

**Innovative technologies for ensuring social,
educational and economic development**

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KHAZAR UNIVERSITY PRESS

KHAZAR JOURNAL OF HUMANITIES AND SOCIAL SCIENCES

VOLUME 26, NUMBER 1, SPECIAL ISSUE, 2023

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Approved for Publication in March 2023.

Indexing

Khazar Journal of Humanities and Social Science (KJHSS) is indexed with the Web of Science(Clarivate Analytics PLC), COPE, The Higher Attestation Commission under the President of the Republic of Azerbaijan, Google Scholar, Directory of Open Access Journal, Scirus Elsevier etc. (*See* <http://ejournal.khazar.org>)

Khazar University
41 Mehseti str., Baku AZ1096
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KHAZAR UNIVERSITY PRESS

Khazar Journal of Humanities and Social Sciences





Volume 26, Number 1, Special Issue, 2023

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Effectiveness of linguistic and extralinguistic tools across English language comics during the perception of scientific information

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Abstract

The modern development of social communications in connection with the mass transition to the online mode of life and education becomes decisive. At the same time this tradition changes communication channels and information transmission due to their pedagogical and educational contexts. Monitoring consists in studying the saturation of these channels with verbal, visual and symbolic systems of signs that manifest the phenomenon of polymodality. One of the active channels of communication on the Internet has become comic as a form of verbal-visual communication. Verbal saturation in comics is considered as a system of worked-out rules, and drawings. System of signs is filled with the purpose and goals by author of the text. The purpose of the study is to evaluate the effectiveness of main directions of English-language comics for the reader's perception of scientific literature through the use of linguistic and extralinguistic features. The analytical and bibliographic method of scientific literature in the context of the applied verbal and paraverbal elements of the text is adopted. Regarding, a questionnaire was used to verify the practical aspects of the perception of the comics test. The results of the study made it possible to hierarchically construct the types of verbal and extralingual means used in English-language comics, and to characterize the peculiarities of verbal and extralingual means from the viewpoint of polymodality of their use.

Keywords: verbal elements, paraverbal elements, verbal component, multimodal tools, verbal communication means, extralingual means

Introduction

A comic paper is not a separate literary work, but an information product written in a special verbal-visual language, just like magazines or novels are written in a special language peculiar only to them. Thus, a comic paper, written with the help of verbal and visual means of communication, respectively demonstrates visually and verbally the multimodality of communication through language, image and signs (Alahmadi, 2022).

Paralinguistic means in the English-language comic paper expand the channels of information transmission, contributing to their better assimilation. At the same time, reading a comic paper turns into engaging the reader in a unique world and a separate textual-visual system. The addressee controls the process of information decoding and directs the understanding of the text by the reader in the intended direction. In the theoretical part, the concepts and components of linguistic and extralinguistic tools have been considered; the components, functions and features of the combination of verbal and visual communication tools used in the creation of an English-language comic have been studied.

The practical part includes the overview of the most important functions and roles of verbal means in English-language comic papers. It discusses the importance of visual elements in this type of information products. The study identifies the most effective multimedia content types in the development of English-language comic papers from the perspective of their commercialization, as well as establishes the most common ways of interaction of textual elements and extralinguistic means in English-language comic papers.

Based on the results of the research, conclusions were made regarding the issues raised. In particular, it has been established that, according to the survey participants' standpoint, the most important functions of verbal means in English-language comics proved informative, expressive and thought-provoking. In addition, the survey has shown that in English-language comic papers, information, conveyed through verbal elements, can both complement the visual content and create a new message. The survey has also revealed that the visual element, like the verbal one, can convey information that demonstrates the interpersonal relationship between the characters and portrays their emotions. The feature of the visual element is that it acts in unity with the verbal one, namely: it complements, duplicates, replaces the verbal element and enhances its expressive and emotional content. According to the survey participants' standpoint, from the perspective of the commercialization of English-language comics, the most decisive are the graphic sign, deictic expressive markers, verbal means and colour.

