

МЕДІАТЕХНОЛОГІЇ І МЕДІАВІЙНИ

Visn. Lviv. Univ., Ser. Zhurn. 2019: 45; 3–12 • DOI: <http://dx.doi.org/10.30970/vjo.2019.45.9973>

УДК 004.056.53:07]:303.446.4

INFORMATION WARFARE: HISTORIOGRAPHY OF THE CONCEPT, DEFINITION, MECHANISMS OF IMPLEMENTATION

Mariana Kitsa¹, Iryna Mudra²

National university Lviv Polytechnic,
Kn. Romana str. 3, 79058, Lviv, Ukraine
e-mail: imkitsa@gmail.com

¹ <https://orcid.org/0000-0002-0704-5012>

² <https://orcid.org/0000-0002-8410-5437>

The article deals with the concept of information warfare, so the comparative analysis of definitions of information warfare and information confrontation is done and the features and essence of these concepts are determined. Based on the analysis of 63 publications in Russian Internet media of different directions, it was concluded that the media in these media had a negative attitude to the events in Ukraine and the general themes of the materials, and their ideological orientation has not changed for today.

Key words: information warfare, confrontation, mass media, ideology.

Formulation of the problem. With the increase of the number of events, their means of coverage and information flows, so there is a growing need for their competent, timely and impartial interpretation, analysis of their causes and consequences, indicating an increase in the responsibility and role of the journalist in public life. Having the ability to influence the consciousness of a large number of people, the media is sometimes turning into a tool of manipulation. In many countries of the world, information warfare becomes one of the tools for the implementation of domestic and foreign policy, since it can influence the processes at almost all levels of state and social order in any country and region. The events which are taking place in Ukraine during the last 4 years have shown how conducting an information war between one state and another can affect on its development and the consciousness of its citizens.

The purpose of the article is to identify the specific mechanisms of conducting information warfare against Ukraine, which are used in the Russian media.

Analysis of recent research and publications. The basis of the work were the writings of authors who investigated the information warfare in the media. Among them are G. Pocheptsov, O. Dubas, N. Volkovsky, E. Tofler. In their studies, they clearly outlined the concept of «information warfare», investigated the mechanisms of its implementation

and the the impact on the human psychology, determined the role of information wars in geopolitics. In addition, O. Lazorenko, V. Konakh, V. Tkach, O. Kozogov, and A. Syik in their works investigated the role of the information warfare which is held by Russia against Ukraine in the current Russian-Ukrainian conflict. They determined the specifics and tendencies of the presentation of materials about Ukraine in the publications of the Russian media.

Presentation of the main research material. As for today, no country in the world is able to protect itself, using only military-technical resources. Ensuring the security of citizens can be achieved through military, political, economic, information and other measures. Information warfare, which is competently combined with other sources, is an integral part of the conduct of the foreign and domestic policies of the successful states.

The term «information warfare» has a modern history. It appeared in the mid-80s of the twentieth century in connection with the new tasks of the US Armed Forces after the end of the Cold War. Its emergence was the result of the work of a group of American theorists which were engaged in military problems. This term became more popular after the operation «Desert Storm» in 1991 in Iraq, where new information technologies were first used for military purposes [2].

Information warfare is interpreted as a form of informational confrontation between different actors (states, non-governmental, economic or other structures), which provides for a complex of measures to inflict damage on the information sphere of the confronting party and to protect its own information security.

It would be advisable first to explain the difference between the concepts of «information warfare» and «information confrontation.» In the broad sense, the information confrontation is a form of struggle, which combines a set of special (political, economic, diplomatic, technological, military, etc.) methods, methods and means of beneficial influence on the information sphere of the object of interest and protection of its own interests to achieve the goals [3,p.6].

In the narrower sense, the information confrontation (in the military, defense spheres) is a set of informational measures which are carried out in order to capture and retain a strategic initiative, to achieve information superiority over the enemy, and to create a supportive propaganda basis during the preparation of combat and other activities of the armed forces [6].

We can call the information confrontation as a war without the declared front line, since it consists of a complex of operations that are virtually impossible to trace and detect. Thus, we can argue that the notion of information confrontation is wider and includes the concept of information warfare as one of its two components. Researchers argue that it is possible to distinguish between information and technical, informational and psychological components of information confrontation [9, p.223].

