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# CHAPTER «SOCIAL COMMUNICATIONS»

## INFORMATIONAL AND PSYCHOLOGICAL SAFETY AND THREATS MANIPULATION OF THE CONSCIOUSNESS OF THE SOCIETY CONDITIONS OF THE INFORMATION WAR

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**Abstract.** Modern conditions in the information space of the state are based on information warfare. Today, the information and psychological safety of the society by the mass media in the flow of information-psychological communication and conflict problems is a particularly relevant topic for research. Since, in the world of psychological attack and in the flow of information flow, human consciousness has a large amount of signaling messages that are extremely difficult to accept, perceive, check and rethink. Society as a whole became the object of manipulating the consciousness of each of the hundreds of political psychology, media technology, virtual space, etc., which is a topical issue with regard to the psychological security of the information medium. The war in Ukraine between Russia caused a lot of problems and transformed the information space into a certain chaos called «information weapon», which manifests itself by hidden and invisible ways of managing the consciousness of the society. Understanding these chaotic processes can only separate societies with logical reason and intuition. The Russian-Ukrainian conflict poses a threat not only to Ukraine, but also to the world. The purpose of the study. The article deals with the process of influence of information flow on a person in conditions of information warfare. The task of the media today is to create all conditions of state psychological safety for the society in order to restore peace and development of human mental progress. Information security of the state counteracts the information warfare and protects the citizen and society as a

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whole, but this is not an easy process. Results. So, the success of information influence requires deep research and study of the human psyche at the subconscious level for the possible achievement of conditions, means of a sign system, harmonious and humanistic lifting of the human initiative. The schemes that include the components of the information war are developed, as well as the principles of psychological manipulation of information in the information sphere of the society, the influence of the information war on the human consciousness, as well as the technology and methods of manipulation of public opinion are shown. Conclusion. It is recommended to change the process of activity of the information space, since the mass media should work for the needs of citizens, ensuring transparency, openness, reliability and legitimacy of the facts, and, ultimately, ensuring the state of national security in the context of conducting an information warfare. The society in the flow of information flow must learn to psychologically strain from negative information during the information warfare, and for this purpose it is necessary to work on its spiritual and psychological power and faith, as well as to develop the intellectual and intellectual ability built on the introformational interaction. It is proposed to satisfy the constantly changing complex dynamic process of information circulation, taking into account the psychology of society and the connection with the psychological barriers of information flows, the overload of the communication environment itself and the complex dynamics of circulation. The media during the preparation of the message should first of all empirically investigate the information from the point of view of psychological impact on the social, providing at the same time hierarchical importance, the priority of the dangerous to foresee behaviouristic (behavioral) reaction of man, his control over the mind, psychological results and social status, as well as to integrate with similar cross-border systems.

### **1. Introduction**

The situation in Ukraine has troubled almost every part of the world and this state has forced to pay attention to itself. Unfortunately, today in the country the socio-psychological climate is extremely complex and poses a psychological threat to society. In Ukraine, the first place is the task – to change and transform the concept of information security, as it is not easy to counteract information and psychological warfare, which is a major emergency.

Means of psychological influence, which are used in the communication flow, predetermine the mechanisms of human management through manipulative technologies, namely, its behavior, thoughts, thinking in the right direction for the manipulator. These events happening in the country lead to a decline in intellectualism, elitism, professionalism, education and the destruction of social development. Studying the influence of media channels (the media) many influential foreign and Ukrainian scientists, such as E. Katz, P. Laasersfeld, G. Stromerier, E. Shane, Denis McQuail, V. Bebyk, V. Ivanov, G. Pocheptsov, V. Korolko and others.

A society with an exclusively psychologically stable character can and will be able to filter information, protect itself from threatening influence and thus will not be the victim of a manipulative program. After all, we live in a constant temptation of influential currents; therefore, the task of society should be able to withstand and unnecessarily filter. Communicative communication allows the transmission of information from the subject to the object forming a continuous inter-informing return. In order to get in touch with people it is necessary to have psychological skills of suggestion of manipulation, persuasion, to know the bases of social and psychological influence.

