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У статті розглянуто сутність та специфіку інформаційної війни, яка виступає однією із складових гібридної війни та як явище існує з давніх часів. Методи і засоби інформаційної боротьби є невід'ємною частиною сучасних збройних конфліктів, які дозволяють атакувати без оголошення війни між сторонами конфліктів. Технології інформаційної війни дозволяють боротись без безпосереднього контакту. Встановлено, що проти України вже давно здійснюються інформаційні атаки, які розхитують ситуацію всередині країни та створюють негативний імідж України за кордоном. Проаналізовано основні напрями та способи інформаційно-психологічного впливу на свідомість українців та специфіку їх застосування, виявлено вагомі джерела інформаційної пропаганди РФ.

Ключові слова: гібридна війна, інформаційна війна, пропаганда, маніпулятивні технології, фейкові повідомлення.

В статье рассмотрена сущность и специфика информационной войны, которая выступает одной из составляющих гибридной войны и как явление существует с древних времен. Методы и средства информационной борьбы являются неотъемлемой частью современных вооруженных конфликтов, которые позволяют атаковать без объявления войны между сторонами конфликтов. Технологии информационной войны позволяют бороться без непосредственного контакта. Установлено, что против Украины уже давно осуществляются информационные атаки, которые расшатывают ситуацию внутри страны и создают негативный имидж Украины за рубежом. Проанализированы основные направления и способы информационно-психологического влияния на сознание украинцев и специфику их приложения, выявлены весомые источники информационной пропаганды РФ.

Ключевые слова: гибридная война, информационная война, пропаганда, манипулятивные технологии, фейковые

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FEATURES OF TRANSFORMATION OF NATIONAL POLITICAL CULTURE UNDER CONDITIONS OF A DEMOCRATIC POLITICAL REGIME

The article reveals the essence and characteristics of the political culture of Ukrainian society, analyzes the transformation of the political culture of Ukraine in the conditions of the process of democratic state. The estimation of the value of cultural factors in the political evolution of the governance process.

Key words: culture, political culture, democracy, society.

Democratization of public life, strengthening of state principles, on the Ukrainian walks of life proposes new enhanceable requirements to high-quality descriptions of political accompaniment of these difficult multidimensional processes. Speech goes in particular about the increase of attention to politiko-cultural factors of political life as base of effective transformation processes.

Concept of political culture – key for a study and analysis of processes of political development. In modern Ukraine of decision of tasks of reformation of all sides of public life to a great extent depends on the level of political culture of different layers of population, society, on the whole. A political culture must be adequate those drastic alternations which take place in the economic and political spheres of the state [6, s. 26-32]. Democratic creation of the state is in Ukraine, as well as in other postkomunistichnikh countries requires, above all things the valued re-erecting and proper transformation of political culture of society.

Many western research workers were engaged in research of political culture and its structural elements. In particular Gramme. Almond, in the analysis of political culture adhered to functional approach and examined a political culture as important part of the political system, foremost as the psychological phenomenon. According to his opinion, every political system is plugged in the special standard of orientations on political actions, that is a political culture. S. Willow, developing this idea, expressed supposition, that the political culture of society consists of the system of empiric persuasions, expressive characters and values, which determine a situation which a political action is in. It forms a subjective orientation on a policy [1, s. 601]. Also a political culture was the object of study of such researchers as Dzh.Ãðåé, A.I. Dzhenusov, And. Leypkhart, In. Aykher, Bauer, Is. Vyatr, D. Elazar, S. Lipset, L. Share, E. From, F. Fukuyama, E. Cimmerman but other.

By ponderable payment in an analysis teoretiko-methodological problems of political culture labours became Is. Golovakhi, In. Grigor'eva, In. Matusevicha, N. Paninoy, O. Rudakevicha and other Ukrainian researchers, in which on the basis of developments which became classic, the separate concrete aspects of the phenomenon of political culture, feature of its forming and development, are analysed in Ukraine, its tipologiyu is offered, intercommunications are considered between a political culture, political consciousness, mentality, by a national idea and others like that [6, s. 26-32].

