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COMPILATION OF CLASSIC AND MODERN DECEPTION TECHNIQUES (QUALITATIVE STUDY)

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Abstract.One of the cases considered in war and competition leading to triumph is employing of different techniques of deception and mental war, that consists of any actions causing to distancing the enemy or rival from main goals or creating false goals or less significant goals. Deception is a required and fundamental part of information war. According to this fact that this research is systematic review, qualitative research, results indicate that generally, deceive techniques used mostly in the media scope (internet, TV channels and etc), commerce and economic and military services can be divided into two categories: classic and modern techniques. The common element in all techniques is information. From psychological perspective, deceive and mental attack in the performance level of the formations is face to face, it means that all behaviors and actions of the formations and organizations should be shown so that information, possibilities and real plans are depicted secret and instead false information possibilities and plans are shown according to the goals, and shift in perception in the cases will be successful when an action or behavior seems acceptable and all members and elements act uniformly.

Key words: deception, information war, mental war, classic techniques, modern techniques

1. INTRODUCTION

The history of human life has always been the subject of war and competition. This fact is so effective that is accepted as a social phenomenon and sociologists allocated part of their research on these and their effects on the lives of human beings (Guards, Basij Resistance Force, 2007). One of the issues in contention and conflict of interest and it is one of the factors of success and failure in using different methods and tactics is deception. Deception is an essential part of war and conflict and competition in the political, economic, and military online. The distortion of information and data underlying the information presented and subsequently changing attitudes to create a state of favorable mind (perception management), one of the basic aspects and important in this context is, for example, if a Web site or conditions and physical environment openly attacked, however, may be the adversary of impact, but changes subtle and undetectable by the enemy that is more effective and more durable (Denning, 1999).

So, it is important to note two things in the case of deception and psychological operations: First, the main element of deception operations is data and information. Information Technology and its associated regime are an integral part of every organization and institution. Components of any organization and organizational knowledge are the success rate in reaching the goals of the military forces in the field of business and marketing, government and individuals, and so forth. In fact, the rate of gain, interpretation, processing and use of information and strategic fit is more important than having the information. This is one of the critical factors for the success and survival of any organization. This is important because this is one of the basic objectives of opponents and rivals in war and become competitive.

Today, deception are used in different fields like take military (Smith , 1992; Lloyd , 2003; Glats, 2012; Holt , 2010); Hutchinson, 2006); Political (Rasmussen , 2010; Birmingham, 2010; Chosudovsky , 2002) ; Trade and Marketing (Aditya , 2001; Bush, Freestad and Wright , 2009; Murman and Greenville , 2005), Internet and cyberspace (Gorizoli and Jaronpa , 2003; Granizoli and Wang , 2001) And ...

Join the battle and compete and examples of the techniques of deception and psychological operations show that those in the competition have won that effectively use these techniques and rivals and have deceived enemies. Use of deception, especially traditional techniques and classic conflict is not new, because from time immemorial, from the year 1469 BC, during the third reign Tatmoos (one of the Pharaohs), the Egyptians tricks and tactics of deception to mislead their enemies and subsequently infiltrated into Syria through unattended routes (SID unit Sharif, 2013).

The results of this study and similar studies theoretically has increased our knowledge about techniques and spheres of deception and psychological operations and practically can design and war commanders and politicians and other individuals responsible for the design and the practical application of this knowledge helped the defensive capabilities in the areas of defense and further. The question shows the significance and necessity of this study.

Hence, one of the ways that are necessary to deal with the enemy and rival is preparedness and awareness of ways to change the perception and deceived by the enemy. Considering that despite the long history of exploiting different countries of psychological operations and deception over three decades of Islamic Revolution in Iran, the term is still strange and unknown to many people and authorities of our country. This is not the case, and as far as the researcher is concerned, research has not been conducted with this title in the country. Therefore, in this study ,the researchers have perception on a comprehensive review of the existing resources (internal and external) systematic review of management strategies and techniques of deception.

2. METHOD

Regarding the purpose of the present study that is systematic review of classic techniques and new oven in the fashion of the patient's perception of bounds conditions and policies to defend against the Islamic Republic of Iran, so this research is a systematic and qualitative review study.

This study is a systematic review of previous studies on deception techniques and related studies, also conducted semi-structured interviews with experts and considered as the methodological, analytical and qualitative. Also, according to research questions a semi-structured questionnaire was developed and its validity was confirmed by two specialists and the questionnaire by 8 experts in psychological operations and deception were completed and were included in the final analysis.