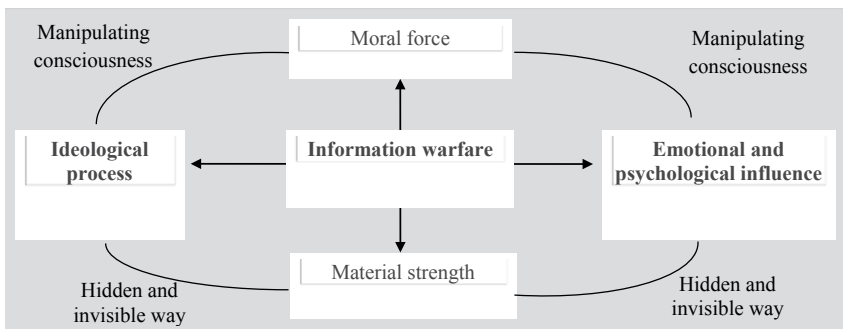
### **2. Information warfare and its communicative-manipulative impact on world platform**

Well-known American researcher M. McLean says that «truly total war is a war with the help of information» [35, p. 148]. The researcher believed that the exchange of knowledge, not goods, is now ongoing, so information is a carrier of world progress. Psychology of communicative communication [33] occupies a special place in human life, especially in resolving conflicts, establishing different kinds of relationships and relationships. The communicative influence has a psychological significance, which means both an open and a hidden approach, and it develops a dynamically growing influence on society in various crisis and emergency situations, or even during the war. The peculiarity of psychological influence is complex and represents an empirical process. A great advantage for today will be the creation of a «competitive individuality» [3], who will be able to fight for a special status in society and who will be able to adapt psychologically to life, and will realize the national thirst and communicative-intellectual-psychological energy of strength.

In its structure, information warfare includes (Figure 1): the moral and material forces of different competitors, affecting the human mind in the ideological and emotional and psychological processes. Information warfare creates a certain globalization struggle, manipulating the masses of world society, imposing certain ideas and views, stereotypes and tasks on every society.

Russia is conducting a conflict-physical and moral-psychological war in such a way that it destroys all the values of public opinion in Ukraine. In recent years, we have been tracking the absolutely aggressive impact of «information garbage» on the consciousness of the citizens of the country. The false misinformation of the Russian mass media in some way destroys the psyche of Ukrainian society. Russia's expenditures on informational falsehood propagation are increasing every year, since it is extremely difficult in Ukraine to counteract the aggressor country. This war affects the spiritual and moral, economic and political spheres.

In the world, the greatest information absorber is social, and communication media as an informant and transmitter of communication have great potential to influence the psyche and consciousness, social psychology and the moral and emotional state of the population as a whole. Today, a person is psychologically intertwined with false information, as evidenced by the professional management of the communication process by modern media. Due to the emotional charge and mood in the media, the means and mechanisms of influencing people are increasingly sought through gaining trust and suggestion, influencing the psyche and



**Figure 1. Components of the information war on the world information platform**

consciousness of the individual so that he does not have time to analyze and verify the messages [2; 8].

In the modern world, every society aspires to security in the inner and outer world, fights for its rights, freedom and personal self. As you know, manipulation is a hidden form of influence on a person and is usually guided by deception and causing harm, but psychocorrection is an open form of psychological influence that aims to develop, correct and improve a person, and also help the whole society in life's problems. and to form a new society [6].

The development of society is characterized by the state of development of informational and communicative interaction and the level of informatization of the information space. The main category of mass media is the content of mass communication, which transmits information from the communicator to the society, and this combines them into a single technological information and communication chain.

