



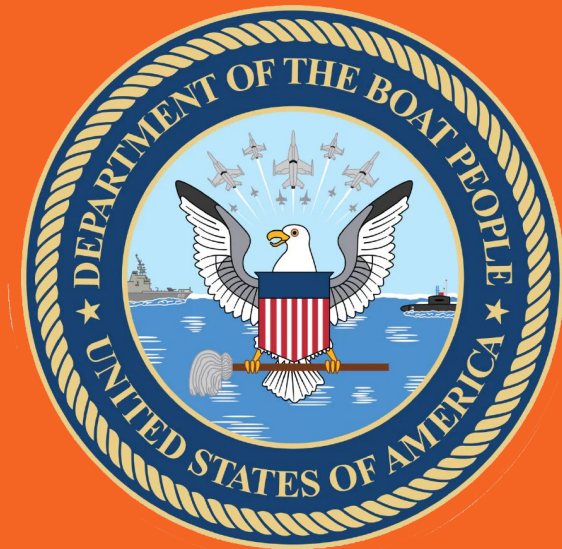
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# Deceptive Imagery Persuasion & MAGIC Kill Chain

3/30/2024 @ 1900 EST

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and cybersecurity consultant  
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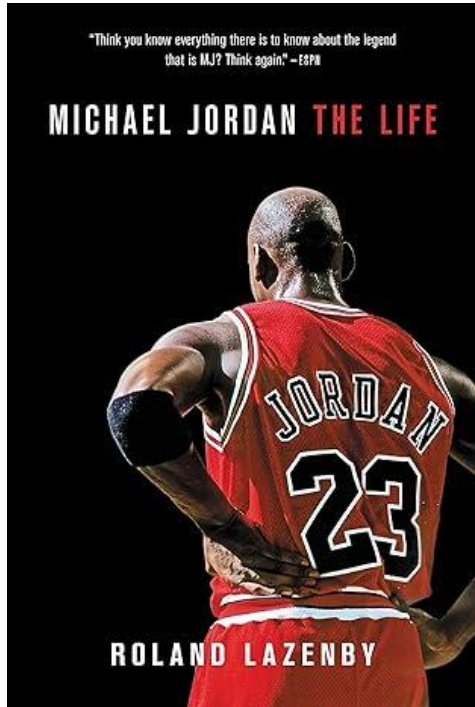
# Who is this guy?



- Ryan McBeth
  - Retired anti-tank / heavy weapons infantryman
  - Software engineer / Cyber guy
  - Worked on C4ISR Systems and CDS
  - YouTube content creator
    - Disinformation researcher (encountering it all the time)
  - Not former CIA / DIA / Mossad
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# Funny Story - Wearing my shoes

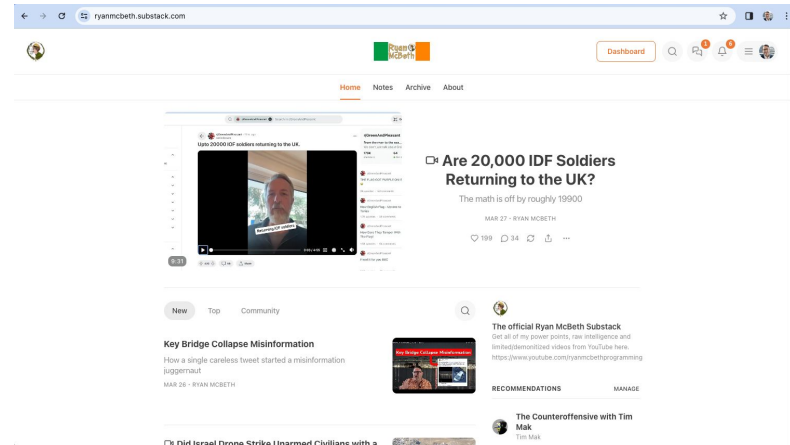


- NBA Fan
- Kobe was trash talking Jordan
- But wearing Air Jordans
- I didn't go to Fort Huachuca
- But they use my software

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# This Presentation is available on Substack

- RyanMcBeth.Substack.com
- Feel free to distribute





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## Agenda:

- Deceptive Imagery Persuasion
  - “Truthiness”
  - What is Propaganda?
  - The MAGIC Kill Chain
  - Perform an exercise using DIP and the MAGIC Kill Chain
  - Display examples of DIP
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# Terminal Learning Objective



Upon completion of the presentation, participants will be able to analyze and comprehend the utilization of Deceptive Imagery Persuasion in creating propaganda on social media platforms and evaluate the application of the MAGIC (Make, Acquire, Generate, Infiltrate, and Cascade) Kill Chain framework in propaganda content creation.

