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TRANSFORMATIONS OF THE INFORMATION SPACE IN THE POST-TRUTH AGE

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Abstract

Socio-political changes in the end of the 20th and the beginning of the 21st centuries in the conditions of geopolitical processes specified by the collapse of the Soviet and socialistic systems, rapid development of information-and-communication technologies have transformed information space.

Contemporary Ukrainian journalism and its national information space have been established in interdependence with socio-political, economic, cultural-educational development of the independent Ukrainian state. Media were both a mirror and a catalyzer of the socio-political processes.

Ukraine's development in the current conditions of the military aggression and increased information threats creates a necessity to protect its national information space, to improve the system of information security and resist to information operations, and to decrease negative results of the impact of external information.

Globalization of the information space and the increased scope of untrue information in the post-truth age require an expansion of the opportunities for media education, a development of critical thinking and enhancement of the level of citizens' media literacy, their ability to counterstand manipulations both from inside and outside.

Key words

information society, citizen journalism, post-truth, media literacy.

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1. Retrospective analysis of establishing independent media in Ukraine, Russia and Poland

The Russian researcher O. Strukova determines 1976 as a year when the latest stage of "alternative" periodical press of the Russian Federation or so called "samizdat" (self-publishing) began: from low-circulation opposition leaflets and bulletins that started circulating among the narrow circles of like-minded people from new socio-political movements,

in particular: public-political magazine Glasnost, religious-and-philosophical journals Vybor and Zemlia, historical-and-patriotic journal Nepriadva, historical-and-political journal Obshchina, Informatsionnyi Biulleten Informatsionnogo Agentstva Svobodnogo Mezhprirodnoho Obedineniya Trudiashchikhsia, human rights newspaper Ekspress-Khronika, etc. (Strukova, 2002).

However, V. Kipiani, a Ukrainian historian and journalist, believes that "1965 is the important date both for the Russian and Ukrainian samizdat"

(Vakhtanh Kipiani..., 2011). 16 issues of a typewritten magazine *Volya I Batkivshchyna* published in Ukraine in 1965 can be considered a harbinger of periodical samizdat. In the conditions of clandestine activities, it was enormous periodicity because the majority of samizdats had a much shorter life even at better times: three, two, five, ten issues. It was printed on «rolling paper» (used for rolling cigarettes), and as a result, very few copies have been preserved.

In the same year, 1965, in Middle Asia, a periodical called *Informatsia* appeared among the Crimean Tatars. As for that time, it was the first periodical with a huge area of circulation. Later, in 1968, a journal *Khronika Tekushchikh Sobytyi (KhTS)* appeared in Moscow, and it was the main samizdat edition in the Soviet and Russian history. Its makers write in their memoirs that they were inspired and driven by the experience of *Informatsia* (Vakhtanh Kipiani..., 2011).

In 1970, the first of new Ukrainian samizdat publishers V. Chornovil did not hide his authorship in the journal *Ukrainskyi Visnyk*. This edition was not the first by periodicity, but, in V. Kipiani's opinion, is No. 1 edition by publicity, the same as Moscow's *Khronika Tekushchikh Sobytyi* – for the Russian human rights movement (Vakhtanh Kipiani..., 2011). In January 1972, a group of publishers of *Ukrainskyi Visnyk* were destroyed, just as almost the entire dissident movement. Several hundred people were arrested, expelled from jobs or higher educational institutions, etc., and the following waves of repressions covered already several thousand all over Ukraine. As a result, there were no non-state periodicals in Ukraine until 1986.

In 1986, one of the first Soviet rock-magazines of the Perestroika period was published – Kharkiv's *Rock-Kurier*. Its editor was O. Martynenko under the pseudonym of "N. Halia" (in the future – Press Secretary of the second President of Ukraine L. Kuchma, and later – General Director of the Ukrainian branch of Interfax).

In the end of the 1980s, other forms of samizdat that were absent in the 1970s appeared, in particular, national-and-cultural samizdat. In the summer of 1988, in Crimea, the first independent periodic newspaper *Vatan – Crimean Tatars' samizdat* – was released. It was published in the Crimean Tatarian and Russian languages and included numerous materials on the history of Crimea before deportation. The editor was Professor R. Muzaffarov, who transformed the newspaper into the journal *Vatan*. In V. Kipiani's opinion, a history of Crimean Tatars' periodicals in the territory of Crimea in the latest period begins from this edition.