Management of information, from the point of view of psychological impact on a person, has little research, and therefore is of interest to study and analysis. Information-psychological confrontation existed from the periods of the Ancient World and the Middle Ages, during the First and Second World Wars, the Cold War (1946-1991), when there was a serious struggle with the power of words and weapons. By the way, the Ukrainian Cossacks used various tricks in the war during the talks and, as a rule, attained high authority: they were hetmans: O. Dashkovich, D. Baidavshnevetsky, S. Nalyvaiko, B. Khmelnsky and others [13]. The problem of the impact of the information-psychological war on the social sciences involved scientists: M. Macleen, J. Fuller, E. Zaharias, J. Brown, F. Taylor, D. Carnegie, P. Leinbarger, G. Pocheptsov and others.

Information warfare is internally similar to a psychological warfare, since both negatively affect humanity, changing its views, thinking, behavior, psychological stability and courage, emotions, feelings, freedom, consciousness etc. There is a law of Ukraine «On the psychological protection of the population» that regulates the negative influence on the psychological and physical health of the society and thus creates harmonious-psychological calm [4].

For today, it is very important for the public – it is not subjected to instantly strong manipulative influence in the management of consciousness. The public at large must defend their position, analyze or verify the

information, do not understand it literally or uniquely, since in such a flow of information from all media channels the messages receive different feed and meaning. Of course, this is a difficult task for society, but with the modern rhythm of life it is necessary for its own self-preservation.

Taras Shevchenko, the famous poet-genius, said that «the word has a great influence on man, it can magnify the dumb slaves, and may also cause significant moral harm ... the very words have the property of persuasion, a person can reasonably argue his opinion» [3]. Word – this is perhaps the only effective method of influencing the subconscious of a person when forming in the audience of public opinion the necessary referral. The task of modern media is not to attack the opinion of a person or psychologically to level it, and on the contrary – to induce conscious actions that give rise to the development of national-patriotic consciousness.

Georgiy Pocheptsov believes that in the world there are some coercive influences on a person: physical, communicative and mental means, as physical power can be exercised by power structures (prison, totalitarian regime in the country, religious sect, etc.), in which there is an invisible character; communicative influence has a verbal and nonverbal way of existence, respectively, in the word you can really recruit a person, insult him, destroy, magnify. The mental means is characterized by its way of thinking, the spiritual vision of the world, its perception, and very often it is present in modern Ukrainian television [28].

The influence of information on the society from ancient times was considered from the point of view of philosophy, then psychology, but today it is a new approach – analytical and scientific developments and strategies for manipulating consciousness (thinking and brain) of a person. The psychological state of a person is determined with various forms of behavioral or other human activity, determines its hyperactivity or adherence to certain processes and, as a conclusion, thus forming a consciousness. Human behavior is characterized and correlated with such factors as, on the one hand, emotions, those that are delayed in human memory, certain habits and associative moments that occur in the brain, and on the other hand – they belong to the product of the initiator [3].

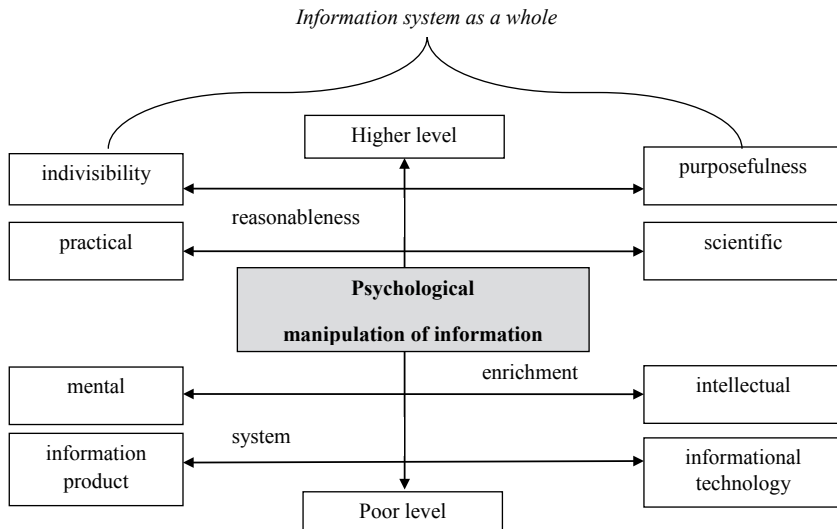
The main principles of the systematic approach to psychological manipulation of information in the information society are (Figure 2):

