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**THE GREAT WAR 1914-1918 AND MANIPULATION OF HUMANS' CONSCIOUSNESS
IN THE CIRCUMSTANCES OF THE NEW WORLD-SYSTEM BIRTH: THE
EXPERIENCE FOR XXI CENTURY.**

Sergii Troyan, Nataliia Nechaieva-Yuriichuk. The Great War and Manipulation of Humans' Consciousness in the Circumstances of the New World-System Birth: the Experience for XXI century. During the Great War at the beginning of the XX century the governments of countries – participants of the war used different ways for manipulation of human consciousness like fiction, poetry, postcards etc. The main aim of that was the achievement of people mobilization for war. The reaction of people of European states for the war was ambiguous, but a high percentage of population was in favor of the war. Even a famous French writer A. France (who was 70 years old) tried to become a volunteer to the war. So, what is possible to tell about younger men? But the reality of the First World War changed the vision of people toward it. They saw that the war is not a festival. It needs patience, first of all. New strategies, new armament demonstrated that the individual person had a small influence on result. The enemy was often invisible. All that affected the identification of soldiers and contributed the development of front-line brotherhood. Disappointment became the special feature of those who went through the war. They returned to the unstable world where it was difficult to find appropriate place for former soldiers. And again it was used by radical elements like A. Hitler in Germany. The author points out that it is necessary to understand the processes that took place at the beginning of the XX century to not repeat them at the beginning of the XXI century.

Key words: Great War, consciousness, propaganda, manipulation, stereotype.

Introduction. During the twentieth century, which went down in history as a period of epoch-making profound changes that affected almost all spheres of life of the then society, the system of international relations has undergone dramatic changes three times. Twice it was caused by world wars – the global conflicts of 1914-1918 and 1939-1945, during which not only the borders in Europe and the world were redrawn, but also the fate of both individuals and entire peoples. The analysis of the causes, consequences and lessons of world wars becomes particularly relevant in the context of the threat of destruction of the international legal foundations of the modern post-bypolar system of international relations, in particular as a result of the war unleashed by Russia against Ukraine and the Russian occupation of the Crimea, as well as Russia's military-political attempt to destabilize the situation in Eastern Ukraine¹.

¹ Felsztynski J. Stanczew M. Trzecia wojna światowa? Bitwa o Ukrainę. Przeł. J.Redlich. Wyd. I. Wyd-wo: Dom Wydawniczy REBIS. Warszawa 2015. 432 s.; Grabowska K. Próba wyjaśnienia pojęcia i istoty wojen hybrydowych [w:] Świat idei i polityki. S. 259 – 282. – <https://repozytarium.ukw.edu.pl>; Herpen M.H.Van. Wojny Putina. Czeczenia, Gruzja, Ukraina 2014. Przeł. M.Witkowska, J.Szajkowska. Wyd-wo: Prószyński Media. Warszawa 2014. 408 s.; Kleczkowska A. Wojna hybrydowa – uwagi z perspektywy prawa międzynarodowego publicznego [w:] Sprawy międzynarodowe, 2015, N 2, s. 93 – 110; Kostecki W. Strach i potęga. Bezpieczeństwo międzynarodowe w XXI wieku. Wyd-wo Poltext. Warszawa 2012. 200 s.; Piotrowski M.A. Konflikt nigdy nie jest prosty: amerykańska teoria i doktryna wojen oraz przeciwników hybrydowych [w:] Sprawy międzynarodowe, 2015, N 2, s. 7 – 38; Wąsowski K. Istota i uniwersalność rosyjskiego modelu wojny hybrydowej [w:] Sprawy międzynarodowe, 2015, N 2, s. 39 – 56; Магда Є. Гібридна війна: вижити і перемогти. – Харків: Віват, 2015. – 304 с.; Горбулін В.П. (наук. ред.). Світова гібридна війна: український фронт. – К.: НІСД, 2017. – 496 с.

