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## METHODOLOGICAL BASIS OF UKRAINE'S STATE INFORMATION POLICY

*The article provides a comprehensive analysis of the state information policy's methodological foundations of in Ukraine. It also analyzes current scientific problems. It consists in the state policy's scientific substantiation of the methodological foundations in the sphere of mass communication in the conditions of social changes in Ukraine. It is substantiated that the improvement of the state information policy in the process of its development and implementation requires taking into account the national cultural identity of the national information space. Without preserving national cultural identity, the integrity and independence of the nation-state become problematic. It was clearly confirmed by the events in Crimea and eastern Ukraine, which escalated into a full-scale Russian-Ukrainian war. It becomes obvious, that without taking into account the cosmopolitan trends of the information society and global culture, there is a threat of the national information space isolation. All of these can cause the displacement to the periphery of the socio-political and economic life of the modern world. At the stage of information warfare the most important task is to use the capabilities of the mass media to mislead a potential enemy, discredit its military-political leadership and leaders, and limit the enemy's actions. The same must be done with information and propaganda activities, up to and including organizing an information blockade. A comprehensive analysis of the mass media activities during election campaigns in Ukraine has demonstrated the need for the legislator to define clearly the requirements for the general principles of information support for the electoral process. Without clear criteria for "impartiality", "balance", "completeness" and other concepts, the assessment of election coverage turns into an assessment of the methods used to measure the information activities of the mass media during elections in Ukraine. It has been established that ensuring the right to receive public information from state authorities and other managers of public information is a key principle of state policy. This policy is aimed at increasing the level of transparency and openness of the state activities and local self-government. It also prevents corruption, public participation in state administration and decision-making. These measures require a comprehensive analysis of the latest vectors of the state's information policy implementation, the principles and instruments of ensuring the right of access to public information, (defined by the Law of Ukraine "On Access to Public Information"), and the search for effective mechanisms for its practical implementation.*

**Keywords:** state information policy, national information space, information society, public information, information security.

## МЕТОДОЛОГІЧНІ ОСНОВИ ДЕРЖАВНОЇ ІНФОРМАЦІЙНОЇ ПОЛІТИКИ УКРАЇНИ

*У статті проведено комплексний аналіз методологічних основ державної інформаційної політики України. Проаналізовано актуальну наукову проблему, що полягає в науковому обґрунтуванні методологічних засад державної політики у сфері засобів масової комунікації в умовах суспільних змін в Україні. Обґрунтовано, що вдосконалення*

*державної інформаційної політики в процесі її розробки та реалізації вимагає враховувати національно культурну самобутність національного інформаційного простору. Без збереження національно культурної ідентичності стають проблематичними цілісність і незалежність національної держави, що яскраво підтвердили події в Криму та на сході України, які переросли в повномасштабну російсько-українську війну. Разом з тим без урахування космополітичних тенденцій глобальної культури інформаційного суспільства виникає загроза ізоляції національного інформаційного простору та його витіснення на периферію соціально-політичного й економічного життя сучасного світу.*

*Найважливіше завдання на етапі інформаційної боротьби є використання можливостей засобів масової комунікації з метою введення в оману потенційного супротивника, дискредитації його військово-політичного керівництва та лідерів, обмеження інформаційно-пропагандистської діяльності супротивника аж до організації інформаційної блокади.*

*Комплексний аналіз діяльності засобів масової комунікації під час виборчих кампаній в Україні засвідчив необхідність чіткого визначення законодавцем вимог до загальних засад інформаційного забезпечення виборчого процесу. Без наявності чітких критеріїв «неупередженості», «збалансованості», «повноти» та інших понять оцінка висвітлення виборчого процесу перетворюється в оцінку методик, за допомогою яких вимірюється інформаційна діяльність засобів масової комунікації під час виборів в Україні.*

*Встановлено, що забезпечення права на отримання публічної інформації від органів державної влади та інших розпорядників публічної інформації є ключовим принципом державної політики, спрямованої на підвищення рівня прозорості й відкритості діяльності держави і місцевого самоврядування, запобігання корупції, участі громадськості в державному управлінні та прийнятті рішень, що потребує комплексного аналізу новітніх векторів реалізації інформаційної політики держави, принципів та інструментів забезпечення права доступу до публічної інформації, визначених Законом України «Про доступ до публічної інформації», пошуку дієвих механізмів його практичної реалізації.*

***Ключові слова:** державна інформаційна політика, національний інформаційний простір, інформаційне суспільство, публічна інформація, інформаційна безпека.*

**Problem statement.** Ignoring the wide range of domestic scientific research in the field of mass media, modern science of public administration has not paid due attention to the comprehensive theoretical and methodological substantiation and determination of practical ways of state policy's implementation in the information sphere. In addition, the high information vulnerability of the state and society in the context of modern globalization processes and real information confrontation is a crucial problem of Ukrainian society.