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A large, illuminated castle with multiple spires and towers is the central focus, set against a dark night sky. A massive, semi-circular arc of bright white sparks, characteristic of white phosphorus fireworks, arches over the castle. The sky is a deep blue, with some pinkish-purple light trails on the left side. The castle's lights are warm and yellow, contrasting with the cool tones of the night. The foreground shows a dark body of water reflecting the scene.

WHITE PHOSPHORUS

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# DIP stands for Deceptive Imagery Persuasion

- DIP is designed to manipulate the information consumer by using their lack of subject matter knowledge against them.
  - This normally done by using an out of context picture along with some text.
  - The tactic needs some element of plausibility to work
  - This will lead the information consumer into believing information
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# Betty White In her 20's?



**Kyrah Witherall** with Hector Alexander Durazo

2 hrs · Edited · 🌐

Betty white in her 20s. Love her!!!



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# But the images aren't Betty White.

Kyrah Witherall with Hector Alexander Durazo

2 hrs · Edited · 🌐

Betty white in her 20s. Love her!!!



Why were people fooled by this image?

- People like Betty White
  - People want to assume Betty White was pretty
  - It “feels” like it could be correct
  - The risk of being wrong is low
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# Truth and Truthiness



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# Truthiness



Truthiness is what you feel to be true rather than what the facts will support.

This is a major component of DIP

If an images feels like it can be true, then it can easily fool the information consumer.

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# Misinformation and Disinformation

- Misinformation is getting the facts wrong
- Disinformation is intentionally misleading the information consumer



# Misinformation Example Jordan Drone



**Peter Cronau**  @PeterCronau · Jan 28

Narrative spoiler:

The Jordanian government says the US **Marines** were attacked and **killed** at a secretive US base located inside **Syria**, not, as the US claims, in Jordan.

Relevant detail:

US holds a number of military bases inside sovereign **Syria**, here in the south, but also in...

[Show more](#)



104

1K

1.7K

100K



Narrative spoiler:

The Jordanian government says the US Marines were attacked and killed at a secretive US base located inside Syria, not, as the US claims, in Jordan.

Relevant detail:

US holds a number of military bases inside sovereign Syria, here in the south, but also in the oil fields of north Syria.

‘Biden vows response after Americans killed by drone strikes’

# How is this misinformation?



**Peter Cronau**  @PeterCronau · Jan 28

Narrative spoiler:

The Jordanian government says the US **Marines** were attacked and **killed** at a secretive US base located inside **Syria**, not, as the US claims, in Jordan.

Relevant detail:

US holds a number of military bases inside sovereign **Syria**, here in the south, but also in...

[Show more](#)



104

1K

1.7K

100K



The American servicemen killed in a drone strike were Army Reservists.

- Was this malicious or just lazy fact checking?
- Some people don't know the difference between the Army and Marines



# Disinformation

 **Jackson Hinkle** 🇺🇸 🇧🇪 @jacksonhinkle · 14h ...

 Why is TURKEY supplying ISRAEL with weapons & ammunition?

GET [#ErdoganArmsIsrael](#) TRENDING & TAG [@RTErdogan](#)



 **TURKEY has SOLD LARGE QUANTITIES of WEAPONS to ISRAEL since October 7th.**

**TURKEY exported the following items to ISRAEL in 2024:**

- ✗ Gunpowder
- ✗ Explosive substances
- ✗ Flammable substances
- ✗ Ammunition
- ✗ Weapons and Parts

827 2.4K 5K 273K

Why is TURKEY supplying ISRAEL with weapons & ammunition?

GET [#ErdoganArmsIsrael](#) TRENDING & TAG [@RTErdogan](#)



# Why is this disinformation?



Türkiye has sold about \$80,000 worth of civilian firearms classified as sporting goods for hunting and sports purposes.