The purpose of the research is to determine the standpoint of applied linguists and teachers of linguistic specialities of higher educational institutions regarding the most used and important means of communication in English-language comic papers.

Comics as a form of art and communication precede information and emotion through language and images. Therefore, they are a useful tool in language learning, especially in the initial stages. In addition, comics help to visualize language structures when such structures are quite difficult to read. Accordingly, the study of comics becomes useful, allowing you to learn languages at a higher level, while at the same time improving practical language skills.

Literature Review

The analysis of the literature on the research topic has shown the connection between verbal and paraverbal elements of the text which can be implicit and explicit. Its establishment depends on the linguistic knowledge of the researcher, and it is based on an in-depth analysis of the elements of the text (Marchenko & Marchenko, 2019).

Verbal communication on the pages of an English-language comic paper includes various exchanges of information using verbal signs and symbols. Coding information is focused on oral and written speech and decoding – on listening and reading; along with this, each type of language communication has a specific goal in the communication process (Kohnke, 2018).

By verbalization we understand the process of verbal expression and formation of language formulations. The verbal elements of a multimodal text include “means of language code: words, phrases, sentences, texts that convey information” (Wijaya et al., 2021). Like visual content, verbal content is an important part of a comic paper. The verbal component in the English-language comic paper is presented on several levels: phonetic, lexical, syntactic and textual (Abidin et al., 2022). In the English-language comic paper, information conveyed through verbal elements can both complement the visual content and create a new message, thanks to which the reader will receive comprehensive information about what is happening (Robbani, 2021).

While analysing the functions of verbal means in the English-language comic paper, it can be concluded that the English-language comic paper has informative, expressive, appealing, contact, identification and thought-provoking functions. In order to outline the functionality of the visual element, in addition to the specified informative, abstract functions and the functions of supplementing verbal elements

and enhancing the expressive and emotional meaning. It appears expedient to highlight the functions of replacing and duplicating the verbal element (Muggittu & Cufalo, 2017).

The study of analytical materials on the development and analysis of English-language comic papers demonstrates that, according to scientists' standpoint, the means of verbal communication of information products are aimed at describing the situation, subject or condition, providing additional information about the internal state of the addressee and his attitude to the recipient, as well as perform a social role and start or end a conversation. A visual element, like a verbal element, can transfer information that conveys the interpersonal attitude of characters and portrays their emotions. At the same time, the feature of the graphic element is that it acts in unity with the verbal element, namely: it complements, duplicates, replaces the verbal element and strengthens its expressive and emotional content (Al-Yasin & Ghaleb, 2019).

An integral part of studying the English-language comic papers is the analysis of their linguistic and cultural code. After all, the linguistic and cultural code is a holistic system of language signs, but predictable and semantically open to different interpretations, and their possible combinations, which are expressed graphically or with the help of text, while the semantic interaction of comic paper's elements is cognitive in nature, performing an adaptive and valuable function (Trupej, 2019).

An English-language comic paper does not have a metalanguage function, forasmuch as the insufficient amount of verbal content in the fragments can be supplemented by visual means, eliminating the need to explain verbal elements with the help of language. The poetic (aesthetic, rhetorical) function is present primarily in poetry; therefore, it is not characteristic of an English-language comic paper because the content of the message in the fragment is more important than its form (Wilkinson, 2021).

The contemporary comprehension of the deixis category lies in understanding this category as universal, functioning at all levels of communication. Three types of deixis are clearly presented in the visual and graphic text of English-language comic papers. Deictic markedness plays an important role in the visual-graphic text due to the fact that the indication of text symbols, their temporal and spatial localization is an integral part of the action taking place (Tishakov & Tsagari, 2022), (Skryl & Sharun, 2019). In our research, the product of the readers' thinking is not information presented from the outside, but information that has arisen from their own attitude towards the comic book they read.

