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Iryna Patlashynska

ORCID ID 0000-0002-8551-5956

Lesya Ukrainka Eastern European National University

Directions of the provision of Ukrainian information security in media sphere

The relevance of the study

In the age of globalization, the mass media has firmly taken the leading position among the means of communication. Globalization as a phenomenon would not be possible without the activities of modern electronic communications and mass media covering the whole planet. Mass media, with their social importance, large-scale involvement and accessibility, have a tremendous influence on the spiritual processes that take place in society. By involving citizens in information relations, the mass media form certain value-meaning models for social absorption and thus alter the axiological picture of society. The concept of information security of our country as a whole stems from the ability of the mass media to reach the widest possible audience quickly. This enables modern mass media to transform the traditional spiritual production system in a particular direction. In this regard, the thesis that the one who has control over the mass media, has same control over public opinion, dominates in the developed socio-political systems.

The influence of the mass media on the formation of the national consciousness is particularly important, since they act as a powerful means of creating a historical and cultural information space of the state, which is, in fact, the spiritual and ideological cement that binds the nation into a political nation.

The analysis of recent publications

Analysis of recent publications shows that various aspects of the functioning of contemporary media in society are considered in the studies of both Ukrainian and foreign scholars. In particular, the works of V. Zdorovega, O. Kopylenko, V. Lizanchuk, V. Mironchenko, A. Moskalenko, G. Pocheptsov, V. Rizun, A. Chichanovskiy, V. Shklyar,

V. Vorobyov, T. Dobroskolonskaya, K. Markelov, L. Mohammedova, V. Popov and others are devoted to the problem of activity of mass media. Problems of formation and implementation of modern state information security and policy are investigated by O. Gritsenko, G. Pocheptsov, S. Chukut, V. Shklyar and others. O. Belov, S. Syomin, V. Bondarenko, G. Perepelytsya, O. Lytvynenko and others pay great attention to studying the problems of information security of media organizations.

However, until recently, scientific developments on information security problems in Ukraine were few. Recently, significant works on this issue has appeared. I. Arystova, V. Bogush, G. Vinogradova, O. Dubas, V. Kravchenko, O. Lytvynenko, Y. Makarenko, G. Nesvit, O. Oliynyk, O. Sosnin, O. Starysh, G. Pocheptsov, O. Yudin devoted their studies to the problems of the information policy of Ukraine. By the way, each author expresses his own, original point of view on the interpretation of the concept of “information policy”. However, there are two main approaches to understanding it: information policy in a narrow and broad sense.

While giving due importance to the scientific and practical importance of the reviewed scientific works of Ukrainian and foreign scholars, it should be noted, however, that among the unsolved parts of the problem is the study of mechanisms of information security of Ukraine in the context of global information influence, which causes interest in the mentioned issues.

The purpose of the research is to define the concept of information security of Ukraine in the context of the influence of modern mass media at the stage of global information influence.

The object of the study is information security of Ukraine.

The subject of the research is the political aspects of information security of Ukraine in the context of the influence of modern media organizations.

The main body of the research

The global experience of functioning of democratic “information” societies and the conducted analysis undoubtedly point to a direct link between the mass media and the status of information security of the state. The impact of the mass media on the information space depends directly on a number of circumstances that determine the effectiveness of media influence¹:

- technical level of development of information and television and radio networks;
- competitiveness of the native information product;
- a huge variety of alternative channels of information (different media – different owners);
- legislative support for media activities (legal guarantees of liberty of speech, restrictions on the dissemination of restricted information, securing responsibility

¹ H. Ibraieva, *Regional conflicts and the mass media*, <http://psyfactor.org/lib/infowar3.htm>, [accessed: 29.08.2019].

for the dissemination of inaccurate information, mandatory coverage of government activities, etc.);

- the level of formation of civil society institutions that protect national interests (including the activities of independent centres of information influence that will represent the interests of the state);
- coordination of activities of all state bodies that control, license, keep an eye on the media, etc.

