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KEY ASPECTS OF HUMANITARIAN POLICY AS COUNTERMEASURE TO INFORMATION WARFARE BY THE RUSSIAN FEDERATION

The article delves into the specifics and fundamental aspects of the functioning of humanitarian policy as one of the key factors in countering the information warfare waged by the Russian Federation against Ukraine. It has been established that in the battle against multifaceted and potent forms of information aggression, a pivotal strategy involves prioritizing humanitarian policy. This is particularly pertinent when defending civil rights, nurturing cultural and educational domains, and fostering societal cohesion. Several key considerations in this endeavor include: 1. promotion of humanitarian values – a proactive role for the state in championing and supporting humanitarian values such as tolerance, equality, and respect for human rights. 2. development of educational and cultural initiatives – implementation of programs fostering understanding and mutual appreciation between diverse cultures and nationalities. 3. safeguarding citizens' rights and freedoms – authorities taking on the responsibility of protecting fundamental rights and freedoms, encompassing freedom of speech, the right to information, and privacy. 4. enhancement of media literacy – initiatives aimed at enhancing media literacy among the populace are imperative. Individuals possessing heightened media literacy are less susceptible to manipulation and can critically evaluate information, acting as a robust defense against information aggression. 5. international collaboration and diplomacy – collaborative efforts and diplomatic endeavors for the exchange of best practices in humanitarian policy and countering information aggression. 6. provision of humanitarian assistance – offering humanitarian aid and support to those victimized by information aggression. Humanitarian policy emerges as a potent tool in the fight against information aggression, emphasizing societal development, human rights protection, and the integration of cultural and educational initiatives.

Keywords: *humanitarian policy, Russia's full-scale war against Ukraine, media literacy, information warfare, fakes, post-truth, educational and cultural practices.*

The relevance of the research topic is driven by the increasing importance of information aggression as a tool of foreign policy in contemporary reality. The Russian Federation actively employs informational means to influence the global stage, making it imperative to explore avenues for countering this aggression. Therefore, humanitarian policy may prove to be an effective instrument in resisting informational aggression. Understanding how humanitarian aspects can be utilized to control and respond to information attacks is pivotal in the current context.

Simultaneously, given that Russian government's information aggression can impact various countries and regions, studying humanitarian policy as an international instrument becomes particularly crucial for developing effective strategies of cooperation and interaction. Thus, uncovering and comprehensively analyzing the researched topic can aid in the development of strategies and tools to safeguard against information threats and contribute to international stability.

Consequently, the **aim of this article** is a comprehensive examination and analysis of the role of humanitarian policy as an effective factor in countering information aggression, especially from the perspective of the Russian Federation. The article seeks to identify the potential of humanitarian policy in reducing the impact of information aggression and enhancing the resilience of society and the international community against manipulations and influence.

The set goal involves addressing the **following objectives**:

- elaborate on key terms such as "humanitarian policy" and "information warfare (aggression)" to enhance understanding of their interconnection.
- identify the characteristics and methods of information aggression employed by the Russian Federation to define specific challenges.
- analyze how humanitarian policy can serve as an effective tool in countering information aggression, particularly in relations with the Russian Federation.

Research methods

The key methods employed in the research were descriptive, comparative, and dialectical. The descriptive method helped identify and describe the key characteristics in understanding terms such as "humanitarian policy" and "information warfare." The comparative method aided in identifying commonalities and differences in the strategies of countering information aggression between Scandinavian and Baltic states. The dialectical method assisted in revealing contradictions in the implementation of information warfare by the Russian Federation against Ukraine.

Results of the research

"Humanitarian Policy" and "Information War/Aggression": Specific Definitions

First and foremost, when discussing the definition of the term "humanitarian policy," it is essential to note that it may have various interpretations depending on the context and research area. However, a common feature is that humanitarian policy is aimed at achieving humanitarian goals, including the protection of human rights, ensuring social justice, development of education, culture, and other aspects geared towards improving the quality of life.

In Western literature, humanitarian policy can be defined as follows:

1. Protection of human rights and freedoms – humanitarian policy often encompasses measures aimed at guaranteeing and protecting fundamental human rights and freedoms.
2. social justice – efforts to ensure equal opportunities, combat discrimination, and address social issues to achieve greater justice in society.
3. humanitarian values – encouragement of the development and dissemination of humanitarian values such as tolerance, respect for diversity, and mutual understanding.
4. development of education and culture – policies aimed at enhancing the level of education and cultural development to ensure the comprehensive development of society.
5. humanitarian aid and crisis response – providing humanitarian assistance in the event of natural disasters, conflicts, or other crisis situations, as well as developing strategies for their prevention.
6. global cooperation – collaboration between countries and international organizations to address global issues such as poverty, climate change, and others.

