

Influence of external and internal factors on the information space of modern-day Ukraine

The article considers the importance of information space as a component of national security of each state. The authors state that the information space of Ukraine contributes to the formation of the consolidated Ukrainian society and is part of the European and global information space. Therefore, the purpose of this study is to analyze the factors that influence its functioning in modern-day Ukraine. The following objectives are set: to analyze the main approaches to defining the concepts of “information” and “information space”; to consider the external and internal factors that make it vulnerable: destructive influence of the Internet, presence of foreign media, information and psychological war, etc. The authors have come to conclusion that establishing the national concept of national information policy can help to strengthen and protect the information space of modern-day Ukraine.

Keywords: information, information space, the Internet, social networks, regional media, European integration, information and psychological war.

Wpływ czynników zewnętrznych i wewnętrznych na przestrzeń informacyjną współczesnej Ukrainy

Artykuł poświęcony jest znaczeniu przestrzeni informacyjnej jako integralnej części bezpieczeństwa narodowego każdego państwa. Przestrzeń informacyjna Ukrainy przyczynia się do powstania skonsolidowanej społeczności ukraińskiej, która jest częścią europejskiej i światowej przestrzeni informacyjnej. Dlatego celem tego badania była analiza czynników wpływających na funkcjonowanie przestrzeni informacyjnej we współczesnej Ukrainie. Podstawowym celem badania jest analiza głównych pojęć – „informacja” i „przestrzeń informacyjna”; wzięto pod uwagę czynniki zewnętrzne i wewnętrzne, wywołujące ich zagrożenie, mianowicie destrukcyjny wpływ Internetu, obecność zagranicznych mediów, informacyjna i psychologiczna wojna etc. Stwierdzono, że wzmocnienie i ochrona przestrzeni informacyjnej współczesnej Ukrainy pomoże w ustanowieniu krajowej koncepcji państwowej polityki informacyjnej.

Słowa kluczowe: informacja, przestrzeń informacyjna, internet, sieci społeczne, media regionalne, integracja europejska, wojna informacyjna i psychologiczna.

Rapid development of the informatization of society and information techniques and their wide penetration into all spheres of human life are the hallmarks of modern civilization. Information technologies help to form a specific information field, which is an integral feature and an objective component of the efficient functioning of any state. "Information space is an area in the modern public life of the world, in which information communications play a key role. In this sense, the concept of information space is close to the concept of information environment"¹ "People have always existed in the information space, surrounding them. The expansion of the information space was facilitated by the emergence of book printing and mail, the invention of telegraph and telephone, the discovery of radio and television. A considerable and decisive contribution to the globalization of the information space was made by the wide use of modern information and communication technologies in all spheres of human activity. They can significantly change not only the methods of producing goods and services, but also the organization and forms of leisure activities, the realization of human civil rights, the methods and forms of upbringing and education. They affect the social structure of society, economy, policy, and the development of social institutions"²

The issue of the information space in the aspect of forming the images of the information society is studied in the Ukrainian science by the experts and sociologists V. Shcherbina, O. Lobovikova and others. Socio-political dimensions of the information space are considered by A. Chichanovskyi, A. Marushchak, G. Pocheptsov, S. Chukut, V. Karpenko, Yu. Nesteriak, Yu. Bondar. The investigations of the socio-psychological aspects of the information space are performed by O. Lishchynska, V. Malimon, A. Lobanova, O. Zlobina and others. The first philosophical studies of the information space as a phenomenon of culture belong to the first President of the Ukrainian Academy of Sciences, Professor V. Vernadskyi and the modern Russian scholar O. Sieriogin. These studies mainly describe the peculiarities of the information space in the field of culture. The Ukrainian researchers (M. Yakovenko, S. Dovhyi) are only beginning to study the semantic clarification of this concept. The peculiarities of forming the modern information space in Ukraine are studied by V. Ivanov, V. Lyzanchuk, I. Krupskyi, T. Prystupenko, V. Rizun, O. Chekmyshev, B. Cherniakov, V. Shkliar, O. Kondratenko and others. The information space as a dominant component of the modern cultural space is also considered by foreign scholars, in particular D. Robertson, Yu. Shrainer. The investigations of the phenomenon of information networks as a means of destructive influences on society are performed by K. Bieliakov, V. Butuzov, V. Havlovskyi, A. Marushchak, O. Poliarush, G. Pocheptsov, V. Shelomentsev, S. Chukut, O. Yurchenko and others.