In addition, there is another vector of influence on the state of information security of society. This is an influence on the activities of the media themselves. A number of factors affects the media sphere. Particular attention should be paid to four of them:

1. The impact of regulatory on media activity. National legislation establishes legal status, restrictions on media activities, licensing and responsibility features and a specific procedure for activities, for example, during the electoral process. At the same time, a large number of regulations governing the activities of the media and other entities in the information sphere of Ukraine are imperfect and often remain inconsistent with one another or contain conflicting positions. An example is the uncertainty of the legal status of web-based media and their staff in current law².

Therefore, in the conditions of increasing of the open bias of media towards political, economic, financial and criminal structures, the native legislator has inevitably faced the question of the need for rational legislative regulation of the media. However, there are two extremes to be avoided – excessive administration and “freedom without borders”. For this purpose, a clear public position should be formed to reduce the impact of existing negative factors on the overall situation in the country.

The means and technologies of influence on the sphere of mass media in a democratic society should not include only legal regulation of media activity. Legal (state) regulation is based only on the rules of regulation of media activity, which are established and protected by the state. However, formal rules cannot take into account all the traditions and features of native journalism³.

2. The commercialization of media activities, that is, their focus, first and foremost, on profit (and not on objective information to society), which is often explained by the laws of economic development and the need for free competition in the media market. Taking into account the peculiarities of human psychology, the best-selling through the media belongs to the violence, sex, entertainment programs that have a minimum content load. These can also be paid-for materials, cycles of TV-programs and articles aimed at creating or maintaining a positive image of government or business entities, and sometimes even foreign entities.

² *Informatsiyna bezpeka (sotsial'no-pravovi aspekty): Pidruchnyk*, Y.D. Skulysha (ed.), KNT, Kiev 2010, p. 31.

³ *Ibidem*, p. 32.

Thus, economic factors, combined with the dictates of media owners, often make it difficult for their employees to defend their position. Serving the interests of particular business entities and trying to maintain or increase the circulation of the media, they primarily disseminate information that attracts the largest number of citizens, even if it is classified as scandalous or inferior. Therefore, when applying market (economic) regulation of media activity, it should be taken into account that free competition does not always guarantee real pluralism of opinions. In other words, market competition creates market censorship.

3. Dependence on the owner, which captures the media that has undergone the process of corporealization. Due to market changes in the information sphere, almost all of them represent the interests of either individual financial and political groups or foreign customers. It should be added that media owners are often foreign legal or private persons. The problem of editorial dependence on the media owner is not solely a Ukrainian property. Its legal solution lies in the Recommendation of the Committee of Ministers of the Council of Europe Committee on Media Transparency Measures, adopted on November 22, 1994, which refers to print media.

According to experts in the field of political science and geopolitics, the next item on the agenda is the issue of shifting the emphasis in armed confrontation from its traditional forms of conduct (fire, blow, and manoeuvre) to the information-intellectual and information-technical spheres, that is, to the place, where training, making and implementing military and political decisions are taking place. Even a future war can be triggered in an information field that will cover the totality of tasks in the political, economic, technical and military fields⁴.

In the circles of some professionals, the term “information war” is interpreted as an open and / or covert purposeful informational influence of systems on each other for obtaining a certain gain in the material sphere. However, information war is not a simple “impact of the systems on one another”.

Information security and security in the information sphere are not identical in content: “The information sphere at a meaningful level should be understood as information and the sphere of its circulation. That is, information security is a state of protection of information and the spheres of its creation, accumulation, storage, processing, distribution and use”. For comprehensive substantiation of the system-forming concepts of “information security” and “security of the information sphere”, it is advisable to determine the information threats, for elimination or weakening of which the state creates an information security system⁵.

The information and cultural space of Ukraine in modern conditions is one of the main factors of rooting the incompatible value-symbolic systems in the social consciousness against the backdrop of the absence of a well-developed Ukrainian

⁴ M.O. Kondratiuk, *The information war and the role of mass media in the international conflicts*, “Visnyk KNEU” 2013, No. 41, p. 29.

