

UKRAINIAN INFORMATION POLICY AND COUNTERMEASURES TO INFORMATION THREATS



Andrii Kolodka

Ph.D. Student,

*Institute of Public Administration and Research
in Civil Protection, Kyiv, Ukraine*

ORCID: <https://orcid.org/0000-0002-9319-331X>

Abstract. The article focuses on issues of well-known forms of warlike "hybrid warfare", civil society information education. Thus, it is necessary to briefly trace the development of the concept of hybrid warfare, which has been called the war of the new generation, to understand the military theories of the war in Ukraine. The goal is not to provide a complete overview, but to list the main steps in its development and to understand the ways to shape an informational impact on citizens. Highlight modern forms and methods of influencing information. After analyzing the various forms and interactive methods of influence, it was concluded that they are integral components that affect the efficiency of the information process and can be used at different stages of operations. The use and combination in the practice of different forms and methods of influence, contribute not only to the efficiency of the information process but also to the active form of filters to counter the information impact.

Keywords: *information technology, information security, hybrid media.*

Introduction

Problem statement. The factors of "soft power" include, first of all, the level of awareness of the world community about the country, its foreign policy image and reputation, which determines its position in the hierarchy of subjects of international relations. Under these conditions, the main task of the state is to develop and implement crisis media strategies aimed at protecting its image in various information spaces and preventing negative effects on the reputation of the state. Crises of cause with ambiguous effects are particularly important. On the one hand, each such crisis is a blow to reputation, property, finances, etc., the impossibility of continuing development in pre-determined scenarios. But at the same time, each crisis means the possibility of a structural renewal of the system, the use of the opportunities which were opened precisely because of the crisis. Crises exacerbate the destructive processes already pronounced during the pre-crisis period.

Analysis of recent research and publications. Many scientific papers are dedicated to the study of the problems of public administration in general and public administration in the field of the fight against information. Every citizen has the right to get acquainted with information about himself in state authorities, local self-government bodies, institutions and organizations, which is not a state or other secret protected by law. The issue of how the interaction is organized is an integral part of the decision-making process of the head of the governing body. Analysis of recent research and publications show that information security in the field of public administration has been the subject of research in numerous works of many domestic and foreign scientists: O. Holsti, P. Bruce, S. Black, S. Catlip, A. Center, J. Broome, P. Bourdieu, M. Regester, J. Larkin, G. Dowling, K. Williams, P. Sandman, R. Boin, P. Hart, T. Libaer, T. Coombs and others.

In the work (Prav, 2019) is devoted to the study of innovative methods of implementing the policy of government agencies to combat external information threats. Research of modern information threats and information security of Ukraine at the present stage in the framework of the implementation of priority tasks of the state policy of information security. The peculiarities of the mechanism of counteraction to information threats of external sources to ensure information security of Ukraine are revealed, the main modern methods of blocking destructive and stimulating perspective properties, processes and phenomena of information security of Ukraine are given.

In the narrow sense, according, it is interpreted as a result of the integration of the content of the concepts of "national security" and "information security" and is identified with the institution of secrecy and purely technological information sphere (Bryzhko, Halchenko, & oth. 2002, p. 75). In a broad sense, today information security is interpreted as a state of information security, which fully meets the interests of the state and provides the formation and opportunities for development in the presence of external and internal threats.

Threats to Ukraine's national security in the information sphere in the opinion (Petryk, 2009) a set of conditions and factors that threaten the vital interests of the state, society and the individual due to the possibility of negative informational impact on the consciousness and behavior of citizens, as well as information resources and information technology infrastructure.

The issue of organization of interaction is an integral part of decision-making by the head of the governing body. Analysis of recent research and publications shows that information security in the field of public administration has been the subject of research in numerous works of many domestic and foreign scholars. V. Bakumenko believes that there are a number of factors influencing social transformations on the efficiency and effectiveness of public administration, in particular, the formation of public administration decisions (Bakumenko, 2010). Thus, the organization of interaction in the process of management is influenced by management technologies (methods, tools, methods), alternatives to methods of organizing interaction, information support of this process.

The main tasks of management in emergency situations were identified by A. Terentieva, in particular: prompt decision-making and their delivery to the governing bodies, organization and provision of constant interaction with the organization of comprehensive support (Terentieva, 2015).

As noted by R. Marutian (2014), the most significant threat to Ukraine's national security in the information sphere is the implementation by foreign states of negative information and psychological influence on the public consciousness of Ukrainian citizens and the world community through information campaigns and campaigns, special information operations. This is due to the systematic dissemination of biased, incomplete or biased information about Ukraine and the political processes taking place in its territory. All this affects the foreign and domestic policy of our state, reduces its international image, has a political and economic basis, ie the goal is to ensure their own national interests of other states.