– indivisibility (integrity) and purposefulness, practical and scientific substantiation, spiritual and intellectual enrichment – which reproduces the

ability to simultaneously consider the information system as a subsystem for higher hierarchical levels or sublevels. Under the information system, we understand the organizationally organized set of information products and information technologies, including using computer technology and communication, which ensure the implementation of information processes;

– the hierarchy of construction is a tree-like representation of information in the presence of a plurality of elements based on the subordination of the lower level elements to the higher level. The division of the whole set of means of disseminating the information resource on the principle of «from the higher level to the lower» is the structure of the classification tree. This approach allows the use of automated computerized systems capable of automatically providing the selection of the necessary information, its processing, transportation and perception.

In the array of current information, which characterizes the information sphere of society, it is important to adhere to the principle of hierarchy (principle of importance, priority and psychological security) in the prompt selection of necessary information [6].



**Figure 2. Principles of psychological manipulation of information in the information sphere of society**

In his work, author E. Dotsenko «Psychology of manipulation» interprets the protection of a person in such a way that psychological protection – is the use of the subject of psychological methods of elimination or to avoid certain damage, which cause the subject of influence [6].

Today the task of the journalist is to learn how to manage the information flow, taking into account the psychological effect, clearly indicating the characteristics of the consumer (age, sex, regionality, sociality, etc.). As a matter of fact, the communication process takes place from the moment the idea originated, and then the message, the transmission channels, the recipient is formed. Therefore, it is in the idea that it is necessary to lay the process of the plan of psychological information-safe influence on the society. As Henry Hunt noted, «We can not manage people, we must manage their development» [14].

The modern information environment is characterized by the fluidity of the hyperdynamic information flow, provokes the emergence of communication noise, false and unfiltered messages, vital psychosocial sensations that provoke a person or an audience inadequate behavior and action in the recipient (a person) or the audience. Such conditions of the functioning of the mental information and communication environment create preconditions for the formation of an information war in the world, which leads to the emergence of extraordinary revolutionary and political events.

### **3. Psychology of safety impact on the society and methods of interest information**

Today, in practical psychology, different methods of therapy are used for calming, which are important for the psychological balance of man and involves a whole system of manipulative actions. Thus, the success of information influence in the mental information and communication environment requires the discovery of new influential approaches to the individual, which is an overriding task of the informant.

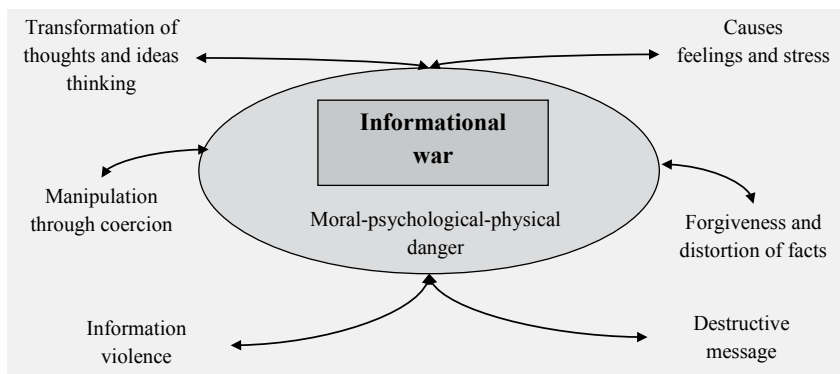
In the period of very complex political problems of internal and external influences of different nature, it is difficult for society to be in a state of rest and emotional stability. In any case, not every person's age can cope with such a volume of diversity of oppressive information, and therefore it is necessary for the informant to reflect on how to use the method of raving (the way to distract attention from fear) [3], using stimulating initiative



methods to promote people to analysis and synthesis, strategic national decisions, actions and peaceful communications.