⁵ Ombudsman of Ukraine, *Status of observance and protection of human rights and freedoms in Ukraine. The first annual report*, 2018, p. 212.

one. Western social values and beliefs in the European choice of Ukraine coexist in the minds of citizens with a huge amount of Russian information product, which promotes other values and priorities up to cultural and psychological distance from Western countries, returning to the “Soviet past”. In general, the national consciousness of modern Ukrainian society in a number of fundamental value orientations is blurred and incomplete, society is dominated by “ideological chaos” and value disorientation, which in fact hinders national progress, destroys the consensus on the internal and external orientations of our country⁶.

Mass media play an important role in the problematic issues of forming the national consciousness, which is the basis of state-building processes. Carrying out their functions, they serve as a powerful means of returning society to its basic values, identical and adequate to the ideas, customs, traditions, mentality, and centuries-old cultural and historical experience of the people.

Unfortunately, today the system of Ukrainian national media objectively is not focused on the formation of developed national consciousness and state-political identity, preservation of the cultural and historical identity of Ukrainian society. Much of the media is focused not on meeting the communication, information and educational needs of society, but primarily on the processing of public consciousness in the interests of various political forces, covering the private or corporate interests of certain financial and economic groups⁷.

The information and cultural space of our country is formed under the influence of powerful information flows of foreign countries, filled with cultural specimens of low quality, alien ideals and values and, in fact, is not national in its content. Under these conditions, the mass media do not contribute to the formation and strengthening of the national consciousness, but are the powerful and constantly acting factor in the despirituality and denationalization of Ukrainians, demoralization and ideological and political disorientation of society.

Until now, Ukraine has not developed effective mechanisms to protect its own information and cultural space from external expansion. There is no clear legislation on the regulation of the media, which takes into account the important role of the media in the development of spirituality and the formation of spiritual and value orientations in society. Language legislation is systematically and constantly violated, which does not contribute to the establishment of the state Ukrainian language and degrades the national feelings of the conscious part of Ukrainians.

According to S. Neklyayev, the media’s special attachment to any currents, parties, leaders, financial groups is particularly active during extreme events and armed conflicts. “A massive attack on public opinion begins, complex mechanisms of influence are applied – from simple counterarguments to multi-level refutation, which is based on the analysis of facts and statistics, the evaluation of events through the

⁶ V.V. Karlova, *The mass media influence on the formation of the Ukrainian national consciousness*, KNEU, Kiev 2013, p. 2.

⁷ *Ibidem*, p. 3.

opinions of personalities, authoritative experts. The media use influence agents, work to block and neutralize information flowing through alternative channels to lobby the interests of the group to which they belong or sympathize”⁸.

The mass media have the ability to weaken or, on the contrary, strengthen certain emotions and feelings. H. Ibraieva believes that professional management of live media can lead to limited, sterile perception of murder and suffering⁹.

At the beginning of 1990s, the term “Information War” began to be used to designate the possibility of influencing society through a certain way of presenting news and information to form the right opinion. The concept was defined as: “Use and management of information to gain a competitive advantage over an adversary in a conflict”. The term was used by the US Department of Defense, and subsequently became more widespread and more meaningful¹⁰.

“For the first time, this concept was set in the US Department of Defense’s DOD S 3600.1 directive (December 21, 1992), where it was used narrowly and considered as a form of electronic warfare”. Subsequently, a report from the US RAND Corporation MR-661-OSD “Strategic Information Warfare. A New Face of War” (1996) first offered the term “strategic information war (information warfare)”, which denoted war by using the state’s global information space and infrastructure to conduct strategic military operations and strengthen its influence on its own information resource¹¹.

The concept of “information war” has existed and been used for a long time. The first attempts to influence the conflict through information and media were noticed during the World War I.

D. Volkogonov notes that during the World War I, the corresponding headquarters and units were created under the headquarters of the armies, which organized the “war of words” – the agitation of the enemy.

