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**INFORMATIONAL DIRECTION OF POLICY ON PROTECTING NATIONAL INTERESTS OF TERRITORY UNDER CONDITIONS OF NONLINEAR PROCESSES: THEORETICAL AND METHODOLOGICAL FRAMEWORK**

*The author investigated influence of nonlinear sociopolitical processes on the information direction of the policy on protecting national interests of territories. The paper includes definition of theoretical and practical achievements of foreign and national scholars, practitioners in the field of political systems, its self-organization, informational protection of national interests and nonlinear processes. The author provided general information on the notion of "political territory", "national interests of territories", "policy on protecting national interests", "informational direction of protecting political interests". It is outlined directions and objectives set before informational policy on protecting national interests under the conditions of nonlinearity of sociopolitical processes. The author proved the dependence of the policy on protecting national interests and its informational direction on nonlinear processes.*

**Keywords:** *national interests, protection of national interests, information policy, political system, nonlinear processes.*

Under the conditions of global crises, changing the paradigms of existence and functioning of political systems of the modern world, there is a strong need to rethink approaches and evaluation of future of traditional forms of political life and governance. Political academic discourse expands its categorical and conceptual apparatus towards research of nonlinear development of society, deprivation traditional political institutions of monopolies, increasing the influence on decision-making process by non-political actors and changes in sociopolitical behaviour of people. Recently, special attention is paid to information and communication practices, which provide necessary conditions for maintaining stability and protecting political systems, its interests, creating new realities, managing the meanings that go beyond the classical linear development of modern systems.

According to L. Borodkin, Russian scientist, representatives of various branches of science independently state that use of the theory of self-organization, investigation of the nonlinear dependence of elements of complex systems, allow us to bring understanding in regularity of evolution of powerful effects and inclinations of changes in internal states of systems [5]. Implementation of the informational policy on the protection of national interests of territories, search for optimal forms and mechanisms for its formation and realization under the conditions of nonlinear sociopolitical processes are particularly interesting in the context of the article.

Theoretical and methodological approaches of the investigation of systems are mentioned in researches of D. Easton [11], G. Almond [2], K. Deutsch [10]. Self-organization of the systems and nonlinear processes – H. Haken (synergetics) [35], I. Prigogine, I. Stengers (theory of dissipative structures) [25], L. Fuerth (theory of anticipatory governance) [1], N. Taleb (Antifragile theory) [31], O. Knyazev, S. Kurdyumov [13], I. Dobronravova [9], H. Arzumanyan [3]. Nonlinearity of sociopolitical processes – O. Sulimin [30], L. Borodkin [5], V. Prorok [26], M. Poliovy [21], Y. Komarova [14]. Political territory - T. Nagornyak [17]. The theory of communicative action - J. Habermas [34]. Influence of information and communication technologies of protecting national interests of the state in information and communication field - A. Toffler [33], J. Baudrillard [4], G. Poceptsov [23], L. Hubersky [8], E. Tikhomirova [32], E. Magda [16], L. Smola [29].

Interdisciplinary research of influence of nonlinear processes on systems, including political one, have a long history. Nowadays, under the conditions of growth of frequency and depth of pervasion of nonlinear processes through information and communication technologies, namely, in political field, there is a strong need to rethink the role and place of information policy of territories in terms of promoting and protecting its interests, positioning and perception by target audience.

The aim of the paper is to determine the specifics of the information policy on protecting the national interests of territories under the conditions of nonlinear sociopolitical processes.

During the research, it would be expedient to apply to scientific developments of T. Nagornyak on

definition of a political territory. According to the scientist, a “political territory” is considered to be a space, which has institutional status and officially recognized attributes of functioning as a result of purposeful activity of political actors (name / borders, government institutions, administrative, ideological and public system). Territory as a political institution – is a subject of political relations that has its political status and seems to be a recourse holder (both authentic and simulacres), which can be used under the conditions of purposeful strategy and correctional political practices for transforming territory into brand [17, c. 122]. Political territory should be considered as states-nations and its associations, which have publicly recognized and legally secured borders, stable administrative-territorial system, and system of legislation and government.