The First World War of 1914-1918 was a reflection of the fundamental changes of global and internal character in different countries and groups of countries, and the result of deep economic and political processes of civilization development in the late XIX – early XX century. The main reason for the war lay in the complex contradictions between the participating countries, which were the result of the global crisis of civilization as a consequence and manifestation of industrial progress. At the same time, the tendency of monopolies to expansion and aggression was particularly evident. The merging of monopolies with the state and the formation of state-monopolistic capitalism gave state policy an increasingly expansionist character. This was evidenced, in particular, with the growth of militarization, the emergence of military-political alliances, the increase in local conflicts, the strengthening of colonial oppression etc. The aggravation of rivalry between the leading states and groups of countries was also a consequence of the relative unevenness of their socio-economic development at the turn of the XIX – XX centuries, which influenced the level and nature of external expansion and eventually led to a military conflict on a global scale.

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The centenary of the end of the First World War of 1914-1918 became a significant information occasion for a new unbiased view in the context of a retrospective analysis of the problems of war and peace, war and politics, war and diplomacy, war and society, war and culture etc. The Great War of 1914-1918 went down in history as the first armed clash of two warring coalitions of states on a global scale. Its underlying causes were associated with the peculiarities of political, economic, social development of the world at the turn of the XIX–XX centuries. Differences of interests and the desire to gain leading positions in the international arena pushed the then great powers to create military-political alliances and coalitions. As a result, in the late XIX-early XX century two national military-political associations were created – the block of the German Empire, Austro-Hungarian Empire and Italy in 1879-1882 (the Triple Alliance) and the coalition of France, the Russian Empire and Great Britain (the Entente) in 1893-1907.

The Cold War between these blocks on the background of the struggle for the redistribution of the world quickly led to the aggravation of contradictions in almost all regions of the world, especially in Europe. It was here that the symbolic powder keg exploded – the political and diplomatic struggle in the Balkans turned into an armed battle between Austria-Hungary and Serbia. On the side of the Danube monarchy was the Kaiser's Germany, and Serbia was supported by the Entente States. The July crisis of 1914 as a "cold" phase of block confrontation passed in early August into the phase of "hot" long war – the first global armed conflict of the twentieth century, the most famous under the names of the Great War and the First World War. Term "The First World War" (World War I) was introduced into scientific circulation in September 1914 by the German philosopher E. Haeckel. The morning daily American newspaper "The Indianapolis Star" from September 20, 1914 quoted him: "There is no doubt that the course and nature of the frightening "European war" ... will be the First World War in the full sense of the word"². In historiography, this term as the official name spread after the publication in 1920 of the book "World War I"³ by British historian and war correspondent Ch. Repington, and with the beginning of World War II became generally accepted. Regarding the term "The Great War" or "The War to end all wars", it was used to refer to the war between the two blocks – the Central Powers and the Entente with the explosion of the first global conflict⁴.

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² Астахов А.Ю. Красота форм в природе. Э.Геккель. М.: Белый город, 2016. С. 5 (104 с.).

³ Repington Ch. The First World War, 1914 – 1918. Vol. 1. London: Constable and Co, 1920. Vol. 2. Boston and New York: Houghton Mefflin Company, 1921.

⁴ Мартинов А.Ю. Перша світова війна в сучасній німецькомовній історіографії: теми й концептуальні ідеї досліджень [w:] Міжнародні зв'язки України: наукові пошуки і знахідки. – 2016. – Вип. 25. – С. 398 (с. 397 – 423).

The main features of the Great War. The First World War of 1914-1918 is characterized by several fundamental features that are clearly visible from a time distance of one hundred years.

Firstly, the Great War was a hitherto unprecedented global armed conflict in terms of the number of states, peoples, human and material resources involved.

Secondly, the military operations took place in theaters of great length and depth, not only in Europe, where the depth of warfare reached about 500 km, but also in Asia and Africa, not only on land but also in the ocean and in the air.

Thirdly, the armed confrontation was based on the use of new equipment and new ways of warfighting. Thus, in particular, for the first time the tanks, aircraft, submarines, and machine guns were used by the warring coalitions and a gas attack was held.

Fourthly, military-political alliances eventually covered almost the whole world, which was the result of the entry into the world war of the Ottoman Empire on the side of the Austro-German Block, and the British colonies, Japan, the United States on the side of the Entente States.

Fifthly, the era of the Great War was an unprecedented competition of diplomacy, and diplomatic struggle in general and for the allies in particular surpassed the corresponding conflicts of the period of the diplomatic revolution of the XVIII century. The result of the struggle of diplomacy during the First World War was the qualitative and quantitative reformatting of the warring coalitions (for example, Italy moved to the side of the Triple Entente, an ally of this coalition became also the United States), which eventually finally consolidated the transition of military-strategic and operational-tactical initiative to the Entente States and their victory in the world conflict.

