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PREFACE

Dear readers,

In front of you is the Thematic Collection of Papers presented at the International Scientific Conference "Archibald Reiss Days", which was organized by the Academy of Criminalistic and Police Studies in Belgrade, in co-operation with the Ministry of Interior and the Ministry of Education, Science and Technological Development of the Republic of Serbia, National Police University of China, Lviv State University of Internal Affairs, Volgograd Academy of the Russian Internal Affairs Ministry, Faculty of Security in Skopje, Faculty of Criminal Justice and Security in Ljubljana, Police Academy "Alexandru Ioan Cuza" in Bucharest, Academy of Police Force in Bratislava and Police College in Banjaluka, and held at the Academy of Criminalistic and Police Studies, on 3 and 4 March 2015.

International Scientific Conference "Archibald Reiss Days" is organized for the fifth time in a row, in memory of the founder and director of the first modern higher police school in Serbia, Rodolphe Archibald Reiss, PhD, after whom the Conference was named.

The Thematic Collection of Papers contains 168 papers written by eminent scholars in the field of law, security, criminalistics, police studies, forensics, informatics, as well as members of national security system participating in education of the police, army and other security services from Spain, Russia, Ukraine, Belarus, China, Poland, Armenia, Portugal, Turkey, Austria, Slovakia, Hungary, Slovenia, Macedonia, Croatia, Montenegro, Bosnia and Herzegovina, Republic of Srpska and Serbia. Each paper has been reviewed by two reviewers, international experts competent for the field to which the paper is related, and the Thematic Conference Proceedings in whole has been reviewed by five competent international reviewers.

The papers published in the Thematic Collection of Papers contain the overview of contemporary trends in the development of police education system, development of the police and contemporary security, criminalistic and forensic concepts. Furthermore, they provide us with the analysis of the rule of law activities in crime suppression, situation and trends in the above-mentioned fields, as well as suggestions on how to systematically deal with these issues. The Collection of Papers represents a significant contribution to the existing fund of scientific and expert knowledge in the field of criminalistic, security, penal and legal theory and practice. Publication of this Collection contributes to improving of mutual cooperation between educational, scientific and expert institutions at national, regional and international level.

The Thematic Collection of Papers "Archibald Reiss Days", according to the Rules of procedure and way of evaluation and quantitative expression of scientific results of researchers, passed by the National Council for Scientific and Technological Development of the Republic of Serbia, as scientific publication, meets the criteria for obtaining the status of thematic collection of papers of international importance.

Finally, we wish to extend our gratitude to all the authors and participants at the Conference, as well as to all those who contributed to or supported the Conference and publishing of this Collection, especially to the Ministry of Interior of the Republic of Serbia and the Ministry of Education, Science and Technological Development of the Republic of Serbia.

Belgrade, June 2015

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THE ROLE OF TRADITIONAL VALUES AND ADVERTISING DISCOURSE IN CREATION OF MODERN CONFLICT[1]

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Abstract: By careful analysis of the content of Archibald Reiss message in his book "Listen, Serbs", the authors study the significance and role of traditional values of Serbian people – patriotism, courage, hospitality, honesty and respect for opponents, faith and charity, aim to, together with comparative analysis with advertising discourse during the conflicts in ex-Yugoslavia, construct a modern model of crisis communication. From the context of the symbolic organization of messages and their hidden meanings, the authors stress the importance of communication control and information management during the conflict, as otherwise the moral panic and chaos arise. Developing McDougall's *instinct theory* that determines the behaviour of individuals and entire social groups, the authors remind us that Reiss was the first to realize the human mind as a centre of social activity responsible for further development of individuals and nations. Starting from the assumption that the social life is primarily political and preoccupied with the question of redistribution of power, the authors discuss the construction of the security framework within the community, warning it of the problem of unequal access to information. By influencing the modelling of media images of a group or society its propaganda activities is enabled, which is essential during the crisis or emergency situation, as their number will increase in the future.

Keywords: social values, propaganda, symbols, moral panics, public opinion, conflictology.