In order to be able to overcome fear and danger in extreme situations, it is necessary to bring stability, voluntariness, dignity, mental strength, strength of the moral spirit in society in order to overcome this fear and obstacles. Information warfare carries moral, psychological and physical danger to society, as it transforms people's thoughts and thinking, causes feelings and stresses, manipulates and distorts facts, forcibly imposes destructive messages (Figure 3). Professor Variy M.Y. notes [3], that the main condition to overcome fear – is «the use of paradoxical intent,» the essence is that a person could do what he was so afraid, that is, he learned to resist psychological phobia. After all, the more we are afraid of something, the easier it is for us to manipulate, that fear becomes the owner of our physical and emotional state [4; 24].

In order to meet the needs of people must be ensured-quality, confidentiality, systematicity, strategy and security of information feed management. The distribution of information in the market field is not all, it is important to be able to psychologically manage information so that the consumer (the recipient) feels «thirst» for knowledge and understanding, so that he does not escape from the flow of information, but on the contrary – he had a desire to find, was in the constant search for new and interesting. The life cycle of information development must pass the stages of increasing the growth of functional interest, while studying the psychology of public opinion.



**Figure 3. Influence of information war on human consciousness**

Analyzing the current state of the information platform, you can make the following results:

- The process of psychological management of information communication in the mental social and communicative environment has a complex system of dissemination of messages in the modern marketing environment, and therefore requires special work from the sender of the message in the processing of information for the effective operation of the information and communication safe impact on the human psyche.

- Target goals are the following branches of marketing communication management such as: analyticity, predictability, objectivity, accumulateness, importance, safety, mobility, efficiency, strategicity, etc.

- Innovative approach to effective management the information and communication process is in harmonization causal relationships between the sender and the recipient, while applying information psychological therapy as one of the means of manipulation.

- Technological process involves successful information influence on a person in the mental information and communication environment, provided that the psychological and harmonic approaches of suggestion in the dynamics of turbulent environment development are used.

#### **4. Information attack on public opinion**

The psychological impact of certain political technologies on public opinion in general is, today, obscure and does not take into account, often enough, the realities of society, which means – low effectiveness of interaction and achievement of the set goal and objectives.

A high-speed news stream in the form of an information attack, at the global level, practically requires in the consciousness of the society certain perception, comprehension, analysis and verification of its authenticity [14; 30].

Due to the difficult political events in the state, news media presenting on the media channels are presently affecting the subconscious personality, and this is especially reflected in the communication balance and human behavior. A person today needs psychological support from the side of psychologists because she is in a vulnerable position, because the information completely drags and absorbs a person, thus managing it as a «control panel». Consequently, the task of the media now is to weaken psychological pressure and to regulate the informational flow in communication flows, while controlling the noise of political news and managing them. Because,

due to communication noise, the consumer loses prudence and self-control over himself. The information that is presented today should have – the substantive content [30], which will give people an active incentive to think and analyze, defend their positions and learn to specify their goals without deleting it into a deaf unreasonable angle. Organizationally the media should manage the filing of information so that psychologically do not injure or harm the psyche of a person. Channels of the media should steer the direction of their activities in the channel of educational character, namely – in the creation of new cognitive transmissions and analytics.

Now it is necessary to regulate the communication process so that the recipient does not feel physical or psychological and moral disadvantage, because the news should stimulate and organize the person to positive actions.

At the current stage of mass media informing the society should give: certain knowledge, control emotions, encourage thinking and analysis of certain events [29]. It is clear that information as such needs to be transformed into useful knowledge, since in our country the problem of people's inability to think correctly, to understand, to internally feel the message received is very often a problem.

Mass informatization of society requires new methods in the study of the impact of information on various types of social relations, their implementation, coordination of activities, control over the implementation of managerial decisions.

The authorities, in the conditions of the existence of totalitarian regimes, unfortunately do not count with public opinion. For modern Ukraine, the task of consolidating a multiethnic and ideologically diverse Ukrainian society into a single political nation with a high degree of national consciousness is the task.