Sixthly, the Great War revolutionized the world on an unprecedented scale, especially and above all Europe, leading not only to the explosion of revolutions and revolutionary movements in Russia, Germany, Austria-Hungary, Turkey, Finland, Ukraine, India, China, Mexico, but also to the collapse and cessation of the existence of four empires – Russian, German, Austro-Hungarian, and Ottoman.

Seventhly, the former imperial periphery or some of its core turned first into a mobile revolutionary segment of the post-war world order (for example, Finland, Ukraine, Hungary, etc.), and then either entered the state and acquired international subjectivity (for example, Poland, Czech Republic, the Kingdom of Serbs, Croats and Slovenes etc.), or became part of other states (Ukraine) or part of the mandate system of the League of Nations (former colonies of the German and Ottoman empires).

Eighthly, the League of Nations became the first global international organization that assumed obligations and responsibility for the preservation, maintenance and maintenance of peace in the world, prevention of a new global war as a means of solving contradictions and contradictions of interstate nature.

Ninthly, the first global armed conflict confirmed the main trend at that time: the change in the international system is only as a result of a large-scale war. Given that the Great War of 1914-1918 was a logical continuation of the chain of the Thirty years' war, the Westphalian system of international relations – the Napoleonic wars, the Vienna international system – the First World War, the Versailles-Washington international world order, but on a number of abovesaid fundamental traits is dramatically different from its predecessors.

Tenthly, the First World War is so organically combined, given the nature of the evolution trends of peace and development of international relations with interwar two decades with their many wars, and armed conflicts and annexation and the Second World War that there is a reason even to refer not to the two world wars, but about one Thirty years' World War of the twentieth century, which covered 1914-1945.

Eleventhly, the Great War, with all its tragedy, created conditions for new transformational shifts in almost all spheres of society. At the same time, it deepened the rifts between the winners and the losers, in the camp of the victorious powers, the discontent and resistance of the peoples, only partially or not realized their state aspirations, the confrontation with Soviet Russia, and then the USSR and others, which as a result very quickly signaled the instability of the new world order.

In general, the end of the Great War moved the world into a new stage of development of economic and financial relations, political order and international system. The centenary of the Vienna world order was replaced by the Versailles-Washington international order. It was the least chronologically long period in the evolution of international relations and entered the annals of history as the interwar two decades. Prophetically sounded the words of Marshal F. Foch on the system of treaties, which were the result of securing the victory of the Entente in the First World War: "This is not a peace, but a truce for twenty years."

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Topicality and articulation of issue. The development of the world community in the early XXI century confirmed that the humanity has not overcome the greatest challenges and threats of the previous age. Nowadays we face the challenges that are more or less similar to those of the early twentieth century, but technology and information capabilities are now at a much higher level of development. However, as a hundred years ago, modern wars begin virtually – a war of ideas and intellectual confrontation, which is greatly enhanced by the use of new information technologies.

The path to a full-scale information war, the object of which is now Ukraine, began in the historical past. But the most successful in this context was the experience of the First World War, when the world empires launched large-scale propaganda and agitation campaigns aimed at the formation of a "patriot of the Motherland", for which the Motherland weighs more than his own life. The latter gives rise to certain reflections: on the one hand, we are still talking about patriotism and love for the Motherland, so is it worth condemning the policy of the governments of the participants in the World War of 1914-1918? On the other hand, the population of the British, Russian or Austro-Hungarian Empire was multinational, which led, for example, to deep disagreements in the vision of the future between the Poles and the Russians or Ukrainians. Therefore, the influence on the population, which was systematically and purposefully exercised by the governments of these countries, was, in our opinion, to some extent manipulative, because it was carried out for the sake of military mobilization and political loyalty of citizens. Therefore, the personal space of a person on the eve of the war of 1914-1918 was violated by mass propaganda and agitation of ideas aimed at the formation of a citizen – "a patriot ready to wage war to victory."

Perhaps that is why the studies on the content and features of the use of information and propaganda during the war of 1914-1918 appeared immediately after its end. One of the first who published his work in 1921 "The Press and the General Staff,"⁵ was a British researcher N. Lytton. In this work, the author made an attempt to analyze the work of the General staff of Great Britain during the war, and the features of building relationships with the public.