A political culture is a concept, the what nearest tricks into us to understanding of atmosphere of political life, specific and unique in every country and even in its different parts. It is impossible to understand without it, why the certain amount of individuals elects a that or other political orientation, form of political conduct, why of the same type political institucii variously operate or variously perceived in different countries. That, political culture – it unique after complication and riches of maintenance the phenomenon which has the underlying structure and system of intercommunications with other public phenomena. Without the study of political culture it is impossible to probe political life of any society. Maybe, that a political culture is the matrix of political process, that reflects activity of all structures of the political system, comes forward the constituent of political sphere. A political culture is in all aggregate of relations which are folded between the participants of political

process, carries out influence on the forms of organization of state power, structure of its institutes, allows correctly and effectively to regulate relations between the state and civil society, provides a social consensus. For that to define *zv'yazok* of political culture with the political mode and its place in him, it is necessary to understand how the mode characterizes the political system, and also to understand the order of mutual relations of citizens, society and political power [5, s. 16].

As V. Bucevickiy marks becoming of democratic political culture is a transition from monoideology of totalitarian society to ideological and political pluralism. There is a dialog of political ideologies in democratic societies. This dialog plays a positive role in that sense, that due to him none of important values will be forgotten and does not test depreciation [2, s. 48-51]. Political pluralism is a basic line of democratic political culture, which means confession in political life of *bagatomanitnikh* interests, values of different interdependent and at the same time autonomous task and political forces, parties, organizations, expresses their right and ability to have an own point of view on a certain question, *bagatomanitnist'* positions and presentations and their reflection, in control system, activity of all his institutes, alternativeness, by society in acceptance of administrative decisions [3, s. 199].

That, maybe, that transformation of political culture includes for itself transformation of political consciousness and conduct of the masses and transformation of culture of activity of political institutes. A transition from an undemocratic political culture to democratic is accompanied a transition from monoideology to ideological pluralism.

It is necessary to notice that transition from an undemocratic political culture to democratic is passing to autonomous participation which is based on possibility of choice and incident to the developed civil society, to the competition in a policy. A democratic political culture is a culture of civil society. Plugging of citizens in an electoral process is provided the presence of the developed democratic political culture, which enables free will of people which has a right to elect the leaders of country in the conditions of political pluralism and democratic choice [3, s. 200].

Civil culture from certain part convention it is possible to name a democratic political culture. Although it, sure, inadequate concepts. But main signs of civil culture of *sidementuyut'sya* are in a democratic political culture. A democratic political culture as part of more general political culture absorbs for itself: 1) awareness of presence of certain public necessity; 2) lineation of the ideal measurings of realization of such aspiration; 3) *institucionalizaciyu* of democratic methods of realization of solicitation; 4) process of embodiment of solicitation *instituciynimi* facilities (influence on power or influence on society by facilities of power); 5) a reverse process of influence of practice of decision of public necessities is on an ideal vector. Thus, a democratic political culture is understood as structurally functional transformation of social necessities on maintenance of political process which determines it boundary character as co-operate political and nonpolitical [7, c. 6].

The citizens of Ukraine have forming of democratic political culture lasts until now. Became the point of counting out and political culture which dominated in Ukrainian society after the receipt of independence.

To according to Bi. Cimbalistogo, the political culture of Ukrainians even is deeply fragmented, because divided to east and west, religious religions (catholics and pravoslavni) and plenty of political parties [8, s. 97]. The fragmentaryness of political culture is explained protracted *bezderzhavnistyu* of Ukrainian nation, by existence in the different civilization fields.