The purpose of the article is to reveal the content of the concept of "information space" and the factors that affect its functioning in modern-day Ukraine.

¹ *Informatsiynyi prostir*. <http://uk.wikipedia.org/wiki>.

² S. Dovhyi, *Instytut telekomunikatsii i globalnoho informatsiinoho prostoru*. <http://www.itel.nas.gov.ua>.

The peculiarity of the concept lies in that it combines two terms: “space” and “information”. The concept of “information space” appeared quite late when information became an integral feature of human existence. “The word “information” (“informacioun”) appeared in English for the first time in the XIV century. Only in the middle of the XX century “information” became a general scientific concept, which still remains extremely controversial. There is no generally accepted definition of information and it is used mainly at the intuitive level. The problem with the unambiguous definition of the concept of information is due to the fact that this term is used in many spheres of human activity, that is, is multifaceted. Depending on the field of use, the term “information” has many definitions, the most appropriate among which is the definition by UNESCO, according to which information is a universal substance that permeates all spheres of human activity, transmits knowledge and thoughts, is a tool for communication, mutual understanding and cooperation and creating the stereotypes of thinking and behavior.³ D. Robertson calls information “modern civilization”. He substantiates his point by stating that “information resources restrict civilization more than physical factors”.⁴ The peculiarity of information is that despite its continuously increasing use, it is constantly accumulated in increasing amounts. This is what stimulates the development and improvement of the technology of using information resources – the technologies for the accumulation and dissemination of information, called “information and communication technologies”. Information technologies are the basis for forming a specific information field, which becomes a means of introduction and implementation of government strategies in the state and a powerful global integrating factor.

First reflections on filling the space with information and the development of the “intelligent” space – the noosphere – belong to the first President of the Ukrainian Academy of Sciences, Professor V. Vernadskyi, who identified the following socio-cultural factors that form the noosphere: distribution of people all over the planet; development of the means of communication and exchange that unite people; discovery of new energy sources (nuclear, solar, etc.); mass democratization of the state system; explosion of scientific creativity in the XX century.⁵ Yu. Shrayner states: “Due to the cultural assimilation of technology, the information environment is an indispensable means of forming the unity of the human mind – building the noosphere, predicted by V. Vernadskyi. The information space allows to turn the knowledge systems of individuals and groups of people into the public domain, the access to which is practically unlimited by the barriers of space and time. This sets a fundamental cultural task for society – the integration of knowledge, which allows to use the entire experience of humankind in practice, rather than contrast the pieces of knowledge accumulated in different cultures”.⁶

³ *Informatsiia*. <http://uk.wikipedia.org/wiki>.

⁴ D. Robertson, *The Information revolution. Communication research*, New York 1990.

⁵ V. Vernadskyi, *Neskolko slov o noosfere*. <http://lib.ru/filosof/Wernadskij/noos.txt>.

⁶ Yu. Shrayner. *Kontsepsii intellektualnykh sistem. Nauchno-informatsionnyy obzor*. Moskva: Nauka 1988. 134 s.

The main characteristics of the information space are its “transhistoricity” (the ability to unite generations) and cultural dynamism. Thus, if we consider the space first of all as a diverse world of culture around us, that each person gives his or her personal interpretation, which reflects a certain level of developed or assigned axiological component of culture, then the information space can be defined as a dominant component of the modern cultural space that determines the level, character and direction of cultural development and defines its main elements: scientific, spiritual and aesthetic.⁷

Modern sociological science defines “the information field” or “the information space” as “a generalized description of the information environment, which is external to the individual and is connected with his or her execution of certain political functions”, and “the information political space”, according to O. Soloviov, is “a set of different message flows in the field of public authority in state decision-making processes”.⁸ The term “communication space” appeared due to the globalization of mass media. Virtual space appeared in the middle of this space as an opposition to social space. It is a new and therefore a little-studied form of social space. It arose in the process of development of both technological and social capacities of the social system and forms a unique type of social interaction, a new type of identity. The varieties of virtual space are “cyberspace” as a collection of all electronic systems, in fact the global information space, and “the Internet space” as a decentralized communication system, a network of networks. Using the term “global information space”, M. McLuhan indirectly sets the physical parameters of this space – “global village”.

