INFORMATION SECURITY OF UKRAINE
IN THE CONDITIONS OF GLOBALIZATION CHALLENGES
AND HYBRID WAR

Homoniuk A.A.

National Aviation University
Науковий керівник – Троян С.С. – д-р. іст. наук, проф.

The urgency of the work lies in the fact that recently the problem of information security in Ukraine has become more and more frequent, which is especially relevant in connection with the escalation of the active phase of the hybrid war. The armed conflict in eastern Ukraine, the annexation of Crimea, and terrorist actions against Ukrainian statehood are all superimposed on the harsh, fake anti-Ukrainian information rhetoric used in the state-run media. The issue of dissemination of negative and unreliable information via the Internet is especially acute. In the context of globalization, information and communication technologies are an integral part of human life. They have become a factor involved in the production of goods and services. Such changes entail the transformation of both the social structure of society and, in all spheres — economic, sociopolitical, and spiritual — profound revolutionary transformations are taking place. In the context of an armed conflict, information technologies are becoming levers of influence that threaten the loss of Ukraine's sovereignty.

The creation and dissemination of the latest technologies and global means of communication has led to the global information revolution. The growing role of information in public life has raised to a new level the problem of information security. They are extremely relevant at the present stage of development of information and communication technologies. This suggests that the results of the scientific and technological revolution can be used not only for positive purposes, but also to have negative consequences for society. The most obvious challenges caused by uneven access to technology are the widening of the digital divide between countries, opportunities to preserve the cultural identity of nation states in a globalized world, the rise in cybercrime, and so on. This has given rise to a new phenomenon of the modern world - «information security», which affects the interests of each individual country and, at the regional and global levels, is an element of the overall system of international security.

Analyzing the actions and measures taken by Russia against Ukraine in the framework of the propaganda war as part of a hybrid war, we can highlight the following:

The beginning of Russia's information war against Ukraine can be considered the moment of Ukraine's independence. Since then, Russia has tried to propagandize and reorient the population of Ukraine to its side with all its actions - political, economic, cultural, spiritual - in order to gain its maximum support.

Russian propaganda measures were aimed not only at the population of Ukraine, but also at its own population and the citizens of Western countries.

Russia's information war against Ukraine consisted of discrediting Ukraine in the eyes of the world community, gaining maximum support from the Ukrainian population for Russia's position, and, ultimately, eliminating Ukrainian statehood.

With the outbreak of hostilities in eastern Ukraine and the occupation of Crimea, Russia's information policy was transformed into military disinformation aggression aimed at discrediting the Ukrainian leadership, so opposition to Russia's disinformation policy is possible only in cooperation with Western information resources. carrying out work on prevention and active counteraction to them.

It should be noted that in order to improve the state of domestic information policy and increase the level of national security, reduce the information influence of the Russian Federation and protect the information space of Ukraine, it is first necessary:

- to develop a short and medium-term strategy of information policy of the state, which will create a foundation for qualitative change of internal and external information policy;

- to ensure the conduct of information policy in the interests of the entire Ukrainian nation, to stop the destruction of the moral unity of Ukrainian society;

- to develop ways to promote the Ukrainian information resource in Russia through the use of modern high technology;

- to increase the image and competitiveness of Ukraine in the international arena;

- limit the influence of Russian media in the South and East of Ukraine;

- increase the level of control over the media operating and accredited in Ukraine;

- to improve the quality and increase the quantity of Ukrainian domestic product, to promote the creation of domestic TV programs and domestic cinema;

- to develop the activities of public organizations that are able to use information and psychological operations;

- to increase the level of training of specialists dealing with information security and counteraction to the means of psychological influence.

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