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Psychological Operations (PSYOP) have been integral to U.S. military operations in times of war and peace. Using radio broadcasts, leaflets, loudspeakers, and other forms of media, the United States has used PSYOP to influence the behavior of a target audience (TA) by influencing their emotions, motives, and objective reasoning in support of U.S. national aims and objectives.

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better understand what makes for successful psychological operations. The aim of this research is to help inform the planning process of future operations in order to execute successful PSYOP. 1 William E. Daugherty and Morris Janowitz, A Psychological Warfare Casebook (Baltimore: Johns Hopkins University, 1958), 2.

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United States (U.S.) Army psychological operations (PSYOP) doctrine contained in FM 33-1. It provides general guidance for commanders and planners who must consider the psychological impact of military operations on various target audiences. It also provides guidance for PSYOP personnel preparing operational

elements for commitment.

PSYCHOLOGICAL OPERATIONS TECHNIQUES AND PROCEDURES

operations, including during peacetime, in a defined operational area, with the same thing in mind, to promote our interests, and to persuade foreign personnel to submit to our will. 1.1.4. Tactical psychological operations
Tactical psychological operations are being conducted in an assigned area, and has the

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