According to the author, political territory is considered to be the space, where political system operates. The political system - is a set of institutions, which form and distribute power on a certain territory and manage social processes [18, p. 78]. The analysis of theoretical researches by D. Easton and G. Almond indicate that any political system consists of structural elements (thus, it is a complex phenomenon), which interact with each other and the external space. It reacts to impulses and irritants through political decisions in a certain way. Taking into account academic interests of the researchers, they were focused on investigation of general principle of functioning of the systems (D. Easton) and its structural elements (G. Almond). Despite the difference in their views, there is one common thing: existence of links, which ensure the exchange of information, its aggregation and formation of political decisions based on certain knowledge of reality.

Within the framework of the research, particular attention should be paid to scientific developments of K. Deutsch. He considers political system to be a network of communications and informational flows, process of managing and coordination of people's efforts on achieving their goals. Such goals are determined and adjusted on the basis of information on the state of society, its attitude towards the goals, results of preliminary actions, distance to the goal. Political decisions are made on the basis of two informational flows: external and internal. K. Deutsch compares political control to piloting: determination of the course on the basis of information on the movement of the object in the past and its current location towards the set goal. Functioning of the political system is appeared as a set of informational flows, which are built on the principles of feedback [21, p. 198].

Thus, structural elements and political system itself should interact in both internal and external systemic environment for the sake of its existence, get external and produce its own information, distribute it, receive feedback in order to ensure stability and promote interests. In general, the whole set of principles of development and functioning of informational component can be called its informational policy.

Such an interaction provides not only the exchange of certain information for the sake of the information itself. This process represents a set of meanings and images, which take shape of particular texts or is injected into verbal language, and other forms of communication that encourage an individual or a whole system to act. It should be noted that such an action has a specific purpose that must ensure the protection and promotion of national interests of political territories, such as states-nations.

National interests should be considered as an integral expression of interests of all members of society, which can be realized through the political system; set of national goals and basic values that play important role in development of the state strategy and in the field of national security. National interests – it is awareness and reflection of social and state needs. It is impossible to work out the right political course, to define an appropriate orientation in the field of both internal and foreign policy without clear understanding of national interests. It means that determination of national interests is a key point for the state. These interests and opportunities of its ensuring allow to evaluate the level of safety and security of both an individual, society and the state as a whole. This is the only starting position that allows to form a long-term strategic course and concrete state policy [20, p. 264]. Development and articulation of national interests in the form of concrete meanings and messages takes place in informational space of the political system. Despite the state and constancy of one or another political system, promoting and protection of the interests requires communicative action. Accordingly, it means entry into the space ("life-worlds") of the structural elements of its own and other systems. This fact causes certain confrontation and resistance.

It would be expedient to consider the Theory of Communicative Action by Jürgen Habermas in order to understand information and communication essence of the political system. Within the

framework of this theory, it should be paid a particular attention to such notions as "system", "life-world", "communicative action", "communicative rationality", "instrumental rationality", "political rationality". According to the author, the above-mentioned notions describe basic characteristics of interaction between structural elements during communication not only at the level of interaction between political institutions, but also an individual as a main element of any social system, including the political one.

According to Habermas, the "system" - is processes that ensure the formalization of social interaction, stability and steadiness of these forms (status quo) and aspire to control over the world of senses and meanings, which is created in intersubjective daily communication ("life-world") and substitute the process of coordinating common goals for the process of manipulation and subordination" [6, p. 41]. According to D. Kosenko, Ukrainian researcher, the "life-world" should be understood as "unthemed horizon of meanings – the basis of the life's experience of an individual", which forms an environment of communicative action". Such a world is a basic constructor. It is planned to build and maintain certain meanings, which fix an understanding of interests of territory and interpretation of the surrounding reality. The desire of the "system" to enter the "life-world" of an individual / group of individuals leads to "communicative action". "Communicative action" is carried out inside the life-world, which includes participants of the communication. At the same time, communicative action – it is an activity, which is focused on mutual understanding. It turns out that rationalization of traditional life-world – it is a natural necessity of mutual understanding and consensus [15, p. 6].