The confrontation of information is carried out at three levels: strategic, operational and tactical. The notion of «information warfare» is broad and consists of many aspects. Different interpretations of this concept are explained by the fact that the phenomenon of information warfare is studied in many sciences. The greatest attention to the study of information wars is paid in military sphere. In the United States Armed Forces Chiefs Committee's «The Only Doctrine of the Conflict in the Field of Management and Communication,» the term «information warfare» is identified with the notion of «information confrontation» and is interpreted as a combination of measures which are taken to achieve information

superiority over an opponent by influencing its information systems, processes, computer networks, social and individual consciousness and subconsciousness of the population and the personnel armed forces, while protecting its media [3]. Thus, in such a treatment, two types of information struggle are combined – informational, technical and psychological.

Considering the concept of information war, it is possible to distinguish many theorists who investigated it. Scientist Michael Pillsbury, relying on a large number of Chinese primary sources, argues that «the purpose of the information warfare for Chinese literature is the domination of information» [24]. Thus, conducting an information warfare, the Chinese government will seek first of all methods of influence on the decision-making by the opponent, taking advantage of the ability to receive, process, transmit and use information.

According to the definition of the outstanding specialist in the field of mass communications G. Pocheptsov, information warfare is any action aimed at neutralizing an opponent or an opponent in the information space. In his work «Information Wars» G. Pocheptsov speaks about the importance of global trends that have emerged in the field of communication. In his opinion, they led to an increase in the volume of uncontrolled information that is freely accessible to all citizens [21,p.3]. Thus, the information carries not only the function of reporting events, but has a great destructive effect. Over time, the intensity of the influence of the media on the audience is increasing, and therefore they are often used to manipulate public consciousness [1].

For the first time, the concept of «information warfare» was used in documents of the US Department of Defense in 1990. It is from this moment that the study of its phenomenon begins. As noted in his article Dubas O.P., all researchers of the concept of «information war» can be divided into three groups [2].

Researchers from the first group prefer the social and communicative approach. They perceive the information war as separate information measures, information methods and means of corporate competition, interstate confrontation, armed struggle, and communication technologies of influence on the mass consciousness [21].

The second group of scientists includes representatives of military departments, who consider information warfare as a part of the military confrontation. They consider it as an integrated use of force and sources of information and armed struggle. This approach is treated as military-applied. It is a denial by some scientists that the term «information warfare» in relation to modern information methods of warfare is not entirely correct [18]. They believe that it would be more appropriate to call this kind of military action as an information struggle, considering it as an information component of hostilities.

According to the third group of researchers, information warfare is a phenomenon of a peaceful period of inter-state confrontation, which allows solving foreign-policy problems by applying such a non-violent method [12, p.200].

The only definition of «information warfare» still does not exist. This is partly due to the traditional perception of the concept of «war», which is associated with armed confrontation. A long period of time between scholars there is a discussion of the distinction between the concepts of «information warfare», «information psychological warfare» and «psychological warfare.» In this way, they are trying to determine whether the information or psychological aspect prevails in this phenomenon. It's hard to say which component is predominant in percentage terms, but we can say with confidence about the commonality of these concepts. They are combined with affects of the information and communicative space

of a society or the relevant community, on the human psyche, which undergoes changes in accordance with the objectives of the opposing sides [18, p.300]. So, let's draw attention to the identity of these concepts, while emphasizing the methods of disseminating information in the concept of «information war» and the purpose of influencing the subconscious of man in the concept of «psychological warfare». However, these concepts should not be considered as the same in essence, since psychological warfare is the essence of various forms, methods and means of influencing people in order to change their psychological characteristics (views, thoughts, values orientations, mood, motives, attitudes, stereotypes of behavior) in the desired direction, as well as group norms and public consciousness in general [5]. The main focus is on the means of manipulating the population with the help of scientists which know how to influence on the human psyche.

It should be noted that in the information war itself, the information space and means of influencing it (technical, geopolitical, political, socio-economic, ideological, religious, etc.) are a resource. Sometimes the notion of «information war» and «information operation» are considered as identical, however, this statement is false [11, p.302]. Information operation provides means of conducting an information warfare. An information transaction is a set of concerted and interrelated measures for manipulating information that is being implemented under a general plan in order to achieve and maintain an advantage through the influence on information processes in enemy systems. Information warfare, which is conducted by one country against another, may include many information operations.

Based on the analysis of 63 publications in the Internet media of different directions, we can say that for Russian media from January 2016 till March 2018 the negative attitude towards events in Ukraine and the general subjects of materials was characteristic and their ideological direction remained unchanged.