In November 1988, a Ukrainian newspaper *Dvizhenie* arises. It is also considered to be the first periodical leaflet in the territory of the USSR. It is published in Russian in the city of Sumy as "an independent body to support Perestroika". An edition of *Takie Dela* appeared in the 1980s. It reminds a commercial leaflet (nowadays we would classify it as an information-and-promotion edition). It included both particular information and a commercial advertisement block with classified ads like "pillows of fur, RUB 2-3", "pants, knitted bags, RUB 8-10", "recording onto MK-90 cassette, RUB 6-7", and the information people needed to solve routine and commercial problems. The demand for this information was huge. Moreover, the edition published jokes, sometimes even personal ads, which was a new and unusual practice for the Soviet period (Kipiani, 2011).

December 2, 1988, can be called the beginning of the Ukrainian printed advertising, when the first issue of the advertising-and-information newspaper *Posrednik* – the first commercial advertising edition in Ukraine was published. Simultaneously, it was the first advertising edition in the former USSR. The newspaper was founded by Kyiv journalist V. Novozhylov. *Posrednik* launched publication of numerous principally new advertising-and-information editions and business newspapers in Ukraine.

In 1989 V. Chornovil established the first independent news agency – Ukrainian independent publishing information association which started to publish, beside *Ukrainskyi Visnyk*, a thin bulletin of *UV-Ekspres*, i.e. *Ukrainskyi Visnyk – express issue*.

Appearance and circulation all over the USSR of "informal" editions by People's Fronts and movements for reforms of the Baltic Republics at the end of 1988 and the beginning of 1989 significantly influenced the establishment and development of "informal press" of the Soviet Republics, Ukraine in particular. In the fall of 1988, the Russian-speaking editions by the Lithuanian Movement for Reforms of *Saiudis – Soglasie* and *Vozrozhdenie* arose. In December of the same year, a newspaper of Latvia's People's Front *Atmoda (Awakening)* was published. In a week after the newspaper publication in Latvian, *Atmoda* was published in Russian (it was not a translation but an original issue), which became, perhaps, the most popular newspaper of that time in the territory of the whole USSR. It encouraged the appearance and explosive development of "informal press" of Ukraine.

The establishment and intensive development of non-Communist non-governmental and youth associations in Ukraine at the end of the 1980s

(the most massive was People's Movement of Ukraine for Reforms) and later political parties (the Ukrainian Republican Party, the Ukrainian Peasant Democratic Party, the Democratic Party of Ukraine, the Ukrainian National Party, the Ukrainian Christian Democratic Party, the Green Party, etc.) specified the appearance of numerous printed "samizdat" media not registered officially. They were the typewritten articles, pictures, and headlines affixed by the application method; journal copies were produced semi-legally on Rotaprint (office offset), Linotype, or Xerox photocopying machines in provincial Soviet printing offices or outside of Ukraine (most often in Vilnius). These journals were later sold "off hands".

In March 1989, the first issue of the journal by the Ukrainian Helsinki Union called *Holos Vidrozhennia* was published in Kyiv. In April of the same year, in Riga, the *Atmoda* typography printed the print run of the first issue of information bulletin of Lviv's *Tovarystvo Leva's Postup*.

It was exactly in 1989 when the first Ukrainian private independent TV channel "TONIS" (*Tvorche Obiednannia Novykh Informatsiynykh System*) started work. It was founded by V.Ivanenko, who had received a license for *WORLDNET* satellite channel. The channel began operating in the central office in Mykolaiv and in 1992 moved to Kyiv, where it was renamed *Slovianskyi Kanal* for satellite broadcasting for 12 regions of Ukraine (O telekanale ..., 2016).

The Ukrainian researcher B.Skuratovs'kiy (2016) believes that "TONIS" was one the first commercial TV companies launched in the territory of the USSR. As of the time of its appearance, "Tvorche Obiednannia Novykh Informatsiynykh System" created by the initiative group of enthusiasts of cable television from Mykolaiv and registered in December 1989, included such "monsters" as the State Committee for Cinematography, Soviet Fund of Culture, the Union of War and Labor Veterans, Ministry of Defense and many other organizations and was planned to be an all-Union TV company.