Accordingly, in conditions of rapid growth of information flows and lack of time, it becomes important to create a modern information and technological environment for heads of state authorities, which will contribute to the operational support of state leadership in emergencies and crises.

Statement of the task. In all research conducted, issues related to information policy in Ukraine and ways to counter threats to information. Everyone has a right to freedom of thought and speech, to freedom of expression of opinions and beliefs. Each person has the right to freely collect, store, use and disseminate information orally, in writing or otherwise and at his or her discretion. The exercise of these rights may be restricted by law in the interests of national security, territorial integrity or public order to prevent riots or crimes, to protect public health, to protect the reputation or rights of others, to prevent the disclosure of confidential information or to maintain the authority and impartiality of justice. Ukraine shall have an adequate legal framework for implementing the State information policy. These issues are as follows:

1) the need to adapt Ukraine's information law to the new conditions of social development, mainly related to the construction of the information society;

2) Inadequate mechanisms for the implementation and enforcement of such legislation.

The Basic Laws of Ukraine on Regulation of the Information Sphere The Law of Ukraine "On Information" enshrines the right of citizens of Ukraine to information, lays the legal foundations for information activities. And sets out the legal forms of international co-operation in the field of information. The law establishes the general legal basis for receiving, using, disseminating and storing information, enshrines the individual's right to information in all spheres of public and state life of Ukraine, determines the status of participants in information relations, regulates access to information and ensures its protection, protects the individual and society from false information. The goal of the act is to create a legal framework in Ukraine to obtain and use scientific and technical information. The law regulates the legal and economic relations of citizens, legal entities,

the state that arise in the creation, receipt, use and dissemination of scientific and technical information, as well as defines the legal forms of international cooperation in this area. The main objectives of the national scientific and technical information system are training from national and foreign reference sources and information resources. Including databases and databases, and information support to legal persons and individuals who obtain, process, store, disseminate and use information obtained through the research process, design and technology. Production and public activities of legal persons and individuals; development and deployment of modern technologies in scientific information activities. Organization of propaganda and promotion of wide use of achievements of science and technology, advanced production experience; creation of a public network of libraries, information centres for public use as a basis for education, production and research, a system for the realization of citizens' rights to cultural and professional development, etc. Ukraine's law entitled "On Printed Mass Media (Press) in Ukraine" establishes the legal basis for printed media (press) activity in Ukraine. Establishes state guarantees of their liberty following Ukraine's Constitution. Ukraine's 'information law' and other acts of current legislation and international legal instruments are recognized by Ukraine. Printed mass media (press) in Ukraine mean periodicals, and continuing editions, which are published under a permanent title, with the frequency of one or more issues (issues) during the year based on a certificate of state registration. It is important to realize that at the time of the crisis, everyone involved in the solution and support is included in the automatic mode. For this to work, the anti-crisis communications headquarters must constantly work at the level of monitoring, analyzing and forecasting the situation, modelling crises and seeking to prevent or support them, creating scenarios for counteracting and working out tactical things that will have the greatest impact on the population. The development of a crisis can be divided into stages:

Stage 1 is signalled. It is characterized by the appearance of small messages in the media. If the public authorities remain sensitive to the mood of stakeholders and monitor the coverage of "problematic" topics and the corresponding trends in coverage. It is possible to predict the development of the situation. The decision of the authorities "not to touch the topic" will not stop the media. They will provide versions, interpretations, rumours.

Stage 2 – sounding. It is characterized by the fact that here you can seize the initiative and set the direction of the theme. The lack of response leads to undesirable reactions and the fact that the interpretation of the situation will be controlled by the media throughout the crisis.

Stage 3 is acute. It is characterized by the shortest and most intense outbreak of the crisis when the problem turns into a real crisis. The media begin to report on financial, resource, human losses/damage. This is the stage when you should "leave the offices."

Stage 4 is the pick-up. Characterized by the fact that all the media are trying to cover the crisis. At this stage, it may seem that the coverage of the crisis is getting out of control and the most important thing is the presence in the media with its position and the consistency of the comments coming from the authority.

Stage 5 is chronic. It is characterized by the fact that the mass media try to return to the topic, finding out the problems of guilt and responsibility, as well as the fate of the victims. The advantage of a successful public authority can be when the body assumes responsibility and provides assistance to the victims.