The "communicative rationality" term, which was introduced by J. Habermas, is one of the most important definitions, which should ensure effective informational policy on protecting national interests of territories. In particular, "communicative rationality" – it is an activity, which is focused on fulfilment of appropriate universal and important provisions of activities by subjects. Moreover, it is related to mutual expectations of behaviour of its actors.

Under the condition of communicatively rationalized activity, the linguistic basis of significance with its requirements of verity, truthfulness and correctness becomes mutual and predictable reference point. Only such communicatively structured requirements (adopted and mutually recognized by communication participants) enable them to find consensus, which is included into collective communicative activity" [15, p. 6-7].

"Instrumental" and "political" rationality – is another important aspect in the field of informational policy. "Instrumental rationality should be considered as a "strategic (purposeful and rational)" action, which provides making a choice between the competing strategies, and is focused on success of its own subject of activity. In addition, it is ready to accept external motives and arguments for the sake of success. Instrumental rationalization usually takes place in social activities and means the choice of means of increasing productivity, namely, successful implementation of knowledge, skills and abilities for society" [15, p. 7].

"Political rationality" is focused on rationalization of political field of the life-world that means elimination of those power relations, which are hidden in the structure of communication and prevent from conscious resolving and consensual settlement of conflicts both in intrapsychic (spiritual inner) and interpersonal sphere of communication. Political rationality is being developed exactly in communicative action. During this process, it reaches consensus. At the same time, relationship between society and political power are being rationalized during the communicative action.

Consensus must be ensured through the joint increase in requirements of significance, foremost, truthfulness of intentional (aimed at certain subject) statements and correctness of founding provisions" [15, p. 6-7]. Within the framework of the research, informational policy is considered as processes, which are focused on achieving political goals, through creation of a capital of loyalty and trust. It will allow target audiences to perceive and understand national interests of states-nations in a manageable manner.

According to J. Habermas, conflict of "including" interests of territories into the "living space" of an individual or another system is based on certain "claims for its significance". He states: "A judgement objective precisely if it is "undertaken" on the basis of a transsubjective validity claim that has the same meaning for observers and non-participants as it has for the acting subject himself. Such claims are truth and effectiveness. Thus, statements and purposeful actions can be characterized by the fact that the more claims or effectiveness are reasonably connected with it, the more rational it is.

Accordingly, the term "rational" is considered to be a feature of individuals, who are expected for such response (especially in difficult situations) [34, p. 238].

Thereby, communication, which is reflected in a certain policy of the territory, should provide a political system with a set of meanings and tools for its distribution for the sake of maintaining internal stability (consolidation of structural elements), external promotion and protection of own interests, which compete with other political systems (territories) and its interests.

Theories of a political system, which were worked out in the middle of the 20th century, took into account rather stable and predictable situation. Under the condition of rapid development of information and communication technologies and globalization processes, such situation has been transformed into more unpredictable and unstable.

Increase in number of centres for developing new knowledge, velocity of its propagation and diversity of interpretation of reality, demonstrate the emergence of new local and global actors. This situation created conditions for changing traditional hierarchical system of sociopolitical relations, including the protection and promotion of national interests; displacement of relation's vertical towards horizontal interaction. On the one hand, increase in number of attractors, both internal and external, provides an opportunity of being replenished by energy and setting up new connections. On the other hand, it creates additional pressure, load on internal structure and threatens the whole system. Attractor is considered to be plenty of points, which attract trajectories of dynamic systems [19, p. 212]. Within the framework of the research, attractors are any institution, individual or process that influence on the filling of information and communication space of the territory and its perception in the specific context.

"Unlimited" access to information and expansion of the capabilities of information and communication technologies play a positive role and ensure the access to large amount of knowledge. However, such "limitlessness" breaches the balance and allows the competing system to (directly or indirectly) influence on each other via the filling of another's system with own meanings. Such course of events substitutes reality and creates simulations. It facilitates creation of chaos and the conditions for possible destruction of the system or loss of control over it.