Modern society is under continuous reviewing process since its orientation values permanently transform, meaning that the concept of security and crisis is more dynamic and more dependent upon the ideas and performances that ensure continuity of internal stability and external political environment. Crimea, Ukraine, Afghanistan, Syria, Egypt, a number of "orange", "stuffed", "Umbrella" and similar revolutions, the "Arab Spring" of political unrest, acts of terrorism and corruption scandals, increased racial and religious tensions, nuclear accidents, drought and floods, in addition to the permanent economic crisis and strikes are just a part of everyday shakings that have changed the geopolitical architecture and threaten planetary stability. It has been confirmed that, in practice, the crises often occur when the core values of a society find themselves under threat, when the community creates a sense of urgency to react and when there is a high degree of uncertainty about the way of their addressing. Breaking the former Yugoslavia represents an illustrative example: the safety of citizens was firstly disrupted by the threat and the action of separatist-chauvinist republican leadership, followed by the series of crimes and murders as well as announcements of upcoming violence and harm, awakening a deep sense of fear and insecurity; at a time when it was still possible to prevent conflict, current political and military leadership did not have responsibility for the rapid decision-making at the operational level, while the essential information about the causes and consequences were unavailable to the general public. The following fractures in all areas and all parties showed the fragility of socialist societies, but also the inappropriate public bureaucracies to the conflicting actions. The signals of ethnic, religious, gender or any misunderstanding that preceded the conflict situations should only be identified, interpreted and appropriately responded on time!

In uncertain circumstances, people tend to see what they expect.[5] The interpretation of information is therefore the focus of security processes, as, in this way, the upcoming threats are adequately assessed,

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5 Jervis, R.: *Perception and Misperception in International Politics*, 1976, 144-152.

together with determination of the mechanisms and means of their elimination. In order to avert a crisis it has to attract the attention of wider public, prominent promoters that may affect the political and security processing, and create an institutional form in order to oppose it. Essentially, all the crises and conflicts hide information, a vast amount of diverse and often manipulative information targeting to undermine the psychological stability of the system. With their lack, politicians and crisis managers cannot make the right decisions, meaning that the information battle is a precursor of field activities. Hence, the crisis communication is caused by the political and security actors who deliberately influence the media and network communication, that, by agenda setting, framing and priming, produce certain mental projections. Thus, construction of meaning becomes a form of domination crisis, with a new paradox: the higher the role in establishing the specific interests and values the lower the need for resorting to violence (whether it is legitimate or not).[6] Starting from the fact that societies are not homogenous structure with generally accepted values and interests, the authors further studied the relation of conflicts and media discourse,[7] following the forms of power and domination. Redesigning the theory of instincts, William McDougall[8] that determines the behaviour of individuals and entire social groups, we remind that Rudolph Archibald Reiss had also seen the human mind as a centre of social activity from which the character of individuals and nations was further developed. Testifying "primarily on the moral staggering of the political and intellectual elite of the newly created Serbian state" the Swiss scientist focuses to, for that period still unknown phenomenon of "trapped state", indicating the systemic corruption that destroys invisible security order.[9]

FORMATION OF CONSCIOUSNESS AND THE POWER OF INFORMATION

In an increasingly turbulent, more urban and more vividly materialistic world social problems are accelerated and increased (arms race, crime, terrorism, violence, various forms of deviance ....), meaning also that the conflicting debates opportunities are growing, as well. However, instead of conventional weapons or nuclear missiles today wars are conducted in words, images and information. Collective notion creates symbolic confusion, moral panic and informative chaos, but in order to be on top of such strategies, it is necessary to have a perfect logistics.[10] The human mind is limited when it comes to the analysis of the complex and volatile situation, since the mass of data causes many stimuli, hindering the ability to process them and decide in time. The behaviour of individuals and social groups is increasingly shaping and directing using mass media propaganda, which provides the crisis communication with the role that has never had in its history. The roots of such interpretations should be sought during the Cold War. When America, using atomic weapons, bombed Hiroshima and Nagasaki, it has parallel engagement in two fronts: economic reconstruction and transformation of the Japanese consciousness. Our problem, it was stated in 1945 in an educational movie for the occupying forces, "rests inside the brain of the Japanese mind. There are seventy million of people in Japan, physically identical to any other brain in the world, made of exactly the same material as ours. These brains, like our brains may do a good and a bad thing, depending on the ideas that are embedded in them."[11]

McDougall notes that the mind is characterized by the ability to associate events with the network of neurons that activate the consciousness, but performance of the creative process requires communication. Simply, our brain thinks in metaphors that are discourse accessible, and their strengthening results in narratives distributed by the mass media construct public opinion! The problem is that, in a moment of confusion, in situations when there is a discrepancy between the beliefs of the individual and what the individual is offered by media (image of reality) there is a certain kind of dissonance that can be used for the expansion of social panic. For example, you have just passed the city's streets and made sure that the snow covers their surface slowly, but looking at media images that sensationally invite citizens to stay in their homes because

