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INFORMATION WAR IN INTERNATIONAL RELATIONS SPHERE

Introduction. The role of the media in the modern society as an instrument of propaganda and agitation continues to grow. After the end of the Cold War, the information confrontation only intensified on the background of the acceleration of the technical progress [8: 198]. In the context of the armed conflict, as well as immediately before and after its active phase, the role of the mass media as an instrument of information confrontation will grow many times. The informational defeat can significantly affect and even negate the results of the victory of the armed forces.

The process of achieving and using information superiority is dynamic, and on this path it is necessary to take into account both: own capabilities and the information potential of the adversary. Thus, to achieve information superiority we can not only increase the value of their own information, but also reduce the information potential of the enemy. That is why this becomes an important feature of warfare in the information age [7: 71]. The greatest popularity for the widespread propaganda in 2014-2019 was due to the Internet. The placement of commercials in various social networks, banners, memes and other features of the World Wide Web has taken a key place and caused the greatest interest among users. The Internet has become a platform for conducting various kinds of surveys and identifying sentiments that are being formed in the target audience. However, the modern science has not developed the generally accepted definition of the term "information war". In the field of public administration, foreign policy and political science, the most common approach is where information warfare is interpreted mainly as advocacy and informational-psychological operations carried out with the help of the mass media, including electronic, through elements of the global information infrastructure [5: 544].

Review of recent publications. Turning to the historiography of this study, we have structured the literaturary sources into 3 groups. The first group includes works that reveal the concept of the political propaganda. The following scientists were engaged in the study of this issue: E. Toffler [6: 203], T. Friedman [8: 198], M. Prysiashniuk [4]. The second group includes the research by domestic and foreign scholars who thoroughly studied the problems of the current state of information wars in the international relations: V. Plett [3: 342], M. Prysiashniuk [4], G. Sytnyk [5: 544], L. Mudrak [2: 144], P. Ushanov [7: 71]. The Internet sources belong to the third group, which considers the ways and prospects of the settlement of information wars on the international arena, namely: M. Prysiashniuk "The Global Information

Confrontation and Its Revolutionary Road” [4], “Information Boxing of the Russian War” [1].

Objectives of the paper are to:

- 1) Consider the historiography of the concept of the political propaganda in the world;
- 2) Describe the specific features of the concept *political propaganda*;
- 3) Characterize the state of information wars in the international relations;
- 4) Analyze the use of means and means of information warfare in the Russian media during coverage of the conflict in Ukraine;

Results of the research. The long lag of the state information policy from the requirements of the present day, the absence of mechanisms determined by the legislation that would regulate the spread and circulation of the electronic media, the Internet, caused the vulnerability of the information space of Ukraine. Realizing that aggression in the present conditions is primarily driven by the media technologies, resources should be invested not only in strengthening the defense capabilities and modernization of the Armed Forces [4], but also in support of information security, in particular, the creation of modern media, its own state segment of presence in social networks, etc. A number of important, but mostly declarative legislative acts in the field of the national security of Ukraine (laws, concepts, doctrines, programs) [5: 544], have been adopted, formal approaches to ensure information security have been introduced (enhancing the protection of information in the state information and telecommunication networks and protecting the state secrets). However, the issue of counteracting negative informational influences did not pay much attention to the leadership of our state since the declaration of independence.

It's necessary to draw attention to the fact that as long as our state provides only “lawmaking”, the Russian Federation has learned how to use the special propaganda technologies and media outlets in practice and converged the media information attacks aimed at harming the interests of other states effectively [1]. In contrast to the “tolerant” Ukrainian model of building a state-owned information and communication infrastructure, powerful media holdings operate in Russia, which, according to the Presidential decrees, were listed in the list of strategic enterprises of the state [4]. These enterprises “produce products (work, services) that are of strategic importance for the defense and state security, protection of morality, health, rights and legitimate interests of citizens of the Russian Federation”.

Conclusions. In order to increase the counteraction to propaganda of the foreign mass media, the following state measures must be taken:

1. Regulate the procedure of participation of relevant state bodies, in particular the Ministry of Information Policy, in organizing and carrying out measures to counter Russian propaganda that will prevent Ukraine from being discredited on the international area and form positive image of our country;
2. Establish systemic cooperation and interaction between the subjects of ensuring national security on the issues of conducting active operations (information countermeasures) to counter the Russian propaganda;

3. Establish systemic interaction with Internet communities, users of social networks in order to improve the organization of counteraction to informational and psychological influences on the Internet; unfortunately, today the question of blocking accounts in social networks propagandists are dealt with outside the legal field, just through private contacts in the offices of these companies. The perspective of the study includes identification of propaganda as a political technology for manipulating our minds.

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EUROPE AND THE USA AFTER THE «COLD WAR». THE NEW WORLD ORDER

Introduction «The American swear on Mayflower against the European Leviathan», or a society of freedom and a society of compromise – these word combinations will help us to understand and underline the main differences between European and American views about the world order after the end of the Cold War. This problem has been a crucial subject with a number of contestable points for discussion in the scholar community.

Review of recent publications. The historiography of the study includes publications by D. Bromwich, J. Gaddis, R. Kaneta, M. Rothenberg and M. Smith. There are a lot of American and European scholars in the field of international relations that are deeply immersed in this issue. Nevertheless, their views are currently based on a different understanding of the role of two actors in the world due to different historical circumstances of development.

The objective of this paper is to discuss the origin and the nature of various views of the United States and Europe according to the new world order after the end of the Cold War.

Results of the research. The US understanding of the issue in this regard is based upon the idea of a liberal world order and a sacred mission that they must acquire under any circumstances [3]. This mission concerns spreading Christian values, fundamental rights and freedoms that were put on to Americans by God and history. This is the cornerstone of their actions on the international arena. Nevertheless, it is not only the idea that is an important part but also the possibility of the USA to implement it. After the collapse of the bipolar system the United States of