2.1. Participants

This study aimed to evaluate the collection of works published in the form of articles and scientific books in English, Farsi-related techniques of deception and the content associated with it and so we can say that the study population in this study are all studies that were conducted in deception and perception management techniques at home and abroad specializing in deceiving.

2.2. Sample of study:

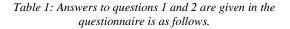
Of all the articles and related research and validated in the field of deception and psychological warfare techniques and that is relevant and in line with approved subject and confirmed with experts were selected as sample of this study and from experts in the field of deception also selected 8 people for data saturation.

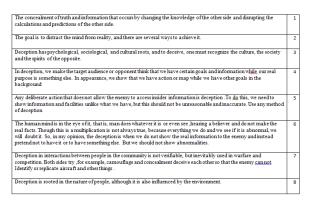
3. RESULTS

The findings come from two sources to research findings and literature as well as a reply to a questionnaire from the side of the experts. The summary findings and literature related to each question and then answer to the research questions in the questionnaire brought in a separate table.

The findings related to one and two questions

For the sake of continuity and convergence of these two questions have to be addressed together.





The findings related to the question three

When using the techniques of deception started and what techniques are used or will be used? (History)

1. What are the theoretical foundations of the techniques of deception?

2. What is the impact on the perception of deception techniques?

The results of this section show that the main element of deception is information. Regarding the addition of effective elements in wars and international competition ,it can be seen a common ingredient proven in the midst of all these factors that increased the information of its involvement in the war day by day .Information has been used as a vital source in all aspects of conflict and competition.

All actions on the information carried, including collection, processing, analysis and especially the distribution and presentation of information is done in support of issues such as awareness of the battlefield, operational planning, intelligence and command and total control rival or enemy. In all methods of deception programs and actions on *data* (Larry and Mikhail, 2007).

The basis and foundation of all the techniques and tactics of deception are:

A) hide information and maps and features

B) provision of information and induction, maps and amenities that do not exist in reality.

So all methods of deception used one or both of the above mentioned basis (based on both operations on the information) to rival or enemy of a certain way of thinking and ultimately behave (Kaddell, 2004). The findings of this section shows the history of the conflict and competition, and examples of the techniques of deception and psychological operations, those wins have been effectively use these techniques and rival your enemy deceived . The use of deception in war is nothing new. Deceit in war is likely to be old as the history of wars (Kaddel, 2004). A number of historical examples are: the year 1469 BC, during the reign Tatmoos third (one of the Pharaohs), the Egyptians tricks and tactics of deception to mislead their enemies and subsequently through routes unattended to infiltrated into Syria (SID unit Sharif, 2013).

The story of Homer's Trojan horse effect show that during the war the emergence of deception in the history of Europe has an important role (Burgess, 2001). Chinese Tzu, 500 BC in his book *The Art of War* emphasized the role of civilian operations and is designed like a fool and said that the overcome and

defeat the enemy without bloodshed and deception and psychological warfare to trick a higher value (website:

http://onlinemanagers.ir/EMag/ContentDetails.aspx?c id=1626; Sun Tzu, 2010, the translation of the muezzin cup). And significant pre and numerous examples of the successful use of deception during World War II is also available as Normandy campaign against Germany (the cultural mobilization Basij corps).

In the history of Islam, can be found too Sample power and numerous other tracks of psychological warfare and traditional deception. Turning the fire on by the Islamic troops on the night of conquering Mecca and creating fear and fear among the Makiyans in this way plays an important role in breaking its resistance. And the trick of the Qur'an was to spear and defeat the Revolutionary Guards in the victory of Imam Ali (AS) through this example Outstanding Warfare Psychological that is executed on the occasion of opportunity and based on the taste and genius of its designers. (Zahed, 2009).

The most important techniques that throughout history, especially in military and political force or by theorists introduced the following: Deception type A and B, deception, active and passive techniques of camouflage and concealment, the technique of the impossible , techniques of indirect approach, techniques a piece of luck, techniques obvious solution, lure techniques obvious solution, attacking stealthily computer networks and satellite, using weapons and electronic devices and advanced technology to change information.

The answers given to this question in the questionnaire, the majority of respondents knew history of war is as old as the history of wars and believed that wherever and whenever there is a war there have been deceived.

Table 2: For the types of techniques, the responses are as follows.