Materials and Methods

The practical study of modern linguistic and extralinguistic features of the English-language comic papers was carried out by interviewing 92 applied linguists, as well as 164 teachers of linguistic specialities who conduct research and teaching activities in 22 educational institutions of higher education in the Chernihiv, Volyn, Rivne, Zhytomyr and Kyiv regions of Ukraine. The research was conducted using the Survey Planet service (<https://surveyplanet.com/>). The research was conducted based on the questionnaire method using the Survey Planet service. It is an online tool for creating online surveys and polls. This tool made it quick and easy to create surveys and get responses from your audience. Questionnaires were created with different types of questions, including open-ended and closed-ended questions, multiple-choice and multiple-choice questions, and scaled questions. The platform made it possible to conduct surveys in various options. In particular: through the generation of a QR code, the insertion of a direct link through HTML code directly on the websites of educational institutions, the distribution of questionnaires through the appropriate links in various messengers (Viber, Whatsap, Telegram). In addition, survey results were analyzed and interpreted using Survey Planet.

Results and Discussion

According to the standpoint of the survey participants regarding the functions of verbal means in the English-language comic paper, the most important of them are as follows. The quantitative results Fig. 1 are presented in percentage proportion format:

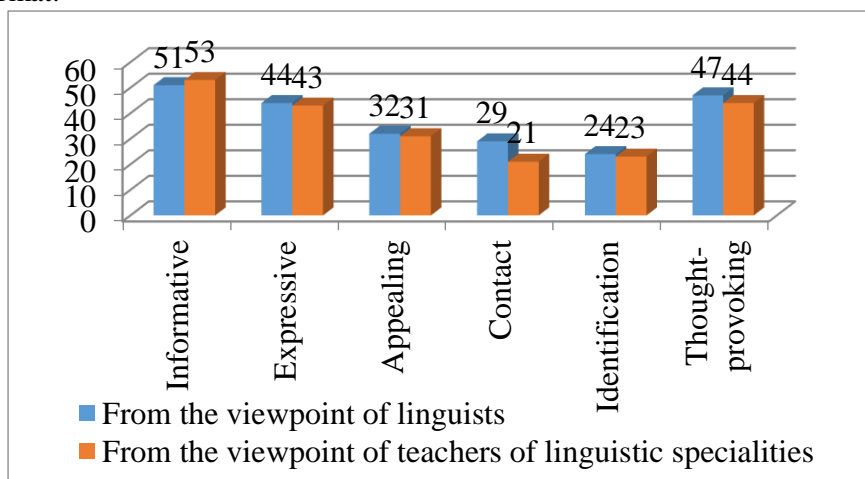


Figure 1. Functions of verbal means in the English-language comic paper.

Source: compiled by the authors

Analysing the data obtained as a result of the questionnaire, it can be concluded that verbal means in the English-language comic paper mainly play an informative, expressive and thought-provoking function.

In the course of the survey, the respondents have determined the role of verbal elements in English-language comics. The quantitative results Fig. 2 are presented in percentage proportion format:

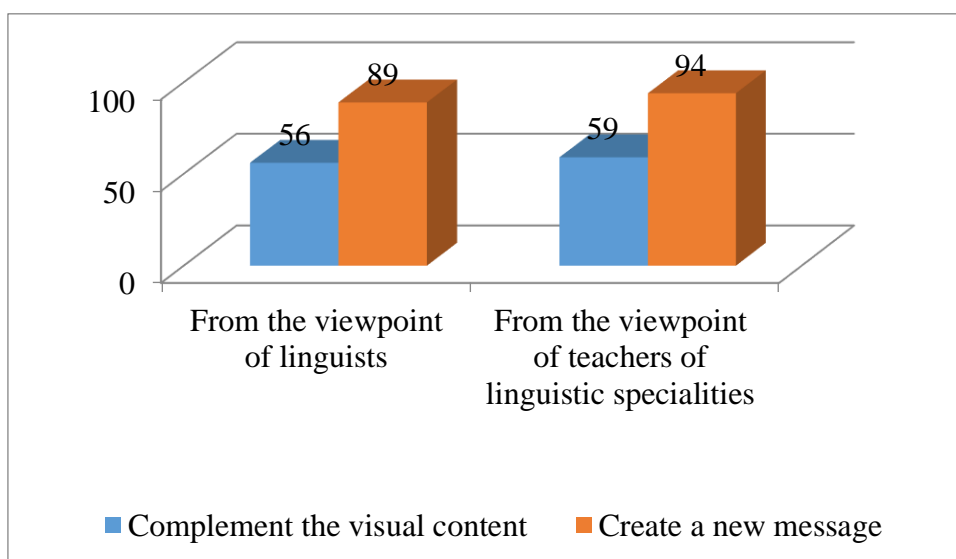


Figure 2. Role of verbal elements in the English-language comic papers.

Source: compiled by the authors

As it can be seen from Figure 2, in an English-language comic paper, information conveyed through verbal elements can both complement the visual content and create a new message, thanks to which the reader will receive comprehensive information about what is happening. Therefore, the means of verbal communication are aimed at describing a situation, object or state, providing additional information about the internal state of the addressee and his attitude towards the recipient, as well as perform a social role and start or end a conversation.

In order to outline the functional capabilities of the visual element of the English-language comic paper, the respondents, in particular, have determined that in addition to the specified informative, abstract functions and the functions of supplementing verbal elements and strengthening expressive and emotional

meaning, the functions of replacing and duplicating a verbal element have been also specifically defined. The quantitative results Fig. 3 are presented in percentage proportion format:

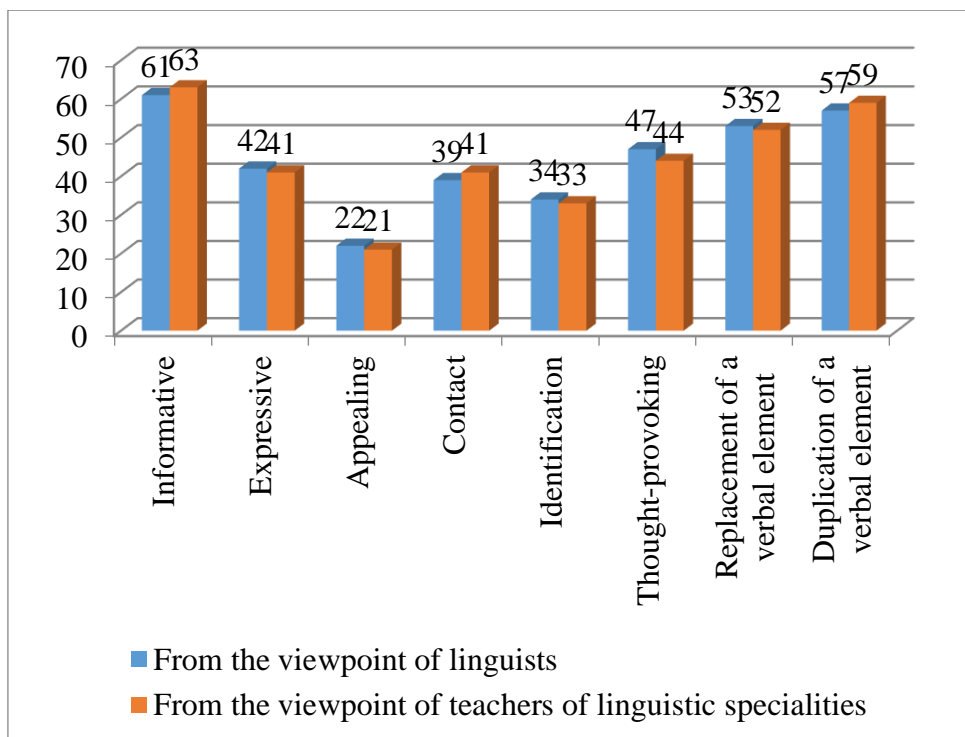


Figure 3. The role of visual elements in the English-language comic papers.