The same year, 1989, a famous Ukrainian journalist and a dissident S. Naboka became a co-founder and Director General of the Ukrainian Independent Information Agency *Respublica* (*UNIAR – Ukrainska Nezalezhna Informatsiina Agentsiia Respublica*), the first one officially registered in Ukraine (Serhiy Naboka..., 2003). That is why, we believe that the newest history of Ukrainian journalism and development of national information space of Ukraine started in 1989.

After the USSR Law on Press and Other Mass Media was adopted in 1990 (*Pro presu...*, 1990), the regulatory problems of functioning were resolved, and the process of legalization of the Ukrainian press

started. Political opposition in Ukraine used this unique opportunity at once, especially in western regions of the country, where it obtained majority in the elections to local authorities. In May 1990, the Lviv Oblast Council considered the issue On Usurpation of District, Town and District-Town Press by Party Committees of Lviv Oblast at its session. A process of the division of newspapers started. Based on the right to make such decisions, numerous District Councils agreed to create alternative mass media. Real fight began around each large-circulation newspaper: as soon as a plant or High School Party Committee lost control of them, they were immediately transformed into the bodies of *Rukh*. For example, in the town of Stryi where there was one Russian-speaking (!) newspaper, *Stroitel Kommunizma*, two started to be published; they were absolutely opposite by political orientations and value priorities: Communist Party's *Holos Stryshchyny* and Ukrainian-language *Holos Svobody*.

Soon, a process of division and publication of new newspapers at the Oblast level started. In Lviv, simultaneously with Vilna Ukraina, an opposite-minded *Za Vilnu Ukrainu* began to be published, and in Ivano-Frankivsk *Halychyna* was published as Oblast Council's newspaper alongside with *Prykarpatska Pravda*. In right-bank Ukraine, all these processes were not so intensive and dramatic, but they were of the same vector: influence of the party's committees was becoming weaker as local councils were taking control over mass media. Miners' strikes, the first wave of which fell onto summer 1989, accelerated the events (*Chasy perebudovy...*, 2011).

The transformed media market of Poland was also an example for Ukrainian mass media to follow. It motivated for new editions and TV companies to arise, as well as encouraged implementation of private ownership for mass media. Until 1989, all printed periodicals of Poland, both local and national, were included into the publishing cooperative "Presa-Knyzhka-Rukh", which also included publishing houses and typographies, news agencies. The concern was totally controlled by the Polish United Workers' Party.

Two laws were the most important for establishment of free media in Poland: the first one was on cancellation of censorship and the second one was on the foundation of the liquidation commission to liquidate the cooperative. The liquidation commission founded in April 1990 governed all the activities related to the liquidation of the cooperative, and privatization of approximately 200 editions included in it was announced through tenders. As a result, the majority of political groups received their printed editions. The main printed

newspaper of the Communist Party Pl. Trybuna Ludu was renamed as Trybuna and remained under the Party's control. The newspaper Express Wieczorny was under the party Pl. Porozumienie Centrum by the Kaczynski brothers. Beside the sale of editions, the Law allowed acceptance of the edition into ownership by the collective of journalists if more than 50% of its employees could make a financial contribution (its amount was equal to three salaries). In general, approximately 70 newspapers were transferred to the collectives of journalists among which was, in particular, a weekly magazine Polityka and Głos Wielkopolski (Dorosh, 2015).

It is paradoxical, but the Declaration of State Sovereignty of Ukraine and the Act of Independence of Ukraine (fateful for the Ukrainian state) did not have such a significant impact on the further development of the Ukrainian media as the Resolution by Verkhovna Rada of Ukraine dated August 24, 1991, On Decommunization of State bodies, Institutions and Organizations (Pro departyzatsiyu..., 1991) and Order by the Presidium of Verkhovna Rada of Ukraine On Prohibition of Activity of Communist Party of Ukraine (CPU) (Pro zaboronu..., 1991). In compliance with these documents, printed periodicals founded by the Central Committee of the Communist Party of Ukraine, Oblast Committees, Town Committees and District Committees of the Communist Party of Ukraine were re-registered. All republican, oblasts', towns', districts', plants' and collective farms' newspapers were re-registered without exceptions. In total, they included more than 500 titles; their new founders were mostly the local Councils of People's Deputies jointly with labor collectives of the editorial offices and other founders (Informatsiya pro ..., 1993, pp. 4–6).

