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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.

Consequently, the information space of Ukraine is in a state of inner ambivalence, triggered by political and economic instability, the lack of a clear strategy of information policy, the presence of foreign entities of influence, which aim to ensure their own interests. This determines the need for active study of the media space of Ukraine, problematic issues concerning the development of the national information space and search for ways out of crisis information. Destructive nature of the modern media space of Ukraine should not be ignored, because at the stage of transformation of state and society, the transition to European standards, exactly good quality information is a major means of preserving national sovereignty and integrity of the information space.

The purpose of the article. Analysis of Ukraine's information space in terms of the present time and identifying the main problematic aspects of the development of media environment in the period of transformation of the state.

Presentation of the basic material. Practice of information policy of Ukraine is determined by the need to ensure national interests by implementing the European model of information development and integration of the priorities of the state information policy in the government program gives Ukraine the opportunity to reform the political system in line with the modern transformation[8].

Development of informational space of the state is the key to communication companies and authorities, which contributes to the development and transformation of consciousness, the formation of the democratic state, allows to realize European values and implementing them in daily life. But this level of communication is significantly lower than we would like. A relatively active dialogue between the authorities and the people began in 2014, after the establishment of the course on European integration. The Ukrainian government in this respect made a mistake, not investing in the concept of «integration», «European idea», «European values» proper explanation of the nature of these phenomena, therefore, for companies, the vast majority, it's just words, behind which lie not reasonable expectations without a corresponding activity will lead to disappointment.

One gets the impression that for the authorities the communication process is identified with the simple dissemination of information.

The main reason for this situation in our opinion is:

- lack of a functioning «national information space», which refers to the totality of information flows, both national and foreign origin, which are available in the state. These include streams, forms press, electronic media, and which circulate in information networks etc [2].
- lack of high quality technical base and high-quality information products, which could resist foreign expansion [2].
- imperfection of the legislative base in the sphere of information relations (terminological inaccuracies, different interpretations of the same name and form concepts and categories, which leads to their ambiguous comprehension and application in practice) [12].
- low level of information culture of the population, which makes it easy to manipulate public consciousness and to perceive the defective product for credit.
- inadequate communication and the public authorities.
- lack of a holistic information space (this is especially noticeable in the country's East, where Ukrainian-language channels are almost not functioning, but the Russian media have the lion's share of the audience).

One of the essential conditions for the formation of the national information space is complex and effective protectionist policy of the state, whose main objective is to stimulate the creation of appropriate industries and ensuring their sustainable development. First of all, it developed and influential in society, a system of national Public broadcasting with the following production and technological components, as a national and satellite television and

radio broadcasting, online broadcasting, production of movies, television series, programs; competitive system of national film production and distribution; the national system for global collection and dissemination of information, focused on active dissemination of information about Ukraine and create its positive image in the world [1].

All researchers studying the information space of Ukraine, consider that active development of information infrastructure of Ukrainian society is necessary. This development would be lightened, if Ukraine had a clear, understandable and accepted by all the program of such development. In Ukraine there should be created a corresponding «Concept of reforming the information infrastructure, which must carefully collect this experience to reform their own information infrastructure». Without its proper functioning further economic, political and democratic development of Ukraine is impossible[2, p.7].

The absence of the developed civil society that can significantly affect the quality of political communication through the operation of the system «feedback», the permanent political dialogue, both at horizontal and vertical levels of society makes this process difficult [9,p.396].

In a democratic state, communication cannot be limited to promulgation of the adopted laws, decrees, decisions, and aims to provoke a backlash from the public, to stimulate interest to everything that is happening in the state and participating behavior [10, p.372].

In our opinion, Ukraine uses the opportunity to partnership with the European Union in the field of information not enough. The European vector and a new quality of information policy of Ukraine are priority to inform the Ukrainian population about the criterial components of rapprochement with the European Union and NATO, the defining moment of this situation is a real factor as gradually increasing criticality in the European approaches to the development of the political system, the political regime of Ukraine and, in particular, its information policy [8].

Regional and European foreign factors of influence on Ukraine's policy in the field of SMC, whose role in the revolutionary transition to real democracy is difficult to overestimate, was originally formed for a wider field of criticism of the political system. In recent years, this approach has undergone certain changes, yet the Western community has reason to believe that the information policy of Ukraine still does not fully comply with European standards [8].