Source: compiled by the authors.

A visual element, like a verbal one, can transfer information that conveys the interpersonal attitude of characters and portrays their emotions. A distinguishing characteristic of the visual element is that it acts in unity with the verbal, namely: it complements, duplicates, replaces the verbal element and enhances its expressive and emotional content.

In the course of the research, the respondents have been asked to determine the types of multimedia content that are most effective and in demand in the development of the English-language comic papers. These types are as follows. The quantitative results Fig. 4 are presented in percentage proportion format.

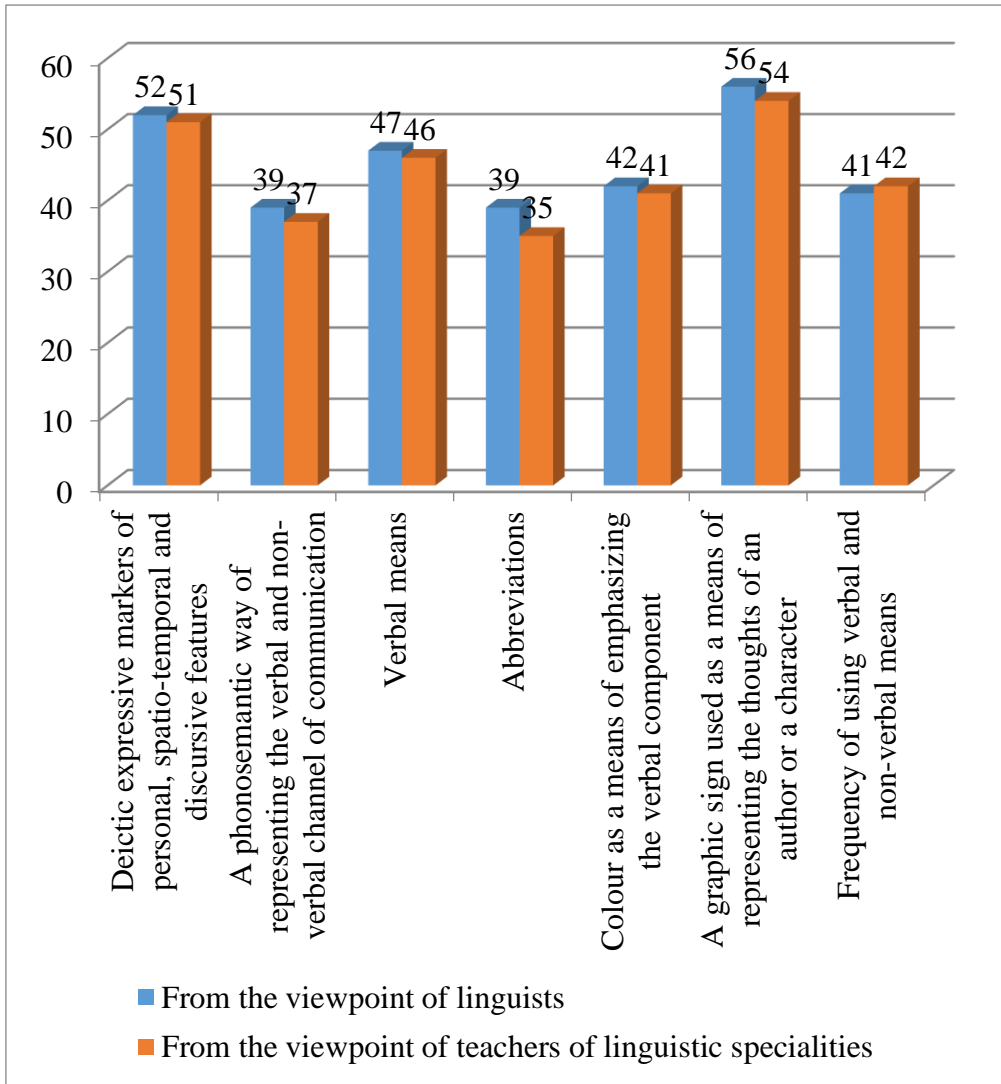


Figure 4. Types of multimedia content of the English-language comic papers from the perspective of their commercialization.