It is important to note that the concept of humanitarian policy can evolve and adapt to contemporary challenges and the needs of Ukrainian society. As domestic scholars rightly point out: "The sociocultural sphere, policies in the field of interfaith, interethnic, and linguistic relations, public diplomacy activities in a complex contribute to the growth of social stability and cohesion, societal reintegration. Ensuring citizens' rights in various areas of humanitarian policy is an integral part of the democratic process based on the principles of inclusivity and contributes to overall societal development" [2, p. 128].

"Information Aggression" refers to a form of military action used to influence public opinion, democratic processes, and create negative perceptions about other countries or organizations. This concept involves the use of informational tools such as mass media, social networks, internet resources, etc., to disseminate disinformation, manipulation, and create fake news with the aim of achieving political or military objectives.

Ukrainian researcher I.V. Patlashinska accurately notes that the main goals of Russian propaganda were the discredit of the Ukrainian government, armed forces, and society as a whole. This includes the spread of false information about the so-called "neo-Nazis" in Ukraine. Attempts to use such a narrative aim to diminish Ukraine's importance and agency on the international stage. Additionally, Russian propaganda emphasizes that the "problem" lies with specific "Nazis" and "Banderites," who allegedly oppress the Russian-speaking population of Ukraine. However, compared to 2014, Ukraine has significantly improved its preparedness for information warfare. Clear communication channels with society were established, the spread of panic was prevented, and cooperation with Western partners was enhanced, ensuring they received objective information about the course of military actions. As a result, Ukraine has succeeded in presenting an accurate picture of the military situation, leaving no doubts about the identity of the enemy and their capabilities [4, p. 87].

Specifically, the functioning of information aggression involves various aspects, but we can focus on the following:

1. disinformation: deliberate spread of false or misleading information to deceive and manipulate public opinion.
2. narrative building: crafting and disseminating specific narratives that align with the aggressor's interests, often aimed at discrediting the target country.
3. hybrid warfare tactics: integration of conventional military tactics with informational and psychological warfare methods to achieve strategic objectives.
4. social media manipulation: exploiting social media platforms to spread propaganda, sow discord, and amplify divisive narratives.
5. cyber attacks: using cyber means to compromise information systems, disrupt communication, and conduct espionage.
6. psychological operations (psyops): employing psychological tactics to influence and manipulate the perceptions and behaviors of the target population.

Understanding these aspects is crucial for developing effective countermeasures against information aggression.

From here, it is important to identify and analyze various forms of information aggression as they can significantly impact society, political processes, and international relations. The Russian's full-scale war in Ukraine has once again demonstrated the relevance of being able to filter information, conduct quality fact-checking, and resist destructive informational attacks from the enemy. The course of this war is influenced not only by achievements on the front lines but also by social media users, media professionals, civic analysts, and investigators. Therefore, it is crucial to approach all content responsibly – both the content we consume and the content we share.

Research on information aggression in a political context can be conducted using various approaches and methodologies. It is important to consider the diversity of factors influencing information aggression and understand the interaction between politics, media, and society. In our opinion, here are some key approaches:

investigation of information sources – this involves identifying sources that spread information aggression, analyzing the structure and nature of these sources, and assessing the reliability and authority of the information they disseminate.

media analysis – this entails studying the reaction and interaction of the media with information aggression, identifying and investigating media and information trends, and analyzing the choice of narratives, words, and images used in informational materials.

analysis of social media – this involves monitoring and analyzing the impact of information aggression on social media, studying the interaction between users and the dissemination of information, and identifying key themes and trends.

content analysis – this involves analyzing texts, images, videos, etc., to identify explicit or hidden messages and determine key words, themes, and styles used in informational materials.

audience analysis – the goal is to study the characteristics and behavior of the audience interacting with information aggression and identify target groups and their peculiarities.

political context – taking into account the political context entails a deep and comprehensive understanding of the political background and circumstances that may influence information aggression. It involves an exploration of the goals and strategies of political actors impacting informational campaigns.

international context – investigating the international context involves analyzing the impact of international factors on the information aggression of the Russian Federation. It aims to determine the foreign policy goals and interests that can be pursued through informational campaigns by the aggressor country.