Classified as: “non-combat firearms, revolver and parts, parts of pistols, swords, machetes, bayonets”

Türkiye has a robust civilian hunting firearms industry

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# What is propaganda?



- Information, especially of a biased or misleading nature, used to promote or publicize a particular political cause or point of view.
  - Branding and marketing is a form of propaganda
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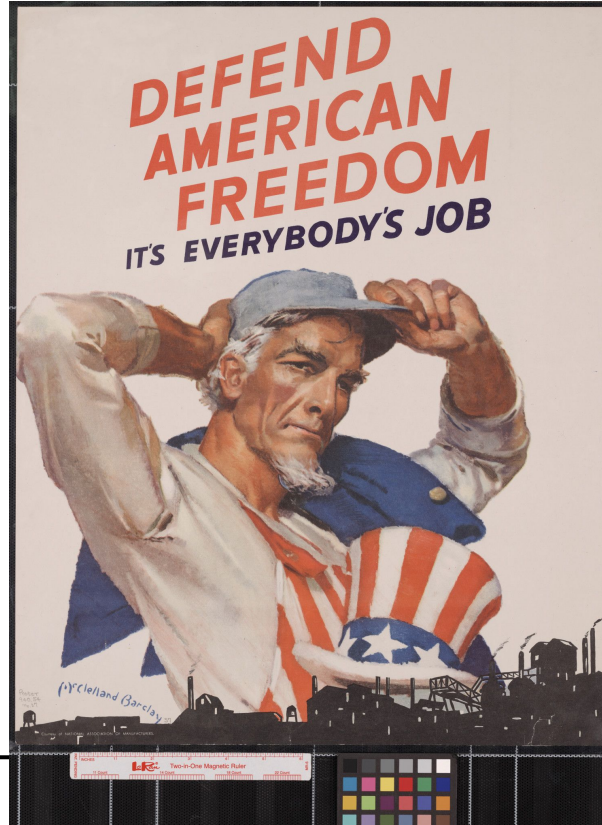
# What is branding?



- Branding is a contract of quality between the manufacturer and the consumer
  - When you buy a brand, you know what you are going to get
-

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# America's Brand is Freedom



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# Ukraine's Brand is Heroism



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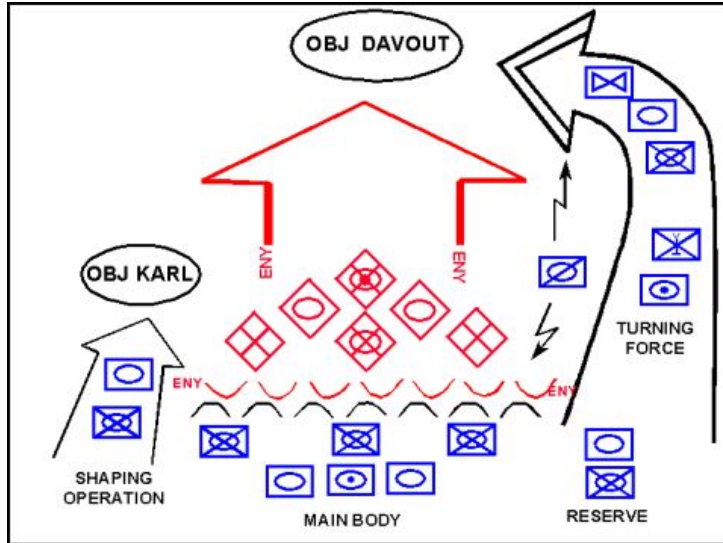
# The Goal of Propaganda



- Influence or persuade an audience to further an agenda
  - Tarnish the “brand” of a country or government
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# Propaganda is a shaping operation



- Shaping operations set up the battlefield for future success
  - In kinetic warfare it might be an effort to capture decisive terrain
  - In information warfare it is designed to shape the opinions of the adversary against their own government
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# How does DIP shape the battlefield?