It's not so easy to communicate personally to a person, because it requires a long lasting effort, a certain period and time. Therefore, the perception of information can not be unambiguously and immediately, it needs to be rethought, to withstand a certain moment for the forecast of future realization. Positive information is not always an understanding of the positive, but a negative one – an understanding of the negative. Information – it does not always have only a straightforward and one-sided nature, but the character is hidden, abstract, and virtual, that is, a certain code that you need to know, otherwise, without knowing we are looking for an «input code».

In today's society, the understanding of the price of information, which has a decisive influence on human consciousness, is still not fully understood. Today, the main customers of information are political parties, which use it to increase the rating of its political force, and so on. The greater the growth in the demand for information is the more stimulated by the communicative media business [23].

Political culture is formed in the political national consciousness, because the nature and consequences of political activity of individuals, political parties, etc. depends on it. To develop a political consciousness, you must use such methods as: education, belief, comparison, mental pressure, and so on. As you know, the study of political culture was engaged in ancient times, beginning with the Ancient World, namely: Platon, Socrates, Aristotle, N. Machiavelli, S. Montesquieu and others.

Thus, the research we propose is relevant, especially for the conditions of Ukraine, when parallel, military and informational confrontations are conducted.

### **5. Information-psychological safety of society in conditions information warfare**

Information security of the state counteracts the information warfare and protects the citizen and society as a whole, but this is not an easy and fast process. Information warfare is internally similar to a psychological warfare, since both negatively affect humanity, changing its views, thinking, behavior, psychological stability and courage, emotions, feelings, freedom, consciousness, etc. There is a law of Ukraine «On the Psychological Protection of the Population» [8], which regulates the negative influence on the psychological and physical health of the society and thus creates harmonious-psychological calm. According to the same law, media channels should operate and operate.

Communicative mutual influence has a psychological significance in the development of personality, namely, his consciousness, thinking, intelligence, self-preservation. Therefore, today there is a talk about the security of society by the media in the flow of information and psychological communication and conflict issues. Because in nature information has several types of psychological effects: psychogenic, neuro-linguistic, psychoanalytic (psychocorrective) and psychotropic [3], acting in coded or open forms on the brain, consciousness and subconsciousness, human

behavior, regardless of its will and desire. This kind of classification has a hidden form of action and a person may not know about these influences.

The communicative and suggestive influence of politics and media must develop intellectual culture, legitimacy, decency in the state and society in general, but in no way generate – anarchy. Mass media are endowed with a special mission of strong influence on the human psyche, which can have both a negative and a positive effect. Important in a military state is now – the informational and psychological readiness of the recipient to a particular message, emotional exhausted stability and mental-rational analysis.

Communicators of the media should empirically investigate information from the point of view of psychologically safe influence on the society, thus ensuring the hierarchical importance, priority, filtering, silencing dangerous or superfluous and reproducing the literary and artistic framework, as it is necessary to provide behavioristic reaction, control over mental ability, psychological outcomes and the human condition of a person.

In modern conditions of society has become difficult to trust the government and the media for reasons of psychological pressure, manipulative falseness and unreliability of the facts. Unfortunately, humanity from politics receives only communicative attacks and illegal actions or words. It would be expedient to introduce into the state scientific program of creating a school of psychological and physical hardness in the fight against negative information in order to prevent injury to the psyche. This allowed the development of various methods of psychotherapeutic means of using the person to exit from a complex psychological attack, as well as learn to manage oneself, feelings and emotions [40].

A person in the process of psychological work will be able to better adapt to the external environment and fight the information warfare, will selectively treat the information flow from the point of view of analysis and synthesis at the perceptual and cognitive level [38].

The current political events lead to the emergence of stressful situations in people who can not passively view, listen to horrible things, which causes an emotional experience, a psychological illness.