In 1927, the American sociologist H. Lasswell in his study "Propaganda Technique in the World War" noted that during the war the "mobilization of thoughts" was necessary, because in wartime conditions and "the danger that threatened as a result of freedom of opinion was greater than that which could appear as a result of distortion of these thoughts"⁶. As we can see, for the researcher war is a period when the restriction of freedom of thought becomes an urgent need of the belligerent state, because otherwise a person remains free from the manipulative influence of the propaganda machine and retains critical thinking, which is quite unnecessary for the authoritarian state machine, especially in war.

As of the following year, another American researcher, a member of the Public Information Committee during the First World War E. L. Bernays published a monograph "Propaganda"⁷, which, in our opinion, can still be used as a textbook on the basics of propaganda and public relations.

⁵ Lytton N. The Press and the General Staff. London-Glasgow-Melbourne-Auckland: W.CollinsSons and Co. Ltd., 1921. 232 p.

⁶ Ласвель Г. Техника пропаганды в мировой войне / Г.Ласвель. – Москва-Ленинград: Государственное издательство. Отдел военной литературы, 1929. – с. 31.

⁷ Bernays L. Edward. Propaganda / L. Edward Bernays. – Electronic book: <http://www.whale.to/b/bernays.pdf>. – 159 p.

Among the modern researchers, the theme of the First World War remains more than relevant. In recent years there were a number of scientific conferences, seminars, round tables dedicated to the beginning, course and end of the war of 1914-1918. Fundamental joint monographies were published, in particular, "the Great War 1914-1918: origins, nature and consequences," "the First World War in history focus" and others, the works of historians of different countries and scientific schools were published (M. Volos, E. Hobsbaum, J. Leonhard, B. Liddel, H. Münkler, M. Neiberg, E. Rogan, S. Troyan, V. Fisanov, P. Hart, A. Chwalba, M. Hastings and many others) on almost all aspects of the Great War⁸.

The purpose of this scientific work is to study the manipulative impact of the state on human consciousness on the eve and during the First World War.

Today we are actively paying attention to the significant role of intellectuals and public figures in the information wars of our time. But already in the nineteenth century the creative intelligentsia was the focus of the intellectual potential of society, "the carrier of national consciousness, because it advocated the preservation and development of national culture, produced the idea of national liberation struggle, defended democratic ideals, played a considerable – often defining! – role in shaping the public opinion of a country"⁹.

Now it is difficult to accurately identify the atmosphere that prevailed on the European continent on the eve of the First World War. For many contemporaries it was marked with stability, inviolability and immutability. As it was noted by the British historian P. Fussel, "the Great War

