

CHAPTER 5

groups but also include operations directed toward host country armed forces and civilian populations. PSYOP are an integral part of all internal defense and internal development activities. They are tailored to meet specific requirements for each area and operation. Military and nonmilitary courses of action must be considered in terms of psychological impact. This may require short-range tactical advantages be sacrificed to preserve long-range psychological objectives. FM 33-1 provides detailed guidance on PSYOP.

PSYOP OBJECTIVES. PSYOP are designed to support the achievement of national objectives and are directed toward specific target groups. Following are PSYOP objectives for the main target groups.

- **INSURGENTS.** To create dissension, disorganization, low morale, subversion, and defection within insurgent forces. Host country national programs designed to win insurgents over to the government's side are needed.
- **CIVILIAN POPULATION.** To gain, preserve, and strengthen civilian support for the host country government and its internal defense and internal development programs.
- **HOST COUNTRY AND ALLIED FORCES.** Essentially the same as for civilians, with emphasis on building and maintaining the morale of these forces. The loyalty, discipline, and motivation of these forces are critical factors in combating an insurgency.
- **NEUTRAL ELEMENTS.** To gain the support of uncommitted foreign groups inside and outside the host country by revealing the subversive activities and bringing international pressure to bear on any external hostile power sponsoring the insurgency.
- **EXTERNAL HOSTILE POWERS.** To convince the external hostile power supporting the insurgents that the insurgency will fail.

NATIONAL PROGRAM. The national PSYOP program, containing national objectives, plans, guidance, and desired approaches, is prepared and coordinated at the national level. A single agency must be responsible to coordinate PSYOP efforts at the national level to avoid the pitfalls of conflicting themes and programs.

- Military organizations and civilian agencies at all levels develop PSYOP based upon the national PSYOP plan. The plan is interpreted at the various military and political levels in terms of local requirements. Local plans should be coordinated through appropriate area coordination centers.
- To achieve maximum effectiveness, all psychological activities are executed within clearly established channels.
- PSYOP planners develop a number of appropriate themes that can be used with available means. PSYOP themes and messages should be tested prior to general use. These themes and messages, using words familiar to the target audiences, should be clear, easily understood, and repeated frequently.