Thus, according to international researchers, the transformation of media systems in Central and Eastern Europe began from the changes occurring during Perestroika and Glasnost in the Soviet Union during 1986-1987 and soon covered the countries of Central-Eastern Europe. In 30 years, it became obvious that the post-Soviet countries chose different ways to transform their media systems. In other words, the differences are not "marginal on the great stage of history" any more, as the British researcher Leslie Holmes believed. The clearest separation line is now between the countries that became the EU members and the ones which are not even oriented at the membership (Krishna-Hensel, 2016).

It should be mentioned that at the time when media regulating of the post-Soviet countries focuses on the regulation of traditional information legal relations, particularly: activity of the mass

media (publishing, press, radio, television), state and commercial secrets, advertisement, information resources and services (informatization, connection, archives, etc.), information legislation of the European Union countries, which the Baltic countries joined, is based on European criteria of securing information rights, freedoms and information security of a person and a citizen.

2. From "Maidan" to "Maidan" – the development of the information space of independent Ukraine

On October 2, 1990, the Ukrainian youth unions of Ukrainian Students' Association in Kyiv and Students' Brotherhood of Lviv initiated and organized the first civil disobedience action which came into the newest history of Ukraine as "Students' Revolution on Granite". On October Revolution Square in Kyiv (now it is Independence Square) students-activists from several cities of Ukraine went on hunger strike with political demands to the Verkhovna Rada of Ukrainian SSR. On October 17, the Verkhovna Rada approved the resolution concerning the demands of the striking students, after which hunger strike was over (Revolutsiya na ..., 2015).

At the same time, "Revolution on Granite" became a powerful push for the development of "informal press" in central and eastern regions of Ukraine. The Editor-in-Chief of the Shliakh Peremohy newspaper, V. Roh (at that time a member of the Association of Independent Ukrainian Youth "Sumshchina") states that his assignment was "to wake up as early as possible and then collect periodicals to transfer them later to Sumy. They were always in short supply..." (Andrikevych ..., 2013).

Since the declaration of Ukraine's independence, public consciousness has been gradually turning from an undeniable orientation towards Russian publications to a prevailing orientation to Ukrainian newspapers and magazines. If in 1992 41.6% of Ukrainian citizens subscribed to Russian editions, 22.6% – national newspapers and 35.8% – local ones, in the second quarter in 1993, the amount of subscribers to the Russian editions decreased to 9.8% correspondingly. Taking into account that an ordinary Ukrainian family subscribed at that time, on average, to one, usually district or oblast newspaper, one can talk about a significant increase in the information influence of local mass media on the public consciousness in Ukraine (Bebyk, 1993).

1995 became the start for numerous Ukrainian TV studios, TV companies and production centers

that made TV programs, not intending to have an individual TV channel first. Lack of program products to fill in the channel completely was among the main reasons; moreover, there were no free channels. Thus, Ukrainian television, including commercial channels, started to be gradually divided into broadcasting and production (Baranov, 2011, p. 125).

During 1997–1998, Ukrainian media started to launch their own Internet websites (Chabanenko, 2013). In 1999, first online editions appeared in Ukraine – UA Today and Elektronni Visti elvisti.com. Since 2000, the number of websites of traditional mass media has been rapidly growing in Ukraine, for example, such TV channels as Mahnoliia TV, STB, newspapers Kievskii Telegraf, Korespondent and Telekrytyka magazines, as well as new Internet editions, in particular Ukrainska Pravda, proUA, UAportal, ForUm and many others. In general, this period is significantly notable for a continuous increase in the number of web resources.

Simultaneously, at the beginning of 2000, in the Verkhovna Rada of Ukraine a pro-presidential parliamentary majority was formed, which comprised groups of deputies governed by so-called “oligarchs” – people controlling both financial-industrial and political resources as well as media. The facts of democracy and human rights violations in Ukraine during 2000–2004 became a subject of numerous resolutions of the Council of Europe, the European Union, NATO, OSCE and other states-participants. It caused serious political and image losses for the Ukrainian state (Vasylenko, 2011).

This period of the development of the national information space was completed with the mass media coverage of the Ukrainian presidential elections in October–December 2004 and of the “Orange Revolution” – a campaign of protests, meetings, strikes and other acts of civil disobedience in Ukraine.

