

5. Lipset S. M. *American exceptionalism: a double-edged sword*. New York : W. W. Norton, 1996.
6. Madsen D. *American exceptionalism*. Edinburgh : Edinburgh University Press, 1998.
7. Nye J. S. *Is the American century over?* Cambridge : Polity Press, 2015.
8. Rodgers D. T. *As a city on a hill: the story of America's most famous lay sermon*. Princeton : Princeton University Press, 2018.

DOI <https://doi.org/10.30525/978-9934-26-669-0-86>

UK MEDIA FRAMING OF INFORMATION INFLUENCE AND NATIONAL SECURITY

Turchenko Yu.V.

*PhD, Associate Professor,
Department of Political Economy / School of Politics & Economics,
King's College London
London, UK*

In the contemporary information environment, issues of information influence, disinformation, and strategic communication have become increasingly significant for national security. In the United Kingdom, these topics are widely discussed in political discourse, government documents, and media narratives. Since approximately 2018, British political elites have increasingly framed information operations as one of the major security threats to the state, particularly emphasizing the role of foreign actors such as Russia and China, as well as the misuse of social media platforms.

The media play a crucial role in shaping public understanding of these threats. Through mechanisms of media framing and agenda-setting, news outlets determine which aspects of information influence receive the greatest attention and how these issues are interpreted. Framing involves the selection and emphasis of certain elements within a message, thereby constructing a specific interpretation of a problem, its causes, and possible solutions [3, p. 21].

In the context of information influence, states increasingly act as primary actors shaping strategic narratives about information warfare and disinformation campaigns. These narratives are used to justify policies aimed at protecting national security and to mobilize public support for governmental actions [1, p. 47]. The dissemination of such narratives

through the media may also serve to legitimize expanded governmental powers in the sphere of security and information regulation.

Theoretical approaches to media framing combine concepts of agenda-setting and framing theory, explaining how media shape the perceived importance of issues and propose interpretative frameworks for understanding them. In the British context, the media frequently present information influence as part of a broader problem of cybersecurity and hybrid warfare [5, p. 63].

Historically, narratives regarding information influence in the UK media have been shaped by global security transformations. During the Cold War, media discourse focused primarily on propaganda and information operations conducted by Soviet intelligence services. After the end of the Cold War, Western states experienced what scholars describe as a “threat deficit,” which led to a reconsideration of national security priorities [7, p. 18].

The September 11 attacks in 2001 significantly reshaped media discourse and security framing. During this period, information influence became increasingly associated with terrorism and ideological extremism. Communication between governments and domestic audiences emerged as a key component of national security strategy, while media coverage frequently reproduced official narratives concerning the need to counter extremist propaganda and radicalization [8, p. 52].

In the digital era, the media discourse on information influence has undergone substantial transformation. The proliferation of social media platforms and algorithmic information systems has created new opportunities for information manipulation and influence operations. British media increasingly highlight threats associated with disinformation, election interference, and foreign information campaigns [2, p. 74].

Various actors play a significant role in shaping these media frames, including government institutions, intelligence agencies, political parties, journalists, and civil society organizations. In particular, British governmental institutions such as the Government Communications Headquarters (GCHQ) and the National Cyber Security Centre (NCSC) actively contribute to public communication regarding information security issues [2, p. 81].

One of the key framing strategies used in the media is threat amplification, which emphasizes the scale and urgency of potential dangers in order to mobilize public support for security measures [10, p. 34]. Such framing often relies on narratives of risk, uncertainty, and urgency.

Another important strategy is the legitimization of security measures, whereby increased state intervention in the digital sphere is presented as a necessary response to emerging threats. In media discourse, this frequently involves support for stronger regulation of online platforms,

counter-disinformation initiatives, and expanded cybersecurity policies [5, p. 70].

A further significant component of media framing concerns the identification of sources of information influence. In most cases, British media attribute information operations primarily to foreign actors, particularly Russia, China, and Iran. By contrast, domestic sources of information manipulation receive significantly less attention in media narratives [2, p. 86].

Illustrative examples include media coverage of alleged Russian disinformation campaigns related to the Brexit referendum and the controversy surrounding Cambridge Analytica. In the latter case, British media tended to frame the issue primarily in terms of data protection and privacy rather than as an instance of information influence or strategic manipulation [2, p. 90].

Media framing has a direct impact on political decision-making and legislative agendas. The repeated presentation of information influence as a national security threat contributes to the development of policies aimed at regulating digital platforms, strengthening cybersecurity, and combating disinformation.

However, excessive securitization of the information sphere may pose risks to democratic deliberation. Expanding governmental control over digital communication environments may be accompanied by increased surveillance, restrictions on freedom of expression, and forms of self-censorship within the online public sphere [5, p. 75].

Therefore, the analysis of UK media discourse demonstrates that information influence is predominantly framed as a national security threat requiring active governmental intervention. Such framing shapes public perceptions of informational risks, influences policy development, and contributes to the construction of national and international narratives concerning information security.

Future research should focus on comparative analyses of media framing across different countries and media systems, as well as on the interaction between media narratives, political decision-making, and public perceptions of information threats.

References:

1. Massa L. The framing of information warfare: a comparative analysis of Estonian and Irish online news media in 2014–2017. 2018.
2. Lashmar P. From Silence to Primary Definer: The Rise of the Intelligence Lobby in the Public Sphere. 2018.

3. Dursun O. News Coverage of the Enlargement of the European Union and Public Opinion: A Case Study of Agenda-Setting Effects in the United Kingdom. 2005.
4. Lashmar P. Urinal or Conduit? Institutional Information Flow Between the UK Intelligence Services and the News Media. 2013.
5. Mott G. Terror from Behind the Keyboard: Conceptualising Faceless Detractors and Guarantors of Security in Cyberspace. 2016.
6. Samuel Gonina S., Mun Ngantem L. Mass Media, Terrorism and National Security: Defining the Threats. 2019.
7. Purcell Cassidy C. National Security Strategies of the US and the UK: An Expansion of “Security” Over Time. 2013.
8. Poole E. Change and Continuity in the Representation of British Muslims Before and After 9/11. 2011.
9. Archetti C. Are the Media Globalizing Political Discourse? The War on Terrorism Case Study. 2004.
10. Kapuscinski G., Richards B. Destination Risk News Framing Effects: The Power of Audiences. 2018.

DOI <https://doi.org/10.30525/978-9934-26-669-0-87>

**HUMANITARIAN AID OF SLOVAK ORGANIZATIONS
TO UKRAINE DURING THE RUSSIAN-UKRAINIAN WAR:
PRACTICES OF SOLIDARITY AND CHALLENGES
OF INFORMATION WARFARE**

**ГУМАНІТАРНА ДОПОМОГА СЛОВАЦЬКИХ ОРГАНІЗАЦІЙ
УКРАЇНИ В УМОВАХ РОСІЙСЬКО-УКРАЇНСЬКОЇ ВІЙНИ:
ПРАКТИКИ СОЛІДАРНОСТІ ТА ВИКЛИКИ
ІНФОРМАЦІЙНОЇ ВІЙНИ**

Shafranosh O. I.

*Ph.D. in Political Science,
Assistant Lecturer,
Ukrainian-Hungarian Educational
Institute,
Department of the History of Hungary
and European Integration,
Uzhhorod National University
Uzhhorod, Ukraine*

Шафраньош О. І.

*кандидат політичних наук,
асистент кафедри,
Українсько-угорський навчально-
науковий інститут,
кафедра історії Угорщини та
європейської інтеграції,
Ужгородський національний
університет
м. Ужгород, Україна*