

By Ahmed Bensaada

Translated by J. H.



Unlike hard power, which is based on classical coercive force, soft power uses positive attraction and persuasion to achieve foreign policy objectives. It is therefore a capacity of influence capable of gently imposing a behavior or a way of thinking identical or similar to those of the one who uses this technique. Its success therefore rests on the feeling of not having been forced to do so. Therefore, soft power only achieves its goals if it is not seen as manipulation or propaganda.

According to its designer, the very influential [Joseph Nye](#) , three pillars support soft power: political values, culture and foreign policy. Commenting on this theory, Professor G. John Inkberry [gives the following details](#) in the famous journal Foreign Affairs:

“The United States can dominate others, but it has also excelled in projecting soft power, with the help of its companies, foundations, universities, churches, and other institutions of civil society; U.S. culture, ideals, and values have been extraordinarily important in helping Washington attract partners and supporters .”

The export of democracy, which is an established and predominant field of American foreign policy, obviously uses soft power. In his article dealing with American soft power in colored revolutions, anthropologist [Boris Pétric](#) mentions that “*American NGOs are the main actors in this promotion of democracy, human rights and freedom [...]*”.

Susan Liautaud explains very well this relationship between NGOs and soft power in her article “[Soft Power of NGOs: Hard Responsibility, Hard Strategy, and Hard Accountability](#)” in which she notes that “*NGOs and other non-profit sector participants have an affirmative responsibility to use soft power responsibly and to account for the consequences, whether or not combined with hard power*”.

It [has also been shown](#) that these same American NGOs, under state control or not, played the same role in what is wrongly called the Arab “spring”. The “springization” of some targeted Arab countries with the help of US soft power has been achieved through the training and networking of “native” cyberactivists, i.e., from the target countries. These revolts that were touted and sold as a «beautiful season» turned out to be “regime change” operations accompanied by chaos, destruction and desolation.

A decade later, [these NGOs are still active](#), especially in the Algerian Hirak.

As noted by [Albert A. Nofi](#), soft power is one of the resources on which the 4th generation war (4GW) is based, this modern war that, according to [François-Bernard Huyghe](#), “*corresponds to the revolution of the “information”*” while specifying that it “*would mobilize entire populations in an antagonism gaining all political, economic, social and cultural fields*”.

Regarding the military use of information, [Christina M. Knopf and Eric J. Ziegelmayer](#) explain to us that: “*information is a product which lends itself to weaponization and the information environment*”.

has become vital for the success of military operations. The field of information, the Internet in particular, is today a crucial ground to seize to exert a dominant economic and diplomatic influence. This is the reason why the United States formally incorporated into its doctrine [...] the “communications war”
“.

This weaponization of the information has been made effective by the rapid growth of the Internet and social media. On this subject, [Waseem Ahmad Qureshi](#) gives some details:

“Current technological advancements (easier access to media blogs and Internet) make propaganda and the manipulation of facts more easily accessible while also expanding the consequence of information warfare operations by rendering massive damaging effects ”

The research that will be presented in this article shows explicitly that Algeria is currently the subject of a 4GW, which took advantage of the Hirak turmoil to deploy insidiously.

Hirak, soft power and 4th generation warfare

A [book](#) and [numerous articles](#) have been devoted to the role of American organizations for the export of democracy and their relations with the Hirak and its “tenors”. This aspect of soft power will not be dealt with in this work, but interested readers are invited to consult the suggested links.

However, it should be noted that the soft power used in the G4G has other techniques as effective as each other do.

One of these techniques was mentioned in one of [my articles](#) dating from December 2019. It is about mandating a credible academic to write, in a credible journal, a completely fallacious text in order to suggest a given behavior and the present as being fair and appropriate when, in reality, it is completely unreasonable. A typical example is that of Professor Robert Zaretsky, professor of French history at the University of Houston, who drew attention to himself with an absurdly text in Foreign Affairs. Indeed, on November 26, 2019, that is to say barely two weeks before the Algerian presidential election, the professor wrote: “

[An Election's Failure Will Be a Democratic Success](#)

”!

Mind-blowing! According to this professor living in a supposedly democratic country “not to vote is a democratic act”! But what kind of democracy wants to export this nutty professor?

History will nonetheless retain the odious campaign of intimidation of voters during this election, an ignominy that must have pleased Mr. Zaretsky so much, certainly commissioned to harm Algeria.

More recently, it was in a small box [published by the French newspaper Le Figaro](#) on July 31, 2021 that a new technique appeared even more insidious than that of our professor from Houston. This is intended to persuade the public that the Algerian state is using dishonest cyber manipulations “to defend the interests of the Algerian president” while sponsoring “harassment campaigns” against political opponents.

Le Figaro specifies that this information comes from a report drawn up by an American company called Graphika, “specializing in new technologies and social network analysis”. No one is fooled, this mention obviously seeks to give credibility to this company and, consequently, to confer veracity to its report.

Another American body that attacks the Algerian state in general and the presidential and military institutions in particular! Decidedly, they will never let go of these Americans!

But, who is Graphika? Who is behind this “pretty” name, what are their fields of interest? and

The Graphika Report: Soft Power And 4th Generation War Against Algeria

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Samedi, 11 Septembre 2021 23:47

who is funding it?

Unlike Émilien Hertement, the journalist from Le Figaro who stupidly reported the news, we will first take an interest in this company to understand its motivations and inquire about its seriousness. Then, we will study in detail his report cited by Le Figaro.