Doctor of Sociological Sciences S. Barmatova singles out one of the forms of social space – “information and communication space of politics” – and considers it as a combination of information and political spaces that have identical spatial parameters and characteristics and create their own specific forms of interaction. This is a completely new state of political space that goes beyond the purely political space and is responsible for the organization of communication. This space is permeated with communication (the information) and communicating (carriers of information) components and ensures the representation of politics in the social space of society. The information and communication space of politics, containing part of the territory as a political, information and communication space, forms its boundaries, aspires to autonomy and performs specific functions in the system of society, in particular, it promotes the adaptation of political space to the changing realities of the modern world and the adequate response to the challenges of globalization. Thus, this space embodies the characteristics of the social, political and information spaces and functions according to the laws of social communication and modern culture.⁹

⁷ M. Yakovenko, *Informatsiynyi prostir: filosofski aspekty formuvannia poniattia*, «Visnyk Natsionalnoho universytetu Lvivska politekhni-ka» 2011, № 692, s. 26.

⁸ *Politycheskiye kommunikatsii*, red. A.I. Solovyev. Moskva: Aspekt Press 2004. 332 s.

⁹ S. Barmatova, *Informatsiino-komunikatyvnyi prostir polityky: obhruntuvannia osnovnykh strukturnykh kharakterystyk*, «Aktualni problemy sotsiologii, psykholohii, pedahohiky» 2013, Vyp. 18, s. 27-31

Another Ukrainian scholar V. Karpenko emphasizes that “information space (field)” is a socio-political concept. It is the environment, in which and due to which the information appears, exists, circulates and rotates. It combines the territorial, cosmic, technical, economic and human factors, because public information is intended for a person, and a person is its consumer, without whom it loses its sense. When it comes to the information field of a particular state (and each state has it), its boundaries are usually identified with state borders and cover the national territory, water area, air space, and economy. Mass media function in these areas, they “inform”, that is, report, describe and create an image of something. However, what exactly they report, how exactly they represent it and what kind of image they create concern the realm of politics and depend on the informer. In general, the concept of the national information space is beyond the territory of the country. The structure of this concept includes its subjects, the whole material and technical environment, the intellectual and information property of these subjects. This is a fairly large and sophisticated complex.¹⁰ The state has to ensure the use of its information field in its own interests and for the benefit of its citizens.

With the development and spread of the means of accumulation, storage and transfer of information resources, the information space acquires new features and significance in shaping public opinion, education, and, finally, loyalty or non-support of the current regime. That’s why, it plays an important role, especially in societies in the transitional period, to which Ukraine belongs. The information space should be considered first of all not as a territorial and physical, but as a social space that does not have the usual boundaries and area. Its structure is defined by the information, knowledge, and people, who are in the state of information exchange. The information space is the scope of activities of mass media, news agencies, individual journalists, specialists of certain organizations, and institutions that produce and distribute information and knowledge. The development level and content of the information space have a major influence on all spheres of society, consciousness and behavior of people, formation of value orientations of citizens. The main components of the information space are the information fields, which include all information, accumulated in a certain amount of space and time, and the information flows, containing the information that is transmitted by the information channel, which largely determines the content of information. The important actors in the information space can be social groups, public authorities, mass media and mass communication means.

Within the state, the informational space, according to A. Chichanovskyi, is a combination of mass media, that is, the national system of mass communication means, to which the scholar refers newspapers, magazines, other periodicals, books, printed materials, news agencies, films, television, radio, other electronic media and communication services, all types of technologies for the preservation and dissemination of information.¹¹ This interpretation of the

¹⁰ V. Karpenko, *Informatsiina polityka ta bezpeka*, Kyiv: Nora-Druk 2006, s. 241

¹¹ A. Chichanovskyi, *Natsionalna derzhava ta yii zasoby masovoi komunikatsii u hlobalizovanomu sviti*, Ukraina na shliakhu do Yevropy, uporiad. V. I. Shkliar, A. V. Yurychko, Kyiv: Etnos 2006, s. 218.

national system of mass communication means helps to redefine the problems associated with it, their relation to the processes of statehood development and preservation of the national and socio-cultural identity of the Ukrainian information space.