These approaches contribute to a comprehensive understanding of information aggression and its impact on political processes. It is essential to adapt and apply these methodologies to effectively address the challenges posed by information warfare in contemporary society. These principles can be employed individually or combined for a comprehensive analysis of Russia's information aggression in the political context. As emphasized by D. Dutsyk, the full-scale war has exposed the need for increased media literacy among officials at various levels, the development of effective methodologies for engaging new vulnerable audiences (such as residents of regions occupied after February 24, 2022), and systematic, well-executed research on media consumption patterns among citizens and their information perception. Such research should form the basis for the development of programs and projects on media literacy [3, p.246-247].

Features of Russian Information Aggression

Russian Information Aggression (RIA) has become a subject of discussion and study due to several incidents and campaigns, especially in the context of the full-scale war against Ukraine. It possesses several key differences and characteristics: «diversification and coordination (RIA is marked by extensive branching and coordination. Various platforms, including traditional media, social networks, and alternative news sources, are used to disseminate spiral disinformation); use of bots and troll armies (RIA often involves widespread use of bots and troll armies that automate the spread of disinformation and create artificial discussion volumes on the network); scale and global reach (RIA often extends beyond Russia's internal issues and operates on a global scale. It may include attempts to influence the internal affairs of other countries and international events); hybrid information warfare (RIA employs hybrid methods, including cyber-attacks, social media influence, creation and dissemination of fake news, and the use of alternative media, for achieving political goals through information aggression); disinformation campaigns (RIA is often aimed at triggering disinformation campaigns that can cause panic, create conflicts, and influence public opinion); undermining institutions (RIA may target the undermining of institutions and trust in establishments, including political, electoral, social, and economic institutions)» [5, p.230-231].

It's crucial to note that information aggression is adaptable and can change over time. Not all aspects are unique to Russia, and discussions on information aggression should avoid generalizations due to its complexity and numerous facets.

Discussing this, it's important to emphasize that the strategies employed by the Russian Federation in information aggression can be discerned through research and analysis of known events. These strategies can evolve and be adapted over time. In our opinion, here are some key strategies:

disinformation creation and spread – developing and spreading disinformation through fake news, articles, and information materials to shape a favorable image for Russia or counteract negative facts.

use of social media – actively utilizing social media for spreading disinformation and manipulating public opinion. this includes creating and managing pseudo-profiles, troll armies, and employing bots to increase influence.

orchestrated attacks on opponents – influencing political and public figures, journalists, and activists through disinformation, pseudo-investigations, black pr, or leaking compromising information.

hybrid information warfare – utilizing hybrid methods, including cyber-attacks, influencing energy systems, economic sanctions, and other means to achieve political goals through information aggression.

shifting historical narratives – changing historical narratives by using cultural and historical aspects to create alternative realities. this involves spreading "own" myths and interpretations to shape perceptions and create discord in other countries.

influence on elections and political processes – interfering in elections and political processes in various countries through disinformation, creating alternative political movements, and supporting candidates that align with Russia's interests.

These strategies can be used individually or in combination, depending on specific goals and situations. RIA is multifaceted and adaptive, evolving with technological changes and geopolitical environments. Considering this, it's crucial to heed G. Grebniov's observation that "enemy information-psychological special operations and propaganda achieve their goal in areas where there is an information vacuum, a lack of information, or a lack of operational response from relevant structures" [1, p.116].

Humanitarian Policy as a Tool to Counter Information Aggression

Consequently, the focal point in combating such powerful and diverse forms of information aggression should be humanitarian policy, especially concerning the defense of civil rights, cultural and educational spheres, and societal understanding. Here are some aspects that, in our opinion, should be taken into account:

1. Advancing humanitarian values entails the state acting as an instrument for the dissemination and support of humanitarian values, such as tolerance, equality, and respect for human rights. Promoting these values can create a counterbalance to information aggression aimed at undermining these principles.

2. Development of educational and cultural programs that contribute to understanding and mutual understanding between different cultures and nationalities. This can reduce society's vulnerability to disinformation and stereotypes spread through information aggression.

3. Protection of citizens' rights and freedoms involves authorities taking on the function of safeguarding fundamental rights and freedoms, including freedom of speech, the right to information, and privacy. Protecting these rights can help prevent manipulation and disinformation.