Today, deception techniques are often directed to the world of information and data. Such as political, military, political, economic information	1
Any method by which one can change the perception of a rival or enemy and show reality in a different way is a method of deception. There may be thousands of different techniques on this basis.	2
Many deceptive techniques are from its early forms, such as carnouflage and hiding, to new methods such as persuasion, duplication, fictitious information	3
Giving false information, defrauding, empowering or incapacitating self or collection in an unrealistic way, hypocrisy and religious rendering, lying	4
Pretending to do work or having something that does not really exist in person	5
Camouflage, hide, pretend, advertise	6
Reversing the facts, hiding the possibilities, doing things that do not come to the mind of the enemy or the enemy, camouflage and hide	7
Appearance, small things, fake emails, new software like instagram, television networks, press and more	8

The findings related to the question four

What are the dimensions and areas of use deception techniques?

The literature on this issue suggests that deception is most generally in three areas that include computer systems, Internet and cyberspace, and marketing policy and military sphere.

Computer systems, Internet and cyberspace: During the past decade, increasing use of computer systems and the gradual rise of the Internet has been an increase in threats to computer security. Technology and threats associated with these technologies becomes more and more complicated. Therefore, the use of techniques and procedures for the security of computer systems and internet fraud can be helpful. The information and computer systems with a wide range of threats that can result in major damage to infrastructure is vital to an organization.. Knowledge of the specific threats and weaknesses of the system allows for the system to choose an effective security tool (Kazmi, 2004). Effective use of deception can be an important element for the security of information systems. In this regard deception is an art that can be perceived by the competitor (enemy) to control the decision-making process that disturbed to it. (Spritzer, 2003).

Military deception: in terms of military deception can be seen as attempts to mislead the enemy by manipulation, distortion and alteration of evidence and information is done in a manner biased to define the enemy to react. Implementation techniques of deception will be lack of proper estimation of enemy targets, maps and features. Deceit in war is likely to be old as the history of wars (Kaddel, 2004).

Political deception: deception in political marketing as a technique of deception for the purposes of political decisions and actions, despite the limitations or unwanted features of and influence on the perception of the public, legislators and organizations defined (Copp , 2006).

Commercial deceive (economic): deception is defined in trade marketing as a means of deception to obtain target market, despite restrictions and unwanted features product on a potential customer's perception (Cope, 2006).

 Table 3: Answers to the questions in the questionnaire were as follows.

It is often used in military, political, economic and any other field that can be used against the enemy.	1
Deception in a ffairs and cyberspace, deception in physical and physical affairs, facilities, deception in intellectual and internal affairs, deception in the realm of change	2
In various areas of political, social, economic, cultural and, in principle, in all areas, deception can be used, especially in the political and military dimension.	3
Militate and dupe the enemy in war conditions, deceive intelligence to deceive the enemy in order to make mistakes in enemy calculations, politics and elections, fight against anti-regime groups and spies.	4
In the use of amenities, government, politics	5
Information, war, passive defense and factor, politics, economics	6
Advertising, politics, war	7
Economic, political and military affairs	8

The findings related to the question five

What is the role of perception in the use of deception techniques?

From the perspective of psychology, anyone who is conflict and competition with someone else or enemy always tries himself in the position of a sober and dominant than he was, because he feels that each time the enemies of the stake. They accept the evidence is not inconsistent with the beliefs and expectations of them and see them is reasonably practicable. Deception can be lead a trick of some kind of psychological warfare in an effort to take into account that the target audience, to a different mental space with the facts. This inner psychological space should be made in such a way that the target group without resistance or with minimal resistance and concepts it

Table 4: The answer to this question has been as follows.

Given that most people, that is, more than 80% to 90% of the people are in the gray range, that is, they do not believe in hostility or friendship with the other party and, on the other hand, they do not have enough knowledge about deception and concepts, they are easily deceived and believe in false mformation.	-
The deception is like a mirage. While preserving the appearance of being real and believable, it affects our senses and perceptions and affects the target person.	2
Usually they use cognitive, emotional and psychological methods, which sometimes affect the cognitive part of perception and false information dominates the audience's and rival's beliefs, and sometimes they affect emotions and emotions using techniques ₁₀ .	3
Deception occurs when it is believable, that is, what is presented is feasible in terms of rival or enemy.	4
Deception when it comes to the more negative effects that a deceived person will later realize is deceived and in subsequent actions may not have the original function. Because it finds mental distress and does not think it can detect deception.	5
In the deception of psychological operations, such as making big, shrinking, hiding, camouflaging, hiding, etc., all of which affect the perception of the person.	6
	6 7 8

Results on question number six

Application areas of the Islamic Republic of Iran are the techniques of deception?

marks the transition and the information provided is acceptable to him (Yusuf-Zadeh and Bakhtiar, 2013).