Destabilizing factor in the process of creating a separate information space is supported by the excessive presence of Russian television on the territory of Ukraine, due to the lack of a clear division the information boundaries of countries, the failure to oppose aggression due to the lack of their active media. In addition, Ukraine should conduct a more assertive policy of domination in its own information space; it will have a positive impact on our world information image. Propaganda, bias and «jeans»² (according to the monitoring of «Public broadcasting»³ became the dominant base of any media in Ukraine. The government's efforts to meet European standards and to respect the rights of freedom of speech resulted in the transformation of the regional state TV and radio companies into public broadcasters. This obviously will take much more time than one would hope [13, p.3].

Along with the obvious benefits, the development of information and communication technology space brings completely new problems, including: sharp digital divide of countries and regions, the problem of legal regulation of the Internet, e-Commerce and taxation in this area, intellectual property issues, the problem of ensuring the security and confidentiality of information, the ability of psychological influence on individual and social consciousness

² Andrii Saichuk .Shcho take «dzhynsa»i z chym yii yidiat ?.[Elektronnyi resurs].- Rezhym dostupu: <http://uamoderna.com/images/biblioteka/world-youth-eyes.pdf>

³ «Zatocheni» pid vladu / A.Mnikh // Suspilne movlennia .- 2016 .- 22 serpnia. Rezhym dostupu:http://stv.mediasapiens.ua/reformuvannya/movlennya/zatocheni_pid_vladu

with the goal of imposing its vision of the characteristics of the opponent, his image, using modern information and communication technologies [5].

The development of global processes on the basis of a comprehensive Informatization creates a wide variety of cyber threats – from crowding out the domestic information market with domestic products more competitive up to conduct targeted information wars. According to the report of the National intelligence Council of the USA, information warfare will be the dominant factor in the current century. They will be conducted at all levels of the social structure of humanity between blocks of States inclusively. Modern information revolution unfolds against the background of information wars, which set a main goal to undermine the national security of States. Taking into account these approaches, the policy and the information function of the state in all regions of the world acquires a special importance [4].

Despite this, the priorities for improving information security of Ukraine are:

- improvement of legal support of information security through the development of its conceptual basis;
- definition or clarification of objectives, functions and powers of the subjects of information security of Ukraine;
- providing information sovereignty of Ukraine with the purpose of prevention of information dependence and information of expansion by other States or international structures;
- promoting international cooperation in the information sphere in a revision of its principles and mechanisms, strengthening international legal responsibility for the use of information in the field of forces and means which negatively affect or endanger the person, society, state;
- strengthening the organizational foundations of information security: solving the question of coordination of activity of subjects of information security, including the ones in the sphere of counteraction to information aggression, ensuring cyber security of Ukraine;
- establishing a system of public-private partnerships in the field of information security;
- the introduction of a system of democratic control over the activities of state subjects to ensure information security;
- development of communication policy in relations «state-society». However, it is necessary to develop programs of educational impact, aimed at the formation of abilities to ensure their own information security, including raising the level of culture of use of means of processing information the disclosure of private information and its protection, critical attitude to information[10,p.39].

So, the path of democratic reforms, which our country has entered, requires a number of strong changes - primarily the establishment of the relationship with civil society (which is also at the stage of formation), improving the legislative base in the sphere of information security, improving the quality of domestic information of the product and minimizing the negative impact of foreign information technology.

Ukraine should be prepared for all challenges, otherwise we risk losing the sovereignty of its information space, which is already precarious, and become hostages of someone's beliefs.

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Стаття присвячена аналізу інформаційного простору України в умовах демократизації, визначенню найгостріших проблем, що постали перед українськими медіа на шляху реформування та наближення до європейського зразка. Після розпаду СРСР Україна отримала повну інформаційну свободу, проте раціонально використати таку можливість тодішня влада не спромоглась. Інформаційний простір України є надто хитким та залежним від внутрішніх та зовнішніх чинників щоб назвати його справді існуючим. Немає інформаційних кордонів та розмежування сфер впливу, зрештою, відсутні якісні виходи на міжнародну інформаційну арену для забезпечення пропагування державних інтересів. Ми фактично пливемо за течією, будь то пропаганда російських медіа служб, чи інтерпретації подій західними ЗМІ.

