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MEDIA AS A MEANS OF INFLUENCING POLITICAL PREFERENCES ON THE AUDIENCE

Introduction. In modern society, the media has become a powerful political institution, without which it is impossible to imagine the actions of public authorities. Electronic media, especially television are of extreme importance nowadays. Thanks to it, public policy has become an extremely effective tool for influencing society, opening up unprecedented opportunities for political orientation and manipulation of public opinion. Therefore, the responsibility of the media to society is growing significantly. The actions of the media in the information space can be reduced to two main types. **The first** is called *mobilization*, which includes incitement and propaganda, and the **second** is called *marketing* and *the use of public relations and political advertising*. Usually both types are used in democratic society, but the other is predominant [3].

Review of recent publications. The media have formed a so-called *media consciousness* that changes public opinion through the manipulative influence and psychological attitude of the media. This effect involves the use of various techniques that exert implicit pressure on the human subconscious. The manipulative influence of social media is achieved through repetition, myth, forgery, concealment of facts and attitudes. In the future, it is best to study the field of media attitude and

its manipulative influence on society in order to establish a formal model of influence on the media using the manipulative influence method and its detection system.

Objectives of the paper: to analyze the features and methods of media's manipulative influence on the behavior and political consciousness of citizens; to identify methods of manipulating people's opinions; to explore the mass media concept; to determine the consequences of influencing the decisions taken by society members.

Results of the research. *Mass media* is publicly disseminated data and information through various technical means (television, radio, the Internet, newspapers, magazines). It should be noted that posters, libraries, forums, Internet blogs, conferences, etc. do not belong to the media. The media is not only a tool for data transmission, but also a way of manipulation, dissemination and agitation in politics, society, economics and other spheres of life [6].

It should be emphasized that the political subjects of a democratic (civil) society use propaganda methods, in this case it is necessary to obtain social support for the subject purposes. However, this method should limit and repeat the marketing strategy in the democratic media. Marketing strategy is formed in accordance with the demand and supply of information generated in the information market.

Their main task is to provide the subjects with the necessary information at the right time and in the right place. Marketing strategies are unique since they do not aim to control people's minds, but to inform which politicians are interested in and who are using reliable information to provide the public with the information about the goals and objectives of certain politicians. Marketing strategy is inherent in a society with developed democratic traditions. Their widespread use is possible only when the degree of policy openness is high [4].

The basis for the formation and decision-making of a democratic society is public opinion. The public (human communities) has social memory or culture, social interests and a picture-opinion, and judgments implemented by solving social problems and social control over the actions of the government. Public opinion is understood as judgments of the collective assessment of a person's belonging to different social groups, through which they express their attitude to social problems and the way to solve them.

Public opinion reflects the relation of people (both the whole and the individual community) to power, their activities and policies. Public opinion is formed under the influence of all sources of public awareness, knowledge of experience and even superstitions, science, art, politics and mass communication. It acts as a mediator between people's consciousness and real activity [7].

In general, public opinion is formed, on the one hand, by people's own practice and experience, their direct confrontation with social problems, and by the media. In addition, the media shape and express public opinion. The higher the degree of trust in the media is, the stronger their influence on the formation of public opinion [1]. Propaganda is a form of communication designed to disseminate facts, disputes, rumors and other information in order to influence public opinion and promote common affairs or public positions.

Propaganda is usually repeated and disseminated through various media to shape the outcome of public opinion selection [2]. Political propaganda involves working with the public consciousness or the consciousness of a certain audience to promote the ideals, goals and aspirations of the citizens of a particular country. Former President Richard Nixon said in the speech on the National Security Council's budget that he believed that one dollar invested in information and propaganda was more valuable than ten dollars invested in weapon systems since the last are unlikely to work. The information is effective anytime and anywhere.

Agitation is the most important means of influencing the consciousness and mood of the masses to encourage them to political or other activities. This is the so-called "ideological weapon" of the party's struggle.

In order to manipulate and manage people, technologies that generate new stereotypes, concepts, attitudes and behavior among consumers, are used as beneficial to the subject of influence. The problem of manipulative attitudes should be studied in details to prevent the negative impact of the media on people. There are many definitions of "manipulation". The following definitions should be considered:

- methods of psychological influence that affect the will of the subject; the purpose is to use information that meets the interests of the subject; making a certain impact on a person's thoughts (usually the impact on his emotions, feelings and experiences) to develop motivation for actions. This type of psychological influence, if used intentionally, can cause a hidden awakening of someone else's intentions, and this intention does not correspond to his current desires [7]. The main techniques of manipulation that lead the subject to the information provided by the object being manipulated themselves are as follows:

- the information is distorted, and part of the presentation is incomplete (this makes it impossible for a person to make a complete picture); editing information by adding your own (usually inaccurate); the formation of "information" noise which is caused by the provision of large information amounts. In this case, it is difficult for consumers to determine what is really good for them.

- providing information that is unverified to have the effect of the first message.

It is known that the source, which first appeared in the information flow, is trusted the most. Thus, manipulation is a kind of psychological influence in which the manipulator introduces human's behavior and thinking into human psychology. Its main task is to make consumers treat imposed thoughts as their own. The definition of psychological manipulation is interpreted as a process of specific targeting or unintentional use of consumer behavior in order to change this behavior in recipient's favor.

Conclusion. A person cannot independently obtain and verify all the necessary information, so they are forced to perceive many things as facts. Thus, by filling the media with the necessary content, the society might be provided not only with knowledge about the surrounding reality, but also emotional and behavioral stereotypes can be purposefully formed. The media have formed a media consciousness that changes public opinion through the manipulative influence

and psychological attitude of the media. This effect involves the use of various techniques that exert implicit pressure on the human subconscious.

The manipulative influence of social media is achieved through repetition, myths, forgery, concealment of facts and attitudes. In the future, it is best to study the field of media manipulative influence on society in order to establish a formal model of influence on the media using the method of manipulative influence and its detection system.

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INFORMATION SECURITY AS PART OF UKRAINE'S NATIONAL SECURITY

Introduction. Due to the rapid development of information and communication technologies for the effective provision of foreign and domestic policy of the state, information policy is becoming increasingly important. Information security stems from the problem of information provision of both the individual and society as a whole. The issue of information security is especially important for Ukraine, due to the aggression of the Russian Federation, which was not limited to armed confrontation [4]. Therefore, a well-thought-out and balanced information policy can significantly affect the solution of domestic and foreign policy problems.

Review of recent publications. Despite the relative novelty of the issue related to state information security, the scientific community is working on it quite actively. The issue of the state role in creating the information society is a subject of researching of G. Pocheptsov and I. Aristova. The basic principles of information security have been developed by V. Suprun, V. Yarochnik and oth. Particular attention is paid to the study of the information security concept. In this field such researchers have carried out their investigations: O. Ditvinenko, V. Kalaida, O. Prokhozhev.

Objectives of the paper: to analyze the role of information security in the framework of Ukraine's national security.

Results of the research. The term "Information Security" means the protection level of Ukraine's national interests in the information sphere, which also includes individual and social interests. Due to the globalization of the modern information space, there is a significant weakening of the state information sovereignty. The level of development as well as the state of the information space affect any country being secure in general [5]. That is why one of the international activity directions in the information sphere is the creating and improvement of the measures system for international information security in particular.

Ukraine's national security in the information sphere should be considered as the integrity of four components – personal, public, commercial (corporate) and state security. The Law of Ukraine “On the Fundamentals of National Security of