It is possible with a confidence to talk about that Basic directions of transformation of political culture is: becoming of democratic type of political consciousness, forming of political conduct, is on democratic principles, claim of democratic culture of functioning of

administrative institutes. On the stage of claim of democracy, when introduction of new institutes and new procedures of functioning of public organism is in practice of everyday life, value of the masses, grows. The fate of this stage of transformation directly depends on the features of their mood and consciousness. Claim of political democracy, receipt of necessary firmness its institutes, is possible only at bringing in of greater part of society to the values of democracy, that awareness as most perfect form of the political system its masses in comparing to other. The lack of development of institutes of civil society, weakness of political parties, their inability to influence on acceptance of state decisions, state control, over MASS-MEDIA, low level of freedom of speech, hinders forming of political culture of democratic type [3, s. 203]. It is in this connection necessary to select those factors which are instrumental in forming of democratic political culture on the modern stage of development of society. It is liberalization and democratization of public relations, as a result of what terms are created for political creation of elite and wide layers of population; propaganda of knowledges about historical experience Ukrainian and other people and modern achievements of world concord; support of various initiatives, innovations, experiments, study and distribution of domestic political experience; bringing in of research workers is to development of political technologies and programs; distribution of a spring base of forming of the newest political culture conditioning for the display of positive tendencies in political life; legislative fixing of productive political ideas, norms, instituciy and development of the system of measures of them, the general use [4, c. 29]. Thus, for effective and successful socio-economic, political and cultural development a necessity is embodiment of principle of self-determination of personality, realization of public debts, through public copulas and democratic values (priority of rights and safe vital functions of man).

And however for years transformation considerable part of Ukrainian society perceived basic democratic ideals. For years independence all structural elements – values, skills, orientations, methods and receptions of political activity tested a considerable update. Society gradually gets used to political pluralism, to considerable differentiation of approaches, opened utterance of ideas [3, s. 203].

A democratic political culture can be formed only by transformation of society on indeed democratic, which gives possibility every citizen freely to take part in political life, creates the proper terms for development of culture and education, cares of the spiritual and moral state of population. Modern Ukraine in next times became before the necessity of realization of principle of political and cultural pluralism. Therefore a political culture of new society, which is formed in Ukraine, must be the culture of consent, civil world, honour, to freedoms and human rights.

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У статті розкривається суть та особливості політичної культури українського суспільства, аналізується трансформація політичної культури України за умов процесу демократичного державотворення. Дається оцінка значенню політичних культурних чинників в еволюційних процесах державного управління.

Ключові слова: культура, політична культура, демократія, суспільство

В статье раскрывается суть и особенности политической культуры украинского общества, анализируется трансформация политической культуры Украины в условиях процесса демократического государства. Дается оценка значению политических культурных факторов в эволюционных процессах государственного управления.

Ключевые слова: культура, политическая культура, демократия, общество

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FORMATION OF INFORMATION SPACE OF UKRAINE IN CONDITIONS OF EUROPEAN INTEGRATION

The article analyses informational space of Ukraine in terms of political and economical instability. It considers priority directions of development of the national information space as a competitive product on the global market. The authors of the article pointed out the main threats which exist in the relationship between the state and mass-media on the way to formation of the national information space. The article analyses perspectives of development of information space of Ukraine in terms of the European integration course

Keywords: information environment, information and communication space, information security Ukraine, European integration.

Statement of the problem: The defining property of media in totalitarian and post-totalitarian regimes is almost complete subordination to state power, or rather the Communist party. In The Soviet Union (and with certain variations, in other countries of «socialist camp») the leaders of Communist Party of various levels tightly controlled all aspects of media organizations [7], and this meant a complete absence of independent information space in any of the republics-members. After the collapse of the Soviet Union, Ukraine received complete information freedom; however, government could not use this feature then. The lack of quality of information product and the Communist remnants that prevailed in the media field, provoked a biased attitude of the society and the world community to an information product created on the territory of Ukraine. The lack of quality of information product and the Communist remnants that prevailed in the media field, provoked a biased attitude of the society and the world community to an information product created on the territory of Ukraine.

«Information pit», which hit Ukraine, led to the failure of the state to form a high-quality and competitive information space that would protect it from external aggression.