

## ACTUAL PROBLEMS OF MODERN SOCIETY

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### MEETING CHALLENGES OF MODERN INFORMATION TECHNOLOGIES IN UKRAINE

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Information nowadays is considered as strategic product. The ability of society and its institutions to collect, process, analyze, systematize and accumulate information, ensure freedom of information exchange is an important prerequisite for social and technological progress, a factor of national security, one of the foundations of successful domestic and foreign policy. The information sphere has a system-forming character and affects almost all areas of public relations. Today, the opportunities provided by advances in the field of informatization, telecommunications and information technology in obtaining, disseminating and speed of delivery of various information cannot fail to impress.

However, global information systems, along with the benefits, bear new potential threats. Today the world experiences fundamental dependence of the individual, society and state – economy, politics, culture, science, national and international security – on the exchange of information, reliable operation of information and telecommunications systems, technologies and tools. The increase due to the use of the latest information technologies of influence on the individual and public consciousness leads to violation of the balance of power, introduction of additional tensions in society, emergence of new areas of confrontation [4, p. 480]. Global information systems and information technologies create an information environment where are virtually no state borders, restrictions on information influences, restrictions on information that could not be disseminated with impunity, restrictions on the placement and receipt of information, including information on weapons production, terrorist operations and more. Significant progress and spread of information technology, the global nature of mass communication systems

have led to the creation of a global information space, which forces the world community, each country to quickly navigate and adapt to the modern information environment. In these circumstances, the world community has realized that international information security is a global problem, the solution of which significantly affects the existence of mankind [3, p. 60].

The goals of the Ukrainian society in the information sphere are to ensure the interests of an individual, consolidating democracy, creating a legal welfare state, achieving and maintaining social harmony, spiritual renewal. The intentions of the Ukrainian state in the information sphere are to create conditions for the dynamic development of the national information infrastructure, ensuring the constitutional rights of an individual and a citizen to receive and use information, to maintain the constitutional order, sovereignty, territorial integrity, political, economic, social stability [1, p. 372]. Information policy of the state should provide an opportunity to exercise the right to access information, to disseminate information, to protect information and get protected against information. Conceptual principles of information policy should determine the methods and forms of influence on the objects of the information sphere, such as: the system of formation and use of information resources; information and telecommunication infrastructure; market of information and telecommunication means, information products and services; scientific, technical and production staff; information security systems; system of normative-legal regulation of information relations, educational programs; international cooperation [2, p.37].

Modern information technologies allow to establish uncontrolled information relations and influence the information space. The Internet has significantly changed the methods of obtaining information, providing virtually unlimited free access to sources, accumulated by mankind, regardless of distance and place of storage. In Ukraine, the humanitarian aspect of information security is important – the impact of information flows on the integrity and identity of the meaningful space of society, the destruction of linguistic and cultural identity in the context of globalization. For historical reasons, the Ukrainian language is the state *de jure*, but not *de facto*, there is a certain functional incompleteness, insufficient standardization of the modern Ukrainian language, very weak lexicographic support of language processes [3, p. 64]. Failure to solve the problems of information security leads to a slowdown in the formation of the information society in Ukraine, creates a real threat to the information expansion of other countries. The state policy of information security should be open and provide for informing the public about the activities of state bodies and public institutions in the field of information security, taking into account the

restrictions established by the current legislation of Ukraine. It should be based on the principle of unconditional legal equality of all subjects of information relations, regardless of their political, social and economic status, based on mandatory protection of the rights of citizens and organizations to freely create, search, receive, accumulate, store, transform and disseminate information. in any lawful manner.

Striking a balance is essential to the information policy of any State. The state must ensure that society is open and aware of its activities bodies and public institutions in the information field. Strategic recognition should be given to the priority development of indigenous, information and telecommunication technologies, the strategic development of domestic modern information and telecommunication technologies should be recognized as a priority. Public policy should aim at ensuring, full and timely information, freedom of expression and information. In order to establish a democratic society, it is important not to allow anyone to interfere in except in cases specified by law in accordance with the Constitution of Ukraine. Preserving the national cultural and spiritual values of Ukraine, a domestic information product should be created, a representative of our country in the world of information. Comprehensive State support is needed for the national media, social and legal protection of professional artists [5, p. 106].

State action in the organizational sphere of information policy is above all conditions for timely, high-quality and effective provision of information to citizens; Secondly, the administrative, technical, judicial and international legal protection of Ukraine's national information product and, in general, its information resources.

In the area of information security state information policy should aim at:

- protection of the population of Ukraine from information products that threaten their physical, intellectual, moral and psychological health (propaganda of cruelty, violence, human hatred, pornography, occultism, influence on the mind, etc.);
- comprehensive promotion of information for law enforcement agencies to carry out their functions;
- protection of state secrets and other information with restricted access, as well as state control over the regime of access to that information;

Ensuring the effective presence of Ukraine in the world information space requires such action by the State in the international sphere, as financial and legal support for the creation and dissemination of Ukrainian-language information products and cultural, artistic and printed products, observance of the principles of the European Convention on Human Rights and international instruments in the field of inter-State information cooperation.

Global informatization has led to fundamental changes in science, culture and education. The impact of information policy can be much greater if the Ukrainian State Establishment chooses an active information market player strategy. Such policies require the production and protection of their own information product, creation of conditions for promoting it in the market, development of methods of preparation of consumers for information perception. The development of information sector, in particular domestic information technologies, should be facilitated by a clear recognition of it at the State level as a strategic area and an integrated resource (financial, organizational, material, technical, personnel, etc.) support.

A democratic state should respect the dynamic balance between the right to freedom of thought and expression, freedom of expression of opinion and belief, and the free collection, storage, use and dissemination of information and the need to respect national security. Such a balance protects the interests of a State and maintains moral and spiritual stability of a society, promotes the right of citizens to receive comprehensive and quality information. There are conceptual proposals for the broad involvement of domestic scientists and researchers in solving problems in the information sphere. Domestic specialists must guarantee the quality of information services, the security of information technologies and the safety of work in the world information space to that end, a modern certification and standardization system, a system of national information resources and a dynamic information infrastructure should be established.

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