The need for new research is caused by continuous changes in the communication environment and the mass media system itself. In particular, changes in communication flows, changes in the structure of information

consumption and the increasing role of the audience, as well as the formation of a new consumer type.

The formation of the civilization paradigm perception as an information society requires a change in the understanding of the place and role of communication systems in the globalization context. The increase in the volume of information flows. The information and communication technologies development makes it possible to control the processes of not only the national, but also the global information space. Ukraine needs to create balanced information infrastructure capable of ensuring the formation, effective use and protection of national information resources and the national information space of Ukraine. This creation depends on a clear organizational and legal definition of the views system on the goals, objectives and main directions of the Ukraine state information policy. The state policy in the field of mass communication in particular.

**Analysis of recent research and publications.** The scientific approach to understanding the place and role of mass media in modern society, philosophical and political scientific investigations devoted to the formation and development of the information society, have been carried out in numerous scientific works of famous foreign researchers: D. Bel, P. Bourdieu, N. Wiener, R. Hackett, D. Gallin, B. Gurney, E. Dennis, M. Janis, R. Kay, M. McLuhan, D. Milton and many others.

The study of the mass media system and state information policy mechanisms in Ukraine has been given a significant place in many works of famous Ukrainian scientists and researchers. Among them are: I. Aristova, M. Bondarenko, V. Horbulin, L. Gorodenko, O. Hrytsenko, A. Kolodyuk, E. Makarenko, O. Meleshchenko, Y. Finkler, I. Chyzh and many others.

**The purpose of this research** is the scientific justification of the state information policy methodological foundations in Ukraine.

**Presentation of the main material.** The formation of a civilization perception paradigm as an information society requires transformations in understanding the place and role of communication systems in the context of globalization. The information flows' growth as well as the information and

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communication technologies' development lead to the need to control the processes of not only the national, but also the global information space. There is a transformation of perception and the prospects understanding for the communication systems development. All these requires new methodological foundations of research.

Such famous scientists as F. Siebert, W. Schramm and T. Peterson initiated the scientific approach to understanding the place and role of mass media in modern society. They also identified four press theories: authoritarian, totalitarian (or Soviet-communist), libertarian and the social responsibility theory. Each of them considers the relationship principles between mass media, government and society along with the understanding of the mass media social responsibility.

Canadian philosopher M. McLuhan considers communication as one of the basic conditions for the state information policy formation. He also didn't forget about information technologies as the main factor influencing the socio-economic basis formation of a new society [1]. There are separate scientific schools that study information technologies and methods of encoding cognitive processes. The recognized authority who proposed a scientifically sound system for transmitting and reproducing information is the famous American researcher G. Lasswell.

The first information society models were developed in Japan by the Institute for the Dissemination and Implementation of Computer Technology. In particular, "Japanese Information Society: Themes and Approaches" (1969), "Information Society Plan" (1971), "Plan for the Information Society Creation – a National Goal by the 2000" (1972) [2]. They are based on the ideas of J. Masuda. He says that the social revolution's ultimate goal should be a society that is able to ensure the full flowering of human intellectual abilities, and not material well-being.

However, Professor of the Bradford University (Great Britain) saw a particular danger to the awareness of society in the increasing information transformation into a commodity that should bring not knowledge, but profit to its

owners. According to the scientist even the British Museum library is being transformed from a source of knowledge into a source of profit.

According to the same author Prf. D. Lyon, the main characteristics of the information society are as follows: in the technical sphere - the information technologies introduction into all production spheres, economic and business life, into the education system and everyday life. It also is needed in the social sphere because under the information influence, a new, informational consciousness as well as the quality-of-life changes are formed. We can't forget about the economic sphere. In this sphere the information becomes a basic resource as well as a source of additional value and employment. In the political sphere we need freedom of access to information. It becomes the basis of the political process, the principles of pluralism and democracy. Moreover, cultural sphere requires the formation of appropriate norms and values that meet the requirements of the individual and society as a whole development [3].