6 Manuel Castells observes that "the institutionalization of resorting to violence in the state and its institutions creates the context of the domination in which the cultural production of meaning can demonstrate its effectiveness" (2004: 32)

7 The media discourse implies "a collection of verbal, oral, written or printed, auditory, visual or audiovisual messages that the sender informs the recipient with the meanings" (Miletić, M. and Miletić, N.: *Komunikološki leksikon*, 2012: 45).

8 Famous English psychologist meritorious for the development of *the theory of instincts* and *social psychology*. He was an opponent of behaviorism, arguing that the man's behavior is always targeted, defending the thesis that individuals are always motivated by a significant number of inherited instincts. See more in: McDougall, William (1909): *An Introduction to Social Psychology* (2nd ed.), London: Methuen & Co, pp. 1–2 (n13–14 in electronic fields).

9 Uroš Šuvaković points out that Reiss was always treated as a criminologist, while the huge sociological contribution in "the study of social stratification, political sociology, sociology of elites and the sociology of religion" was neglected. (2012: 363).

10 The Pentagon, more than half a century, gave a remarkable statement: "Logistics is the procedure whereby a potential of the nation is transferred to its security forces, in time of peace as well as in time of war." Baron Antoine de Jomini, military theorist, historian and founder of the Military Academy of Imperial Russia was the first to realize the connection between Napoleon's long-range artillery and Chappe's telegraph, noting that in a complex system of vectors, production, transportation and confrontations the most important is *control of folders flows*, because only the power of quality information provides a good logistics!

11 The movie of American army, 1945, cited in: John W. Dower: *Embracing Defeat; Japan in the Wake of World War II* (New York; Norton, 2000), pp. 215.

"blizzard threatens with disaster" you check whether your friends or family members are safe, spreading euphoria away. That is the theory *of cognitive dissonance*, which in 1957 Festinger recognized as an important stage in the process of persuasion. The individual differences among the groups and the public are easy to eliminate by centralized activities, using combination of emotional and cognitive processing. In the media mediated society, crises and their flows depend on the information packets and their interpretation. The power of creating the dominant social structure and narratives becomes the part of the security activities, undeclared everyday war across the globe, hiding the battle for various forms of influence.[12] The picture of the world is being built based to the knowledge and relationships in a given time; by changing information the image is changing itself!

In a globalized world, the axe of social identification is embedded in a media platform with four semantic configurations: consumerism (consumption), cosmopolitanism (ideologically, politically and religiously), multiculturalism and networked individualism. Conceptual, religious, political, ethnic or interest conflicts are not only a struggle for power and the power of individuals and groups: they are also the ways to form a governing state policy which expresses a degree of unity of society, regardless of how unity is forcibly imposed and maintained. The signs, mediated by media messages, create software abstractions that are faithful copies of reality. When thousands or millions of people read the same newspaper or watch the same TV programs having the impression that they are the members of the same community, they gain a sense of monolithic power. The imposed opinion means the imposed reality, the reduction of reflective attitude, control of characters and meanings. The security is not emphasized, but is implied! The job of crisis services is hence complicated and responsible, caused by using the elasticity of the political elite and the support of the citizens; hence, they must work to eliminate unwanted processes. A number of challenges arises, from the rough form of physical violence by individuals and groups, and the spread of the various modified forms of terrorism (including cyber space), to the state interventionism and construction of internal conflicts and a climate of fear.[13] The free flow of goods and people – "laissez faire, laissez passer" theoretically spreads the freedom in general, but in practice it turns into opposite, by spreading subversive or modified forms of violence and terror.

Images, ideas and feelings in our minds are increasingly created as a result of projected media meaning as our experience, past, present and future are replaced. Thus, the structures of space and time define images that we use to decide on real conflicts, objects and events. Conflict can be created, glossed over, minimized or increased by propaganda, whereas it is important who manages the information flows, what the dominant activities are, whether the information sources are credible, how they echo in public and why certain measures represent the optimal solution. As pointed out by theorists "propaganda is always facing only nicer side of truth, with unpleasant facts being concealed or denied".[14] The propaganda war is never fair because all parties involved in the conflict present their views, strategies and objectives, using different means and methods. Video liquidation of hostages, cutting off their body parts or beheadings is today's integral part of the content of global networks. Fair play under the pressure of the market and profits is lost, while the battle for attention and influence changes the crisis paradigm. The problem is the lack of time that is also economized, because decisions about the war and the peace are made in minutes, even shorter! Crucial is the space of conflict that was dislocated to the time frames, never being the case before.

