

point to the prospect of these events being overlooked by the President of Ukraine and the ministers, while the MPs are continuously growing in anger and impatience.

Conclusion. Thus, it is argued that, regardless of the continued declaration of strategic partnership with Ukraine in 2012's *Polish Foreign Policy Priorities*, the relations have shifted from primarily bilateral to more relevant to the European Union politics as whole, with Poland being able to use its influence in the EU as a bargaining chip to get Ukrainian cooperation, mainly that associated with the revision of shared history.

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POLITICAL SCIENCES

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CONTRADICTIONS THAT HAVE ARISEN WITH THE DEVELOPMENT OF MODERN INFORMATION TECHNOLOGIES

Introduction. We have encountered a revolutionary breakthrough in the information sphere so far: information storage, processing and transfer have moved to a new, more improved level. Information technologies have absolutely changed the world. Any piece of information can be sent from one place to another immediately (with the exception of the state territories with limited functioning of the network).

Intermediaries between the audience and a source of information have disappeared. For example, for issuing some creative work and submitting it for the international community's approval, it was necessary for a writer to find an editor,

who could facilitate and agree to publish a book under certain terms. Similar situations happened to musicians, journalists, artists, etc. Nowadays this process has become easier, and mediators have lost their influence. Information technologies as means of impact on the public opinion have attracted attention of a number of scholars: T. Clark, K. Cross, P. Noris, H. Luman, N. Borschov, S. Denysiuk, G. Pocheptsov.

The objective of the paper is to analyse the current contradictions that arise with the development of information technologies. It is crucial and urgent to attract our attention to them, since such contradictions can become an impediment to progress of the modern society and the development of its values.

The main disadvantage of the traditional mass media, i.e. lack of communication, disappears due to development of modern technologies. Since the beginning of the XX century the notion of communicative technologies has embraced advertising, PR, resonance technologies, propaganda, negotiations [1: 139]. Communication is regarded as the mutual information exchange [3: 10-11]. A technological breakthrough allows the modern mass media to function in the form of feedback. For example, currently very popular around the world blogs give readers the chance to express opinions about delivered news, to discuss events with other users or even possibly with the author.

However, the Internet is an open space for information violence [2]. Any piece of news should contain some kind of standard violation, deviation from the accepted norms; otherwise it may not impress the audience. The informational “weapon” is characterized by the asymmetric nature which means the “dot” essence for achieving vulnerability of the masses [5: 91]. First, the Internet “litters” your mind with the large amount of unnecessary information. Secondly, it is hard to distinguish the truth among a vital piece of information. Some scholars use the term of “the informational war” with regard to the hardly probable or versatile and plausible material exploited for some political purposes [4: 5-6]. The disappointing aspect of the so-called brainwashing as one of the tricks of “the informational war” is the absence of visible damages, but wreckage of hopes, expectations in human minds [5: 90-91].

Freedom of information implies fundamental understanding that the free mass media can exist only under certain conditions, i.e. the right to refer to any sources of information, the right to collect and use information without permission of the authorities. In addition, authorities should not restrict the access to information for citizens, and there should not be any punishment for obtaining information unless it stipulated by a special security classification.

With dissemination of new technologies, it seems that everything is allowed in the Internet, as if anarchy. However, the public came across the first problems very soon after the network expansion. These problems are known as “worms”, “Trojans” and so on. Some measures to combat cybercrime have been taken [5]. Notwithstanding similar virus programs, even more dangerous phenomenon has intruded into the network, i.e. advertising imposed by commercial reasons. Advertising in the form of simple announcements, the graphics posted on various websites seems to be quite harmless, and everyone can protect himself / herself from it by means of a simple program. More aggressive form of advertising in the Internet

is spam. We are sure to receive advertising mailings on the mailboxes daily. Efficiency and very small expenses of such type of advertising makes spam more and more popular. No wonder that the scope of spam increases every day. Since emergence of spam, some measures to tackle this problem have been taken. As a result – only professional spammers can dispatch spam.

Unexpectedly, but measures for spam counteraction is a subject of the discussion of ethical character. The main argument against it is freedom of speech. Regarding freedom of speech as the main value, supporters of this point of view are convinced that each spammer can distribute any information, which he / she will treat as essential. Based on freedom of speech arguments are too serious to ignore them, freedom of speech – one of the main and *unalienable* human rights. There is contradiction between the need to ensure freedom of speech – on the one hand and categorical inadmissibility of some cases of information transfer – on the other (slander, insult of religious and national feelings).

Conclusion. So, it is impossible to solve these paradoxes, having accepted one of two extreme points of view and considering an opposite idea as a fake one. On the one hand, when freedom of speech is vague or absent, it is difficult to speak about any freedom or the civil society as such. Undoubtedly, freedom of speech must be provided and guaranteed. On the other hand, the problem of the information environment impurity objectively demands the effective limiting measures.

The audience should be taught how to perceive or at least be aware of the violating character of any up-to-the-minute piece of news and react cold-bloodedly, without running to extremes. The society requires the measures to restrict unnecessary information transfer. Insults, slander, destructive promotion and other phenomena should be reviewed and further curtailed. Meanwhile, nothing can justify any restriction of freedom of speech: the rights and freedoms of the certain individual have to be considered as a main objective of the social order unless it is a tyranny.

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