According to V.Prokor, Russian scientist, deterministic chaos is typical for nonlinear dynamic systems. Systems demonstrate several characteristics: the output is not proportional to the input; a whole is not equal to the sum of its separate parts; the reason and consequence are not clearly demarcated. Systems characterized by deterministic chaos are often complicated (complex). It means that it either contains several goals at the same time and moves towards it, or contains more purposes, which exclude each other, and, as a result, includes several structures that can not be described by one language. Its behaviour can have different quality. In particular, during one period of time it can be unchangeable, it can be changed periodically or quasi-periodically, and the last option is chaotic motion. Chaotic behaviour is characterized by a state, when a tiny impulse can cause extreme changes in behaviour. Even such a tiny change of the initial conditions will lead to absolutely different results [26].

Political territory, as an integral system, is constantly under the influence of plethora predictable (attractors) and unpredictable (weird attractors) factors. Under the conditions of development of information and communication technologies, blurring of borders, increase in number of inputs-outputs in / out of the system and the number of actors has rapidly increased frequency and number of unpredictable events. Such unpredictability involves changes in principles of protecting interests of the territory ("states-nations"), which are prescribed by a specific policy. The policy on protecting national interests should be considered as a set of provisions and rules of management of the system of national interests' protection as well as mechanisms for reducing the risks, which affect the integrity and capacity of the political system to create, keep internal and external processes in control, and achieve strategic goals.

In the context of unpredictability, complex predictability of events and reactions to challenges, it should be paid specific attention to the theory of "Black Swans" and "Antifragile" by N. Taleb, American scientist. According to his research, nonlinearity of processes, which occur in a society, generates plethora unpredictable and irregular events of a large scale and leads to grave consequences [31, p. 24]. N.Taleb calls this phenomenon "Black Swan". It is characterized by impossibility of tracking and forecasting all events that have global influence on the state and development of the system. The main aspect of the problem is the fact that it is impossible to calculate probability of rare events [31, p. 24]. Taking into account this fact, N.Taleb offers not to dwell into the process of

searching for mechanisms of the detection of these phenomena. According to him, the systems should consider the "Black Swans" as a matter of duty and adapt to the created conditions in an orderly manner.

Such a quality of systems is called "anti-fragility" by Taleb. This term is considered to be a "quality of all natural (including complex) systems" [31, p. 22], which are able to adapt to influence of unpredictable events and change its state in the better side (in contrast to flexibility) [31, p. 20]. At the same time, he emphasizes that determination of "fragility" of the system allows to find its weaknesses. Therefore, "anti-fragility" - it is a control over "weaknesses" and its transformation into strengths that will meet modern challenges. It does not matter whether it is predicted or not

The above-mentioned approach is debatable and causes plethora criticism. However, it characterizes the current state of the systems based on the research, which was conducted by N. Taleb in financial sector. It can be extrapolated into political science in theory. Within the framework of the research of the informational policy, the theory of N. Taleb can be used as one of the adaptive functions of information and communication direction of the protection of national interests of territories. It lays the basic characteristics of perception, reaction and adoption to unpredictable information and communication threats, which were not taken into account during the development of the police.

In addition, the ideas of Taleb can be used in further development of the theory on creation of artificial "Black Swans". Its "launch" is hidden by other systems. According to the author's scientific works, he focuses on certain natural phenomena or phenomena initiated by people, which have caused certain global influences by chance. However, it is should be paid particular attention to events and processes during the so-called "hybrid influences".

According to E. Magda, Ukrainian researcher, the notion of hybrid influences should be considered as a definition "hybrid war", "a set of pre-prepared and operationally implemented actions (military, diplomatic, economic and informational by its nature), which are aimed at achieving strategic goals". Its (hybrid war) main goal - is to subordinate the interests of one state to another under the conditions of formal preservation of the political system of the victim's country "[16, p. 28]. The main feature of these processes - is creation of unpredictability and complicated predictability during the interaction between different systems.

The main threat to any system is loss of control over internal processes and unauthorized influence on structural elements to cause damage, failure in its operation, external control or destruction.