England was the most active participant in the war of words, using printed leaflets. More than a million of such leaflets were scattered from aerostats over the enemy’s location. The British government created special bodies to provide other countries with the British printed versions of the war. The magazine “War of Illustrations” was published, newsletters were launched, and military films about the situation on the fronts were filmed¹².

Germany also tried to wage a propaganda war against the Franco-Russian coalition, making extensive use of intimidation, deception and misinformation. Thus, in leaflets scattered from the German Zeppelins on the Eastern Front in 1915, it was

⁸ N. Gurina, *Information confrontation as one of the main directions of the policy of modern international intercourse*, <http://www.experts.in.ua/baza/analitic/index.php>, [accessed: 29.08.2019].

⁹ *Information warfare // Modern tendencies of web communication*, <http://webstyletalk.net/node/97>, [accessed: 29.08.2019].

¹⁰ M.O. Kondratiuk, *The information war...*, op. cit., p. 4.

¹¹ H. Ibraieva, *Regional conflicts...*, op. cit.

¹² M.O. Kondratiuk, *The information war...*, op. cit., p. 5.

stated that Anglo-French forces in the west were defeated and the same fate awaited Russian forces, so that in order to avoid “unnecessary bloodshed”, Russian soldiers were offered to yield themselves prisoners¹³.

The World War I was the first war during which the means of demoralizing troops and the enemy population were actively used. For the first time special units of propaganda were used, the technique of propagation of printed agitation began to be created; the bodies of the “war of words” were formed.

The concept of “information war” combines two types of information warfare – information-technical and information-psychological.

N. Gurina in her work “Information Conflict as One of the Main Directions of the Politics of Modern International Relations” analyses the methods of information warfare used in international conflicts:

- The events in the Persian Gulf in January 1991, in Yugoslavia in 1999, as well as the first and second Chechen campaigns in Russia have somewhat changed the perception of the wars of the modern information society.
- The Gulf War can be defined as the first full-scale campaign in the functioning of the military in the creation of a global information space. According to Z. Bzezhytskyi, this conflict demonstrated the offensive of the “American world” (Pax Americana), which made it clear that the world would have to accept the “soft” American hegemony.
- During the US military actions, the degree of their openness was determined not by the constant principles, but by the conjecture with the use of “soft military censorship”.
- “Desert Storm” is not an exception as well. The US military, using soft censorship, has effectively removed messages that justified the opposite party, from the information sphere. In addition, “Desert Storm” became the first war ever, which appeared in live television broadcast.
- The Russian soldiers, in turn, were able to establish effective information support only in the second Chechen war.
- During the aggression against Yugoslavia, information operations were able to provide the necessary result – to facilitate the actual capitulation of the Serbian armed forces¹⁴.

In international conflicts, the media can play not only a negative role, forming an aggressive attitude towards the opponent of the conflict. The media can use certain methods that can eliminate conflict and help resolve it without material or human loss¹⁵.

O. Porfimovich claims that journalists can be peacemakers during a conflict. The media should find common values between the opposing parties and cover the

¹³ Ibidem, p. 48.

¹⁴ *International information security: Modern challenges and threats*, Free Press Centre, Kiev 2006, p. 916.

¹⁵ M.O. Kondratiuk, *The information war...*, op. cit., p. 5.

events objectively by referring to independent experts and without direct confrontation. The media should study the process carefully, cover the events, focusing on hope for the better¹⁶.

A. Pudefatt from Article XIX believes that journalists are obliged, in the first place, to inform the society unprejudicedly, since being too close to one of the sides, even with its victims, may cause doubts about the effectiveness and balance of their work. The task of journalists is not to sympathize to any of the sides, but to explain the situation. Objective journalism provides the public with different perspectives as well as information from different sources. Thus, legislation guaranteeing freedom of speech is a guarantee of successful implementation of a strategy that aims to ensure structural stability¹⁷.

