

ABSTRACT

Title Psychological Operations During Malayan Emergency (1948 – 1960)

Field Strategy

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Psychological Operations is a planned and calculated initiative, to convey selected information and indicators to audiences in influence their emotions, motives, objective reasoning, and ultimately to influence the behaviour of organizations, groups, and individuals of a country. Psychological Operations is simply learning everything about target enemy, their beliefs, likes, dislikes, strengths, weaknesses, and vulnerabilities. Not least they are part of the general subject of war, violent social conflict waged with very few shared normative rules or no rules at all. The subject of Psychological Operations during Malayan Emergency is therefore one of the great humane rather than mere synthetic subjects of social science. It can be approached directly through many circumlocutions. The theoretical framework of the research utilises the comparative study approach and strives to highlight the inherent strengths of the concept of Psychological Operations; defined as a set of interrelated variables, definitions and propositions to explain the concept of Psychological Operations and the important role it played in relation to the Malayan Emergency. It examines the Psychological Operations dimension of its impact during the Malayan Emergency and constitutes the basis of this thesis: analyze the Malayan Emergency in the context of Psychological Operations and evaluate how far Psychological Operations contributed to further understanding of the victory of the British over the Communist Party of Malaya (CPM) in the Malayan Emergency. This thesis will be able to propose a valid case study of Malayan Emergency to invoke wider interest and study for present and future generations of Social Thought leaders to appreciate the merit of effecting human Psychological Operations to win an Internal War based on political competition.