According to D. Lyon, the state authorities' actions should be open, understandable and controlled by society. Strengthening such trust requires that the authorities be more informed about the state of public opinion. It should take it into account in the policy development process [4]. As a type of information policy in the information society, the media policy formation and development are thoroughly examined and analyzed in his works by M. May, German scientist and administrator [5]. According to the researcher, such a complex phenomenon as media can be understood only with the help of an interdisciplinary approach. He notes that media policy as a set of various measures for the social communication processes formation is a relatively new direction. The scientist identifies five options for governance in the information society: a smart state; a surveillance state; a traditional national state; a postmodern state and electronic democracy.

A. Grabelnikov has another opinion. He says that an information society can be formed where a favorable social environment has already been created. It can be when a few population percent can provide food for the rest and give them the opportunity to realize themselves in other areas [6, p. 292].

For example, in the USA, 60% of the working-age population is involved in the information sphere, and only 2.8% in agriculture. Therefore, according to the researcher, the information society construction in Russian conditions should begin with the development and strengthening of the economy. Primarily it concerns its agricultural sector, which, in our opinion, is extremely relevant for Ukraine. S. Aleksukhin insists that every state body that makes decisions binding on citizens should have an official electronic publication, which is distributed free of charge or by subscription [2, p. 29]. At the same time, the electronic publication should not be a copy of the paper one, but an independent and targeted one.

For example, the parliament can prepare special publications for children and adolescents. For the media, scientific and practical publications addressed to specialists. According to the scientist, communication with citizens via e-mail should become an any state structure standard practice. The authorities' actions according to these scientists, should be open, understandable and controlled by society. Strengthening mutual trust requires that, for their part the authorities, should be well informed about the public opinion state. They must take it into account when developing policies.

The authority's interaction with civil society institutions is impossible without information openness. Therefore A. Vorobyov proposes to expand the information field by radically updating the functions and existing information services activities methods and criteria of the executive bodies. Everything should be done for narrowing the departmental secrets circle and training civil servants in practical work in information openness conditions. It is better to establish channels of two-way communication between state bodies and public organizations dealing with similar problems [7]. State information policy as the government bodies activities in specific areas was defined by the researcher E. Tavokin.

Among them we can name the development of target benchmarks and criteria for assessing the effectiveness of information policy. They are determined on the basis of ideological doctrine. Production, accumulation and storage of relevant information about socially significant events taking place in the state and

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abroad are also important. The adaptation, interpretation, ordering and prioritization of information in accordance with ideological attitudes should be included. Orderly replication and distribution of this information through mass communication channels, primarily state ones are of a great importance. It is necessary to ensure coordination activities of non-state mass communication channels and press services of state structures. Ukrainian policy needs the targeted training and retraining of personnel involved in the information sphere. We must be aimed on information development of scientific, technical and production potential in the state media, communications and telecommunications field as well as the development of the legal framework in the information activities field. Nothing can be done without the development and strengthening of the information security system and formation and development of state information resources. All the above ensures the right of citizens and organizations to receive publicly available information. Thus it enables citizens to conduct systematic monitoring of the information policy implementation effectiveness [8].

The information sphere rapid and global development, modern information and communication technologies affect significantly the political, economic, socio-cultural, security and other components of the development of society and the state. The information resources in modern conditions are becoming a system-forming factor in their life. In our opinion, an important direction of scientific research is the need to determine the goals, objectives and main directions of state information policy. It must be capable for ensuring the formation, distribution and effective use and protection of Ukraine's national information resources.

During the last few decades of the twentieth century the famous Ukrainian researcher, A. Moskalenko, paid in his works much attention to the information support problems for the life of society in the process of the sovereign Ukraine formation [9]. Thus, in his opinion, the economic, political and spiritual life of Ukraine in the process of establishing its statehood involves information support for the society consolidation. Therefore, despite different platforms and directions, the entire mass communication system should express the principles of universal

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human values, political pluralism. From the point of view of the national idea it should contribute to the disclosure of the entire creative civil society potential [10].

For the first time, domestic scientists G. Pocheptsov and S. Chukut attempted to investigate and highlight comprehensively the essence and main modern information policy components at the academic level in Ukraine [11]. The building issues of an information society, the legal regulation problems of the information sphere as well as the electronic governance system formation and implementation are considered. All these was done by the scientists taking into account foreign and domestic experience.