However, immediately after deconfliction in a society that does not yet have basic civilian institutions, liberal media without clear nationwide position is unlikely to be effective. This can only increase the division of fragile society. According to A. Pudefatt, immediately after the conflict regulation, there may be a need to transform the existing state media into a national service designed to provide citizens with balanced coverage of events¹⁸.

I. Blondel of Uppsala University believes that it is not even important whether journalists should strive for peace. It is much more important to understand that properly organized work by the local media plays a key role in achieving reconciliation and securing the necessary development of the post-conflict situation. She notes that the media played an important role during the escalation of conflicts, which testifies to their enormous potential, which can be used to achieve constructive and peaceful goals¹⁹.

During the conflict in UNESCO, particular attention is paid to the independent media. A. Pudefatt emphasizes in the materials of United Nations Educational, Scientific and Cultural Organization "Media: Conflict Prevention and Post-Conflict Recovery" that the media provide a safe field for non-destructive conflict. That is why independent media are seen as an important element in forming a democratic society. The main functions of the independent media are to provide information, monitor government actions, and monitor power holders²⁰.

"In societies that have overcome one or another crisis, the independent media can provide substantial assistance in transforming a devastating conflict into a peaceful debate. The media can analyse the interests that form the underground of each side of the conflict. This can help start a conflict settlement, find common interests, or at least provide the information needed to resolve the conflict. By

¹⁶ B. James, I. Huseynova, *Media: Conflict Prevention and Post-Conflict Recovery: Digital Library Communication and Information*, UNESCO 2006.

¹⁷ M.O. Kondratiuk, *The information war...*, op. cit., p. 4.

¹⁸ Ibidem, p. 6.

¹⁹ R. Harris, *Psychology of mass communications*, PRIME-EUROSIGH, Saint-Petersburg 2002, p. 448.

²⁰ M.O. Kondratiuk, *The information war...*, op. cit., p. 6.

empowering minorities or victims to voice their position, the media can help to be heard by those who are weak and depressed in the conflict”²¹.

Accordingly, the media is able to give negative meaning to people moods and contribute to tensions, but they can also help opponents find common ground during and after conflict resolution. In general, the media, in the current context, is of great importance in times of conflict. It is the facts that the media covers, or the emphasis on certain phenomena or aspects of confrontation that shape the audience’s opinion about the conflict, stimulating the desired reaction. The media make it possible to turn a small conflict into a major confrontation or, conversely, to quickly eliminate a serious problem. The course of the conflict itself largely depends on the attitude of the media to the event, their bias and involvement.

Undoubtedly, an important condition for the formation of a coherent national information and cultural space in Ukraine should be the implementation of a well-considered state information policy, which would create the necessary conditions for the proper functioning of the native mass media as an important factor in the formation and strengthening of the national consciousness of the citizens of Ukraine. The main directions of the state information policy should be legislative and administrative protection of national resources and national information space, organizational improvement of management of the state information resources²².

Today, in the context of information security, Ukraine has an extensive system of information legislation. The Laws of Ukraine “On Information”, “On Television and Radio Broadcasting”, “On the System of Public Television and Radio Broadcasting of Ukraine”, “On Information Agencies”, “On State Support of Mass Media and Social Protection of Journalists”, “On the Procedure of Reporting on the Activity of state authorities and local self-government bodies in Ukraine by the mass media”, etc. However, at the same time, information legislation remains largely fragmented and unsystematic, and at the level of by-laws, it is quite controversial. The legal rules governing the information space are scattered under various laws and regulations, which complicates their practical application. The information legislation contains a considerable array of contradictions and inconsistencies, operates with imperfect terminological apparatus. The activity of online publications remains unregulated from a legal point of view. In addition, it should be noted that the judiciary and law enforcement agencies do not pay sufficient attention to struggle with the breaches of information law²³.