CRISIS COMMUNICATIONS AND MEDIA STATEMENTS

There is more misunderstanding and discord on the planet, both among countries and among crimogenic communities. We live in an age of fear that due to the huge production of signs and meanings colonize every moment of our lives. The media keep reminding us how the society in which we live is in a crisis, so that the information about earthquakes, tsunamis, terrorist actions, demonstrations, strikes, murder, rape and other crimes, roll like waves on TV screens or in the press. Inspiration is increasingly sought in the media content or activities of "Facebook", "Twitter" and similar social networks, while the battle for security often moves into cyberspace.[15] Evidence that illustrates these claims: four Muslims with British citizenship were arrested in Cardiff planning to blow up the London Stock Exchange, are members of Birmingham cell that had planned deadly attacks across Britain, as well as the foursome who was convicted of planning

12 Propaganda commonly used half-truths, misinformation, stereotypes, and rumors, everything that is not recognized by the legislation in a community. See more in: Milašinović and Jevtović: *Sociologija*, 2014: 355.

13 Fear is often defined as "an emotional reaction to the perception, real or exaggerated, of the danger," notes Dominique Moisi, noting a new connection between the fear that is increasingly present in Western societies and the weakening of democratic ideals. According to: Moisi, 2012, 112.

14 Paul Virilio and Sylvre Lotringer claim that "war machine are not only explosives, but also a communication". See in: *Pure war*, 2012, pp. 29.

15 "Surviving Boston bomber Dzhokhar Tsarnaev in the investigation admitted that he and his brother learned how to make a bomb from express-pots with the help of Al Qaeda online magazine "Inspire". The aim of the journal is recruiting young Muslims from the US, Britain, Australia and Canada for jihad and articles in the journal are titled such as: "How to make a bomb in my mom's kitchen" or "You have the right to freedom to light a fire bomb".

attacks with explosives "toy car" at a military base in Luton regularly read the online edition of the journal Al Qaeda. By addition to these digital terrorist workshops, the digital sermons of radical Islamic religious teachers available at many sites, a potential conflict of unimaginable proportions is created.

Crisis communication involves unexpected and security risk event that generates a high degree of uncertainty, panic, fear or threats. The power and potential of this communication are reflected in the procedures which eliminate or minimize the impact of the crisis. "The whole process involves several basic stages: 1) establishment of a crisis team; 2) establishment of a network of internal communication within the service; 3) determination of the team leaders for crisis communication (including the spokesperson); 4) development of the project and the simulation of crisis; 5) determination of the target groups; 6) creating key messages; and, 7) determining the most effective methods of communication."[16] All crises are characterized by unpredictability, severity, duration, lack of communication and a desire of their actors for publicity. The control of the flood strike in Vojvodina (threat to the tens of thousands of homes in the zone near Romania and Serbia border) or an explosion in ammunition factory in Užice (three workers were killed) imply different activities and media coverage. As long as the authorities are unaware of severity of the situation, analysts cannot treat a particular situation as a crisis situation. The failures could be caused by nature to humans, but the cause of conflict lies in the system's inability to master disorders. Hence, the information management in crisis and conflict situations is gaining in its importance.

The security environment media do not represent ordinary technological tools or neutral technical channels in the mission of redistribution of symbolic meanings. Douglas Kellner puts media in the centre of political life, stressing that "contemporary forms of culture with its attraction shape and stimulate the consumers' demand and create a system of consumer values", directly linking the modern society and media culture as a sphere of constant turmoil and change.[17] Internet, with social networks and a number of digital platforms has fundamentally reshaped the process of content management, articulating meaning in a given direction defined in the arcane power centres. Computer Data processing since the 1980s has significantly improved speed, range and data exchange in the security sphere. The digital age has redesigned social relations by bringing into focus the concepts of control, collaboration and supervision. Thus, the conflict paradigm is extended because the networked society is based on the production of conflicting images in order to overlap boundaries between real and mediated space in a more sophisticated manner. The will of individuals is created by selecting the testimonies, while the consciousness, emotions and actions are affected by combined methods and tools. Articulation of the media performances, through new forms and with new meanings and relational systems, creates a special kind of *visual thinking*.[18] It leads to the social commission, producing dialectical interdependence: the idea prepares the ground for practical operation, while the activities in the public space present only practical realization of promotional imposed opinions!