Today, information is not responsible for the psychological stability, intellectual development of society as a whole, and because of its essence (content), the forceful nature of the forbidden aspects of introformational (non-strength) methods is vivid: vivid colors, irritating sounds and words,

unethical gestures and facial expressions, etc. Thus, a «blind» information warfare is conducted, which is easy to psychologically feel, but difficult to see, understand (understand) and analyze.

Information warfare carries moral, psychological and physical danger to society, because its work consists in transforming thoughts, consciousness (subconsciousness) and thinking; causes feelings and stress, manipulates through coercion, silence and distortion of facts; informational violence is carried out through illegal actions, reliable, false, distorted and destructive (destroyed) messages.

During the information war, there is virtually no positive news, which negatively affects the environment, development, security, harmony, peace of mind and so on.

In connection with the political events of Russia with Ukraine, it is necessary to develop a program of therapy for the adaptation of society to psychological information warfare, psychological readiness and ability to psychologically combat a psychological negative attack without harming the nervous system of man.

In order to learn to harden the human psyche, it is worth getting information including a mental filter from a negative, inducing the intellectual vision, in the event of a psychological attack – to be able to psychologically withstand. Information should be content substantiation, integrity, constancy, awareness and selectivity, and, in particular, avoid engaging in psychological traumatism.

If there is a trauma to the psyche after receiving certain information, then the proposed basic psychological school should have for the task of the rehabilitation system for the improvement of the psyche from frustration, disbelief, anger, which, in turn, would combine cognitive, sports or cultural and artistic entertainment as a method of therapy [3].

The task now faces the state – to create all the conditions for psychological safety for the society in order to restore peace and development of human razmovogo progress.

Today, the media must take into account the psychological properties of the person and create all the conditions for it for comfort and psychological rest in the external and internal dimensions.

The impact of the information war and the situation in Ukraine requires the urgent development of a state program for adjusting development and the strategy of society towards the formation of a patriotic national

consciousness for the preservation of history, language, traditions and culture, language and speech, etc.

Thus, the education of the consciousness of the Ukrainian society is an urgent problem and the state's need, which requires the creation and implementation of a new Program of strategy and dynamics of the development of nationalism, the formation of national consciousness in society, based on the reliability of information resources, introspection interaction and regionality of the influence of society.

Information warfare is a conflict that generates a psycho-social phenomenon (Figure 4), but at the same time – satisfies the needs, opportunities, adaptations, and human competition in life's confrontation. A particular advantage of resolving conflicts of any kind is open interpersonal communication, which is a mechanism of acquired open experience. In no case can conflict be transformed into intrapersonal conflict, as it leads to neurosis, stress and other psychological diseases.

In a conflict process, it is important to have a communicative and social competence [11; 21], because it provides the ability to come from conflict situations, understand, solve and improve communicative-conflict experience, analyze and learn to adapt to different life situations, synthesize and practically realize knowledge and the skills gained in the optimised information space.

The conflict has the natural property of adapting a person to the surrounding social environment in a life-long confrontation. Studying human psychology is a long-standing theoretical and practical process, which especially requires knowledge in working with consumers (recipients). Today, in any case, not every person's age can cope with such a volume of diversity of oppressive information, and therefore it is necessary for the informant to reflect on how to use the method of raving [3] (the way to distract attention from fear) using stimulating inspirational initiative

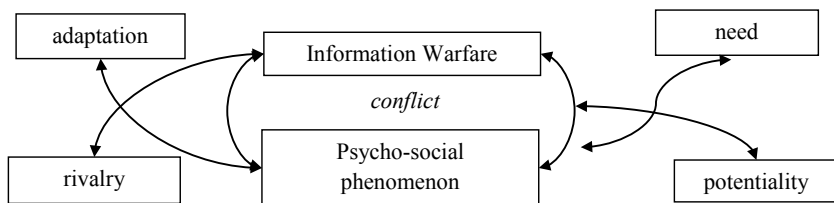


Figure 4. Information war as a psychological and social phenomenon

methods of promoting people to analysis and synthesis, strategic national solutions, actions and peaceful communications. Human beings should use protective mechanisms, that is, learn to filter, reject, rationalize, analyze, deny, intellectualize, isolate, and replace negative messages by building a psychological hardening for the body.