A contemporary Ukrainian researcher I. Krupskyi adds that “the information space is not only a combination of all types of mass media that are in the territory of the state, regardless of their subordination, structure or typology, but also the mass media that produce their own products abroad and specially, due to some political or economic interests, spread over the whole territory of another state”.¹² It is natural that the information space of any state is aimed at forming an appropriate opinion, and propaganda of a certain idea among “its” citizens. That is, as O. Dubas states, the information space substantially defines and forms the identity. If the information space is powerful and consolidated with a strong idea, then it can adapt or reject foreign values and hegemony without catastrophic consequences.¹³ Therefore, care for the national information space is an integral part of the national security of each state. It is a powerful state-strengthening and nation-building leverage that each country lays emphasis on.

Based on the definitions, the main elements of the information space are: information resources, information infrastructure, information and telecommunication structures, mass media systems, information technology market, interaction system of the state information space with the global open networks, information security system, and information legislation system.

The information space of Ukraine is viewed as a combination of national information resources and information infrastructure that on the basis of common principles and general rules promote the information interaction of citizens, society and the state and provide them with equal access to open information resources and satisfy the information needs of the subjects of state throughout its territory, taking into account the balance of their interests in entering the global information space and providing their information security in accordance with the Constitution and laws of Ukraine and international legal norms. The effective information space facilitates the development of the information society in the country and its entry into the world information community. It should be noted that the information space is also considered effective if it is open to the public. This will help to pursue the interests of citizens, society, and the state within a complex and systematic framework. An effective information space can be created and developed on the basis of the appropriate national information policy, which ensures the country’s progressive movement to the formation of the information society. This movement should be based on the latest information, computer, telecommunication and communication technologies, the development of which has led to the appearance of the open information networks, primarily the

¹² I. Krupskyi, *Bezpekovi imperatyvy informatsiinoho prostoru Ukrainy*. <http://old.journ.lnu.edu.ua/vypusk7/visnyk07-20.pdf>

¹³ O. Dubas, *Informatsiyni rozvytok suchasnoi Ukrainy u svitovomu konteksti*, Kyiv: Heneza 2004, s.19

Internet. This opens fundamentally new opportunities for the international information exchange and, as a result, the transformation of various types of human activity.¹⁴

A significant factor, determining the integrity of the national information space, is the domestic political situation in the country and the ability of the state to maintain the information security. Controversies, contradictions, internal political conflicts and wars negatively affect the information security of the state and make it vulnerable to the external information aggression, which, in its turn, can lead to the territorial and other losses. A striking example can be the loss of the Crimean Peninsula by Ukraine in 2014. The important factors in developing the national information security are mass media and communication means, creating the conditions for their functioning, their legislative protection and the safety of journalists. In the developing countries like Ukraine mass media play a key role in society, because they are responsible for covering events, informing society, producing relevant symbols, stereotypes, guidelines, shaping the general mood of the audience, and being an agent of socialization.¹⁵

The information space of Ukraine affects all spheres of public relations. It is a factor in the formation of the consolidated Ukrainian community and an integral part of the European and global information space. The latter includes an extensive system of structures that provides for the production, storage and use of information both inside and outside the country.¹⁶ The adaptation to the global information space is one of the main issues of the domestic and foreign policies of Ukraine and consists in regulating the exchange of public and restricted information, the export of goods and export-controlled technologies in accordance with the international obligations of Ukraine. The development of the information society envisages bridging the so-called “digital divide”, creating the “knowledge economy”, continuing the evolution of the journalistic environment and mass media in Ukraine. It should also contribute to strengthening the security of information and telecommunication systems.¹⁷ The integration of Ukraine into the European information space goes in parallel with its integration into the Euro-Atlantic structures of the EU and NATO.

An indispensable prerequisite for this process is the adaptation of the Ukrainian information space to the European standards and the objectivity of the Ukrainian mass media in informing the population about the potential of the Euro-Atlantic integration, as they are active actors in creating the objective image of the domestic and foreign policies of the state.¹⁸ In this regard, the Cabinet of Ministers of Ukraine approved the Action Plan for 2019 on the Implementation of the Communication Strategy in the Field of European Integration for 2018-2021, which provides for a number of information campaigns to increase the level of support

¹⁴ N. Pelepci, *Formuвання інформаційного простору і державної інформаційної політики в Україні*, «Naukovyi visnyk. Zbirnyk naukovykh prats» 2005, № 1 (28), s. 16-25

¹⁵ A. Rudnieva, *Faktory i metody zabezpechennia informatsiinoi bezpeky Ukrainy v umovakh zbroinoho konfliktu*, «Hileia: naukovyi visnyk» 2016, Vyp. 113, s. 399-400

¹⁶ *Informatsiina sfera v Ukraini, zakhyst informatsii: problemy i perspektyvy rozvytku*. <http://checkreferat.com/referati-4162/>.