The principle of learning lies Edward Tolman, when organisms are exposed to information and learning materials, learn it, though it might be only in appropriate circumstances to transform performance. So neuroscientists and lure victims more susceptible to bombarded with information it because they are targets of them by repetition to get coherent and coordinated channels of information they learn in situations appropriate unconsciously act in such a way that the attackers were psychological operations (Hussain, 2011).

Deceivers experienced on both sides of the front lines of World War II, to similar conclusions about how to achieve success in changing the perception and deception .The common elements include (Haswell, 1985):

- Confidentiality, Organization and Coordination
- Believable and verifiable deception
- Feasibility
- The ability to target, and
- Factors Affecting Strategic Situation.

Finding for answering to this question show that the Islamic Republic of Iran has a number of features that makes the enemy in all areas of deception and psychological warfare and propaganda against the government and the system of outdoor activities. Some of these features include: special geographical position of having huge reserves of oil and gas, belief in the necessity of oppression and attempt to independence and self-sufficiency and access to peaceful nuclear energy and (Alaei, 2012, Mohammad and Partovi, 2013).

Here are a few examples in various fields presented herein.

Military: in the war of Iran and Araq and their supporters tried to be effective by disinformation and psychological warfare in military matters 1.Magnifying the military power of Iraq 2. humiliated and weak power like the power of Iran's military authorities 3. Induction differences between the army, the army and the bombing of residential areas and civilian 4. To demoralize the public 5 .The use of chemical weapons in last war both in non-military (Halabja) indicating if the probability of failure even in residential areas, the use of chemical weapons . (Haghverdi Taqanak, 2014).

The Islamic Republic of Iran to confront these warriors were trying to take countermeasures. For example, in Operation Dawn 8 to 21 February, 64 were warriors army to deceive and surprise the enemy as follows acted after the operation in Khyber and Badr in the region by Islamic forces, the Iraqi army disadvantage and damage saw their pussies in front. So the camp called "Camp deception operations" tried to show the enemy that Islam is the next big powers in the region, there will be about 200 km away from the Faw area, (Moradpiri, 2012).

Economic : globalization and the spread of economic interdependence and thus increasing role in the economy, international relations caused countries to widely use of economic instruments to achieve their national goals (Rahbar and Khademi, 2007).

Table 5: expert answers to this question were as follow:

Creating rumors and lies in the social, political and military fields	1
Political, social, cultural, economic, moral and religious	2
Political and cultural	3
Media leaks, false propaganda and rumors, highlights weaknesses like economic problems and misinformation, misuse of religious and ethnic prejudices	4
Cultural, media, and economics, conducting investigations and analyzes in this field can make the authorities aware of the methods of deception.	5
At present, they are trying to deceive, using both traditional and modern forms of political, economic, military and social affairs.	6
Political, economic, cultural, military. Most people may be familiar with old techniques such as camouflage and hide, but most information is less about new methods	7
Rumors and disputes between authorities through sites, software and mobile phones	8

Table 3-6: Responses to this question are as follow.

In my opinion, the concealment of the truth is not in conflict with morality, but the lie is in any case unsatisfied, because it reveals that it eliminates trust and provides the ground for deceiving the enemy.	1
Individuals should consider moral considerations and not use deception.	2
In deception, moral considerations are not taken into account.	3
Deception is not permitted in matters that the <u>shart(a</u> clearly specify but in the case of issues that are not in conflict with holy sharia, there is no use of deception, such as camouflage and hide	4
People in the war have no regard for ethical considerations. This is not expected.	5
Destruction of people in the system and / or government in any cortex can easily be done with respect to available cyberspace, and this can only be prevented by ethical considerations.	6
There is no meaning in competition, especially warfare and deception, because, if it were considered, there could be no war at all.	7

4. DISCUSSION AND CONCLUSION

History of war and international competition in different areas shows that countries in the competition, the competitor and their enemies are the techniques of psychological warfare and deception and control and manage efficiently their profits benefited . Today hiding information and maps and features and misrepresentation, as well as influence on intelligence and discovery of maps, enemy or rival Influence the mentality and behavior of the economy done with an emphasis on psychological operations and propaganda and deception operations and the information practices of features like. Like the use of sanctions such as sanctions on gasoline exports to Iran, and unable to portray it as a state that sits on an ocean of oil but does not have the power to supply its own society. Another example is false information and statistics about inflation and per capita income to fool people (Hussaini, 2009).