⁸ See: Болтаевский А.А. Первая мировая война: дипломатическая предыстория, крупнейшие военные операции и внешнеполитические итоги: Монография / А.А.Болтаевский, И.П.Прядко, С.А.Агуреев. – М.: Издательство Спутник+, 2016. – 258 с.; Велика війна 1914–1918 рр. і Україна. У 2-х книгах. — Кн. 1: Історичні нариси / Упорядн. О. Реснт; Ред. кол.: В.А. Смолій (голова). НАН України. Інститут історії України. — К.: ТОВ «Видавництво «КЛІО», 2014. — 784 с.; Волос М., Шкундин Г.Д. (отв. ред.). Народы Габсбургской монархии в 1914 – 1920 гг.: от национальных движений к созданию национальных государств. Т. 1. М.: Квадрига, 2012. 456 с.; Лиддел Г. Б. История Первой мировой войны: [пер. с англ.: 16+] / Бэзил Лиддел Гарт. – М.: АСТ, 2014. – 574 с.; От миропорядка империй к имперскому миропорядку / Отв. ред. Ф.Г. Войтоловский, П.А. Гудев, Э.Г. Соловьев. — М.: НОФМО, 2005. — 204 с.; Первая мировая война, Версальская система и современность. Сборник статей. — СПб., 2012. — 350 с.; Троян С.С., Фисанов В.П. Немецкая Mitteleuropa: историческая ретроспектива (немецкие планы создания Серединной Европы конца XIX — начала XX века). — Saarbrücken: LAP LAMBERT Academic Publishing, 2013. — 96 с.; Троян С.С. (наук. ред.). Світові війни в історії та долі людства (до 100-річчя початку Першої і 75-річчя початку Другої світових воєн): Монографія. — К.: ДП «Пріоритет», 2014. — 312 с.; Троян С.С. (наук. ред.). Мировые войны в истории человечества (к 100-летию начала Первой и 75-летию начала Второй мировых войн): Монография. — К.: НІКА-Центр, 2015. — 256 с.; Троян С.С. (наук. ред.). Перша світова війна у фокусі історії (дипломатичні та політичні колізії Великої війни): Монографія. — К.: Кондор-Видавництво, 2016. — 296 с.; Троян С.С. (наук. ред.). Перша світова війна і революції: вектори соціокультурних трансформацій: Монографія. — К.: Кондор-Видавництво, 2017. — 212 с.; Троян С.С. (наук. ред.). Велика війна 1914–1918 рр.: витоки, характер, наслідки: Монографія. — К.: Видавничий дім «Кондор», 2018. — 536 с.; Троян С.С. (наук. ред.). Перша світова війна у фокусі «плинної нестабільності»: міжнародна і внутрішня політика: Колективна монографія. — К.: Видавничий дім «Кондор», 2019. — 280 с.; Хейстингс М. Первая мировая война. Катастрофа 1914 года / Макс Хейстингс. – М.: Альпина нон-фикшн, 2017. – 604 с.; Хобсбаум Э. Разломанное время. Культура и общество в двадцатом веке / Эрик Хобсбаум; пер. с англ. Н. Охотник. Москва : Издательство АСТ: CORPUS, 2017. — 384 с.; Chwalba A, Samobójstwo Europy. Wielka wojna 191 – 1918. Kraków: Wyd-wo Literackie, 2014. – 656 s.; Drogi do niepodległości narodów Europy Wschodniej 1914–1921, red. D.Michaluk, Ciechanowiec 2018, Mazowieckie Zakłady Graficzne Sp. j., 415 s.; Hart P. I Wojna Światowa 1914–1918. Historia militarna. Przeł. J. Szkudliński. – Poznań: Dom Wydawniczy REBIS, 2014. – 603 s.; Leonhard J. Die Büchse der Pandora. Geschichte des Ersten Weltkrieges / Jörn Leonhard. – München: Verlag C. H. Beck, 2014. — 1157 S. ; Łoś St. «Świat się w mych oczach dwukrotnie zawałił...» : wspomnienia dyplomaty / Stanisław Łoś / red. Maciej Marszał, Sylwia Wójtowicz. — Kraków: Ośrodek Myśli Politycznej; Muzeum Historii Polski: Warszawa, 2017. — 683 s. ; Münkler H. Der Große Krieg. Die Welt 1914 bis 1918 / Herfried Münkler. — Berlin: Rowohlt, 2013. — 928 S.; Neiberg Michael S. Taniec furii. Wybuch pierwszej wojny światowej oczami Europejczyków / Michael S. Neiberg. — Kraków: Wydawnictwo Uniwersytetu Jagiellońskiego, 2013. — 352 s. ; Rogan E. The Fall of the Ottomans: The Great War in the Middle East, 1914–1920 / Eugene Rogan. — London: Penguin, 2015. — 512 p.

⁹ Сич О.І. Про долю інтелігенції в постсоціалістичних країнах / О. Сич // Політичні студії. – Чернівці, 1997. – С.78.

took place in a static comparison with our world, with stable values, in which the meaning of abstract concepts seemed constant and reliable. Everyone knew...what Honor meant"¹⁰.

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Political propaganda and manipulation of consciousness during the Great War.

Preparation of the population of European countries for the future war began in the early twentieth century. A special place among the means used took fiction and visual means, in particular, leaflets, posters, calendars etc. In bookstores appear military-utopian novels, the authors of which depicted the probable military-political confrontation between European countries, stressed the positive role of war in the renewal of society, and convinced the reader of the victory of the country they represented. The most popular military-utopian novel was in Germany, however, in the UK and in France such works also had their fans. It should be noted that today this genre remains popular for the promotion of certain ideas, including those related to the formation of the reader's idea of the possible development of political events and the results of the likely, in particular, military confrontation between states. For example, in 2009 in the Russian Federation the books about the "collapse of the Ukrainian project" and the imminent war between the two countries went on sale, which was also reflected in the Ukrainian publications¹¹.