The materials of Russian Internet publications most often covered the issues: the activities of the Armed Forces, cultural and historical achievements, the modern Ukrainian political regime, Ukraine's cooperation with the EU, the USA and NATO, reforms in Ukrainian society, life in the occupied territories and in the annexed Crimea, the ideology inherent in Ukrainian society, events in the ATO zone, corruption in Ukraine.

In the three Russian Internet publications it was argued that Ukraine maintains links with IDIL. In particular, this was stated in the following materials: «Ukrainians were released from the captivity of Igitl», «Media: Ukraine became the center of legalization of terrorists IGIL», «Crimean authorities stated about training camps IG in the Kherson region of Ukraine.» In the Russian Internet media was also published such information: «It is also noted that recruiters work in Ukraine. Those who have agreed to join the group allegedly sent to Turkey, and from there to training camps». Such information is not indicated, because it is not confirmed by any factual information.

The feature that is inherent in the Russian information campaign is that it seeks to influence the human emotions that eclips common sense. This is one of the psychological techniques which are described by D. Zerkalov in his book. Often information that is false can be checked in a matter of minutes, however, if it causes a strong sense of fear and hopelessness, the individual does not even think that such a statement may be false. This can be seen from the example of the publication, which was posted on the Internet-resource «Ukraine.ru» and was called «Poroshenko – the proponent of Lucifer himself?». This publication had nothing to do with reality and, after other media got attention to it, it was removed from the resource.

However, such publications are still distributed among the Russian and, at times, Ukrainian segment of the network: «Kiev demanded compensation from Mongolia for the invasion of Baty», «In the UAE on the front serve war veterans», «Ukraine has prepared suicide bombers for self-drills in Russia», «Police Ukraine will receive chainsaws for hacking doors in houses from the USA», «How Ukraine is turned into a training ground for biological weapons», «Crimean authorities declared training camps in the Kherson region of Ukraine», «The source reported on possible forced switching off the electricity in Ukraine».

In the article «Oleinik: Poroshenko chases women to the slaughter called» ATO «it is said: «The regime of Poroshenko is not only not going to stop the slaughter under the name «ATO», but intends to drive women to her. That, in this way, will accelerate the genocide of the Ukrainian people and the «liberation» of Ukrainian black soil from the Ukrainians» [2].

The second characteristic feature of the Russian information war against Ukraine is the demonization of the Ukrainian side. In the materials there are always mention of the Nazis, Ukrainian soldiers are called «punitive», and the priests – «pastors of death». In addition, the publications of Ukraine «Oleynik: Poroshenko chases women to the slaughter under the name» ATO», «Somalisation of Ukraine», «Ukraine prepared suicide bombers for self-harm in Russia», «Posters appeared in Ukraine, where the Russian language was compared with infectious infection», «Rising from boilers. How Ukraine is preparing for a revenge in the Donbass» [8].

The third feature of the submission of materials in Internet publications of the Russian Federation is that special attention is paid on religion. This is due to the historical peculiarities of the development of the two states, as well as the fact that religion is a powerful tool for influencing a large segment of the population. In the article «Thousands of pilgrims supported the Orthodox Rivne region persecuted by radicals» one can read: «The Assumption Temple in the village of Ptichya several times was subjected to attempts to forcibly seize by the representatives of the» Kyivan Patriarchate» and the militants of the Right Sector, and eventually was closed until the judicial decision of the issue. Despite the lost courts, schismatics continue to claim the church building. From December 18, 2015, priests and believers are constantly in the temple, protecting their shrine from encroachments of church raiders». That is, Ukrainian priests and parishioners in this material are called «ecclesiastical raiders,» and the Kyivan Patriarchate is put up with quotations to demonstrate that he is not as «primitive» as from Moscow, which in the article is called «canonical church». In the publication «Shepherds of Death: Who Spiritually Fed Ukrainian Punishment in the Donbass» it is noted: «The name of the priest detained in the Donetsk region with two charged grenade launchers and a scattering of hand grenades of various types has become known. They were an active participant of two Maidans, a priest and military chaplain of the Ukrainian Greek Catholic Church (UGCC) Ivan Hopko. The love for the weapons of mass murder is generally peculiar to both the Uniate and the schismatic «spiritual pastors» of the punishers». The Ukrainian Greek Catholic Church is called «schismatic» in this material, and the chaplain of the UGCC is the «spiritual pastor of punishers». The following is said: «From the interview from Hopko to the Young tenants of Bukovina, it turns out that the first chaplain mission on the spiritual feeding of the Nazi warriors was on the front under the Slavic, where at that time the Ukrainian artillery targeted the Orthodox churches directly during mass divine service». The dehumanization of the Ukrainian church is clearly evident here, accusing it of being brutal.

