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PROPAGANDA AND COUNTERPROPAGANDA: LEGAL ANALYSIS

In today's conditions, when the information war is gaining momentum, information security is becoming especially important. Most of the blows to the socio-political state of the country are inflicted through various forms of ideological propaganda, which, in turn, negatively affects society and threatens the existence of a democratic and united Ukraine. Our state has become a "battlefield" between different ideological models. There is a need to develop effective means and methods of counteracting propaganda activities and reconciling the entire Ukrainian people.

The media, including the Internet, radio, television, and the press, are so-called tools of manipulation and propaganda in the hands of the enemy. Because public opinion has a great influence on the state system of a democratic country, in the skilful hands of politicians and leaders, information acts as a real weapon for manipulating the mass consciousness of the people, especially in revolutionary periods. To protect and counter propaganda, it is worth thinking about counter-propaganda technology, the success and application of which will bring victory in the propaganda confrontation.

In the context of information wars, propaganda will be one of the directions or forms of information confrontation between states. However, this concept is used in a broader sense, including domestic policy, the fight against terrorism and others. The concept of propaganda is often used in a negative context, as the activity of the state to "brainwash" its population (domestic propaganda) or residents of foreign countries (external propaganda).

Different sources give different definitions of the concept of propaganda. L. Fraser, an English sociologist, wrote that propaganda is the art of forcing

people to do what they would not do if they had all the information about the situation. That is, we can give the following definition of propaganda - the activity of providing information and psychological influence on people and social groups to achieve certain goals.

In turn, the scientist and political scientist of the United States, G. Laswell, identified three main types of propaganda:

1) "white" propaganda" - the propagandist openly calls himself and gives the opportunity to connect propaganda texts with the real source.

2) "gray" propaganda" - the propagandist uses specially created sources to distribute propaganda materials or ensures the promotion of materials in certain independent media.

3) "black" propaganda "- the propagandist distributes materials on behalf of a third party, such as an underground organization [2].

A striking example of propaganda influence on the Ukrainian population is Russia, which has created a whole information platform, through which it made all possible propaganda influence as effective as possible, which generated hatred, violence and hostility in Ukraine. A measure of protection against Russian propaganda was the creation in 2015 of the "Information Troops of Ukraine." It was a state organization that operated on a volunteer basis. However, the organization did not carry out offensive counter-propaganda, it acted in order to monitor the Russian media for the presence of fake data about the Ukrainian state.

It should be noted that counter-propaganda is an activity of providing information and psychological influence on people and social groups in order to neutralize the enemy's propaganda. Professor N. Kull identifies two levels of counter-propaganda: tactical and strategic. Tactical counter-propaganda involves reacting in the form of messages or actions in response to a specific message from the enemy. Strategic counter-propaganda means a holistic information policy as an appropriate line for the propaganda activity of the opposing side [1, p. 15].

An outstanding expert, Professor G. Pocheptsov, develops the idea of tactical and strategic response to the information activity of the enemy. He notes that "good counter-propaganda is a pre-built filter. In this case, you do not need to deal with each new fact-fake, as the entire flow from this source is considered unreliable. A tactical decision to declare a specific fact voiced, a strategic decision to declare the entire stream a lie" [4].

As for Ukraine's actions in the information war, they do not quite meet the requirements of counteracting the Kremlin's information pressure. First, the occupied regions are cut off from the channels of current information and proving the Ukrainian view of current events. Besides, in tactics of conducting military operations in anti-terrorist operation due attention is not paid to carrying out actions of information and psychological operations. There are also

no mobile TV centers, radio studios or repeaters for active information activities on the side of the anti-terrorist operation forces. Ukraine does not use radio interference techniques to prevent terrestrial TV and radio broadcasts in the occupied zone. There is a lack of media resources, in particular on the Internet, for informational activities aimed at supporting the audience of the occupied regions. In the information flow, it is extremely rare to find content in support of Ukrainian citizens on the other side of the information field. It seems that part of our audience on the front line is forgotten.

According to Professor G. Pocheptsov, today's conflict between Ukraine and Russia is "the first semantic war in the world." In the war of meaning, it is the image and visualization that turn on the world of emotions, where there is no place for rational reasoning. That is why television, due to its visualization, becomes a powerful means of information and psychological warfare. Due to the powerful informational influence of the aggressor, ordinary citizens of villages and towns of the east trusted the propaganda materials of the militants and opposed the Ukrainian military [3, p. 24].

Based on the above, we can conclude that counter-propaganda technology is of great importance for preventing and counteracting propaganda. In the situation of Ukraine with Russia, the propaganda actions of the enemy prevail over the national counter-propaganda. The occupier uses all possible mechanisms of influence, using lies, fakes, pre-conceived television programs, which manipulates people. Ukraine is more defensive and only responds to the aggressor's challenges. There is a need to create an effective model of protection and resistance to hostile propaganda in conditions of armed conflict. It is important to cover truthful information and convey it to citizens, media contact with the public, the language of the press and broadcasts, coverage of socially important events and the development of electronic media and social networks.

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