The other domestic scientists M. Bondarenko, S. Matorin, E. Solovyova worked to make up for Ukraine's lagging behind in training specialists in the communication sciences field. All of them tried to do this in the context of the main challenge of our time – globalization, using the methodological apparatus of systemology – as well as under the systemic approach of the neo spheric science development stage [12, p. 13].

This scientific research direction continues to be explored by A. Chichanovsky and O. Starish. They have summarized and systematized in their joint scientific work the specialists' research in the fields of modern informatization, information policy and the state information security [13, p. 2].

According to the above researchers, as a social informatics branch, the state information policy is its socio-political component. In this sense, information policy is the mass communication informatics. It studies how mass communication forms ideological views, thoughts and assessments. All these determines the life and culture of people's behavior.

It follows that the state regulation issues and the pro-state worldviews formation in the society are important for Ukraine. Primarily during the specialists' training in the mass media field.

At the same time, taking into account globalization as the main challenge of modernity, which determines not only state but also world policy. The significant



part of scientific research is devoted to the mass media role and place in the civilizational processes' security system [12, pp. 9–10].

T. Prystupenko pays considerable attention to the interaction peculiarities between the state and mass media in the domestic information space. In his research, he focuses on the problems of speech freedom, ethical principles of the Ukrainian journalists' activities as well as the legal regulation of domestic mass media functioning [14, p. 4].

In subsequent scientific works, the domestic researcher continues to study the role of mass media in the processes of state formation and civil society construction. In particular, the problems of the relationship between mass media and politics, as well as the peculiarities of the journalist's activity in the process of political analysis and creation of political portraits. In their works they are paying special attention to the consideration of the influence of mass media on the process of political communication, socio-cultural orientations of society, the specifics of state information policy in Ukraine and ensuring speech freedom [15].

For a long time, T. Prystupenko has been analyzing changes in domestic information legislation with a view to improving the mass media space of Ukraine. He investigates into all its subsystems, including implementing international standards for the mass media activities and the stability and democratic functioning of the state's information space.

Another domestic researchers S. Pavlyuk and S. Demsky for the first time structured scientifically the information legislation of Ukraine. It covers over 240 regulatory and other acts adopted by state authorities in the field of information relations regulation [16, p. 3]. Media experts – D. Protsenko and D. Tupchienko – made an attempt to analyze the legal regulation international experience of the new convergent media activities.

They noted that the regulating new convergent media problems in Ukraine are just beginning to be studied. The researchers identify foreign trends and best practices. Moreover, they try to clarify the Ukrainian features of the new technology's development and relevant legal relations. These relations are based

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on the need to establish a common understanding of the new convergent media essence and concepts between the state regulators and media market participants.

As a tool for forming public opinion through possible discourse on the scale of the entire society, the mass media role has been studied in recent years by the domestic scientist V. Ivanov. In his works, he was trying to systematize the knowledge accumulated by science in the field of mass communication processes studying [17]. The special value of the scientist's work lies in defining the Ukrainian scientist's contribution to the study of mass communication. In particular, he cited scientific works of Z. Partyko, N. Kostenko, G. Pocheptsov, V. Rizun, Z. Partyko, A. Moskalenko, B. Potyatynnyk and many others.

So, we determined the main principles and mechanisms of state information policy, which ensure the information security. We also considered the directions and trends of the global information development sphere. We analyzed the foreign experience in developing and implementing media policy as well as the possibilities of its application in domestic conditions. We should conduct regular monitoring of the Ukrainian television media development. On top of this, we should develop the national segment of the Internet and online resources, while measuring the ratings and assessing the information product quality.

**Conclusions.** It is worth noting that these studies still have a narrow, usually special, sectoral nature. It does not give a holistic idea of the domestic information systems dynamics and the level of state information policy effectiveness. But it is worth saying that the studies by Ukrainian scientists do not always take into account the dynamics of changes in the media sphere and information space in a timely manner. We often react late to internal and external information challenges and threats. In this research we gave the socio-political situation specifics and the peculiarities of the domestic information development, and the media market in particular. That is why we are dead sure that studies of state information policy in information danger conditions are of particular relevance. In order to increase its effectiveness, the information and communication environment and information resources of the state require further analysis [14].

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