Stage 6 – the restoration of reputation. It is characterized by the fact that journalists summarize and find out what has been done to prevent a recurrence of the crisis. This is a stage in which lessons can be learned and improved. Governments tend to deal with social crises and their consequences. These are rightly considered the most dangerous. The task of communications is to predict and prevent conflicts and as a last resort to neutralize the losses they have suffered. In terms of consequences, crises can be divided into:

- related to physical destruction and unrelated to them (earthquakes, fires, storms, plane crashes, terrorist acts);
- political, economic, demographic, cultural crises.

Crises can be distinguished by their origin. Intentional crises involving physical destruction are usually terrorist acts, attacks on human life and liberty, counterfeiting of goods if the consequences are related to human casualties or damage to property. However, we believe that the above typologies need significant additions, which will directly affect the crisis management process. The

analysis allows us to introduce such a basis for the typology as a general vector of the crisis, based on which the crisis can be divided into:

1. External crises

Crises that hurt the external environment. Crises-events – environmental crises associated with the activities of enterprises that pose harm and threat to the environment and human life; crises caused by errors in the product production process; crises due to direct threats to the enterprise in the form of blackmail, etc.

2. Social crises – crises caused by the social structure, social and production links of enterprises in society. For example, strikes.

3. Economic or financial crises - crises associated with the activities of companies in the financial market. The consequences of such crises can lead to the complete disappearance of firms or their absorption by others, etc.

Since the crisis is an unfavourable process, it like any sequence of events has its life cycle: maturation of preconditions, detection, development, maturity, decline, attenuation (Fig. 1.).

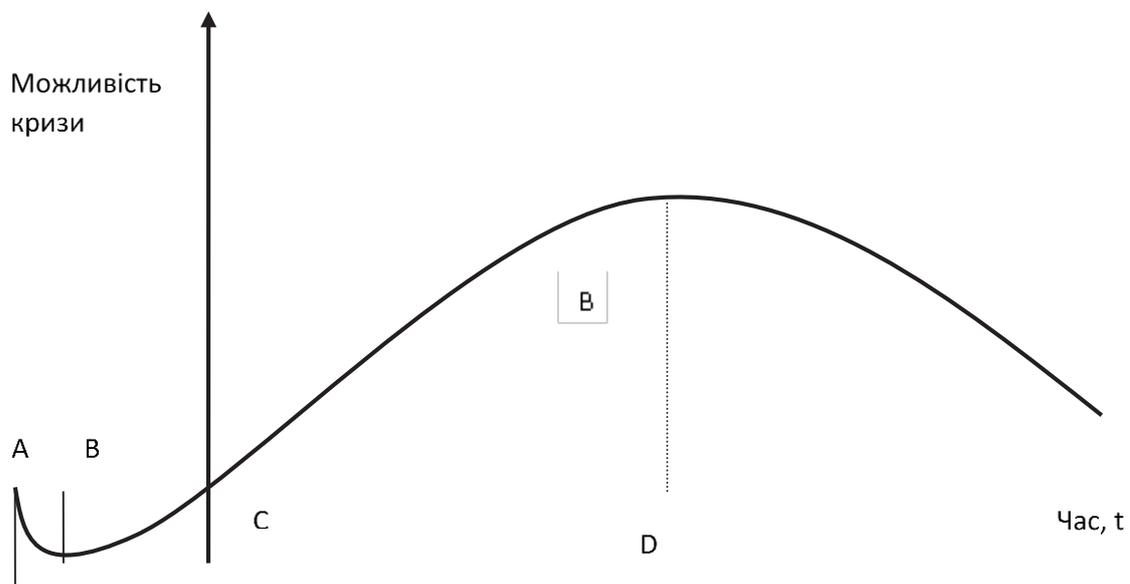


Figure 1. The life cycle of the crisis.

At the initial stage, the crisis is brewing (segment of the AU on the time axis), it is not yet visible from the outside, but the preconditions are already visible to observers and experts. Everything happens when it finally explodes (point C). The development of the crisis - a situation of continuing deterioration. At the stage of maturity, the crisis stabilizes. There is a turning point (point D), after which the crisis declines. At the stage of recession, the crisis begins to improve. Attenuation of the crisis minimizes the damage and eliminates it. To characterize the degree of maturity of the crisis using the "banana indicator" (T., 2007):

- green – new problems;
- yellow – existing and lasting for a certain period, "mature" crisis;
- brown – outdated, mouldy.

To minimize losses and facilitate your work during crisis management, it is necessary to plan crises. This is the ability of a professional to analyze possible risks and develop a response strategy to work with the image and reputation depending on the nature of a possible crisis. American experts identify the following common mistakes in dealing with the crisis (G., 1998):

1. Indecision, which creates in the public a feeling of incompetence and lack of training.
2. Fogging, which leads to a sense of dishonesty and insensitivity.
3. Appropriate measures that increase the voltage without reducing it.
4. Evasion, which creates great problems because nothing can replace the truth.
5. A space that replaces actions with conversations.