It is noted that the growth of entropy processes (An - deviation from planned actions in the system) in political and institutional and surrounding environment takes place, among other things, due to dysfunction in evaluation and selection of information in political and institutional structures that deal with making political decisions. The state policy is faced with triune task: firstly, to provide environment, political institutions and its subjective component with full information for the sake of making revised political decisions; secondly, to ensure reliable protection in accordance with current legal provisions on information with limited access; thirdly, to protect the environment and political and institutional subsystem from deliberately distorted information, which intensifies interethnic, interdenominational relations, facilitates the spread of social anomalies, demoralizes law enforcement agencies and security institutions [12, p. 15, p.16].

Communication, as a one of the strategic priorities and a concrete tool for promoting the interests of territory, intersects with all its elements and functions. Promotion and protection of the interests of territory means practical realization of the concept of informational policy and informational security, which includes organization and carrying out direct (informing, propaganda, etc.) and indirect (implementation of informational projects in specified environment) communication with its target audiences [7, p. 149]. If you suddenly destroy the channels of communication in the system, it will terminate its existence. Mass communication penetrates all types of social, including political, activity. It allows to modify the behaviour, make changes, achieve the set goal. A specific political organization (institution) can be represented as an extensive network of communication channels, which are designed to collect, analyse and systematize information on the inner world and outer world. In addition, it will transmit messages, which are developed and adopted to existing reality [27, p.10].

Informational policy of the territory should be considered as a set of principles, approaches, meanings that determine the laws of functioning of the informational field [24, p.12], ensure stable life of the system and perception of interests by target audience. Complication of modern political life requires the strengthening of protection and promoting interests not only in "real sectors" (economy,

defence, etc.), but also in semantic and symbolic fields.

The analysis of the events during 2013-2016 yy. (first of all, the information and communication influence of the Russian Federation on the "post-Soviet space" and the "Western World"), changes in paradigm of perception of informational component of the policy on protecting national interests (for instance, in the Russian Federation, The United States of America, the United Kingdom, EU, NATO, Ukraine, etc.) demonstrated higher level and its defining as a one of the strategic priorities in conjunction with defence, national security, economy, etc.

Informational direction of the policy on protecting national interests of territories ("state-nations"), is considered to be a set of provisions and rules (prescribed at the state level) of management of the system of protecting national interests through a complex of measures aimed at forecasting, detecting, neutralizing external and internal threats and influences on elements of informational infrastructure [22, p. 117], semantic and figurative field, where national interests are promoted.

If the informational policy on protecting national interests of territories is considered in the context of nonlinear sociopolitical processes, it is possible to notice that such processes are constantly located in unstable and aggressive environment. The reason for this is the fact that access to internal processes, exchange of information with external sources is almost unlimited. Modern information and communication technologies, both at technical and semantic level, will allow to work with structural elements of a particular system without limits. Its stability depends on the strength of the links between elements, common understanding of present and future, flexible response to external challenges and influences.

Depending on ambitions and strategic objectives, systems operate in order to maintain internal stability and predictability. Under the conditions of a competitive fight in external environment, systems operate for the sake of destruction or seizure of information and communication systems of competitors, creation of conditions for imposing own meanings and influence on agenda with further control. In addition, it comes about destruction of systemic integrity of the "victim" and increase in number of negative points of bifurcation (cascade of bifurcations). The main symptom of the bifurcation period is growth of the share of political deviant behaviour, when individuals are not guided by generally accepted norms of political behaviour and consciously violate fundamental norms of political order. On the other hand, processes of delegitimization of power are increasing. During such processes, basic principles of political order are usually blurred. In this context, sociopolitical processes are carried out via mechanisms of dynamic chaos [30, p. 103].

If there are concentrated collective efforts of a society that put efforts in order to overcome the worldview crisis (crisis of interests), production of symbols and meanings, which describe and fix interests, will definitely take place. If one symbols and meanings become weak, it can be eliminated by another more attractive, significant, prestigious for people, and more importantly, more understandable. As a result, existing symbolic and semantic complexes experience erosion and lose its real ability to resist [28, p. 132].