4. Advancement of media literacy aims to introduce programs and initiatives to develop media literacy among the population. People with high levels of media literacy are less susceptible to manipulation and can critically evaluate information.

5. International cooperation and diplomacy for sharing best practices in humanitarian policy and protection against information aggression. Diplomatic measures can contribute to discussions and the development of international standards and norms in this direction.

6. Providing humanitarian assistance and support to those who become victims of information aggression. This may include psychological support, community support, and other measures to mitigate the impact of traumatic information.

Thus, we see that humanitarian policy can be an effective tool in the fight against information aggression by emphasizing societal development, human rights protection, and cultural and educational integration.

As an example, we can highlight a number of countries that are developing strategies to reduce vulnerability to information aggression and have achieved some success in this direction. These examples illustrate that countries can effectively respond to information aggression by implementing measures to protect their society and developing humanitarian approaches to information security. Here are a few examples:

A. Scandinavian countries: Finland demonstrates activity in enhancing media literacy among the population. The country invests resources in educating citizens to distinguish misinformation and recognize manipulations on the Internet. Collaboration with various levels of the public and the development of critical thinking are also essential. Sweden focuses on increasing the resilience of its society to information aggression by promoting media literacy and educational initiatives.

B. Baltic countries: Estonia takes measures for cybersecurity and cyber defense, considering informational aspects. The country develops strategies to protect against cyber attacks and also implements programs to enhance media literacy. Lithuania also takes steps to increase its resilience to information aggression, with a focus on cybersecurity and educational projects [See: 6, p.178].

Conclusions

Thus, by analyzing and elucidating the functioning of humanitarian policy as a factor in countering the information aggression of the Russian Federation in the conditions of its full-scale war against Ukraine, the following conclusions can be drawn:

1) Information aggression against Ukraine is a multifaceted, polyvector phenomenon that encompasses the creation and dissemination of disinformation, the use of social networks, organized attacks on opponents, hybrid information warfare, manipulation of historical narratives, and influence on elections and political processes.

2) As a counteraction factor, humanitarian policy should also be multifaceted, particularly directed towards the following aspects: promoting humanitarian values, developing educational and cultural initiatives, protecting the rights and freedoms of citizens, enhancing media literacy, fostering international collaboration and diplomacy, and providing humanitarian assistance.

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Неліна Д. В., Туренко В. Е. Ключові аспекти гуманітарної політики як фактору протидії інформаційній війні російської федерації

Стаття розглядає конкретику та основні аспекти функціонування гуманітарної політики як одного з ключових чинників протистояння інформаційній війні, яку російська Федерація веде проти України. Встановлено, що в боротьбі з багатогранною та потужною інформаційною агресією ключовою стратегією вітчизняної влади має стати надання пріоритету гуманітарній політиці. Це особливо важливо при захисті громадянських прав, розвитку культурної та освітньої сфер, а також сприянні єдності суспільства. на думку авторів, ключові аспекти гуманітарної політики мають бути наступні: 1. просування гуманітарних цінностей – активна роль держави у підтримці та просуванні гуманітарних цінностей, таких як толерантність, рівність та повага до прав людини; 2. розвиток освітніх та культурних ініціатив – впровадження програм, спрямованих на розуміння та взаєморозуміння між різними культурами та національностями; 3. захист прав та свобод громадян – взяття на себе владою відповідальності за захист основних прав та свобод громадян, включаючи свободу слова, право на інформацію та конфіденційність; 4. підвищення медіаграмотності: ініціативи щодо підвищення медіаграмотності серед населення є невід'ємним елементом. люди з високим рівнем медіаграмотності менше вразливі до маніпуляцій та можуть критично оцінювати інформацію, що є надійним захистом від інформаційної агресії. 5. міжнародна співпраця та дипломатія – спільні зусилля та дипломатичні ініціативи для обміну кращими практиками у сфері гуманітарної політики та протидії інформаційній агресії. 6. надання гуманітарної допомоги: надання гуманітарної допомоги та підтримки тим, хто стає жертвою інформаційної агресії, є критично важливим. гуманітарна політика виступає як потужний інструмент у боротьбі з інформаційною агресією, наголошуючи на розвитку суспільства, захисті прав людини та інтеграції культурних та освітніх ініціатив.

Ключові слова: гуманітарна політика, повномасштабна війна росії проти України, медіаграмотність, інформаційна війна, фейки, постправа, освітні і культурні практики