In addition to the prose, which not all citizens of the empires could read exclusively for objective reasons (e.g., illiteracy), a popular mean of influence on the ordinary citizen was the poetry that was easy to remember. Interesting, from our point of view, is the fact that during the war in Germany has been written more than three million chauvinistic poems¹². And this is only in Germany!

Together with the printed word, visual means of influencing the consciousness of an individual were used, primarily leaflets – relatively cheap and very common means of communication at the beginning of the last century. Leaflets were printed in large quantities, used for both open correspondence and for collecting, so the government and the Entente and the Triple Alliance actively took advantage of this opportunity of influence. Comparative analysis of the leaflets shows that the artistic means used by the opponents were often similar. For example, both German and Russian propagandists called on their peoples to wage a Holy war against an enemy that threatens the very existence of their own nation. Analogies were made with mythological subjects – the destruction of the many-headed Hydra by a German warrior (a symbolic image of the struggle between good and evil), or an appeal to the images of invincible epic heroes by Russian propagandists (Ilya Muromets, for example). Thus, stereotyping its own citizens was involved, because in human nature psychological conditions are stored that "facilitate the work of the propagandist and perpetuate guilt in the war with the enemy"¹³. This phenomenon can be explained by the fact that a person makes a choice between the unpleasant fact of war and the desire to believe in the triumph of good in the world. Thus, it can be assumed that in the mind of the individual the opponent becomes the personification of evil, and his own victory is interpreted as a victory of good.

Images inspired by artwork and visual media has shaped the worldview of the audience, and contributed to the adoption of stereotypes of mutual perception, both at the individual and collective levels. Given the fact that "social memory is tuned to the benefit of material congruent with expectations"¹⁴, in the political propaganda of the World War of 1914-1918 years the stereotypes

¹⁰ Fussel P. The Great War and Modern Memory / P. Fussel. – London-Oxford-New York: Oxford University Press, 1977. – С.21.

¹¹ У Росії надійшли у продаж книги про війну з Україною // Кореспондент.net. – 2 березня 2009 [Електронний ресурс]. – Режим доступу: <http://ua.korrespondent.net/world/759780-u-rosiyi-nadijshli-u-prodazhknigi-pro-vijnu-z-ukrayinoyu>

¹² Цехновицер О. Литература и мировая война 1914-1918 / О. Цехновицер. – М.: Художественная литература, 1938. – С.98.

¹³ Ласвель Г. Техника пропаганды в мировой войне / Г. Ласвель. – Москва-Ленинград: Государственное издательство. Отдел военной литературы, 1929. – С.60.

¹⁴ Перспективы социальной психологии / Пер. с англ. – М.: Изд-во ЭКСМО-Пресс, 2001. – С.175.

are actively used that carried out a kind of moral preparation of the population for war, preparing people to confront the real, not imaginary enemy.

We can assume that in the early twentieth century a person was in a situation where he was offered ready-made images that clearly define the side of good and evil. Moreover, comparing with our time, it is difficult not to agree with the thesis that it is human nature to fill in the missing information about another person "with the help of stereotypes contained in our consciousness"¹⁵. This is particularly noticeable when it comes to representatives of other nations. Personal ideas about an ethnic group and stereotypes about this ethnic group may overlap, but in their reaction to certain stimuli, representatives of one ethnic community tend to have more in common than the individual, which opens up ample opportunities for the government circles of authoritarian states to use them to achieve specific political interests. The latter, in our opinion, found its expression in the government policy of Germany, Great Britain, Russia and other belligerent powers during the First World War. Thus, in particular, at the very beginning of the war, in 1915, the German Kaiser Wilhelm II on the occasion of his birthday awarded twelve "writers-patriots" with the Order of the Eagle¹⁶. Among the awardees was the author of the then popular poem "Song of Hate against England" Ernst Lissauer, in which he wrote: "We have one foe and one alone England..."¹⁷. This verse, in the author's opinion, reflected quite clearly the position of the German government circles interested in forming and deepening the feeling of hatred towards its enemy, which at that time was Great Britain. As it was noted by the famous Austrian writer S. Zweig, "among the seventy million Germans quickly became no one who would not know the "Song of Hate against England from the first to the last line"¹⁸.