The Ukrainian political elite is also being discredited by the Russian Federation, in particular, in such publications as: «Documentary drama: why Ukrainian officials stock up with passports from other states,» «More sophisticated bullying to not think up»: Poroshenko is criticized for congratulating Donetsk on the Day of the City».

The information policy of Russia which conducts in relation to Ukraine in the media can not be considered as an information confrontation in the context of this work, since information warfare is a form of struggle that combines a set of special (political, economic, diplomatic, technological, military, etc.) methods, ways and means of beneficial influence on the information sphere of the object of interest and protection of one's own in the interests of achieving the set goals. In order to argue that the Russian Federation is conducting an informational confrontation against Ukraine, it is necessary to make a comprehensive, large-scale study of the above spheres of life.

One of the components of the information confrontation is the information warfare, which is conducted through the media. Taking into account the features of the information warfare and conducting research in three Russian Internet media of different directions, it can be argued that the information campaign that leads Russian mass media against Ukraine has the following signs of information warfare:

- continuity of publications aimed at discrediting Ukraine in all spheres;
- distortion of information;
- imposing the opinion of the authors of publications on readers;
- refutation of true information by fake;
- discrediting Ukrainian political and public leaders;
- violation of standards of journalistic activity, including truthfulness and balance.

Conclusions. The information policy that Russia holds in relation to Ukraine in the media should be considered just as an information warfare. At present, the Russian Federation is using the information space as a resource for non-violent confrontation. The publications show signs of manipulating information to influence on the consciousness and subconsciousness of Ukrainian citizens for their despondency, discrediting soldiers and power in the eyes of the people. The Russian Federation is protecting its information field at the state level, as the «Doctrine of Information Security» is effective in Russia. Information warfare uses planned methods and information operations. This is evidenced by the fact that Russian media of different directions conduct the same information policy towards Ukraine, use the same strategies and tactics of conducting an information warfare. The information war affects different segments of the population, as it is conducted by the Russian Federation in print, audiovisual, online media, social networks. It uses the spread of rumors, gossip, jokes, and therefore has a diverse target audience, united in order to form a certain world outlook. Media uses propaganda and misinformation, among which is the method of distorted interpretation of facts, the provision of information without a source, the hidden source of information, etc. Sometimes the channels of information dissemination which are used by the Ukrainian side on the Internet are attacked by hackers. It temporarily suspends the activities of the media, which leads to the loss of the audience and the loss of the ability to promptly submit information. Russian media compete with Ukrainians for a larger segment of the audience to gain dominance in the information sphere. After all, a greater number of audiences contributes to victory in the information warfare. Since the collapse of the USSR, the Russian Federation has created a favorable informational

background in the Crimea and the Eastern regions of Ukraine through the systematic use of propaganda to shake the political situation and create an information vacuum.