- Use “truthy” images with accompanying misleading text
  - Target the layman who has limited subject matter knowledge
  - Allow the information consumer to believe that they came to the guided conclusion on his own
  - Create mistrust of the adversary’s government or leadership.
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# The “MAGIC” disinformation Kill Chain



MAKE the goal



ACQUIRE the target



GENERATE the disinformation



INFILTRATE the target



CASCADE the amplification

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# MAGIC in action



MAKE the goal:

Prevent the US from sending cluster weapons to Ukraine and increase negative sentiment about America.

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# ACQUIRE the target



- Laymen information consumers who are unfamiliar with weapons
  - Peace activists
  - Pro-Russian sophists
  - Americans who are opposed to Ukraine on financial grounds
-

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# GENERATE the disinformation

- Use easy to understand text
  - “Cluster bombs are Horrific”
  - “Cluster bombs are illegal”

CMC Campaign Toolkit

Ban cluster bombs

## 1. Ban cluster bombs

*Cluster bombs have caused unacceptable harm to civilians in every conflict in which they have been used and contamination continues to kill and injure people trying to rebuild their lives for decades after. Together we can bring an end to the harm and suffering caused by this horrific weapon. Join us in our global campaign against cluster bombs!*

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# INFILTRATE the target



Sopo Japaridze  
@sopjap

Cluster munitions are HORRIFIC. The shrapnel flies off killing and injuring people indiscriminately (takes out an eye, arm, etc..) I condemned the use of it EVERY time and so did many when Russia was using it. Now that it's the US (which has always used it!), who will speak up?

 The New York Times  @nytimes · Jul 7, 2023

The U.S. said on Friday that it would provide cluster munitions to Ukraine. Jake Sullivan, the president's national security adviser, defended the use of the weapons by saying that Ukraine was running out of artillery rounds. [nyti.ms/3OefPmh](https://nyti.ms/3OefPmh)



4:46 AM · Jul 8, 2023 · 341.5K Views

- Use seeding accounts on social media to start the spread
- In this case from Tbilisi, Georgia

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---

# CASCADE the amplification



Robert F. Kennedy Jr. ✓ 🇺🇸

@RobertKennedyJr

Cluster bombs are munitions so horrific for civilians that more than a hundred nations have signed an international treaty banning them. Now the Biden administration is preparing to send them to Ukraine.



From nytimes.com

4:25 PM · Jul 7, 2023 · 2.3M Views

3.8K

11K

35K

367



- @RobertKennedyJr has 2.8 million followers on Twitter.
- He is not a weapons expert
- He used the same terminology as the seeded Russian text
- It can be inferred that he is an information consumer just followed the trend from seeding accounts

# The end state of the operation



Cluster bombs are munitions so horrific for civilians that more than a hundred nations have signed an international treaty banning them. Now the Biden administration is preparing to send them to Ukraine.



From nytimes.com

4:25 PM · Jul 7, 2023 · 2.3M Views

 3.8K  11K  35K  367 

“Cluster bombs are munitions so horrific for civilians that more than a hundred nations have signed an international treaty banning them. Now the Biden administration is preparing to send them to Ukraine.”

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## USE CASE: How is MAGIC used in DIP?



- “Skunk Water” is an all-natural non-toxic riot control device made from yeast.
- The smell is designed not only to make crowds disperse but lingers on clothing for days, theoretically making targets reluctant to protest again
- How can we use this footage of an Israeli truck spraying Skunk Water to craft a DIP narrative?



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# How could use use MAGIC to spread DIP about this Skunk Water Truck?



MAKE the goal



ACQUIRE the target



GENERATE the disinformation



INFILTRATE the target



CASCADE the amplification



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# **DISCUSS - 5**

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## MAKE the Goal

- Shape the battlefield by influencing American public opinion to turn against Israel.
  