At the same time among the subjects of the British Empire the image of the ruthless and insidious German soldier was created and cultivated: there was widespread information in the British press about the atrocities of German troops in Belgium, which created the appropriate mood and emotions in the reader¹⁹. These are just some examples of manipulation of human consciousness, used during the Great War. In fact, the propaganda of hatred carried out by the belligerent states pursued quite pragmatic goals: first of all, to raise the morale of the military and civilians, to mobilize them for a war in which personal interests and needs were replaced by state or government.

The result of this influence on consciousness was the corresponding behavior of the population. Artists and writers defined war as "a great opportunity", "a sacred moment", "an hour of triumph of refined values"²⁰. The popular euphoria that engulfed German society in August 1914 entered German scientific and socio-political discourse as the "spirit of 1914" (*Geist von 1914*)²¹. Patriotic rise was also observed in the UK and France. An attempt of the famous French writer A. France, who at that time was 70 years old, to volunteer in the army can serve as an example of the manifestation of patriotic fervor and belligerent mood. Although it was denied, the latter, in our view, is a good example of the readiness of various sectors of society for a "Holy war".

¹⁵ Липпман У. Общественное мнение / У. Липпман. – М.: Институт Фонда «Общественное мнение», 2004. – С.103-104.

¹⁶ Цехновицер О. Литература и мировая война 1914-1918 / О. Цехновицер. – М.: Художественная литература, 1938. – С.98.

¹⁷ Такъ говорит Германія. Подлинные нѣмецкіе документы и изреченія о германскихъ замыслахъ и поступкахъ. – Петроградъ: Печатный Трудъ, 1915. – С.69.

¹⁸ Цвейг С. Статьи. Эссе. Вчерашний мир. Воспоминания европейца / С. Цвейг. – М.: Радуга, 1987. – С.312-313.

¹⁹ Война и общество накануне и в период Первой мировой войны / науч. рук. В.А.Золотарёв; отв. ред. С.В.Листиков. – С.269-270.

²⁰ Джонсон П. Современность. Мир с двадцатых по девяностые годы / П. Джонсон. – М.: Аноубис, 1995. – Т.1. – С.28-29.

²¹ Цимбаев К.Н. «Дух 1914-го года»: военно-патриотический дискурс в Германии накануне Первой мировой войны / К. Цимбаев // Первая мировая война: взгляд спустя столетие. 1914: от мира к войне: доклады и выступления участников III Международной научно-практической конференции. – М.: Изд-во МНЭПУ, 2015. – С.648.

Despite the fact that the propaganda machine worked throughout the First World War, the first battles showed all the cruelty and horror of the real war. The positional character, new types of weapons, the use of chemical weapons and, most importantly, the frequent absence of a visible enemy have had a destructive impact on the patriotic sentiments of the fighters. One can only imagine the horror experienced by an 18-year-old warrior, whose trench was hit by a shell and killed his comrades and brothers!

In the conditions of constant mass murder of an individual it was difficult to preserve human feelings and the previous system of values and not to degrade morally. Military actions stipulated new identity – "we" – your and "they" or "he" – the enemy. "We are individuals with names and identities; he is a collective entity... He's not as good as we are"²².

Historical facts give reason to believe that during the Great War a collective image of soldiers was formed, united by a common way of life, the constant danger of death or injury, nervous tension etc. All this contributed to the establishment of new emotional ties between the military and ultimately influenced the formation of a new world-system after the war.

The end of the World War and the return to peace were a new challenge both for the former military and for the civilian population. This process was especially painful for the losing countries – they had to pay reparations to the winners. And many military did not manage to find itself in peace life.

For war veterans, economic and social uncertainty, the lack of real means of influence on political processes has led to a rethinking of their own role in public life. As it was noted by one of the participants of the world war E. Woodward, "for my generation and especially for those who were in the army, the war was the experience that will dominate our future life... I thought the future was in our hands... Those hopes were dashed... People who have returned from war weigh less in the political life of their country than any generation in the last two or three centuries"²³.