6. Confrontation "feeds" the crisis, not letting it go out.

7. The trial is attracting even more press attention.

Immediate communication involves intercepting the initiative, which gives you time to prepare for further action. The next stage involves organizing a meeting with the media, to control the information and prevent it from "floating in another direction." In the last step, it is important to show the public that you are worried about the fact that not only the interests of the company but also the interests of the public have been violated. Thus, we have found that every crisis is a turning point in the life of an organization, from which it can emerge with varying degrees of success or defeat. The crisis has the potential for change, the development of the organization. Planning is one of the most important steps in crisis management. The real enemy of preventive planning is the widespread judgment "it can't be." An effective crisis management plan must take into account the attitude of employees to their situation and their behaviour. An organization should always have a team of people who can come together as a crisis management team. Any crisis has a structure and a life cycle, so you can at least slightly predict its development and suggest possible ways to solve the problem. There are many recommendations for overcoming the crisis, but here you should take into account the structure and management of the organization, the type of crisis and the situation in the external environment. The most effective communications are built on the rule - provide reliable and complete information. By not reporting anything, the organization angers the media and the public.

When a crisis erupts, the organization must evaluate its communications. It is especially important to evaluate the requests of specific media that take different positions in the organization.

Conclusions

Analysis of domestic experience in public administration of public protection processes in the National Assembly revealed that public administration gradually formed public policy in the field of national security, but the simultaneous existence of a legislative and practical level of the three state systems, two of which are unique, are built on the same territorial-production principle, have virtually single coordinating and permanent governing bodies, forces and means and in some way duplicate each other, indicates imperfection and excessive hierarchical complexity of public administration. Analysis of foreign experience has shown that in NATO member countries – Norway, Denmark, Italy, Poland, etc. – Emergency protection systems have long been established, operate and are coordinated by NATO in contingency planning. . The system consists of eight committees: planning of human and material resources, industrial resources, supply of fuels and lubricants, sea transportation, etc. The most effective systems of protection of the population from emergencies are created in Finland, Sweden, Norway, Denmark, Israel. In these countries, the training of staff and the public is well established, and significant allocations and resources are allocated to deal with the consequences of emergencies. The comprehensive international cooperation that has emerged consists in the creation of numerous international bodies for the interaction of the systems of protection of the population from the emergencies of European states to eliminate the consequences of global emergencies.

References

1. Prav, R. (2019). Innovative methods of implementation of the state policy for counteracting external information threats [Innovative methods of realization of the state policy of counteraction to external information threats]. *Investytsiyni: praktyka ta dosvid – Investments: practice and experience, vol. 16*, 113–118. DOI: 10.32702/2306-6814.2019.16.113 [in Ukrainian].
2. Bryzhko, V. M., Halchenko, O.M., Tsymbaliuk, V.S., Oriekhov, O.A. & Chornobrov, A.M. (2002). *Informatsijne suspilstvo. Definitcii [Information Society. Definitions].*, Kyiv : Integral, Ukraine. [in Ukrainian].
3. Petryk, V. (2009). Sutnist informatsiinoi bezpeky derzhavy, suspilstva ta osoby. *Yurydychnyi zhurnal – Legal journal, 5*, 122–134 [in Ukrainian].

4. Bakumenko, V. D. (2010). Pryiniattia rishen v derzhavnomu upravlinni. [Decision making in public administration]. (Vols. 1). Kyiv: VPTs AMU [in Ukrainian].
5. Terentieva, A. V. (2015) Upravlinnia nadzvychainymy situatsiiamy z elementamy kryzovoho menedzhmentu. [Emergency management with elements of crisis management]. *Derzhavne upravlinnia: udoskonalennia ta rozvytok - Public administration: improvement and development*, 9. URL: <http://www.dy.nayka.com.ua/?op=1&z=881> [in Ukrainian].
6. Marutian R. R. (2014) Rekomendatsii shchodo vdoskonalennia polityky zabezpechennia informatsiinoi bezpeky Ukrainy. Asotsiatsiia rozvytku ta bezpeky Ukrainy. 13 serpnia 2014. [Recommendations for improving the information security policy of Ukraine. Development Association and security of Ukraine. August 13, 2014.]. URL: http://www.dsaua.org/index.php?option=com_content&view=article&id=198%3A2014-08-13-12-55-48&catid=66%3A2010-12-13-08-48-53&Itemid=90&lang=uk [in Ukrainian].