  - End state will be raised awareness at the plight and humiliation of Palestinians not only in war but on a daily basis
-



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## ACQUIRE the target

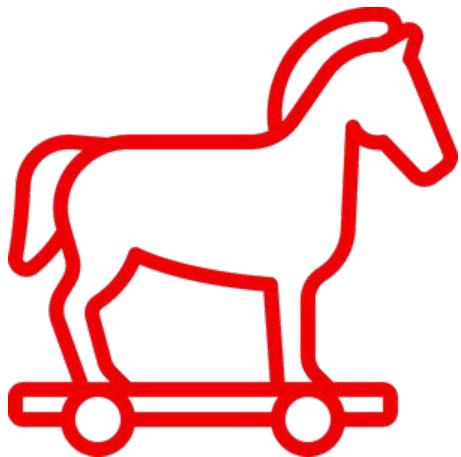
- We will target information consumers on social media who only have a surface level understanding of the Israeli-Palestinian conflict.
  - These people are more likely to share this information without thinking critically about the topic.
-



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## GENERATE the disinformation

- Use the term such as “raw sewage” which is an uncomplicated concept
  - Overlay this with the truck spraying fluid
  - Most information consumers do not understand how the sewage system or riot control tactics work
  - Major items to emphasize for compliance:
    - **Truck**
    - **Spray**
    - **Raw Sewage**
-



# INFILTRATE the target



by the way, the demonic "state" of israel regularly sprays SEWAGE WATER on palestinian homes. i wonder why.....

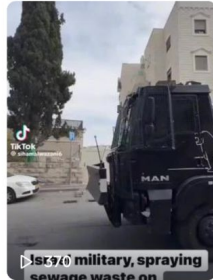


- Use seeding accounts to start the disinformation campaign.
- Use little text so amplifiers can add their own flavor

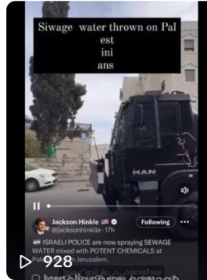


# CASCADE the amplification

## Israel Sprays Sewage ▾



californiarealtor0



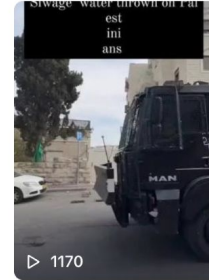
Israeli IDF sprays Palestinians abd their...



Pure evil that has been done even before the...



#duet with @نايلسيه #freepalestine...



Israel spraying sewage water with chemicals o...



مرحبا بكم في دولة إسرائيل المتحضرة حيث يرمون مياه الصرف الصحي على بورت الفاسطينيين



785



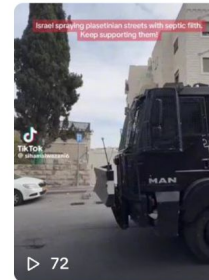
210



مرحبا بكم في دولة إسرائيل المتحضرة حيث يرمون مياه الصرف الصحي على بورت الفاسطينيين



مرحبا بكم في دولة إسرائيل المتحضرة حيث يرمون مياه الصرف الصحي على بورت الفاسطينيين



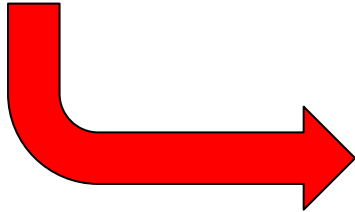
72



مرحبا بكم في دولة إسرائيل المتحضرة حيث يرمون مياه الصرف الصحي على بورت الفاسطينيين

# Amplifiers add additional lies

“Sewage water sprayed by Israel on Palestinian houses.”



Pure evil that has been done even before the...



malik.mov

11

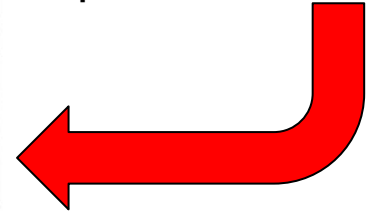


#duet with @نابلسيه 🇪🇬 #freepalestine...



spacecowboy... 51

Israel police are spraying sewage in the streets to spread disease”





# DIP Case study: Explosive Meat



Mahmood OD | محمود عودة @MahmoodAudah · Jan 25

IDF deliberately leaves EXPLOSIVE CANS disguised as tinned **meat** in #Gaza schools.

Once opened, they detonate and **can** kill or severely wound a child.

This video was published to warn children from playing with them if found.

#GazaGenocide  
#IsraelTerrorist



3

9

9

269

🔖 ↗

IDF deliberately leaves EXPLOSIVE CANS disguised as tinned **meat** in #Gaza schools.

Once opened, they detonate and **can** kill or severely wound a child.

This video was published to warn children from playing with them if found.