To read Graphika's report on Algeria

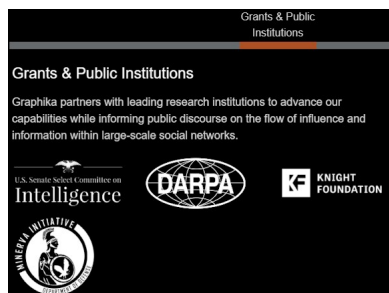
[" Hammering Hirak "](#)

July, 2021

Graphika and its sulphurous connections

According to information on [its official website](#) , “*Graphika is a network analysis firm, founded in 2013 by John Kelly, Ph.D. John earned a Ph.D. studying the meteoric rise of Internet conversations using network analysis of the relationships between online authors, not just the content of their messages*”.

Also according to its site, Graphika is funded by DARPA, the "Minerva Initiative", the "US Senate Select Committee on Intelligence" and the "Knight Foundation".



DARPA stands for the Defense Advanced Research Projects Agency. An agency of the United States Department of Defense responsible for the research and development of new technologies for military use.

The Minerva Initiative is a US Department of Defense sponsored social science research initiative focused on areas of strategic importance to US national security policy. Launched in 2008 by Robert Gates, the then Secretary of Defense, [it aims to](#) improve the basic understanding of the Department of Defense regarding the social, cultural, behavioral and political forces that shape regions of the world of strategic importance to the United States. From the start, [the program](#) [focused](#) among other things, on academic research dealing with China, Iraq, terrorism and radical Islam. When it was launched, [the project received \\$ 50 million](#) from the United States Department of Defense to fund this research.

[Research grants](#) are overseen by program managers affiliated with two military basic research organizations: the Air Force Office of Scientific Research (AFOSR) and the Office of Naval Research (ONR).

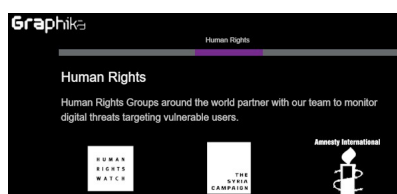


The “ [US Senate Select Committee on Intelligence](#) ” (SSCI) is a committee established by the United States Senate in 1976 to oversee and conduct ongoing studies of the intelligence activities and programs of the United States government.

The [Knight Foundation](#) promotes itself as a national American foundation that invests in journalism and the arts and whose goal is to foster informed and engaged communities that it believes are essential to a healthy democracy. This foundation, however, actively collaborates with George Soros’ [Open Society](#) , the [National Endowment for Democracy](#) , [Freedom House](#) and [USAID](#) .

These four organizations form the backbone of the American machinery for the export of democracy discussed above.

And that’s not all. Graphika [says it is associated](#) with human rights groups around the world “*to monitor digital threats targeting vulnerable users*” .



In fact, these are Human Rights Watch (HRW), Amnesty International (AI) and “The Syria Campaign”. It is common knowledge that the first two organizations (HRW and AI) are largely [funded by the Open Society](#). Moreover, we must not forget that [they were both](#) (along with other right-wing entities) behind [the European Parliament's resolution against Algeria](#), just a few days after the referendum on the new Algerian constitution. Funny coincidence, isn't it? Like the coincidence of our pitiful Professor Zaretsky's article a year earlier.

Graphika's association with “The Syria campaign” is very revealing of the role of disinformation, propaganda and close collaboration of this company with the American and British governments.

“The Syria campaign” which calls itself “[a non-profit organization registered in the United Kingdom](#)” is closely linked to the “White Helmets”, a Syrian civil protection organization that hit the headlines in 2016 (read [my article](#) on this topic, written at the time).

In fact, these “rescuers” presented as heroes in the West are funded by USAID (United States Agency for International Development), the largest of the American organizations “exporting” democracy. [An USAID document](#) from 2018 specifies that a grant of \$ 6.25 million was awarded to the “White Helmets”, in addition to the \$ 33 million paid to them since 2013. These “white helmets” were also very [largely financed](#) by Great Britain via the “Foreign and Commonwealth Office”. As of March 31, 2018, the total amount of

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Samedi, 11 Septembre 2021 23:47

funding provided to them by the UK government was £ 38,425,591.23. Which made [Julie Hyland](#), British journalist and activist, say:



“Funded by the UK government’s Conflict, Stability and Security Fund and the US government’s USAID—Office of Transition Initiatives programme, they are among a network of jihadi forces supported by the West to engineer regime-change”.

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Ben Nimmo, DFRLab, Atlantic Council



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Why We're Partnering With Facebook on Election Integrity
Working together to ensure tools designed to bring us closer together, don't drive us further apart.



Ben Nimmo, DFRLab, Atlantic Council

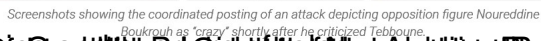
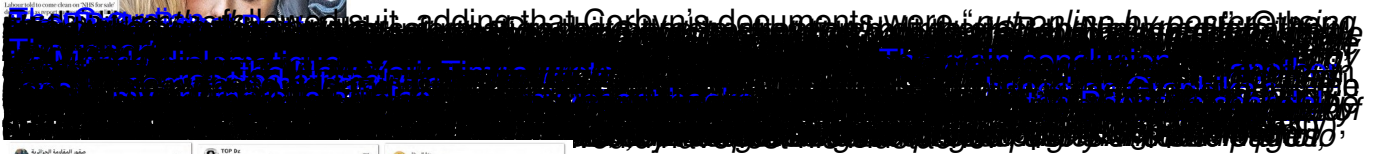
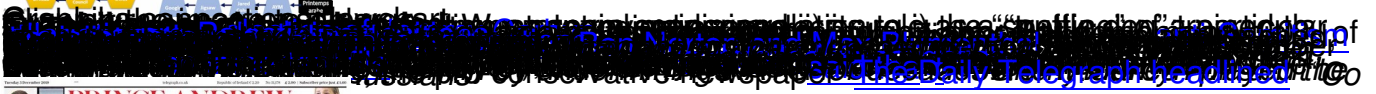


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 America's democracy