

PROPAGANDA AND DISINFORMATION: UKRAINIAN RESPONSE TO RUSSIAN AGGRESSION

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In the current geopolitical context, the issue of propaganda and disinformation aimed at undermining stability and sovereignty holds significant relevance, especially in the context of the hybrid Russian-Ukrainian war. Aggressive propaganda from the Russian Federation plays a substantial role in intervening in internal affairs and destabilizing the situation in Ukraine. This matter has become crucial not only for internal political stability but also for international relations, considering the impact of disinformation on international partnerships and Ukraine's image globally.

The present state of society, under excessive pressure from Russian propaganda-driven disinformation, demands careful analysis and understanding of strategies to uphold truthful information. The task lies in the necessity to develop and implement effective counter-disinformation strategies that would ensure informational security and restore trust in reliable sources of information. Ukraine, as a subject of geopolitical processes, is at the forefront of this confrontation and holds significant importance in formulating strategies and developing tools to address this challenge.

Russian propaganda in the context of the conflict with Ukraine is a pivotal factor influencing public opinion and shaping the information space. Methods employed in this context include the dissemination of fake news, emotional manipulation, and distortion of facts aimed at creating a constructive image of events and conflict actors [1]. This strategy aims to portray a favorable image for Russia within Ukrainian and international communities, utilizing diverse media channels and social networks. Controlling the information space and manipulating public opinion become effective tools in achieving political goals by shaping perceptions and beliefs among the population. However, detailed analysis of the methods used reveals their significant manipulative nature and unreliability, casting doubt on the consumers' trust in sources controlled by Russia. Such an approach affects international relations and the internal political situation, contributing to the formation of conflicting perceptions and deepening discrepancies between Ukrainian and Russian understandings of events.

Regarding Ukraine's strategy to counter Russian propaganda and disinformation, based on a comprehensive approach aimed at strengthening

informational security and restoring trust in reliable information sources, several key aspects can be highlighted [3]:

- Media literacy and education: Focusing on raising the level of media literacy among the population through educational programs, enabling critical evaluation of information and distinguishing fake news from credible sources.

- Development of independent media and information resources: Supporting and stimulating the development of independent media and online platforms that provide objective and credible information to the public.

- Counter-propaganda and information warfare: Launching counter-propaganda campaigns to expose and resist fake news, as well as actively using social media and online platforms to disseminate truthful information.

- International cooperation: Developing international cooperation with other countries and international organizations for exchanging experiences and jointly combating disinformation.

- Support for information security: Improving technological and cyber measures to protect against cyberattacks and information manipulation.

This mentioned strategy aims to create an effective mechanism to counter disinformation and propaganda, ensuring citizens' access to objective and reliable information necessary for making informed decisions and fostering a resilient civic stance.

The question of the effectiveness of measures aimed at countering and preventing the aggression country's propaganda in the political arena is a complex task, as it requires a combination of various strategies and constant monitoring to achieve success.

One of the key aspects of an effective strategy is understanding the dynamics of propaganda actions and reacting to their changes. This involves continuous analysis and assessment of the aggressor country's propaganda campaigns and their impact on the public and the political atmosphere [2].

Additionally, the effectiveness of measures also depends on the development of modern tools and response strategies to propaganda actions. This includes using technology to detect and control fake news, developing counter-propaganda campaigns, and actively utilizing social media to disseminate truthful information.

Furthermore, the effectiveness of counteracting aggressor propaganda also relies on the support of the international community and collaboration with other countries. The exchange of expertise and joint work with other nations can ensure greater efficiency in countering the threats of aggressor country propaganda on the international stage.

Overall, a successful strategy against aggressor propaganda requires a combination of diverse tools and continual refinement of strategies to ensure effectiveness in preventing and confronting disinformation and propaganda in the political arena.

Therefore, in the context of the current situation, the discussion and analysis of propagandist methods, as well as strategies to counter disinformation amid Russian aggression, become exceedingly important for further strengthening information security and preserving democratic values in Ukraine and beyond its borders. It is worth noting that Ukraine is actively

working to uphold truthful information and counter propaganda and disinformation aimed at undermining stability and sovereignty. Although it is a complex process, Ukraine's efforts demonstrate a commitment to reinforcing information security and supporting truthful information.

References:

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