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An insurgency is an organized movement that seeks to seize control of territories for political reasons. Insurgency can also be defined as asymmetric warfare, i.e. irregular or unbalanced war which could also be a psychological war because it is focused on avoiding the strength of the adversary and exploiting their weakness. The US military defined counter-insurgency as the combination of measures undertaken by government and their multinational support partners to defeat an insurgent. Counter-insurgency makes use of all instruments of national power to integrate and synchronize the political, security, legal, economic development and psychological activities carried out by nations and their allies to create a holistic approach aimed at wakening the insurgents. According to the US military, insurgency is defined as an organized movement aimed at the overthrow of a constituted government or to seize, nullify and challenge political control of a region through the use of violence, subversion and armed conflict.

Insurgency is a protracted political-military struggle directed towards subverting or displacing the legitimacy of a constituted government or occupying power and completely or partially controlling the resources of a territory through the use of irregular military forces and illegal political organizations.

There are various characteristics and features of insurgency which are;

- For an insurgency group to thrive they must have popular support, an insurgency group is best sustained by the participation of the masses.
- Insurgency groups create a change for bad government and will make sure all measures are taken to ensure the change of a regime.

- Insurgents are lawful combatants

Tactical operations are common to counter-insurgency operations which are categorized by terrain and then by troops. As for any type of operation, the commander and the staff must consider all relevant operational and mission variables, and their effects as well on the operations

#### PUBLIC DIPLOMACY:

Public diplomacy is one of the many tactics used to win in counterinsurgency, the use of this public diplomacy is carried out through military means. Counterinsurgency is most effective when it is integrated “into a strategy employing all instruments of national power”, including public diplomacy itself. One of the major aims of counterinsurgency operations is to render the insurgents as ineffective and non-influential, by making sure they have strong and secure relations with the population of the host nation. When public diplomacy is present in counterinsurgency warfare is only effective when there is a clear understanding of the culture and population at hand, one of the largest factors needed for defeating an insurgency involves understanding the populace, how they interact with the insurgents, and how they interact with non-governmental organizations in the area. Ethics is one common and important public diplomacy that is mostly emphasized in counterinsurgency operations, insurgents most times win their war by attacking internal will and the international opposition. Counterinsurgency operations are meant to show the nation or population at large that they can be trusted and they are concerned about the wellbeing of the population in order to be successful in warfare.

#### POPULATION CONTROL:

The term “drain the water” or “drain the swamp” was usually involved in the forced relocation of the population (water) to expose the insurgents (fish). The relocation deprives the aforementioned of the support, cover and resources of the local population. This tactic was refined in the Briggs Plan during the Malayan Emergency, when Chinese rural population centers with suspected Malayan Races Liberation Army sympathizers were gutted and their population transferred to enclosed and guarded “new villages” to control and monitor population activity, to also improve local support for the British, new villages were equipped as well with adequate basic amenities, including running water, electricity, and health and education services.

#### INFORMATION OPERATIONS:

Public diplomacy in information operations can only be achieved by a complete understanding of the culture it is operating in. It is necessary that counterinsurgency operations are able to perceive the world from the local perspective. Counterinsurgency operations need to understand why majority of the local population are drawn into the insurgent ideology, questions need to be asked, and corrections need to be made e.g. what aspects are appealing and how the insurgents use information to draw their followers into the ideology. Counterinsurgency need to work on their communication skills which is very important and as such it is the baseline of understanding values, attitudes, and perceptions of the people or citizens in that area of operations to conduct successful public diplomacy to defeat their enemy. Information and communication strategies basically involves providing a legitimate alternate ideology, improving security and economic opportunity and strengthening family ties outside of the insurgency. Public diplomacy is important as modern insurgents are easily able to gain support through variety of sources, both local and transnational, modern counterinsurgency requires attention to be focused on an insurgency's ecosystem from the national to the local level, in order to deprive the insurgency of support and prevent future insurgent groups from forming.

#### CORDON AND SEARCH:

Cordon and search is a military tactic, which is known as one of the basic counterinsurgency operations in which an area is cordoned off and premises are searched for weapons or insurgents. Other operations related to the cordon and search are; 'cordon and kick' and 'cordon and knock'. The cordon and search is part of the new doctrine called Stability and Support Operations or SASO. It is a very unique technique used where is no hard intelligence of weapons, this tactic is used in urban areas and the aim of this mission is to search a house with as little convenience to the resident as possible.

#### AIR OPERATIONS:

This air operations play a very important role in counterinsurgency, which is capable of carrying out a wide range of operations;

- Reconnaissance, surveillance, and intelligence gathering
- Air-to-ground attack against soft targets

- Transportation in support of combatants and civilians alike, including casualty evacuations
- Psychological operations, through leaflet drops, loudspeakers and radio broadcasts

#### REFERENCE

<https://en.wikipedia.org/wiki/counterinsurgency>