On October 25, 2004, the employees of “5 channel” started a hunger strike demanding from the government to stop suing their channel and from the courts to cancel their decisions (the strike stopped on November 2, after all their demands were met). On October 28, more than 40 journalists of TV channels of Inter, ICTV, Novyi Kanal and NTN signed a statement against the censorship on their TV channels. 7 journalists from “1+1” TV channel resigned under similar reasons. Before the end of November, this statement was signed by 346 journalists from different TV channels (Vybory Prezidenta..., 2005, p. 25–26). Thus, in the national

information space of Ukraine, tools of media community self-regulation appeared.

The European vector of the new information policy of Ukraine declared at the 7th European Ministers’ Conference on Policy in Mass Media 2005 was based on ideas and decisions of world’s summits on information society (WSIS) (Intehratsiia i riznomanitnist..., 2005, p. 5).

According to Ukrainian scientists, ratification of the European Convention on Transfrontier Television by Ukraine was a strategically important step on the way of adopting national legislation to the requirements and standards of the European Union (Ruban (ed.), 2009). However, Ukrainian scientist I. Semenchenko’s approach to the tendencies in national information space at that time in the conditions of globalization is quite critical. He believes that the uniform information space in Ukraine is absent (Semenchenko, 2010).

During 2007–2014, also a paradox situation arose, when despite the amount of printed media and volumes of advertisement, the real audience of national printed media was significantly decreasing. In May 2010, there was a public discussion of “Media Diagnosis – 2010: Virus of Censorship”, where a public movement of “Stop Censorship!” was established. One of the movement’s requirements was to establish Public Broadcasting in Ukraine (Ostapa et al., 2018).

The Final Report on the Parliamentary Elections Supervision 2012 in Ukraine by the Mission of the Organization for Security and Co-operation in Europe and Office for Democratic Institutions and Human Rights (OSCE/ODIHR), in particular specifies that a financial factor more and more influences the Ukrainian mass media covering the election (Ostatochnyy zvit..., 2013). The conditions in which the mass media worked were characterized by almost complete absence of editorial independence on television.

In February 2013, the Cabinet of Ministers of Ukraine approved the Plan of Priority Measures for Ukraine’s Integration into the EU for 2013. But on November 21, 2013, within several days before the Vilnius Eastern Partnership Summit, the Resolution by the Cabinet of Ministers of Ukraine suspended the procedure of preparing and signing the Association Agreement between Ukraine and the European Union. This decision of the government in force caused Euromaidan – protests all over the country to support the Eurointegration choice of Ukraine, which, after violent crackdown of protesters and

their beating during the night of 29-30 November, 2013, in Kyiv grew into the "Revolution of Dignity". The protests were transformed from pro-European into anti-governmental and became much more large-scaled (Khroniky maydanu ..., 2014).

According to the analytical report of the National Union of Journalists of Ukraine (NUJU), 271 journalists both of Ukrainian and foreign media suffered during the "Revolution of Dignity". In February 2014, two journalists died in Kyiv. Moreover, within this period, 14 attacks on media editorial offices, 9 arrests and detentions, 31 cases of threats of physical violence to media employees were registered (Ponad 270 zhurnalistiv ..., 2014).

Social networks of Twitter and Facebook having spread the information about civil protests quickly encouraged people to protest (Khroniky maydanu ..., 2014). During the Revolution of Dignity, social media became one of the main channels for receiving real-time information for official domestic media outlets. This development led to the emergence of «citizen journalism» in Ukraine, which further evolved due to the efforts of volunteers and civic activists in annexed Crimea and the occupied parts of Donbas.

3. Information space of Ukraine in the post-truth age and in the conditions of the Russian military aggression

In 2012, experts from 42 countries of the Council of Europe refused from traditional forecasting for the first time and specified media as the most complicated and the most problematic segment within the following 10 years. After that, 12 experts made up a high level group in the EU, the Management Committee on Media, which made a forecast and recommendations until 2025 (Hrabovets'kyi, 2014).

According to the conclusions of European experts, traditional journalism is disappearing as it has shifted into the realm of services and has transformed into political and business orders. At least, it was exactly in Europe-2012: traditional media produced customized texts by 80%. Simultaneously, a crisis of media technologies, the spreading of digital products and the development of networks has a consequence that each person could be a media blogger – and the posts of media citizens change the politicians' and world leaders' decisions (Hrabovets'kyi, 2014).