REFERENCES

1. Actual problems of information security management of the state: Sb. mater science-practice conf. (Kyiv, March 18, 2016). Kyiv: National. acad. SBU, 2016. 296 p.
2. Bocharov M.M, Voitko O.V., Tishchenko M.G. The task of protecting the units from negative informational and psychological influence during the antiterrorist operation / MM Bocharov, O.V. Voitko, MG Tishchenko / [Electronic resource]. – Access mode: file:///D:/Downloads/59979-122448-1-PB.pdf
3. Volkovsky N.L. The history of information wars / NL Volkovsky /. SPb.: OOO Izdatelstvo «Poligon», 2003. 7 p.
4. Volodin AG, Shirokov G.K. Globalization: Origins, Trends, Prospects / AG Volodin, GK Shirokov. M.: Polis, 1999. 185 p.
5. Glosson R. Nature of the War / R. Glosson. – Novosibirsk: NHAAVT, 2003. – 342 p.
6. Gurina N.O. Information Confrontation – One of the Main Directions of the Policy of Contemporary International Relations / N.O. Gurina / [Electronic resource]. – Access mode: ukrlife.org/main/cxid/gurina.doc.
7. Dubas O.P. Information War: New Possibilities of Political Confrontation / O.P. Dubas / [Electronic resource]. – Access mode: http://www.social-science.com/jornal_content/180/social_communication
8. Dunaeva E.V. Radio diversion failed. «Enemy Voices» stop broadcasting and go to the Network / E.V. Dunaeva / [Electronic resource]. Access mode: <https://lenta.ru/articles/2011/06/20/radio/>
9. Zerkalov D. V. Information Wars: Monograph / D.V. Zerkalov. K.: Osnova, 2012. 790 p.
10. Korovin V. The main military secret of the USA. Network Wars / V. Korovin. M.: Yauza, 2009. 78 p.
11. Krysko V.G. Secrets of the psychological war (goals, tasks, methods, forms, experience) / VG Krysko / Mn.: Harvest, 2001. 448 p.
12. Lall J. Mass Media, Communication, Culture: A Global Approach / J. Lall / Per. from english. K.: K.I.S., 2002. 264 p.
13. Lassuel G. Technique of propaganda in the world war / G. Lassuel / per. from english N.M. Potapova. M.-L.: The publication of military political literature, 200 p.
14. Lysenko V.V. Problems of informational independence of the state / V.V. Lysenko / [Electronic resource]. Access mode: <http://www.politik.org.ua/vid/magcontent.php3?m=1&n=59&c=1318>
15. Lysenko V. V. Mass media and public opinion: technologies of manipulation / V. V. Lysenko / SPb.: Personnel. 2004. No. 9. 14-21 p.
16. Massive information in the Soviet industrial city: Experience of integrated sociological research / Under the general wording of B.A. Grushina L.A. Okonnikova. M.: Eskimo, 2006. 347 p.
17. Mihailin I. Basics of journalism: a textbook / I. Mikhailin. K.: TSUL, 2002. 284 p.
18. Muscovichi S. Century of the crowd. Historical treatise on the psychology of the masses / S. Moscovichi / per. fr. Moscow: «Center for Psychology and Psychotherapy», 1998. 480 p.

19. Neklyayev S. E. Media Strategy in the Context of Local Wars and Terrorism / S.E. Neklyayev / Materials of the Third International Scientific Conference on Problems of Security and Counteraction to Terrorism. MSU them. Lomonosov. Moscow: MCNMO, 2008. 501 p.
20. Political Science Encyclopedic Dictionary: Teaching. manual for students of higher. tutor establishments. K. : Genesis, 1997. 395 p.
21. Pocheptsov G.G. Information Wars / G.G. Pocheptsov / M. ; K. : Wackler: Reflub, 2000.
22. Pocheptsov G.G. Information War as an Intellectual War / GG Pocheptsov / [Electronic resource]. – Access mode: <http://osvita.mediasapiens.ua/material/13303>
23. Serov A. About the role of misinformation in modern conflicts and wars / A. Serov / Foreign Military Review. 2011. No. 7. P. 15-21.
24. The technique of misinformation and deceit. M. : Word, 2008. 139 p.
25. Tofler E. War and the antiwar / E. Tofler / M. : Ast: Transit-book, 2005. P. 207-262.
26. Shironin VS Secret springs of perestroika / VS Shironin / M. : Jaguar, 1997. 45 p.
27. Shumka AV Experience of local wars and armed conflicts of the second half of the twentieth century in the formation of the concepts of information warfare / AV Shumka / Lviv: LVI, 2006. 180 p.
28. Jung K.G. Analytical Psychology. Past and Present / K.G. Jung / M. : AST, 1995. 432 p.

ІНФОРМАЦІЙНИЙ ЗАХИСТ: ІСТОРІОГРАФІЯ, ВИЗНАЧЕННЯ, МЕХАНІЗМИ ВПРОВАДЖЕННЯ

Мар'яна Кіца¹, Ірина Мудра²

Національний університет «Львівська політехніка»,
вул. Князя Романа, 3, 79058, Львів, Україна
e-mail: imkitsa@gmail.com

¹ <https://orcid.org/0000-0002-0704-5012>

² <https://orcid.org/0000-0002-8410-5437>

Інформаційна війна ведеться не лише у військовий час. Цей тип протистояння планується задовго до конкретних військових чи збройних наступів. Відтак важливо дослідити методи та форми інформаційної війни, яку застосовують у мирний та військовий час.