In our opinion, the primary task of the state information policy in the context of increasing the influence of the media on the formation of the national consciousness should be the improvement of the legislative and regulatory framework governing relations in the information sphere, development and adoption of the Information Code of Ukraine. The state will be able to counteract external information influences,

²¹ R. Harris, *Psychology of mass...*, op. cit.

²² V.V. Karlova, *The mass media...*, op. cit., p. 4.

²³ M.O. Kondratiuk, *The information war...*, op. cit., p. 215.

minimize the processes of Russification and Americanization of the Ukrainian information space through a system of appropriate regulatory levers; to protect the spiritual, cultural, moral and psychological health of Ukrainian society for the sake of national interests. The development of an effective system of control over the observance of foreign mass media and information legislation of Ukraine will contribute to ensuring the information security of the state.

It is advisable to re-register all the mass media operating in society, to forbid those pursuing anti-Ukrainian policies, undermine the spirituality of the Ukrainian nation and the security of the Ukrainian state, and stoke ethnic tensions. Public authorities should tighten their control over keeping within the current legislation on the language regime of the media and the national product quota in television and film distribution.

In order to ensure the state status of the Ukrainian language, its proper functioning in the information and communication space of Ukraine, the state should implement an active protectionist policy on Ukrainian-language media, including the application of preferential taxation mechanisms²⁴.

It is important to ensure the national and state content of television and radio space throughout the whole territory of Ukraine and, first of all, to introduce a system of public broadcasting, to improve the legal framework that governs its activities, and programs aimed at forming state thinking, national consciousness, feelings of patriotism in the minds of Ukrainian citizens, contributed to the affirmation of civic understanding and harmony, the affirmation of the Ukrainian language and culture. The state should provide financial support to Ukrainian educational, pedagogic, cultural, scientific and other media programs aimed at strengthening the Ukrainian national consciousness²⁵.

Accelerating the process of denationalization of the state and municipal media, which make up a large segment of the mass media market, will help reduce their dependence on governing structures and certain political forces represented in them. The development and implementation of effective protectionist mechanisms aimed at stimulating the production of a native media product will enhance its competitiveness, increase Ukraine's presence in the European and world information space²⁶.

The Decree of the President of Ukraine "On the National Security Strategy of Ukraine" of May 26, 2015 No. 287 / 2015 [10, Art. 122] has a particular importance for the development and improvement of the information security of the state. The main goal of the Strategy is the need to ensure a level of national security that would guarantee the progressive development of Ukraine, its competitiveness, protection of human and citizen rights and freedoms, further strengthening of the international position and authority of the Ukrainian state in the modern world. Achieving this goal is possible through the implementation of the state policy of national security,

²⁴ V.V. Karlova, *The mass media...*, op. cit., p. 3.

²⁵ *International information security...*, op. cit.

²⁶ V.V. Karlova, *The mass media...*, op. cit., p. 3.

which provides information security, affirmation of the principles of national unity for the construction of a democratic, legal, competitive state, formation of a socially oriented market economy, strengthening of scientific and technological potential, ensuring innovative development, increasing the standard of living, the well-being of the population, environmentally and technogenically safe living conditions of society²⁷.

According to Par. 4.1 of the Strategy, further development of the national security management system of Ukraine in information and other spheres of life should be carried out, in particular, in the following areas:

- improving national security legislation, first of all, through:
 - development of legal bases for national security management through the development of relevant laws, concepts, doctrines, strategies and programs, in particular the National Counterterrorism and Extremism Program, the Concepts of National Innovative System Development, the National Strategy for Information Society Formation, Doctrines of Innovative and Scientific and Technological Development, etc.,
 - development and adoption of new editions of the Criminal and Criminal Procedural Codes, laws of Ukraine “On the Security Service of Ukraine”, “On counterintelligence operation”, other bodies of the security sector, new laws “On Crime Prevention”, “On Interception of Telecommunications”, etc.,
 - removal of existing contradictions, inconsistencies and gaps in current laws and other regulations on national security and defence,
 - development and implementation of national standards and technical regulations for the use of information and communication technologies harmonized with the relevant European standards, including the requirements of the Convention on Cybercrime ratified by the Verkhovna Rada of Ukraine,
 - bringing the state secrets legislation to European standards;
- enhancing the effectiveness of planning, coordination and control over the activities of national security entities in the information field and their responsibility through:
 - enhancing the effectiveness of national security entities in getting the information in advance in case to identify existing and new types of internal and external threats in the information field, develop effective measures to prevent and neutralize them,
 - information and analytical support for the activities of public authorities, especially in crisis and emergency situations, including a special period,
 - implementation of secure information and telecommunication networks in state bodies,
 - development and implementation of the national system of definition and monitoring of threshold levels of indicators that characterize the level of

