

## **The Role of Media Communications in Ensuring the Information Security of the State in a Hybrid Warfare: Challenges, Threats and Ways to Increase the Sustainability of Society**

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Information security is an integral part of national security and is considered one of the priority areas of state policy. On the one hand, it involves creating conditions for high-quality, comprehensive information for citizens and ensuring free access to various sources of information. On the other hand, it includes mechanisms for preventing the spread of disinformation, strengthening public unity, preserving information sovereignty, countering information and psychological attacks and propaganda, as well as protecting the national information space from external manipulative influences, information wars and operations. A comprehensive solution to information security issues will allow simultaneously protecting the interests of the state and society, as well as guaranteeing citizens the right to access complete, objective and reliable information.

The article examines the role of modern information and communication technologies as a key factor in the hybrid wars of the 21st century. It is noted that information, as a strategic resource, simultaneously acts as a means of realizing the rights and freedoms of citizens and an instrument of destructive influence and manipulation of public consciousness. Based on the concept of hybrid war proposed by F. Hoffmann and the research of M. Bond, the specifics of modern conflicts are analyzed, in which a complex combination of military, political, economic and information-psychological methods of influence are used. Particular attention is paid to the role of the mass media in the formation of a "parallel reality" - a combination of facts and interpretations that affect the cognitive and behavioral reactions of the mass audience in conditions of political instability.

The purpose of the study is to analyze the impact of media communications on the information security of the state, identify the main threats of information warfare and propose strategies for increasing the resilience of society to external and internal information influences.

Methodology: analysis of scientific sources (research in the field of information security, mediators, sociology). Content analysis of media and social networks. Case Study (study of specific examples of information warfare against Ukraine). Comparative analysis of information security strategies of different countries.

### **Main results**

- Key mechanisms of information influence (fakes, trolls, bots, manipulations through social networks) have been identified.
- Vulnerabilities in the communication system between the authorities, the media and society have been identified.
- Basic principles of information hygiene for citizens have been formulated.
- A model for increasing media literacy as a factor of societal sustainability has been proposed.

## **Conclusions**

The priority tasks of such structures should be:

1. Control of information flows, which involves operational monitoring of the information space, detection of disinformation, fakes and attempts to manipulate public opinion, as well as timely response to such threats.
2. Providing objective and complete information means that state authorities must provide the public with reliable and verified data on current events, with a clear explanation of decisions made at all levels of government.
3. Providing professional comments and explanations from competent experts, scientists and officials, which allows to increase public awareness and reduce the space for speculation.
4. Systematic coverage of the official position of the authorities and political leaders on key issues of domestic and foreign policy. This is necessary to form a single narrative, ensure transparency of management and strengthen citizens' trust in state institutions. Therefore, an effective media and communication strategy of the state should be based on a proactive approach to information, the provision of high-quality content and active interaction with citizens. Only under such circumstances can a high level of information security be ensured, a civil society resistant to external pressure be formed, and the unity of the nation be strengthened in the face of modern challenges.

## **Keywords**

media, security, media sustainability, social media, communication strategy