¹⁷ S. Hnatiuk, *Media-prosir Ukrainy v umovakh globalizatsii*, «Stratehichna panorama» 2007, № 1, s.184.

¹⁸ L. Huberskyi, *Informatsiina polityka Ukrainy: yevropeiskyi kontekst*, Kyiv: Lybid 2007, s. 51.

of Ukrainian citizens to the state policy in the field of European integration and the level of trust in NATO as an institution that plays a key role in strengthening the international security. The support for the membership in NATO and the EU started growing rapidly in 2014 and has been a trend since then. If in 2012 only 13% of Ukrainians viewed NATO as a source of security, then in 2018 about 42% hold this view, and 52% of Ukrainians consider it necessary for Ukraine to become a member of the European Union. In terms of regions, as in previous years, most supporters of the Euro-Atlantic integration live in the west of Ukraine.¹⁹

The information field of modern-day Ukraine is formed under the daily influence of numerous external and internal factors that make it extremely vulnerable. Total informatization of the world is characterized by the intensification of struggle between states for domination in the information space and the extensive confrontation of their interests in this environment. The latest technologies have given impetus to the emergence of non-traditional forms of confrontation between states: the organization of a broad or local information war, that is, infringement of the information sovereignty of another state.²⁰ In view of the geopolitical and regional location of Ukraine, it is subject to the political, economic and other interests, and also the information influence of leading and neighboring countries, which exacerbates the issues of national and information security.

Nowadays other countries are conducting the information and psychological war in the modern information space of Ukraine in order to achieve their foreign policy goals. Modern countries with powerful information and communication resources are constantly exacerbating the issue about the need to ensure the complete openness of the global information space and the national information space of each country for the free and uncontrolled dissemination of information flows.²¹ In addition to the positive factors in information processes, media space researchers observe the tendency of mediatization in the policies of leading states that execute and spread their influence through mass media, new media, and communication technologies, which, quite the opposite, leads to the actual politicization of mass media and their use as a means of global expansion. Therefore, state institutions of modern-day Ukraine should create proper conditions for ensuring the free circulation of information that would comply with the constitutional right of its citizens to access, disseminate and protect information. At the same time, they should create an effective regulatory and legal framework, develop their information and technology production and means of monitoring the information environment, which would limit the use of the Internet and mass media to disseminate false or biased information that may destabilize the situation in the country. At present, there is a rapid increase in access of the population to the global information space. In 2018, the number of Internet

¹⁹ *Uriad zatverdiv plany zahodiv na 2019 rik shchodo komunikatsii u sferi yevropeiskoi ta yevroatlantychnoi intehnatii Ukrainy.* <https://www.kmu.gov.ua/ua/news/uryad-zatverdiv-plani-zahodiv-na-2019-rik>

²⁰ A. Polyarush. *Informatsionnaya vojna protiv Ukrainy: prichiny i sotsialno-politicheskiye tekhnologii.* Kyiv: Kyi 2011. s. 11.

²¹ *Mezhdunarodnaya strategiya po deystviyam v kiberprostranstve.* <http://кибервоин.рф/strategiya/mezhdunarodnaya-strategiya-ssha-vkiberprostranstve>.

users in Ukraine amounted to 58% of the total population, which accounted for 25.59 million Ukrainians. Social networks were used by 29% of Ukrainians. Last year the number of active Facebook users increased by 71% and amounted to 13 million, with 42% using it for news. According to statistics, every day 72% of people use the Internet as a main source of information.²²

It should be noted that many problems arise due to the lack of users' knowledge of network security basics, non-observance of the established norms of behavior in the network space (low information culture of the population) and absence in central and local authorities of specially trained personnel capable of solving these problems in a quick and effective way. Very often the Internet search engines are used for the destructive work in the information space of Ukraine. For this purpose, on social networks and web-sites, containing the information necessary for users, certain forces simultaneously publish and distribute the manipulative content, which forms protest moods, aggressive behavior or other destructive manifestations in society.²³

Another negative aspect is that the information services of Ukraine, including the Internet and media resources, are located very unevenly, mostly in large cities, regional centers and the capital. Therefore, one of the priority domestic political objectives for Ukraine is to create appropriate conditions for the development of the information space, in particular to create the full-fledged Internet infrastructure, information technologies, mass media and the national information product with its further advance into the international market.²⁴ To a large extent, the problems of the destructive use of Internet services are connected with the ambiguity of the legal status of online media in Ukraine and the limited capacity of Ukraine to affect those information actors that operate from the territory of other countries. The Ukrainian legislation in this area is perhaps the most liberal of all European states, which sometimes threatens the social harmony and national security of the country.