²⁷ *Psychological and information security in the era of globalization: A training manual*, V.V. Ostroukhov (ed.), Kiev 2008, p. 46.

protection of national interests in the information sphere and other spheres of life, the emergence of real threats to national security²⁸.

The analysis shows that in the process of formation and development of a secure information space of Ukraine the following goals should be achieved:

- ensuring citizens' constitutional rights to information;
- creation and support of information potential sufficient for sustainable and secure development of Ukrainian society;
- ensuring prompt access to the available information resources and their inclusion in the information space of Ukraine under the conditions of access to them legally – by bodies of state power, business entities and citizens;
- overcoming information monopoly of management and commercial structures on open information resources – the transition from the presumption of closed information to the presumption of open information;
- increasing the level of coherence of decisions made by public authorities, regional (regional) authorities and local self-government authorities;
- empowering citizens and public organizations on a legitimate basis to exercise control over the activities of state and local self-government authorities;
- increasing the level of legal consciousness, business and social activity of citizens by giving them free access to legal and regulatory documents that define their rights and responsibilities, as well as equal opportunities to use open scientific, technical, socio-economic, socio-political information, information funds of education, culture, etc.;
- building an information society in Ukraine and its entry into the world information community under the conditions of ensuring the protection of all elements of the national information space, the rights and freedoms of the subjects of Ukraine acting in it, as an important factor in maintaining the information sovereignty of Ukraine.

The national information space is an important feature of a sovereign and independent state, which cares for the formation and development of it throughout Ukraine on the basis of common principles and general rules while maintaining the balance of interests of the individual, society, state. At the level of legislative act, it should be defined as a complex of national information resources and information infrastructure. This allows, on the basis of common principles and general rules, to ensure information interaction between citizens, society, and the state with their equal right of access to open information resources and the fullest possible satisfaction of information needs of the subjects of the state throughout its territory, while keeping the balance of interests for entering the world information space and ensuring information security in accordance with the Constitution of Ukraine and international legal norms²⁹.

²⁸ Ibidem, pp. 45–59.

²⁹ Ibidem, p. 544.

It was noticed that further delay in defining the information space of the state does not contribute to overcoming differences in the understanding by different political forces the directions of the state activity in providing it. This fact brings Ukraine closer to the critical boundary, beyond which there is the loss of information sovereignty, the inability to protect national information resources, own informational awareness society from negative information influences as important components of national security of the state.

A characteristic feature of approaches to information security problems is the filling of this concept with different content, which results in different content of measures for its provision. In some cases, the classification of threats to the information security of Ukraine is clearly politicized – this has been reflected in the political situation in Ukraine since 2004. Different political forces as dangerous, threatening, or vice versa as stabilizing³⁰ viewed the same factors and conditions.

According to C. von Clausewitz, “any era has its own wars” the modern era is not an exception. The era of ‘civilized’ wars is coming, in which political and economic goals are achieved not by direct armed intervention, but by the use of new forms of violence and the undermining of the power of the enemy from within³¹.

State policy should include systematic preventive action of the authorities to provide information security guarantees to the individual, public groups and society as a whole, so it is advisable to elaborate the definition of “information security of Ukraine” taking into account all system-forming components of national security.