Офіційно інформаційна агресія проти України ведеться уже не один рік, проте насправді ґрунт для інформаційної війни готувався Росією значно раніше. Основним призначенням інформаційної війни є вразити супротивника, завдати йому потужного удару без застосування фізичної сили. І переважно за допомогою пропаганди, нав'язати іншу, часто неправдиву думку. На жаль, українська медіасфера виявилась неготовою до належного інформаційного протистояння і працівникам мас-медіа довелось самостійно обирати свій інструментарій для протистояння інформаційній агресії Росії.

На сьогодні жодна країна світу не в змозі захистити себе, використовуючи лише військово-технічні ресурси. Забезпечення безпеки громадян може бути досягнуто за допомогою військових, політичних, економічних, інформаційних та інших заходів.

Термін «інформаційна війна» має сучасне звучання. Він з'явився в середині 80-х років ХХ ст. у зв'язку з новими завданнями Збройних Сил США після закінчення «холодної війни». Її виникнення стало результатом роботи групи американських теоретиків, які займалися військовими проблемами. Цей термін став більш популярним після операції «Буря в пустелі» 1991 року в Іраку, де нові інформаційні технології вперше використовувалися для військових цілей.

Інформаційна війна трактується як форма інформаційного протистояння між різними суб'єктами (державами, економічними чи іншими структурами), яка передбачає комплекс заходів для заподіяння шкоди в інформаційній сфері та захисту власної інформації безпеки.

Було б доцільно спочатку пояснити різницю між поняттями «інформаційна війна» і «інформаційне протистояння». У широкому сенсі інформаційне протистояння є формою боротьби, яка об'єднує низку спеціальних (політичних, економічних, дипломатичних, технологічних, військових тощо) методів і засобів впливу на інформаційну сферу об'єкта.

У більш вузькому сенсі інформаційне протистояння (у військовій, оборонній сферах) – це комплекс інформаційних заходів, які здійснюються з метою захоплення та утримання стратегічної ініціативи, досягнення інформаційної переваги над ворогом, створення сприятливої пропаганди

Інформаційне протистояння можна назвати війною без заявленої лінії фронту, оскільки вона складається з комплексу операцій, які практично неможливо простежити і виявити. Таким чином, ми можемо стверджувати, що поняття інформаційного протистояння ширше і включає в себе концепцію інформаційної війни як одного з двох

її компонентів. Дослідники стверджують, що можна розрізнати інформаційно-технічні, інформаційні та психологічні компоненти інформаційного протистояння.

Конфронтація інформації здійснюється на трьох рівнях: стратегічному, оперативному та тактичному. Поняття «інформаційної війни» є широким і складається з багатьох аспектів. Різні інтерпретації цього поняття пояснюються тим, що явище інформаційної війни вивчається в багатьох науках. Найбільша увага до вивчення інформаційних війн приділяється військовій сфері. Розглядаючи концепцію інформаційної війни, можна виділити багатьох теоретиків, які її досліджували. Вчений Майкл Пілсбері, спираючись на велику кількість китайських першоджерел, стверджує, що «метою інформаційної війни є домінування інформації».

Інформаційну політику, яку проводить Росія стосовно України в засобах масової інформації, слід розглядати лише як інформаційну війну. На сьогодні Російська Федерація використовує інформаційний простір як ресурс для ненасильницького протистояння. Публікації демонструють ознаки маніпулювання інформацією, що впливає на свідомість і підсвідомість громадян України. Російська Федерація захищає своє інформаційне поле на державному рівні, оскільки в Росії діє «Доктрина інформаційної безпеки». В інформаційній війні використовують заплановані методи та інформаційні операції. Про це свідчить той факт, що російські ЗМІ з різних напрямків ведуть однакову інформаційну політику щодо України, використовують ті ж стратегії і тактики ведення інформаційної війни. Вона впливає на різні верстви населення. Вона використовує поширення чуток, пліток, жартів і тому має різноманітну цільову аудиторію, об'єднану для того, щоб сформувані певний світогляд. ЗМІ використовують пропаганду та дезінформацію, серед яких є метод спотвореної інтерпретації фактів, надання інформації без джерела, приховане джерело інформації тощо.

Російські ЗМІ конкурують з українцями для того, щоб більша частина аудиторії здобула домінування в інформаційній сфері. Адже більша кількість аудиторій сприяє перемозі в інформаційній війні. З часу розпаду СРСР Російська Федерація створила сприятливий інформаційний фон в Криму та східних регіонах України через систематичне використання пропаганди для того, щоб похитнути політичну ситуацію і створити інформаційний вакуум.

Ключові слова: інформаційна війна, конфронтація, мас-медіа, ідеологія.