Political: example of this deception is the Japanese ambassador in Washington before the attack on Pearl Harbor Nomara and Kroosa in 1941. By continuing diplomatic negotiations, the Japanese recognize Tokyo goals (to attack America) problem for the United States, because the Americans were forced Japan to consider several possible targets. Japanese diplomatic negotiations concurrently were busy to plan a design a plan to attack America (Kodul, 2004).

The findings related to question seven

What are the logical and ethical and legal considerations in the use of deception techniques?

Morally, though, the word deceit has a negative meaning at first glance, but deception itself is neither good nor bad. Ethical considerations are likely to deceive the circumstances and the motivation that makes use of individual, group, organization, related (Vikinz, 1992).

facilities (deception) and the importance of new and more advanced than ever before taken. Awareness of the dimensions and techniques of deception and psychological warfare is essential for people and those responsible for each country in the arena of international competition plays a role, including our country.

1.Discussion on questions one and two

1. What are the theoretical foundations of the techniques of deception?

2. What is the impact on the perception of deception techniques?

Essential element in all techniques of deception information. So that when we use the so-called information warfare, this term can cover all techniques including deception, psychological warfare and other related concepts. So the information in the broad sense of the psychological war and war-books can its subsidiary be considered, injecting subtle and deceptive information in order to change the culture and habits of the people of a country in normal times, peace and penetrate the layers of information the private sector, government, economic, military and even security and prevent customer data from access to the necessary information and starts to disable network command and control system, network transport, economic, service and briefly deception in other adversary of different areas, (Walters, 2006)

2 .To discuss the question three

Using the techniques of deception when it started and what techniques are used or will be used? (History)

The findings related to this question is summarized as follows:

• Paul Laynbrger history of psychological warfare to war with the Medes attributed Gideon. In this war, Gideon, unlike its military customs, each with a hundred persons, had a burner, gave each armor a torch and created this illusion in the enemy's mind, whose number was 100 times as real, and thus could defeat the enemy without conflict. the (Hussaini, 2004).

• Since 1469 BC, during the reign of third Tatmoos (one of the Pharaohs), the Egyptians tricks and tactics of deception to mislead their enemies and subsequently through routes unattended inside Syria infiltrated (SID Sharif unit, 2013).

• Story of Homer's Trojan horse effect show that during the war the emergence of deception in the history of Europe has an important role (Burgess, 2001).

• Chinese Tzu Age 500 BC in his book *The Art of War* (The Art of War) On the role of civilian operations and focused like a fool and said that the trick to overcome and defeat the enemy without bloodshed and deception and psychological operations are more valuable (Sun Tzu, 2010).

• Genghis Khan, representatives of influential people ahead of his army towards the enemy sends to them with psychological operations, military enemy noticed a large number of military and warlike Mongol armies and yet using deceit and politics are like maneuver fast riders, tried to induce the feeling that his invincible army and military might is more than the show (Mohammadi Zadeh, 2005).

• George Washington at Trenton amazing victory over Great Britain in the second half of the 18th century, thanks to intelligence forces and military deception is used in the war (website: Http://Mlmtitansteam.com/Rahbari/).

• Also numerous and significant examples of the successful use of deception during World War II is also available as Normandy campaign against Germany (Mohammadi Zadeh, 2005).

3 .To discuss the question four

Media and the Internet and cyberspace: According to media representation, no reflex action from the outside world exist and what does show cameras and pens media such as satellite TV and Internet. There is a secret intention behind the images. The camera does not reflect reality but a representation of reality. A media tool is never neutral and impartial mediator in the picture and do not count. The medium is based on language and meaning, and language and meaning are also relied on power in the context of discourse. Therefore, apart from the moral and immoral representation of the events of that ideological bias is in line with the weakening or strengthening of power and discourse to take special steps and specific information to the audience (Hall and Jhally , 2007).