Вдосконалення та підведення під вимоги європейських медійних стандартів є одним з пріоритетних завдань у формуванні українського інформаційного простору. Основною проблемою, що стоїть зараз перед українськими медіа є створення своєрідної інформаційної стіни, що дозволить відфільтровувати інформацію отриману ззовні, обмежувати пропагандистський тиск з боку Російської Федерації, в період протистояння на сході України, підвищити рівень довіри до власних ЗМІ та зрештою змінити роль з країни-реципієнта на країну - комуніканта.

Зростаючий вплив зовнішніх інформаційних і комунікаційних чинників на розвиток суспільно-політичних відносин в суспільстві вимагає підвищення якості виконання державою інформаційно-комунікаційної функції . Далеко не всі уявляють сьогодні, наскільки серйозною вона є в умовах сучасної геополітичної обстановки навколо України і як обернеться для нас найближчим часом маніпулювання змістом інформаційних повідомлень аматорами приватних ЗМІ.

Інформаційна безпека посідає одне з ключових місць у системі забезпечення життєво важливих інтересів усіх без винятку країн. Це в першу чергу обумовлено нагальною потребою

створення розвиненого інформаційного середовища суспільства. Але саме через інформаційне середовище найчастіше здійснюються загрози національній безпеці в різних сферах діяльності особистості, суспільства й держави. У сучасних умовах виникла потреба в переосмисленні та уточненні проблеми інформатизації України крізь призму її інформаційної безпеки з урахуванням сучасних інформаційних впливів. Якісний медіа простір потрібен передусім громадянам, прагнути до громадянського суспільства не маючи суспільних медіа нераціонально та неможливо.

Деструктивний характер, який носить сучасний медіа простір України не варто залишати поза увагою, оскільки на етапі трансформації держави та суспільства, переходу до європейських стандартів, саме якісна інформація є головним засобом збереження державного суверенітету та цілісності інформаційного простору.

Ключові слова: інформаційний простір, інформаційно-комунікаційний простір, інформаційна безпека України, євроінтеграція.

Стаття посвячена аналізу інформаційного пространства України в умовах демократизації, определению наиболее острых проблем, стоящих перед украинскими медиа на пути реформирования и приближения к европейского образца.

Ключевые слова: информационное пространство, информационно-коммуникационное пространство, информационная безопасность Украины, евроинтеграция.

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Nataliia Shoturma

INTERNET AS A MECHANISM OF PUBLIC INFORMATION POLICY IN LOCAL AUTHORITIES

The influence and role of the Internet in the process of state information policy in local executive bodies are considered the basic mechanisms of its implementation in the information space.

Key word: information, public information policy, internet, local authorities.

Modern state information policy of Ukraine is gradually becoming imperative signs for a good socio-economic development of the country. New information and communication technologies, especially the Internet, are one of the most fundamental instruments that affect the development of society in the XXI century. In today's world, information is a strategic national resource, which has important role in system of the state. Scientist O. Litvinenko says that «the society begins redistribution of real power from traditional structures to the centres for information management» [12, p. 32]. Scientist M. Castells notes that «the Internet is the fabric of our lives... and networks as organizational practices have significant advantages through their flexibility and adaptability – the fundamental quality for survival and success in the environment, that now very changes» [11, p. 2]. The use of Internet in administration gives possibility to get some information and to disseminate and embody interactive access to the information sphere, to carry out personal communication.

It may be noted that the development of new information technologies in the second half of the XX century found these dilemmas that have expressed their understanding of the theoretical concepts in the information society and the authors of this concepts are Z. Brzezinski, D. Bell and M. Castells, J. Galbraith, F. Machlup, T. Stonier, E. Toffler and others. Domestic researchers G. Akopov, L. Vasylenko, A. Dubas, V. Kravchenko, A. Emelyanov, A. Kolodyuk, N. Karetnikova, A. Sosnin and others have considered this theme in their works. Review of scientific studies on the Internet allows coming to the