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Bielsko Biala University of Applied Sciences, Poland
Academy of the Hebrew Language, Israel
Research Culture Society, Scientific Research Association, India

УКРАЇНА У ПРОСТОРІ СОЦІАЛЬНИХ КОМУНІКАЦІЙ: СУСПІЛЬСТВО, МЕДІА, РЕФЛЕКСІЇ ВІЙНИ

матеріали III міжнародної науково-практичної інтернет-конференції
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UKRAINE IN THE SPACE OF SOCIAL COMMUNICATIONS: SOCIETY, MEDIA, REFLECTIONS OF WAR

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**Розповсюдження і тиражування без офіційного дозволу ДТЕУ
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Україна у просторі соціальних комунікацій: суспільство, медіа, рефлексії війни [Електронне видання] : матеріали III Міжнародної науково-практичної інтернет-конференції (Київ, 27–28 лютого 2025) / [під. заг. ред. канд. філол. наук Шкурова Є. В.]. – Київ : Держ. торг.-екон. ун-т, 2025. – Укр. та англ. мовами.

Збірник присвячено аналізу актуальних проблем розвитку соціальних комунікацій у контексті миру та війни, як у науково-теоретичному, так і у практичному медіадискурсі. Розглянуто сучасні виклики та перспективи медіаосвіти й медіакультури в Україні та за її межами. Увага приділена ключовим тенденціям у сфері медіа, реклами, зв'язків з громадськістю в умовах війни, впровадженню інновацій в освітній процес, а також особливостям брендингу та маркетингових комунікацій у цифрову епоху. Видання стане корисним джерелом для науковців, фахівців-практиків, студентів і всіх, хто цікавиться розвитком соціальних комунікацій у сучасному динамічному медіасередовищі.

Редакція може не поділяти думки авторів. Матеріали подано в авторській редакції. Відповідальність за зміст, достовірність інформації та дотримання академічної доброчесності несуть автори.

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Відповідальні за випуск: Файвішенко Д.С., д-р, екон. наук, професор кафедри журналістики та реклами ДТЕУ, Шкуров Є. В., канд. філол. доцент кафедри журналістики та реклами ДТЕУ.

Упорядник та науковий редактор: Шкуров Є. В., канд. філол. наук, доцент кафедри журналістики та реклами ДТЕУ.

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Information warfare in political confrontation strategies

PRONOZA Inna

Candidate of Political Sciences,
associate professor at the department
of political sciences and law
State Institution "South Ukrainian National
Pedagogical University named after K. D. Ushynsky"
Ukraine, Odesa
([orcid.org/ 0000-0002-2683-0630](https://orcid.org/0000-0002-2683-0630))
inna140379@ukr.net

The use and intensive implementation of information and communication technologies in all spheres of public life has significantly increased the dependence of society, each individual on the reliability of the functioning of the information infrastructure, the authenticity of the information used, its protection from unauthorized modification, as well as illegal access to it. Modern man, his everyday life have become increasingly dependent on mass communication. Information technologies as a real social resource for human adaptation to life have become actively used to manipulate consciousness. Methods of information management of people have become widespread. The formation of "subordination" of consciousness to the ideas promoted by the mass media is taking place, which makes a person open and defenseless against manipulative technologies.

Such rapid progress in information and communication technologies brings not only new opportunities, but also a number of threats that can disrupt the stability of people's lives. One of such threats is information warfare. This leads to an increase in the interest of experts and scientists in the topic and issue of information warfare, especially in today's conditions.

Information warfare is also seen as a technology that opens up new opportunities for political confrontation.

The concept of "information warfare" first appeared in documents of the US Department of Defense in 1990. It was from this moment that the study of this phenomenon began. All researchers of the concept of "information warfare" can be conditionally divided into three main groups.

One group of researchers, who prefers a socio-communicative approach, understands information warfare as separate information measures, information methods and means of corporate competition, interstate confrontation, armed struggle, and communication technologies of influence on mass consciousness [4].

Another group of scientists, which mainly includes representatives of military departments, refers information warfare to the sphere of military confrontation and considers it as a complex joint use of forces and means of information and armed struggle (military-applied approach). This approach raises objections from some scientists who believe that the term "information warfare" in relation to modern information methods of warfare is not entirely adequate and it would be more correct to call this type of military action information warfare,

considering it as an information component of combat operations.

According to the third group of researchers, information warfare is a phenomenon of the peaceful period of interstate confrontation, which allows solving foreign policy tasks by non-forceful methods in the traditional sense [1, p. 289].

The essence and basis of information warfare is the ability to manipulate the audience. There are various technologies for this influence, but the main tool is information messages transmitted through communication channels. The effectiveness of such messages determines their potential for manipulation and the degree of influence on the audience. Therefore, one of the most important tasks for the subject of information warfare is the ability to encode messages distributed during the information warfare period.

In the political sphere, this phenomenon is associated with the intention to discredit the real state of affairs in a certain country in order to emphasize to the world community the limited opportunities to overcome existing threats to the political structure of that country.

In the economic sphere, measures are actively being taken to weaken the economy in a particular country, aimed at causing various problems by using discriminatory methods in the field of trade and economic relations, blocking studied exchanges and contacts.

In the field of the spiritual world, lies, slander, and agitation of people are used, aimed at changing the political system, influencing the sphere of theoretical consciousness (ideology, political concepts, certain social principles) and the sphere of everyday consciousness [2, pp. 99-100].

In the conditions of information wars, the objects of destruction become the value orientations of society, the national mentality, the social ideal. One of the main instruments of destructive information influence is the mass media.

The development of technologies that increase the information and ideological vulnerability of the political system causes a corresponding reaction of states and transnational structures, which, using all available methods - both legal and hardware and software - are trying to strengthen control over these technologies. As a result, a kind of system of "general surveillance, management of the consciousness and behavior of both a specific individual and social groups and entire nations is being built, which prepares the foundation for the activation of neo-totalitarian political processes in the coming decades. Computer technologies open up new opportunities for control over society [1].

Information weapons are capable of effectively influencing both the psyche and consciousness of people, and the information and technical infrastructure of society and the army. Currently, many new means of influencing the psyche of people and controlling their behavior have been created.

Thus, the analysis of theoretical and methodological approaches to the study of information warfare reveals two main directions that have become established in modern scientific literature. The first approach considers information warfare through its impact on mass consciousness, manipulative capabilities and the psychological impact of information messages. The second approach is aimed at considering information warfare as an autonomous system in modern society, using

the technical and mathematical apparatus of concepts.

Information warfare involves the disruption, damage, and modification of information resources and people's knowledge about themselves and the world around them, and influences public opinion and elite opinion, diplomatic measures, propaganda and psychological campaigns, subversive actions in the field of culture and politics, and disinformation. Information warfare is currently the most promising way to "continue politics by other means." Information warfare can rightfully be interpreted as a component of information warfare [5, p. 66].

With the development of technical capabilities, the variety of methods of information warfare increases: from "first-generation information warfare", which was considered an extension of classical radio-electronic warfare methods, to "third-generation information warfare", where attention is paid to operations based on influential effects. It is such operations based on effects that become the basis for the implementation of foreign policy by developed states in the information age.

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