If the interests of territories match, there is a synergistic effect. In particular, strong links of communication and understanding are being bounded. The state of instability, which took place due to absence of understanding of interests both inside the system, and outside, creates conditions for self-organization under the influence of positive communication. Conditions for its new level of regulation and creation of favourable conditions for development. According to Y.Komarova, Ukrainian researcher, universal matrix of systemic self-organization of political life is set by process of structural self-organization of the political system of society. The essence of the structural self-organization of the political system (as well as other open nonlinear systems) is not only about creation of some new structural elements of the system. It is about self-preservation of systemic quality of the political unit. It is achieved by constant violations, namely, restoration of equilibrium, changes in directions of evolution of the system, alternation of regimes of processes through its acceleration and deceleration, processes of differentiation and homogenization of the system's structure. Nonlinear internal environment of the political system of society is a carrier of various forms of future organization of a political life [14, p. 103].

Taking into account paradigmatic changes in functioning of political systems under the condition of nonlinearity and the loss of the power monopoly in control over the territories, crisis of the management system, scientists and practitioners are looking for alternative models, which will meet

challenges of modern world. Within the framework of this thesis, it should be mentioned the concept of preventive management by Fuerth L., American political scientist. He also confirms the fact that political systems are in a constant dynamic and fugitive aggressive environment. At the same time, such dynamics has a crazy speed, meanwhile, the aggression has a high frequency of manifestation, which causes system malfunctions in operation of the state during working out and implementation of the policy.

L. Fuerth noted: "If you want to cope with acceleration, it will be necessary to introduce new approaches to management, which are more sensitive to weak signals, which will influence on working out the policy in future, which allows to react faster and more flexibly". He states that modern politics is extremely complicated phenomenon that operates nonlinearly. Problems, which are faced by any territory, cannot be divided into separate problems, and later being administered and resolved one by one. Its complexity is the result of synchronous interaction between several structural elements and several events. Such problems cannot be completely resolved due to the fact that it is always mutating [1, p. 33-34].

L. Faurth believes that problems of functioning of the political system can be solved via creation of networks and delegation of powers in accordance with the centre-periphery model. It is noted that modern management systems were worked out on the basis of the concepts of 19th and 20th centuries. In addition, events are understood as linear processes, rather than interactive and complex ones. Such form of organization significantly complicates the ability of governments to cope with difficult objectives. Powers in the existing systems require supervision by the "top" and complex bureaucratic system. Articulation of the information about real events articulated inside the same system (periphery-centre and vice versa) is too complicated. It leads to system failures under the pressure of unpredictable shocks in the form of collapse of the function on management the system. Nowadays, problems are linked. Thus, it is characterized by complex interaction, meanwhile, management of its resolving must be integrated and adjusted. Interdepartmental system is not suitable for managing complex processes, which are related to complicated interaction between previously isolated policy fields (for instance, environmental, informational, economic and defence area). It is necessary to apply to more sensitive and sustained form of interaction between the policy and management in order to control such process under unpredictable conditions [1, p. 37-38].

According to L. Faurth, the most acceptable form of management is a network. The scientist states: "The network extends mandate of the lower structures to relatively autonomous action, eliminates "narrow places", which are hidden at medium levels of management and radically improve the exchange of important information. Periphery is allowed to act within the limits of its competences as widely as it is possible. However, it should not go beyond the limits, which are fixed in the formulated strategic goals. Such network processes are necessary for collection and evaluation of information, as well as for analysis and implementation of the policy" [1, p. 38-39].

Faurth offered to work out a system of "receptors", which would quickly react to tiny changes, potential actions concerning the system or internal transformations, which have strong impact on the periphery. At the same time, the periphery itself will be able to inform the centre of strategic decision making without distortion. In addition, such networks allow to carry out effective information and communication exchange between the structural elements at different levels. Under the conditions of "blurring" of borders and increase in number of inputs / outputs of the system, it should be paid particular attention to regulation of communication through peripheral centres of the one system to peripheries of others, which have the same level and influence on the decision-making centres.

In the context of the "network management" and development of a system of protecting national interests, it is expedient to pay attention to the concept of the neural network model of a political process by M. Poliovy, Ukrainian researcher. The scientist notes that the above-mentioned model "consists of layers of artificial neurons ("elements of the neural network", hereinafter – ENN). Each ENN represents one actor of a political system in the model. This version of the model expects for considering all types of ENNs. ENN should act as both a certain political organization, and an individual in the form of a life analogue. All ENNs in the model must represent only individuals in the best possible way due to the fact that any political institution is a demonstration of the individual's activity in one way or the other. All ENNs in the model are equivalent and characterized by similar functions of receiving, transformation and aggregating of input information. However, some of it are included in different

layers of the neural network [21, p. 202].