The role of national mass media is weakened by the presence of foreign mass media, which dominate in some regions. For example, the media space in Zakarpattia oblast is "covered" by the television and radio stations from Hungary, Slovakia, and Poland; in Odesa and Chernivtsi oblasts – from Romania; in Volyn and Lviv oblasts – from Poland and Belarus. The diversity of foreign media, present in the information space of Ukraine, on the one hand, facilitates the diversification of information sources, development of the local information market, establishment of the principles of freedom of speech, but, on the other hand, this penetration makes Ukraine vulnerable to the negative (including information and psychological) influences from foreign institutions and states.

The information dominance of the aggressor state, the Russian Federation, in the temporarily occupied territories of Crimea and Donbas is a threat to the information space of

²² Lyshe 58% *ukraintsiv korystuutsia internetom – doslidzbennia*. <https://www.epravda.com.ua/news/2018/01/31/633590/>

²³ O. Hida, *Faktory, shcho vplyvaiut na formuvannia vyklykiv natsionalnym interesam Ukrainy v informatsiinomu prostori*, «Borotba z orhanizovanoi zlochynnistiu i koruptsiieiu (teoria i praktyka)» 2013, № 2, s. 228-236.

²⁴ O. Kondratenko, *Informatsiynyi chynnnyk u formuvanni vnutrishnoi i zovnishnoi polityky Ukrainiskoi derzhavy*, «Naukovyi visnyk Instytutu mizhnarodnykh vidnosyn NAU» 2010, № 2, s. 100-108.

modern-day Ukraine. Despite the gradually renewed network of television and radio broadcasting for spreading the Ukrainian news in these territories, Russian information is still largely shaping the worldview of the inhabitants of the occupied Ukrainian territories. Among the reasons for this phenomenon is the insufficient development of the national policy on the occupied territories, which complicates the creation of specialized content for their inhabitants and counteraction to Russia's destructive influence in the information sphere. To resolve this issue, in 2018, a complex system of countering anti-Ukrainian broadcasting was launched in the area of the Operation of Joint Forces, which by means of special technical solutions would block the distribution of the television broadcasting signal of the aggressor state and its controlled entities on the territory of Donetsk and Luhansk oblasts. The main problem remains the issue of the Ukrainian mass media presence on the Crimean Peninsula, where the main sources of information about Ukraine are satellite television and the Internet.

The development of the national information security is regulated by the Doctrine of Information Security of Ukraine,²⁵ adopted in 2017, which made it possible to restrict the broadcasting of Russian television channels and Russian media product, control the printed literature, introduce the economic sanctions (restricting the activities of certain Russian social networks), deport the workers of Russian propaganda media, etc.²⁶

One of the most important tools for protecting national interests in the information sphere is the policy of creating the pro-Ukrainian national and cultural space. This policy regulates, in particular, the provision of full-fledged domestic television and radio broadcasting in all regions of Ukraine and the protection of its citizens from the television products of other states that use the vulnerability of the information space of the Ukrainian border areas in their interests. They fill the gaps in the local information coverage with powerful signals and with their mass media they actively influence the formation of public opinion in the places of compact residence of ethnic communities and local population by means of disseminating false information and provoking protest moods and interethnic hostility. According to the data of the Department of Television and Radio Broadcasting of the State Committee for Television and Radio Broadcasting of Ukraine, almost one million citizens in the border areas do not have access to the local digital television. For example, in Volyn oblast about 65% of the territories have access to the local digital broadcasting, and the remaining broadcasting vacuum is filled with the programs from Poland, Belarus and the Russian Federation; in Ivano-Frankivsk oblast this rate is 33%, in Lviv oblast – 60%, in Zakarpattia oblast – about 40%, etc. Besides, only about one in ten readers of print media or television viewers or radio listeners and only 3% of Internet users in the south and east of Ukraine prefer only Ukrainian-language media resources. The life of