According to the experience of the leading countries of the world, information security should be provided primarily in the basic spheres of life of a person, society and state, which are aimed at ensuring the progressive development of economy, science, culture, defence, public administration, protection of the information space, consciousness and psyche of the citizen and society. Undoubtedly, damage caused by incomplete, untimely and unreliable information is an important information threat, but it cannot be a major one.

We do not propose to create in Ukraine a system of information security more stringent than in the developed democratic countries, but the market conditions, competitive environment of life of the person, society, the state, the emergence of new types of criminal offenses – require immediate resolution of issues of protection of interests of the person, society, the state in the high-level information sphere. It is advisable to legislate Ukraine’s information security as a set of systematic preventive measures to provide guarantees for the protection of vital interests of the individual, society and state from negative information influences in the economy, internal and foreign policy, in the scientific and technological, socio-cultural and defence spheres, in the system of state administration. and the independent development of all elements of the national information space and the provision of information sovereignty of the country, protection against manipulation with information and

³⁰ *International information security...*, op. cit.

³¹ *Ibidem*, p. 55.

misinformation and impacts on consciousness and subconscious mind of both an individual and society, the state's ability to neutralize or weaken the effect of internal and external information threats.

Conclusions

The study shows that the concept of total war in the traditional sense, which is the basis of strategic guidelines in many countries of the world, ended at the end of the twentieth century. There are compelling reasons to believe that the world has entered a period of new generation wars aimed not only at the immediate destruction of the enemy, but also at achieving political and economic goals without fighting of the mass armies.

Accordingly, because of generalizations of the researches known in Ukraine it can be concluded that information threats are real or potential, other countries or internal socio-political groups are realizing them. Information influences on vital spheres of activity of citizens, society and the state are created with the purpose of imposing a certain system of values, views and decisions aimed at managing their behaviour for realization of political and socio-economic transformations in the desired direction.

Thus, in today's conditions, information security becomes an organic element of national security, as information is transformed into a resource not only of national strategic but also of global importance. Accordingly, the development of concepts, strategies, targeted programs and action plans for national security of Ukraine should take into account changes in the space of threats and challenges caused by the widening influence of the information factor in the context of globalization.

The phenomenon of information security is due to the strategic orientation of information weapons against the critical structures of life and functioning of the international community, the recognition of information weapons as a new global type of weapons of mass destruction, catastrophic by the consequences of their use (some researchers call the information weaponry "an information apocalypse"). The phenomenon of information security is also caused by counteraction and prevention of global information wars within the framework of political competencies of UN, regional organizations on security and defence, policy decisions at the national level.

Thus, the problem of information security is a significant component of the common problems of national, regional and global policy in the field of information relations and the manifestation of new global challenges and deep processes of globalization of communications.

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Directions of the provision of Ukrainian information security in media sphere

Abstract

The article is a study of mechanisms of information security of Ukraine in the context of global information influence. The concept of information security of Ukraine in the context of the influence of modern mass media at the stage of global information influence is investigated in the article. It is noted that the influence of media organizations on the formation of the historical and cultural information space of the state, which consolidates the nation into a political nation, is especially important today. Today there is strong reason to believe that the world has entered a period of new-generation wars, aimed not so much at the immediate destruction of the enemy, but at achieving political and economic goals without fighting between the mass armies.

Słowa kluczowe: geopolityka, mass media, wojny informacyjne, bezpieczeństwo informacyjne, wpływ mediów, narody

Key words: geopolitics, mass media, information wars, information security, media influence, nations

Iryna Patlashynska

Graduated international law at the Institute of International Relations of Taras Shevchenko National University of Kyiv, political processes and institutions at the Lesia Ukrainka Eastern European National University, a translator of Spanish. In the years 2009–2011 an employee in the Department of International Relations of Lesia Ukrainka Eastern European National University. Since 2011 a lecturer at the Department of International Communications and Analysis of the Faculty of International Relations. Research interests include various branches of international public law, information security, international organizations. E-mail: eleonora.777@hotmail.com