In our opinion, it was the desire to feel needed by the country that prompted many veterans to support radical right-wing extremist movements in European countries, in particular, the National Party in the UK, the "Young German Order" in Germany or the National Union of Veterans in France. If we add to this the psychological instability, uncertainty about the future, disappointment in the present, it becomes clear the rapid growth of the popularity of the ideas of National Socialism and Hitler as the leader of the nation. Hitler's criticism of the Treaty of Versailles reflected the ideas of many of his contemporaries, who deeply agreed that the peace was concluded in order to "lead to the death of twenty million Germans and destroy the German army"²⁴.

The spread of national socialist ideas and the subsequent rise of Hitler to power in Germany completely changed the geopolitical map of the European continent, ambiguous impact on the entire world community, which over the next decades was forced to seek new ways out of the political crisis, learning from their own mistakes, which did not allow to avoid the Second World War. It was during the interwar period that the latest experience of state control over all spheres of human life was taken, first tested during the Great War and adopted by representatives of the far-right parties, which led to the establishment of totalitarian regimes in Italy and Germany and further geopolitical changes on the political map of the world, which continue today.

* * *

Summary. The First World War had very serious political consequences and led to a number of revolutionary upheavals and significantly changed the political map not only of the European continent but of the world as a whole. With the emergence of the first socialist state of the dictatorship of the proletariat – Soviet Russia, and then the USSR – the balance of political and geostrategic forces on the world stage has changed dramatically. According to its role, significance

²² Fussel P. The Great War and Modern Memory / P. Fussel. – London-Oxford-New York: Oxford University Press, 1977. – P.75.

²³ The War Generation: Veterans of the First World War. – London: Kennikat Press, 1975. – P.23.

²⁴ Tierney B., Kagan D., Williams L.P. Great Issues in Western Civilization / B. Tierney. – New York: Mc Graw-Hill, Inc., 1992. – P.778.

and results, the period of 1914-1918 fully claims to be the real boundary between the nineteenth and twentieth centuries. The First World War finally left in the past the era of old classical capitalism of the late XVIII – XIX century and gave the countdown of modern history, which was characterized, first of all, by the coexistence of two antagonistic systems – capitalism and socialism, the decline and collapse of the colonial system of imperialism, the achievements of the scientific and technological revolution and the strengthening of the role of various integration factors. This period actually lasted until the turn of 80-90-ies and, in turn, ended with the collapse of the USSR and the world system of socialism.

The end of the First World War and the revolutionary changes of the early twentieth century resulted in essential changes in the international arena. They led to the reformatting of the entire system of international relations and began a new way of the post-war world, called Versailles-Washington.

In total, 38 states with a population of over 1.5 billion people took part in the First World War. The total number of armies reached 70 million people, and military operations covered the territory of million square kilometers. During the war, 10 million people were killed and 18 million wounded. The First World War had very serious political consequences and led to a number of revolutionary upheavals and significantly changed the political map not only of the European continent but of the world as a whole. Developed at the Paris and then at the Washington peace conferences in 1919-1922, the new principles of international coexistence were called the Versailles-Washington system. It did not eliminate all the contradictions, but only temporarily weakened the old ones and gave rise to new ones (between the winners and the vanquished, between the victorious countries, between the states of the West and Soviet Russia etc.). The main thing is that in the context of summarizing the results of the First World War, new geopolitical changes in Europe and the world were recorded, confirmed and secured by the system of treaties. Firstly, four great empires – Russian, Austro-Hungarian, German, and Ottoman – have ceased to exist. Secondly, a number of new European states have emerged in Central and Eastern Europe. Thirdly, socialist Soviet States of a new type have been formed for the first time. Fourthly, the borders in Europe have been significantly changed and redrawn in the interests of the victorious powers and newly formed countries. All this has fundamentally changed the balance of power in both the European and international arena and for many decades has defined new trends in world development associated with the confrontation between capitalism and socialism, totalitarianism and democracy, colonialism and national liberation movements.

More than a hundred years have passed since the beginning of the First World War, which went down in history as the Great War, but today we still feel its echoes. Therefore, the understanding of the events of the world war of 1914-1918, their impact on the human mind and psyche is a necessary component for understanding the processes that are currently taking place in our country. The state and government circles should take into account the experience of the past and develop an adequate strategy to overcome the destructive effects of war on the human consciousness, the integration of front-line soldiers into peaceful life and the protection of democratic ideals and freedoms.

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