Source: compiled by the authors

As it can be seen from Figure 3, from the perspective of the commercialization of English-language comic papers, the most decisive are the graphic sign, deictic expressive markers, verbal means and colour.

The obtained results of the research make it possible to conclude that text (47%) is the most frequently used multimodal tool in the English-language comic papers,

forasmuch as its illustrative nature complements verbal means and enhances the impact of the message on the recipient.

Given that visual elements in comics can be used to create a verbal and symbolic game, then it is expedient to analyse in detail the possible ways of interaction between textual elements and images. The quantitative results Fig. 5 are presented in percentage proportion format.

As the survey has revealed, the semiotic complexity of a graphic game depends on the level of integration of the characters involved, as well as on the role that language and images play in the creation of the comic paper. The analysis shows five different types of word and/or picture games, namely:

- 1) a word game consisting mainly of language signs;
- 2) a word-play reinforced by nonverbal cues;
- 3) a drawing game that depends on multimodal combination;
- 4) a non-verbal sign play supported by verbal signs;
- 5) a symbolic game consisting only of non-verbal elements.

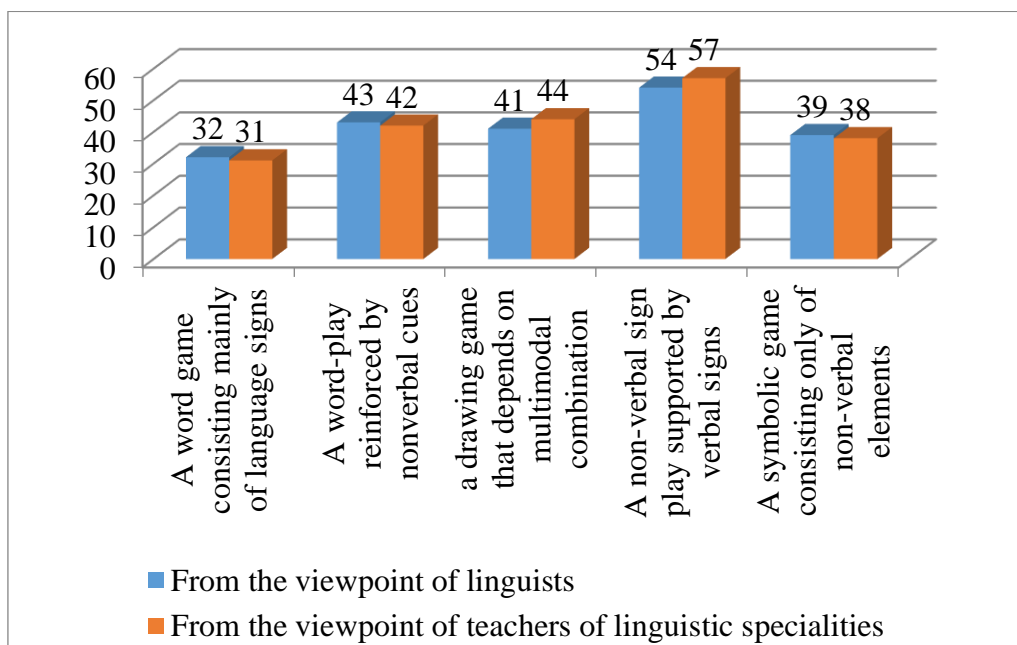


Figure 5. Ways of interaction of textual elements and extralinguistic means in English-language comic papers.

Source: compiled by the authors

Thus, as evidenced by the analysis of scientific literary sources, the combination of means of providing information indicates the integrated nature of the elements of modern comics.