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# Explosive Meat



According to local sources, Israeli jets dropped cans containing explosives as bait for starving displaced Palestinians in Al Mawasi in southern Gaza.

Two children, one man, and one woman were killed by the fake cans.

[#GazaAirDrop](#)  
[#AirDropAidForGaza](#)



According to local sources, Israeli jets dropped cans containing explosives as bait for starving displaced Palestinians in Al Mawasi in southern Gaza.

Two children, one man, and one woman were killed by the fake cans.

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# The “Meat Cans” are M603 landmine fuze packaging.

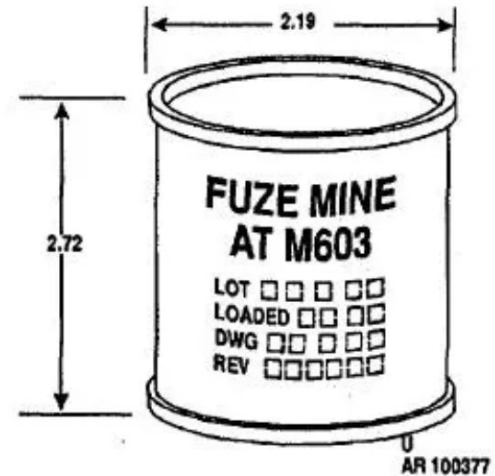


Figure 2-22. Fuze M603 metal container.

(6) Open container with keyway attached to bottom of can.

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# Why did this work?

- Very few people can identify landmine fuze packaging
  - The tin looks like it could be a food tin (truthiness)
  - The “tin opener” makes the object look like a meat can
  - The can label was purposely faced away from the camera
  - Some information consumers believe that Israel would leave boobie trapped cans (truthiness)
  - Emotional fictional text with a convincing picture
-

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# DIP Case Study: The Woke Navy

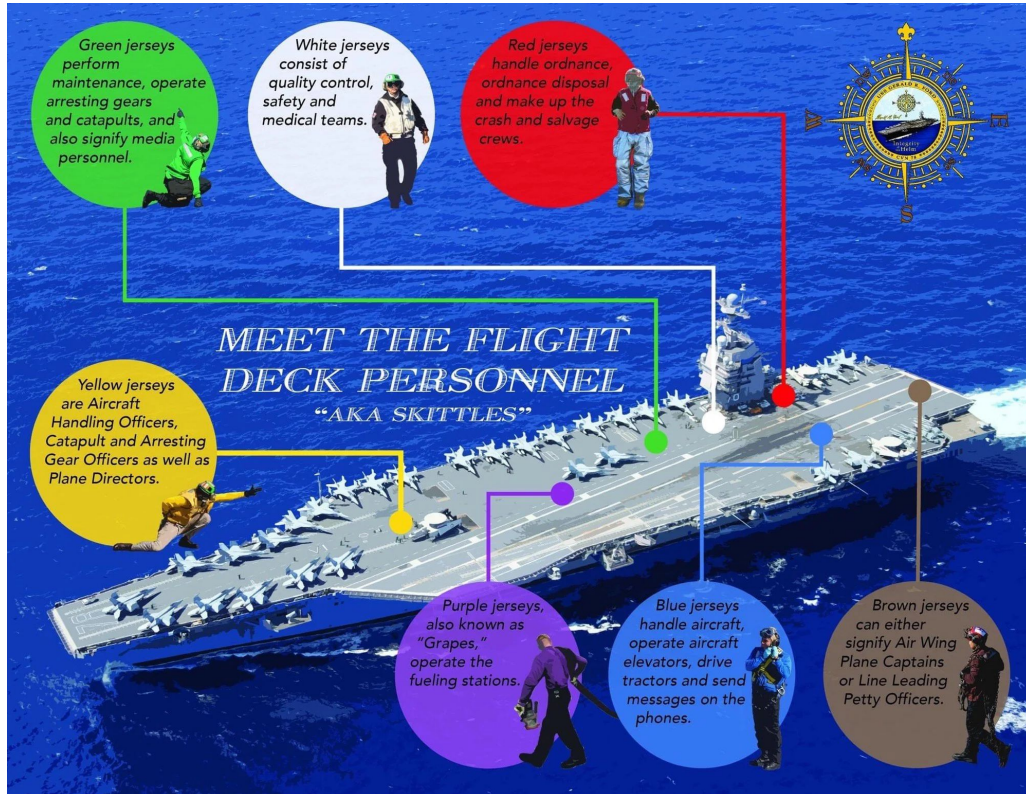
YGBSM....I can't even believe what I just saw. During the National Anthem at the Super Bowl, they showed the sailors on deck on the USS Carl Vinson, one of our 3 Nimitz Class Super Carriers. And they were dressed and arranged in rainbow colors. Chinese Military is LTAO.