Powerful development of technology brings new opportunities for the emergence of crises and conflict events. As a consequence, our planet has become a house of risk, whereby the activities of a country or even ethnic communities have a dramatic impact on the overall population. This applies to the devastating crises such as natural disasters, international and internal disruptions in vital goods and services supplying, industrial and nuclear accidents, fires in warehouses and hotels, airplanes and ships, civil unrest and other social conflicts, terrorist attacks on prominent leaders and ordinary citizens, kidnapping, famine and epidemics. The already mentioned Dominique Moisi states that the modern world is governed by three basic emotions (fear, hope and humiliation). In conflictological sense they are more important than rage, despair, hate, resentment, anger, love, honour and solidarity. Their importance is in proximity to the concept of trust, which is critical in any crisis situation because it is the way in which nations and peoples respond to the challenges they face!

CONCLUSION

As a skilled psychologist and criminologist, Archibald Reiss noted that people in crisis situations rather *believe in what they want* but in reality, in which you reside and shape themselves. Exploring the predispositions and values of the Serbian people before, during and after the First World War (elements of symbolic politics), he noted the power of motivation as a way to significantly shape public opinion. Clearly stressing the virtues ("Your people are brave… patriotic… hospitable… democratic, clear minded...") and disadvantages ("You are danglers... you lose the pride ahead of wealth... you become terribly ungrateful… you are jealous to more educated, classier and more advanced than you..."),[19] visionary warned that the whole nations in hard times rather take the emotional than cognitive perceptions. The origins of this orientation were recognized in national bias and loyalty to the leaders, by identifying the institutional embeddedness

16 Milašinović and Jevtović, 2013: 80.
17 Kellner: *Medijska kultura*, 2004, pp.30.
18 Arnhajm, R., *Vizuelno mišljenje*, Univerzitet umetnosti u Beogradu, Belgrade, 1985.
19 Archibald, R. (2006): *Listen, Serbs*, 1997, pp. 2-14.

and tradition as the bonds of deep belief in already alienated and corrupted elite. He noticed that the traditional values misused in the propaganda patterns represent fertile ground for the emergence of crises, but also the permanent system instability. Mechanisms for dominant image framing Reiss was not able to recognize since, as a foreigner, was unaware of the power of spoken messages and their power in the sphere of public communication.

Almost a century later, but in terms of socialized communication, we talk about the relationship between the human mind and the decision-making processes in crisis and conflict situations. The desire for persuasion is as old as mankind, but in the last few decades, the technologies speeded up and the understanding of reality without their use is impossible. Thus, we come to the understanding of the existence of parallel processes: the daily *production of reality* and its *media representation*. The image that the media send during the conflict is extremely important to detect, transmit, increase and decrease crisis situations. The essence of the change is in the perception that the strength of the state is determined by the measure of creation and management information provided to the public. Experts recognize that in "thick mediated political context of crisis management the ability to win the public's attention and reputation for accuracy and reliability becomes the primary political and administrative priority."[20] Media narratives trigger and reinforce certain behaviours, interpretations and evaluations, linking thoughts, emotions and actions, leading to solutions that are suggested from crisis centres. The degree of control of the information flow increases with the dimensioning of a crisis situation while a potential inconsistency of data leads to the formation of moral panic and fear. The greater the discrepancy between the official and alternative media, the greater the rumours, half-information and spins as well as the conflict to expand.

Holistic nature of the information enables their direction in moments of decision-making, which represents a new kind of social power the sphere of security. Numerous occurrences over which man has no control (climate change, natural disasters, biological wars, terrorism...) will be explained by the media images, offering possible solutions. Conflicting paradigms will be based on information dominance, whereby the management of information flows will be the key to national security. The twenty-first century changes the traditional geopolitical relations, as the leading forces, by combining nanotechnology, biotechnology, information technology and neurotechnology transform social responsibility. The conceptions of crises and conflicts are significantly changed nowadays, but a small number of individuals understand that, in accordance with the new reality, qualitative changes at all levels must be done.

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