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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THE USE OF SMART POWER AS CONTEXTUAL INTELLIGENCE OF INTERNATIONAL ACTORS

Introduction. Globalization, the information revolution and democratization are long term trends that change the macro context of political and organizational leadership in post-industrial societies and bring new challenges and threats. It is due to a nascence of new diverse actors of international relations and the absence of balance between them. The new world order is a unipolar system where the USA dominates and other developed countries try to compensate this dominance in different ways. Actually, state power consists of complex of various realms (political, economic, cultural, informational, military etc.) and ability to form smart strategies that combine the tools of both hard and soft power.

The objective of the paper is to discuss the use of smart power as contextual intelligence of international actors.

Without doubt, the US remains the only "integrated" superpower, which, despite the relative decline of its prevalence in specific areas of IR, maintains a huge lead over all other nations of the world in most of its features. But it is believed that if one state cannot afford competing with the US in all spheres, the group of states, first and foremost it could be the EU, that can succeed in it, especially what concerns European soft power, because there is a displacement with the focus on hard power in the US case. But when speaking of a new order formation with two dominant actors, so called bipolar international system, to my mind, there are no favorable conditions for such the system to emerge.

The world faces new problems and challenges. In order to solve them, it is necessary to connect the resources of hard and soft power into smart-power strategies that J.S. Nye calls "contextual intelligence" [1]. So, the agenda is:

- the crisis of international law – the discrepancy between what is written in the documents (de jure) and what is going on in reality (de facto) is more often observed;
- increase of asymmetric conflicts (terrorism, the tactics of guerrilla warfare, resistance to the occupation, threats of the creation and usage of weapons of mass destruction, information security threats) and in these frameworks a raise of key point of security dilemma;
- the collapse of the nuclear nonproliferation regime;
- changing and weakening the role of the UN in conflict resolution;
- more frequent intervention of third forces in internal conflicts;
- growth of the transnational threats - terrorism, organized crime, drug and human trafficking, etc.

According to this incomplete list of new challenges for states, regional and world security, there is the need to regulate the situation in every sphere of

international relations (IR), moreover the priorities must be considered within the conditions inside and outside. In fact, the priorities may change so that some spheres climb the hierarchy of the regulation order, while others may fall in accordance to the nature of the threats appeared.

So, the role of soft and hard power does not recede into the background at all. The use of them continues to be crucial in determination of the actor power on the international arena and the actor ability to build its own image and strategies to overcome and manage current challenges and threats.

The term of "smart power" was coined by J.S. Nye in 2003 to counter the misperception that soft power alone can produce effective foreign policy. Power is one's ability to affect the behavior of others to get what one wants. There are three basic ways to do this: coercion, payment, and attraction. Hard power is the use of coercion and payment. Soft power is the ability to obtain preferred outcomes through attraction [1].

The major elements of a country's soft power include its culture (when it is pleasing to others), its values (when they are attractive and consistently practiced), and its policies (when they are seen as inclusive and legitimate) [1].

Hard power is the ability to coerce someone due to the country's military and economic power. Hard power does not lose the key values in a world where states seek to protect their independence, and non-state groups such as terrorist organizations, are willing to use violence [5]. In reality we can see the growth of military conflicts and use of sanctions as a regulating factor. Moreover, the main provisions of the US strategy include the right of preventive strike against possible threats, the desire to avoid even an approximate equality in the military with no other country, the right to unilateral action and the spread of democracy, as one of the aims of the national strategy [6].

"Contextual intelligence must start with an understanding of not just the strengths but also the limits of U.S. power, – J. Nay argues. – The United States is the only superpower, but preponderance does not constitute empire or hegemony. The United States can influence, but not control, other parts of the world". In foreign policy, contextual intelligence is the intuitive diagnostic skill that helps policymakers to align tactics with objectives for creating smart strategies [1].

Conclusion. Summing up, smart power is needed to produce an integrated strategy that combines hard and soft power to find the ways for mutual reinforcement and avoiding confrontations with each other. But it does not mean "fifty-fifty", i.e. equal sharing between the two components. The right proportion can diverse to every state, every international actor. It depends on the nature of actor, its own self-interest that actor exercise, tactics and strategies that were chosen and of course internal and external circumstances as something auspicious and conductive or in the form of challenges and threats that in turn can provoke changes in the very proportion. But undoubtedly, both hard and soft power should be maintained properly as the new international order requires it.

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TERRORISM PHENOMENON IN THE MODERN MEDIA SPACE

Introduction. The relevance of the current topic is stipulated by the fact that terrorism is one of the most difficult and dangerous phenomena nowadays. Today terrorist attacks have become increasingly rampant, and some researchers even claim that the world is entering the era of terrorism. It stands to reason that terrorism is a global challenge of these days.

Terrorism is the unlawful use of violence and intimidation, especially against civilians, in the pursuit of political aims.

The given research implies the view on terrorism as something that affects a society by means of information channels of the mass communication. The broadcasting media with multimillion audiences provide almost daily reports of terrorist acts at local and international levels. The majority of these messages are characterised by the prevailing spirit of strong emotions and great thrills. Thus, we must examine the relationship between terrorist groups and the media for better understanding of the mechanism to influence a society. Moreover, *the topicality* of this issue includes the study of the "manipulation of consciousness" impact, which consequently leads to pressure on everyone – from the level of the international relations to the nation in whole.

The phenomenon of terrorism in the media space has not received wide coverage by the scholars. Considerable empirical material has been collected recently. At the same time it should be noted that publications that focus on this issue are mostly of the general theoretical nature, they contain reference materials, but do not include clear descriptions. Moreover, the problem of terrorism in the media space is generally viewed by many authors in different ways.