4:44 PM · Feb 12, 2023 · 32 Views

- YGBSM... I can't even believe what I just saw. During the National Anthem at the Super bowl they showed the sailors on deck on the USS Carl Vinson, one of out 3 Nimitz Class Supercarriers. And they were dressed and arranged in rainbow colors. Chinese Military is LTAO

# The Woke Navy



Navy flight deck personnel wear different colors to indicate job function.

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# Why did this work?

- Few people understand the colors or purpose of Navy flight deck uniforms
  - Image triggers an emotional response in the easily offended (truthiness)
  - Misleading text with a correct picture
-



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# DIP CASE STUDY: Bradleys at the border



Endernax ✓

@Endernaxx

“🇺🇸⚡ - A train transporting dozens of M1 Abrams and Bradley tanks through Texas, towards the southern border. All of these vehicles belong to the Texas National Guard.”

They're also transporting self propelled artillery, what exactly is the point? Just for show?



11:33 AM · Jan 27, 2024 · 4,394 Views

A train transporting dozens of M1 Abrams and Bradley Tanks Through Texas towards the southern border. All of these vehicles belong to the Texas National Guard.

They're also transporting self-propelled artillery, what exactly is the point just for show?

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# Bradleys at the Border

- Texas has no armor units in its National Guard (although it does have 1 company of cavalry)
  - The vehicles on the train are M2A3/A4 variants which are not seen frequently in the National Guard
  - Troop / vehicle movements happen all the time, there is no way of knowing where the train is going
  - A Bradley would be a very expensive way of monitoring the border and not particularly effective
-

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# Why did this work?

- Few people can identify armored vehicles
  - Few people know that the Army frequently moves vehicles by rail
  - The border crisis has predisposed some Americans to believing extreme scenarios (truthiness)
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# How to fight DIP

- Educate information consumers on where to find reliable information
  - If information causes an emotional reaction, pause before sharing it
  - Don't place yourself or your sailors in a position where an image may be taken out of context
  - Provide the correct information through official channels
  - Offensive PAO
-

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# Offensive PAO - VIPER

- US Navy has VIPER Teams - Visual Information Personnel
- Record when PLAN ships are doing reckless stuff



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# The Role of the Offensive PAO

- We need an offensive PAO (Public Affairs Officer)
- Typically PAOs create media or work with media
- But they don't tend to push the story
- We need Offensive PAOs that can push the truth



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# Offensive PAO Role in Conflict



- Drive the truthful narrative
  - Provide facts and explain weapons and tactics
  - Combat Arms officer with additional training
  - Authorized to push out the actual events
  - Works in internet time
  - Can anticipate the story
  - Partners with other creators
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# Warfare Domains



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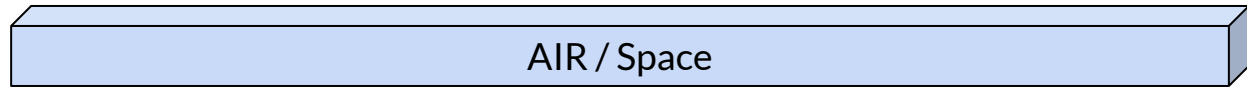
# Warfare Domains