Another important feature of the model is the fact that it does not have any ENN, which would be included into one block (An - each block includes several neural network layers) [21, p. 202]. Thus, it must be stated that political process is characterized by a situation that allows to form political ideas and actions, which differ in tiny details, on the basis of rather similar public axiological "background". At the same time, similarity in ideological and political fields does not guarantee the similarity in political strategies and tactics within the framework of different political systems [21, p. 209].

Building of a structure of a political system on protecting national interests on the basis of a network model under the conditions of nonlinearity allows to activate different structural elements for the sake of resolving specific problems considering changes in conditions of existence of a particular system, including the level of information and communication exchanges.

Under the conditions of nonlinear sociopolitical processes, political systems face with diverse and multi-vector influences from plethora political and non-political actors, which have own vision and interpretation of reality. Moreover, it has its own interests. Such actors try to form an agenda for political, social, economic, cultural life of its own and other systems. Such impacts are carried out through information and communication technologies in three directions. First, creation and preservation of its own information and communication space, which ensures unity and stability via the system of meanings and images. Second, entering into information and communication space by other systems in order to replace or supplement the authentic meanings and images for the sake of promoting own interests and changes in behaviour of structural elements in its favour. Third, resistance to external influences in order to keep internal stability and control over processes, formation of stable communication nodes with "friendly" systems.

In case of system weakness or lack of flexibility (adaptive function), nonlinear effects can lead to its destruction and going under control of other system. In the case of strong links between structural elements, which are united by common goals and understanding of the system's essence, its strategic objectives and interests, it will lead to a new level of development that will meet current challenges. As a result, it comes about maintaining integrity and further development in modern world.

Effectiveness of informational police depends on rapid feedback to external influences, detection and satisfaction of actual informational needs of target audiences, provision and adaptation to existing conditions without losing strategic priorities and planned results that coincide with national interests.

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***Бондаренко С. В. Інформаційний напрям політики захисту національних інтересів територій в умовах нелінійних процесів: теоретико-методологічний вимір***

*Розглянутий вплив нелінійних суспільно-політичних процесів на інформаційний напрям політики захисту національних інтересів територій. Розкрито зміст теоретичних та практичних доробок закордонних і вітчизняних науковців, практиків у сфері політичних систем, їх самоорганізації, інформаційного захисту національних інтересів та нелінійних процесів. Дана загальна інформація щодо поняття «політична територія», «національні інтереси територій», «політика захисту національних інтересів», «інформаційний напрям захисту політичних інтересів». Окреслені напрямки та задачі, які стоять перед інформаційною політикою захисту національних інтересів в умовах нелінійності суспільно-політичних процесів. Доведена залежність політики захисту національних інтересів та її інформаційного напрямку від нелінійних процесів.*

**Ключові слова:** національні інтереси, захист національних інтересів, інформаційна політика, політична система, нелінійні процеси

***Бондаренко С. В. Информационное направление политики защиты национальных интересов территории в условиях нелинейных процессов: теоретико-методологическое измерение***

*Рассмотрено влияние нелинейных общественно-политических процессов на информационное направление политики защиты интересов территорий. Раскрыто содержание теоретических и практических разработок зарубежных и отечественных ученых, практиков в сфере политических систем, их самоорганизации, информационной защиты национальных интересов и нелинейных процессов. Дана общая информация относительно понятия «политическая территория», «национальные интересы территорий», «политика защиты национальных интересов», «информационное направление защиты политических интересов». Обозначены направления и задачи, стоящие перед информационной политикой защиты интересов в условиях нелинейности общественно-политических процессов. Доказана зависимость политики защиты национальных интересов и ее информационного направления от нелинейных процессов.*

**Ключевые слова:** национальные интересы, защита национальных интересов, информационная политика, политическая система, нелинейные процессы