According to L. Mudrak, an independent media

expert and multi-year representative of Ukraine in the Steering Committee of the Council of Europe on Information Society and Media, media future lies in the Internet without borders (Hrabovets'kyi, 2014). Our time has introduced the term «post-truth» into social circulation, where politicians and media manipulate to such an extent that it becomes difficult or even impossible to find the truth in the information flow. As a response to the trend of "post-truth" there appeared a defending move – the US faculties of psychologies have been already teaching the course of "Truth Search in the Post-Truth Age" along with the concepts of basic journalism. Counteracting manipulations as well as self-preservation have become a way of life.

During the Euromaidan and the "Revolution of Dignity" in 2014, all the miscounts of Ukraine in the information area within previous years were evinced. That was the period when the aggressive information policy of the Russian Federation had an impact on distorting and misrepresenting the image of Ukraine in the world, particularly within Russia itself. Only due to active elucidation of these events by European and world media (Thomson-Reuters, AFP, AP, TVP, CNN, BBC, Al'Jazira, etc.), was a long-term practice of reception of information about Ukraine from the Russian sources broken.

At the same time, social media platforms became actively engaged in the deliberate dissemination of information about Ukraine abroad, becoming one of the main channels for receiving real-time information for traditional media outlets. For example, the "Information Resistance" group systematically pursued a policy of exposing and debunking false information about events in Ukraine, about the relations of Ukraine and Russia. The materials in different languages prepared by the experts (English, German, French, Polish, Czech, Bulgarian, etc.) were mostly translated by volunteers and spread by information channels of the world's media.

The use of citizen journalism and maximally wide online elucidation of what was occurring, in experts' opinion, became the most efficient tool which held back the aggressive campaign of the Russian Federation both at the information and real level (Shchodo informatsiyno-psykholohichnoyi ..., 2014).

In the beginning of 2014 in the territory of the Autonomous Republic of Crimea, beside the deployment of Russian Federation's troops, Ukraine's population was under psychological pressure

by mass media of a foreign state. Information expansion into the national information space of Ukraine was seen; strategic facilities of the Ukrainian telecommunication infrastructure were captured. All those occurred against the background of a massive and aggressive information attack of the Russian propaganda which, contrary to the European standards in the area of mass media, was trying to incite hostility and separatist sentiments in Ukraine (particularly, in Crimea), and thus encroached on state sovereignty and the territorial integrity of Ukraine (Poyasnyuval'na zapyska ..., 2014)

Responding to the decision of the National Security and Defense Council of Ukraine "On Urgent Measures Concerning Ensuring National Security, Sovereignty and Territorial Integrity of Ukraine" in March 2014, the National Council of Ukraine on TV and Radio Broadcasting addressed associations of program services providers demanding to stop rebroadcasting the programs of Russian TV channels of Rossia 24, ORT (Channel 1 World Network), RTR-Planeta, NTV-Mir (Zaklyk Natsional'noyi..., 2014) in their networks. Additionally, in 2017, Ukraine imposed sanctions against the Russian network resources such as Yandex, Mail.ru Ukraina, V Kontakte, Odnoklassniki, etc.

As of that time, it became obvious that further development of democratic processes and civil society institutions in Ukraine are almost impossible without public broadcasting. Public television and radio broadcasting, as the Ukrainian experts believe, have to be based on fundamentally different grounds rather than on state-owned or commercial television and radio organizations (Horban', 2014). This is a form of broadcasting that is created for society, financed by society, and under its control. The introduction of public broadcasting in Ukraine was also one of the requirements for signing the Association Agreement between Ukraine and the European Union.

The law of Ukraine "On International Broadcasting System of Ukraine" launched work to create Ukrainian information content for foreign consumers. On October 1, 2015, the Multimedia Platform of International Broadcasting of Ukraine was launched having united the resources of TV Channel UA|TV and the national news agency Ukrinform. In April 2016, an active stage of the channel transformation in compliance with the world's standards of international broadcasting started. As of the end of 2016, contracts were signed with 58 cable networks operators of foreign countries.

In December 2015, the Public Diplomacy Department was established in the structure of the Ministry of Foreign Affairs of Ukraine whose functions include the implementation of image-building programs abroad. In 2016–2017, the Ministry of Foreign Affairs implemented several large-scale cultural and social promotions that drew attention of the world's community to the issues related to Ukraine (Hibrydni zahrozy..., 2018).

In May 2018, the government of Ukraine approved the brand of Ukraine NOW developed by the creative company of Banda Agency. Ukraine NOW has become the most large-scale international marketing campaign of the Ukrainian government. Its main purpose was to form a positive image of Ukraine among the international community, to draw attention of foreign investments and to enhance tourism potential (Kabmin zatverdyv..., 2018).