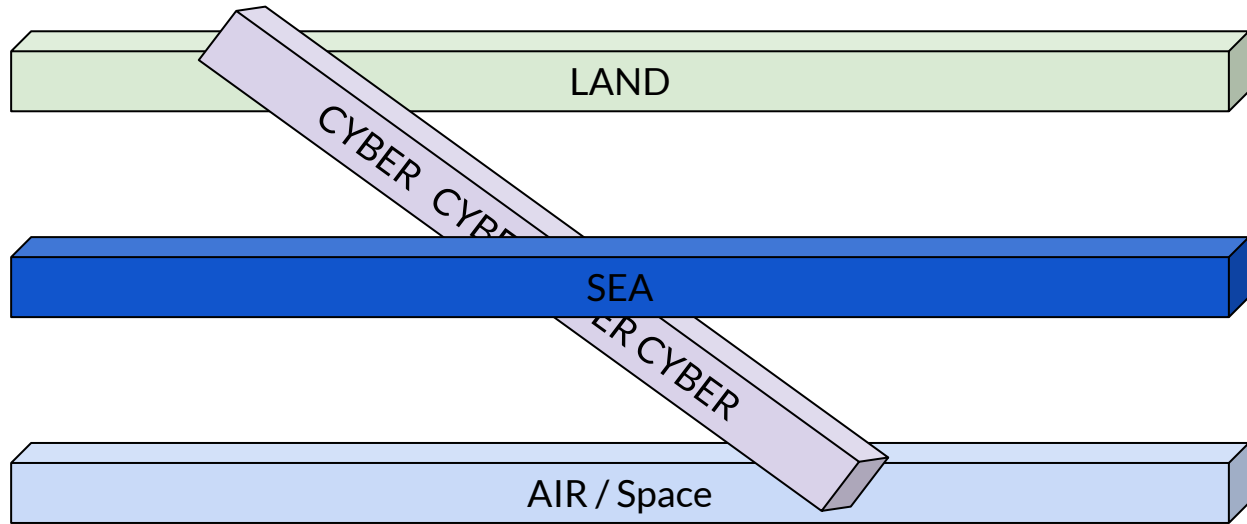
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# Warfare Domains



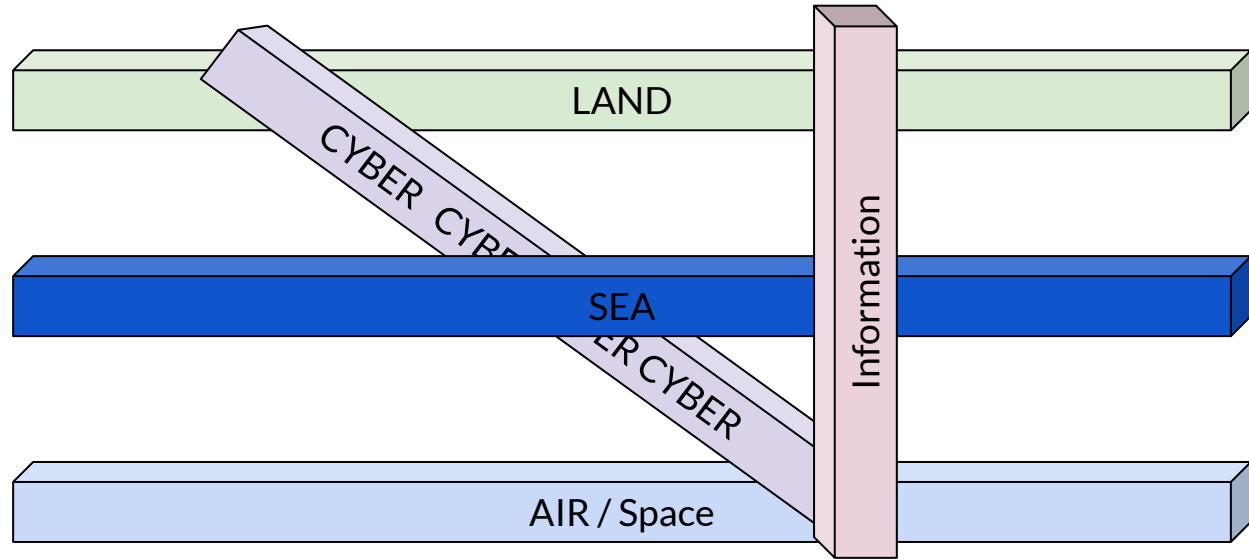
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# Warfare Domains



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# Why aren't we taking INFORWAR / DIP and the MAGIC Kill Chain seriously?



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**Questions?**