Political: in the sense of political, deception and misinformation is on relationships and lying close to the diplomatic negotiations. There are several types of lies and deceptions in this regard. The first trick that occurs at the international level politicians and government with the aim of gaining strategic interests lie and misinformation are to each other. In fact, in the absence of the two countries may rival or even critical of each other, when these interests are in conflict with each other, leaders and politicians sought to deceive each other, they want to come over to their strategic interests. The second is the exchange of fears. In the sense that leaders are lying to their own nation about the threat they are facing. There is a threat that may not be serious, but its leaders magnify this threat with the aim of mobilizing their public opinion and their people to bring them to their goals. Such as promoting Islamophobia and Shiaphobia in Western countries by giving false information and lying to the people of countries. The third type of strategic efforts lies that attempt failed, the authorities are doing for covering their own policies or strategies adopted and people may be allergic or other countries raise (Noor, 2012).

Military: military deception to all measures designed, falsification, manipulation and transformation of the

evidence that can be misleading and negligent enemy in achieving information and accurate estimation of the quantity and quality of the other party as well as the diversion of the minds of the goals of true important and less important to the false targets and target detection and targeting him in the face with skepticism and encourages the adoption of measures would be contrary to their interests. This tactic to raise the cost of enemy attacks, diversion of effort and ultimately disappoint its achieve specified targets applicable, which can be in widespread concealment of information, the abandonment false, increasing friction enemy with negative goals the tactics of harassment and deception (Department of passive defense placed air defense Khatam 2006)

4. discuss the question five

What is the role of perception in the use of deception techniques?

According to the theory of imaging, information and ideas through images are built and objectivity, in turn, form the framework of how to interpret the events around us and find means to determine facts (Moradian, 2009). In fact, visualization, whether positive or negative type, attitudes have changed and changing attitudes, behaviors also will be shaped accordingly. If the presentation of targeted information and skilled imaging does not take place, it will result in photo results. Information that is rival or enemy or images in his mind as he closes, can he take to support or oppose an actor equip, so that all players are trying to make the image fit to achieve to their goal in the minds of the audience and to deceive them in reality (Hedayati, 2008).

5.Discussion about question six

Are there the fields of using the techniques of deception in the Islamic Republic of Iran?

Findings show that our country has long been the answer for certain features that have been threatened, especially in the years after the Islamic Revolution, enemies has been active in all areas. In the economic sphere for decades has become the economic sphere to the field to challenge people and empowering them, even the balance of military power is crucial. Today, economic power and political influence are more defensive security because of security instability, turbulence led to dozens of other countries. The weak nations economically, even if they wanted ideology of independent or economic pressure fail ransom political or if the appearance, in essence captured economic culture prevailing and their culture to lose (Khandozy, 2011).

6. discuss the question seven

What are the ethical and legal considerations in the use of deception techniques?

There is no expectation of telling reality among enemies in the battle scene. Except in the specific circumstances, there is almost a general expectation for deception in the war. According to deceive the Geneva Conventions legal restrictions that allow certain activities to give. Among the various proposed activities, the use of camouflage, decoy, model making, using code / wrong signal to the enemy and informing against the enemy on the basis of the treaty is permitted. Wearing enemy uniforms when attacking, killing, wounding and capturing the breach of the treaty is considered illegal. The bibliography Act 2002 are listed: scouts (who to get information and spy on enemy territory infiltrate) for access to terrorist training camps and then attacking it suits the enemy to wear based on the Geneva Conventions, the violations of the Geneva Conventions, is clear. Also countries like America and Israel to sign the treaty and treaties such as the refuse and even if the signing of a formal, because of the influence in the international community have committed themselves to the implementation of such treaties .(Tybodks, 2007).

In response to the experts, eight people disagreed with this question, and two people agreed to use deception, and one who disagreed with concealment of the truth (that is, giving false information). One also said that he should go to religion and religion in this regard.

Sometimes the things that are legal, the problem may be inside the ocean and vice versa. For example, wear a uniform to eliminate terrorists even though illegal, is immoral also. Is it illegal to invade the land, albeit with legal considerations for moral attack? For morality or immorality of this issue experts offer a moral test. The ethical test is the legitimacy of the operation and specific actions of the public. Is a special operation that takes place apart from the legal issue in the long run the public will have the legitimacy (Metz, Garrett, Hatton and Bush, 2006).

So morally deceiving at first glance, although the word has a negative connotation, but the trick itself is neither good nor bad. Ethical considerations are likely to deceive the circumstances and the motivation that makes use of individual, group, organization, related (Vikinz, 1992)

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