In order not to be psychologically traumatized from an information attack, it is important to work intellectually, read, listen, and browse interesting cognitive programs (for example, moral aesthetic films, music, literature, etc.). After all, the physiological and psychological state of man is extremely complicated by the factors of psychology and physiology.

Information has a vital energy power that has the development of the creation, processing, transmission, management and psychological action or interaction of the recipient. Chinese commander Sun-Tzu in the sixth century – beg. V Art. B.C. said that «the best victory is a victory without a fight» [12]. Verbal weapons have and will always have a strong psychological and information opportunity to influence. The task now appears for the media – it does not put pressure on society, as it can cause disadvantages of mankind, but it is necessary to create all conditions of state psychological safety for the society in order to restore peace and development of human mental progress.

## **6. Conclusions and proposition**

Today, the media must take into account the psychological properties of the person and create all the conditions for it for comfort and psychological rest in the external and internal worlds. An innovative approach to effective information and communication process management is to harmonize causal relationships between sender and recipient, while using information and psychological therapy as one of the means of manipulation.

For the society, the spatial vision is important, working not only on the basis of the theoretical and practical basis of knowledge (experience), but also on the feelings of psycho-introformational interpersonal contact. Information in the social-communicative environment is in the process of streaming mode, when the speed of message transmission prevails over quality and content, filtering and communication noise occupy a significant place in separate media channels, and this is especially adversely affecting the psyche and consciousness of a person.

Achieving a higher level of intellectual social communication is based on tolerant relationships, etiquette, cultural values, traditions and basic



approaches from the methodology of the theory of non-strength interaction. Moreover, the concept of responsibility and competence to the case are components of tolerant and intellectual education, based on the interaction of intellectual reason and vision to achieve progressive success in the development of the state [15].

The pragmatism of an informational message is to ensure and satisfy the constantly changing complex dynamic process of information circulation; it is necessary to take into account the psychology of society and the connection with the psychological barriers of information flows, the overload of the communication environment itself and the complex dynamics of circulation. Such a complex informational and communicative environment, filled with heterogeneous information, causes an overload of the human body with emotional and psychological influences up to the creation in the brain of a person of uncomfortable conditions.

So, after investigating the communicative and suggestive influence of the information war on the consciousness of society, we saw how strong the word is and how it can psychologically attack a person threatening her mental and physical condition.

According to the results of the theoretical analysis we can make the following results:

1. Communicative-suggestive influence has the ability to manipulate human consciousness in the right direction without taking into account psychological and informational safety.

2. The media during the preparation of the message should first of all empirically investigate the information from the point of view of psychological impact on the society, while ensuring hierarchical importance, the priority of the dangerous in order to predict the behavioral reaction of man, his control of the mind, psychological results and social state, as well as integrate with similar cross-border systems.

3. Today, the society aspires to the harmony and rest on the part of the politicians and the media and the corresponding regulatory framework with the expansion of the dynamics of the development and implementation of modern information and communication systems, etc., and for this purpose it is necessary to create a state program of a rehabilitation system for improving the psyche from frustration and anger, as well as to involve in management consciousness methods, models and innovative mechanisms on the theory of non-strength interaction.

4. The society in the flow of information flow must learn to psychologically strain from negative information during the period of information warfare, and for this purpose it is necessary to work on its spiritual and psychological power and faith, as well as to develop the intellectual capacity built on the informational interaction.

5. Information and psychological security of the state in the social space should protect people from dangerous facts, regulating and controlling law enforcement agencies.

Taking into account the above suggestions will force the media to provide information that is safe for the society, which will involve the psychological peculiarities of the impact on society and do not pose a threat to its psyche. Information activities should work for the needs of citizens, ensuring transparency, openness, credibility and legitimacy of the facts, and, ultimately, ensuring the state of national security in the context of conducting an information warfare.

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