media. The media has been instrumental in supporting political and social movements. This has enabled people to better understand democracy and the rights it grants them. The people of Pakistan are much more politically aware today than they were ten years ago. Civilian journalism has made it possible to publicly address several cases of corruption, such as electoral fraud. It has led to greater transparency, which is a fundamental principle of good governance. Civil journalism has also played an important role as a social informant; the best example is the mass reaction that provoked the rape and murder of Zainab on social networking sites, which led to the hanging of the culprit on 17 October 2018.

However, the rush to judgment, the desire for profit and general popularity led to serious problems. There is no specific code of conduct or unique professional ethics. Today, the media has assumed the role of yellow journalism, aggressive debates, open reporting on honest and bloody scenes and pathetic violations of people's privacy.

It has become necessary to monitor the media. Therefore, the government and private media organizations should establish a Media Institute to train technical staff in the operation of electronic media and sensitive issues. The way they solve problems and the tone they use in their reports should be manageable to give them more a responsible media image. These programs should focus on preparing journalists for investigative and analytical journalism, as practiced by The Economist and the New York Times for example. Besides, PEMRA should actively cooperate with the media to ensure strict compliance with the code of conduct for content distributed by the media and content distributed by social media. It is also important to understand that although social networking sites are not monitored, most people turn to television or newspapers to check the news they see on social networking sites, so they should report it responsibly. PEMRA can involve civil society and universities in the development of the code. The media and prominent media personalities can also be involved to break down resistance.

The secret of fifth-generation warfare is that it penetrates society and interferes with the very logic of its functioning. Even if, for example, a small part of the population protests against exposure to foreign content, many foreign cultural practices have been adopted by

Pakistani society, such as Indian traditions and Western norms. This has led to a blatant divergence between the two radical extremes of conservatives and liberals. There was also a lack of tolerance and recognition. People no longer understand how to coexist in a nation that has developed from a colorful mix of people of different origins.

Countries such as Australia, Sweden and South Africa have established an ombudsman to represent the public in investigating complaints of civil rights and ethics violations in the media. If such an ombudsman were established in Pakistan, he would be able to promote positive journalistic practices as well as monitor the content of complaints. This would create a healthy system of checks and balances.

It should also be noted that the media are not solely responsible for the situation Pakistan finds itself in today. It must be understood that Pakistan suffers from a bad image, not only nationally but also internationally, and is seen by the masses as nothing more than a war-torn or terrorized territory. This is where scientists and government institutions come in. Insufficient research on the projection of Pakistan's image inside the country. Researchers and academics should commission more research on how to save Pakistan's image. The more money is invested in securing the future of the nation, the more successful it will be. Universities and schools should give their students a sense of nationalism. They should be taught to accept the gift of learning and to work hard to improve Pakistan, not to doubt and harm themselves and their country in the long run. The state should devote a larger share of the budget to education, research and training to avoid the "brain drain" and to develop promising opportunities in the country, as India has done in its national "Makeup in India" campaign.18

The Inter-Services Public Relations (ISPR) is currently investigating a fifth-generation war. According to leading military leaders, fifth-generation warfare is as serious as any other tactical or nuclear war in the world. That is why they have put a lot of effort into understanding and combating it. Academic institutions have a role to play in this regard.

Besides, Pakistan's Foreign Service and information services, whose task is to protect the country's diplomatic image abroad, should intensify their efforts to promote a positive image. Here, too, there is a classic example of India, Pakistan's neighbor, which has made impressive use of its soft Bollywood image projection. There are problems in every state, but it is the factors that set them apart that set the tone for the rest of the world. Special attention should therefore be paid to projecting the image of Pakistan by organizing cultural shows showing the country's geographical beauty, the variety of its cuisine, etc. to attract tourists and promote a softer image.

Conclusion

In light of the primary and secondary studies carried out, particularly in the current situation in Pakistan, it can be concluded that the null hypothesis is accepted. Pakistan is facing a fifth-generation war in which cyber war is being waged, as is the case in most countries of the world. It was important to understand that the rapid introduction of new media technologies, combined with the economic downturn and low levels of literacy, has been a catalyst for social and cultural damage from both external and internal forces. Nearly 50%

of Pakistan's population is under 30 years of age, indicating an explosion of youth. However, at the current economic growth rate of 4%, the economy is not able to employ most young people. This leads to feelings of deep resentment and frustration.

Also, Pakistan has been affected by the scourge of terrorism, which is now largely won at home. However, this scourge has left devastating consequences for future generations. Another important factor is the general lack of trust that exists in Pakistan as a country. Those who are less competent and less conscious are all the more exposed to conspiracy theories and malicious intentions of anti-state forces. Add to this the uneven development of the four provinces where Punjab is richest, while Baluchistan still lives in archaic infrastructure and massive alienation. Concerning the weakening of social cohesion in the country, anti-state elements aggravate the situation, fueling intolerance in society. Sunni-Shiite riots are the order of the day, while Ahmadis, despite his academic merit, is excluded from the government system solely because of his religious beliefs. The Khazar community is persecuted while the entire nation is silent. The idea of peaceful coexistence has become a distant reality. These factors have made the nation more vulnerable to propaganda and psychological attacks by its enemies. However, the military views this issue as to any other potential threat to national sovereignty. They, therefore, address it accordingly. It should be noted here that economic prosperity, literacy and awareness-raising enable people to better know whether a news story is false or not, or how to make more informed decisions on national issues, instead of simply believing in whatever is put before them. It can be said that a strong nation with an equally strong and prosperous population is better able to cope with such a threat, and this is what Pakistan should be aiming for. With the right level of cooperation between the government, the military and academia, the nation can aspire to a stronger and more inclusive society.

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