²⁵ *Pro rishennia Rady natsionalnoi bezpeky i oborony Ukrainy vid 29 hrudnia 2016 roku «Pro Doktrynu informatsinnoi bezpeky Ukrainy»*, <https://www.president.gov.ua/documents/472017-21374>

²⁶ *Analitychna dopovid do Shchorichnogo Poslannia Prezidenta Ukrainy do Verkhovnoi Rady Ukrainy «Pro vnutrishnie ta zovnishnie stanovyshe Ukrainy v 2018 rotsi»*, Kyiv: NISD 2018, s.44. http://www.niss.gov.ua/sites/default/files/2019-/Analit_Dopovid_Poslannia_2018.pdf

residents of the border areas in the foreign cultural and information environment can become one of the potential factors of the internal political destabilization of the country.

Poor content quality and low ratings of regional and local media as the main source of information for the local population, in particular in the border regions, do not contribute to the integration of regional audiences into the national information space. Due to that the entertainment and educational materials dominate in the regional mass media and make up 32.4%, only 13.1% of materials tell about the life of the local community. The information about crimes and law enforcement activities dominates on news sites and makes up 22% of the content, then goes the information about local news (14.9%). That is why, the main sources of news for the local population are: rumors – 63%, local TV channels – 37%, local press – 32%, the Internet – 29%. Spreading rumors and false news creates additional opportunities for foreign states to manipulate the opinion of the local population, spread the interethnic hostility and prejudice. These risks should be counteracted by means of state support for the production of high-quality content by regional mass media, increasing the capabilities of the Public Broadcasting to disseminate true information and high-quality media products not only in the border areas, but also throughout the information space of Ukraine.²⁷ In this regard, in 2018 the National Public Television and Radio Company of Ukraine adopted “The Concept of Broadcasting on the Topic of National Minorities”, which would prevent all manifestations of discrimination on ethnic grounds in the content of the public broadcaster and contribute to the creation of a positive image of multinational Ukraine within the country and in the world arena.²⁸

At present, the negative factor for the information space of Ukraine is that (according to the monitoring of the Ukrainian regional media, held in 2019 by Pylyp Orlyk Institute for Democracy), most local state media are still dependent on the authorities and demonstrate their willingness to “serve them with information.” The positive result of monitoring is an almost complete absence of pro-Russian messages, propaganda, fakes, which could threaten Ukraine’s information security. However, little attention is paid to Russia’s war against Ukraine, the Operation of Joint Forces, and more attention is paid to the life of the local community, social problems, and local self-government. However, the political, scientific or international issues are almost not covered. The privatized local media do not want to create their own image and their niche in the information space of regions. Among the possible reasons for this phenomenon the experts of Pylyp Orlyk Institute for Democracy name lack of understanding of the principles of media business management, absence of marketing strategies and communication skills with the audience, lack of working capital, small and underdeveloped local advertising

²⁷ *Analitychna dopovid do Shchborichnogo Poslannia Prezidenta Ukrainy do Verkhovnoi Rady Ukrainy «Pro vnutrishnie ta zovnishnie stanovyshche Ukrainy v 2018 rotsi»*, Kyiv: NISD 2018, s.98-99. http://www.niss.gov.ua/sites/default/files/2019-/Analit_Dopovid_Poslannia_2018.pdf

²⁸ *Nabliadova rada suspilnogo shvalyala Kontseptsiyu movlenia z tematyky natsionalnykh menshyn*. https://www.nrada.gov.ua/nstu_documents/naglyadova-rada-suspilnogo-shvalyala-kontseptsiyu-movlennya-z-tematyky-natsionalnyh-menshyn/

markets. As a result, local authorities remain the main advertising clients of regional media, and therefore they can affect the content and style of local press.²⁹

Since 2014, the priority area of activity of the National Council of Television and Radio Broadcasting of Ukraine has been taking urgent measures to counteract Russia's information aggression, carried out with the use of foreign and some domestic media. During the period of 2014–2017, the broadcasting of 80 television programs of the Russian Federation was stopped, as they did not meet the requirements of the laws of Ukraine. Thus, in recent years the Ukrainian media landscape has changed dramatically, in cable networks the information product of the aggressor state has been replaced by the international and national programs. According to the data of the performed monitoring, in 2018 the share of Ukrainian television programs was 79%, and of the programs produced by the EU, the USA and Canada – 14%, and by the aggressor state – only 7%. The average rate of the Ukrainian language on television channels reached 92%.³⁰ In this regard, according to the survey, conducted by the sociological company InMind, the level of trust in national and regional mass media in Ukraine increased for all types of media. As before, national television media remained the number one source in the structure of media consumption, with 61% of the population trusting them. The Internet media audience – both of news sites and of social networks – grew considerably and made up 58%, the audience of print media decreased to 39%, and only 33% of the population trusted radio broadcasting. The levels of trust in Russian television (4%), radio (3%), Internet (10%) and press (4%) were low.³¹