Within the period from 2015 to 2019, in compliance with the norms of the Ukrainian legislation and European Convention on Transfrontier Television, rebroadcasting of 86 foreign programs originated mostly from the Russian Federation was terminated in the cable networks of Ukraine. Together with the oblast offices of the Security Service of Ukraine, cases of illegal content broadcasting in public access institutions were promptly stopped. According to the «Report of the National Council of Ukraine on Television and Radio Broadcasting for 2019,» such measures indirectly contributed to the emergence of new national, including «niche,» satellite television channels. Now 131 Ukrainian satellite programs are broadcast in Ukraine, and the list of foreign programs whose content meets the requirements of the European Convention on Transfrontier Television and the legislation of Ukraine amounts to 178 items (Zvit Natsional'noyi ..., 2020).

In the information space of Ukraine, various foreign elements of information influence are functionally present. However, the presence of «external» subsystems in the state information space should not be perceived as a crisis of the system, according to domestic experts (Oliynyk et al., 2015). The state information policy of Ukraine should take into account the environment of its existence and, based on this, build a system of its own information security.

The main strategic purpose of the state information policy is to ensure the transition to a new stage of development for Ukraine, the building of an information society and the country's integration

into the global information community (Stepanov, 2011). The main strategic direction of activity is the formation and development of an open information space of the state, ensuring its integrity and unity, as well as its integration into the global information space, taking into account national interests and specificities, with a focus on ensuring information security at the domestic and international levels.

All social transformations in the nearest future, as L. Mudrak thinks, will relate to media (Hrabovets'kyi, 2014). New media are interactive electronic editions combining various formats of providing information. Video, online radio, TV broadcasting, animation, sound arrangement and the text itself can be the content of new media. New media are different from traditional ones by the user content – they are open to interaction with their readers and provide them with a possibility to create and modify the content of messages.

In the digital world, each person without exceptions is a media citizen. Crisis of media technologies forecast by the international experts for 2020–2025 led to the situation when people create media environment themselves – unions of people by interests, needs, priorities, activities in social networks, thus, they produce content – daily information flow, set conditions, priorities, form ethics in the network. As a result, a new media ecosystem has been created. That is exactly what the theses of analytical forecast by the High Level group in the EU meant (Hrabovets'kyi, 2014).

Globalization of the information space as well as increased volume of false information in the post-truth age require widening the opportunities for media education, developing critical thinking and increasing the level of citizens' media literacy, their ability to stand against manipulations of both national and foreign origin. "Propaganda concerns a whole range of the social life areas, that is why reaction must be from all the society's strata. It is necessary to study the phenomenon itself, to reveal fake stories and tell people about that," as expert I. Smolenova thinks. It is important to increase the level of education in general because "propaganda is efficient as long as someone is ready to believe it" (Instrumenty rosiys'koyi..., 2017).

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4. Conclusions

Transformation of media systems in Central and Eastern Europe began from the changes occurred during Perestroika and Hlasknost in the Soviet Union during 1986–1987 and later covered the countries of Central-Eastern Europe. In 30 years, it became obvious that post-Soviet countries chose different ways of their media systems transformation. The clearest dividing line is now between the countries that joined the EU and those which are even not oriented at the membership.

The establishment of the newest Ukrainian journalism and national information space was in mutual dependence with social and political, economic, cultural and educational development of the independent Ukrainian state. Media were simultaneously a mirror and a catalyzer of social and political processes.

During 1994–2004 national information space of Ukraine became structured: its main players were determined, media market leaders were formed. New information policy of Ukraine during 2005–2014 was formed taking into account the reality of the global information society, information threats and needs of information safety, being pro-European in its development vector.

Since 2014, the development of Ukraine in the conditions of the Russian military aggression and increased information threats have remained topical: a necessity to protect the national information space, to enhance the information security and information operations counterstand system, to decrease negative consequences of external information influence.

In the conditions of escalated threats Ukraine is facing in the information area, it remains topical to protect information sovereignty, to preserve the Ukrainian people's cultural values, to develop their national self-identity and civilization unity, to form a developed information society in Ukraine, to develop national information space, to transform Ukraine into an informationally advanced state and a full-fledged participant in the activities of the European and global community.

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