Thus, in order to have the protected information, the country should have a state-controlled media structure (Internet resources, mass media, and television), a national system of propaganda and information attacks and counterattacks on attempts to exacerbate the external effects on the socio-political situation in the country. At present, the concept of introducing public broadcasting as an alternative to state and privately-owned services is topical in Ukraine. It should promote human and social development and be a counterbalance to the manipulations and propaganda in the media. The Law of Ukraine “On Public Television and Radio Broadcasting of Ukraine” was adopted in 2015 with the purpose to create the legal basis for the activity of the Public Television and Radio Broadcasting of Ukraine and to define the principles of activity of the state-owned National Public Broadcasting Company of Ukraine UA: Public Broadcasting (created in 2017), public in content, but national in form. The defined the mission of a public broadcaster is: “Protection of freedom in Ukraine. Providing reliable and balanced information about Ukraine and the world to society, building a public dialogue in order to strengthen public trust, develop

²⁹ *Analitychnyi zvit monitoringu rehionalnykh ZMI*. <http://idpo.org.ua/reports/2618-monitoring-report-april-2019>.

³⁰ *Zvit Natsionalnoi rady Ukrainy z pytan telebachelorstva i radiomovlennia za 2018 rik*. <https://www.nrada.gov.ua/reports/>

³¹ *Stavlennia naselennia do ZMI ta spozhyvannia riznykh typiv ZMI v Ukraini*. https://internews.in.ua/wp-content/uploads/2018/09/2018-MCS_FULL_UKR.pdf

civil responsibility, and support the Ukrainian language and culture, Ukrainian people and each individual”.³²

In the process of creating an effective system of public broadcasting, the main purpose of national mass media is to form and support the national identity, which involves the introduction into the citizens' inner world of the values of the nation, national historical memory and culture. As public television and radio should meet the general tastes and interests of citizens, pay special attention to the development of national identity and the general purpose of consolidating society, its improvement and democratic transformations,³³ then they should (in contrast to the private interests of commercial television channels) facilitate a solution to the problem of preserving and restoring the national identity of the Ukrainian information space and strengthening the ideological platform of the state. Creating an independent journalist environment and promoting Ukraine's interests in the European and global spaces of the global information field and their protection are the priorities of the national concept of state information policy.

In general, nowadays the main negative trends in the domestic and foreign policies of Ukraine are: lack of prudent information policy and weakness of the state's position as an actor on the information market; insufficient development of the information infrastructure and low level of modern information technologies; partial involvement of Ukraine in the processes of globalization and low level of its information presence in the world; information expansion of other countries on the territory of Ukraine and its non-competitiveness in the field of information technologies on the world market.

Strengthening and protecting the national information space of Ukraine is an integral part (along with political and economic components) of ensuring its national security and sovereignty. The entry of Ukraine into the global information space requires the harmonization of the national legal framework with the international legislation in the information sphere, the regulation of interstate relations and cooperation in information activities. It is also necessary to legislatively define the range of external and internal information threats and enshrine in law the concept of the national information sovereignty, determine its limits, the competence of the state to protect it, and to create and introduce a mechanism to counteract its violation. Thus, it is important to adopt a consolidated “Information Code of Ukraine”, which would not only coordinate the legal field of the information sphere, but would also adequately correspond to the realities of the national and global information space, and trends in the information sphere.

³² *Suspilne telebachennia i radiomovlennia Ukrainy*. https://uk.wikipedia.org/wiki/Суспільне_телебачення_і_радіомовлення_України

³³ O. Zernetska, *Hlobalnyi rozvytok system masovoi komunikatsii i mizhnarodni vidnosyny*, NAN Ukrainy, In-t svit. ekonomiky i mizhnar. vidnosyn, Kyiv: Osvita 1999, s. 88.

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