Given that the perception of a comic occurs mainly through the visual channel of reading, visual / graphic design is an important element of reliable perception of information in the text. In the modern text, a significant role is played by the symbolism of writing, which mediates the interconnection between the written design of the text space and the connotative colouring (Mauranen, 2018).

When perceptually considering a comic paper as a visual-graphic text, the reader at the first stage perceives the visible content, and then decodes the information necessary for a comprehensive understanding of the text. Textual content in the form of text is represented using words and phrases, and decoding of information occurs through a perceptual combination of graphic, visual, typological and extralinguistic means complementing the visual content and creating a complete picture of the literary work (Parkhurst & Parkhurst, 2018).

Decoding information from the textual space of an English-language comic paper is an important step in understanding its multimodality. The decoding process is carried out after receiving and extracting information from text fragments. Paragraphemics, as a branch of linguistics, studies the accompanying properties of writing at the level of visual language, as well as the functions of non-verbal means of expression and transmission of information in both handwritten and printed texts (Cavallaro & Sembiente, 2021).

The visual elements of the English-language comic paper perform an informative, abstract function, as well as the functions of supplementing, replacing and duplicating the verbal component, as well as enhancing the expressive and emotional meaning of the language element (De Oliveira & Westerlund, 2021).

The visual element of the comic paper can also perform the function of enhancing the expressive and emotional content of the text fragment. An example of a reinforcing function can be a fragment of a comic paper, in which the silhouette and the use of dark colours in the blocks of the fragment enhance the verbal content with emotional and expressive value (Ukume et al., 2020). Visual elements can serve as a means of expressing the emotions of the characters: joy, anger, sadness, suffering, etc. The function of supplementing verbal elements can be understood in the coherence of verbal and visual elements, in which the image reflects the content of the oral message (Llinares & McCabe, 2020).

Verbal and visual elements are used to identify a character's belonging to a certain culture. The variability of elements of the visual mode, such as colour, font, graphic symbols, is displayed against the background of the textual elements of the English-language comic paper. Verbal elements perform informative, expressive, appealing, contact-establishing, identifying and thought-forming functions (Havard et al., 2019).

The research has also revealed additional functions of visualization tools: in particular, the visual component can not only complement, but also replace the verbal element. This function involves introducing the visual means instead of speech elements, which allow more accurate transmission of information.

A feature of the English-language comic papers is polymodality, or a close connection of verbal and non-verbal elements. Full multimodality in an English-language comic paper is characterized by an informative capacity, the implementation of the complementary function of verbal and visual components, the creation of a coherent content. The most significant manifestation of full multimodality is a verbal block, which has an accompanying character and complements the visual content (Suwastini et al., 2020).

Sometimes there is a partial multimodality in this type of content, characterized by the autonomy of verbal and visual components, as well as functioning at the level of symbols and meanings arousing the reader's interest. The level of partial multimodality is characterized by the predominance of visual content, when the author transmits a message and the reader receives it. The most important feature of partial multimodality is that only under the condition of combining visual and verbal content, the real amount of information conveyed by the comic paper increases (Rakhmawati, 2018).

Conclusions

The analysis of scientific literature and the results of the surveys have shown that all fragments of English-language comic papers are the result of multimodal communication between the author and the reader through verbal and non-verbal elements encoded in sign systems. The presence of multimodal components and their functionality determines the ideological component of a multimodal text.

The study of the English-language comic paper as a multimodal visual text lies in identifying the variety of linguistic and non-linguistic means that the author

introduces into the text space in order to achieve a specific goal in expressing his attitude to reality and the intention of the statement. Fragments of an English-language comic paper (narrative blocks, textual clouds and visual elements) are arranged in a chain sequence that creates a coherent picture of the plots and forms the reader's perception of them. Despite the features of organizing the textual space and the forms of manifestation of the linguistic and extralingual part, the integrity of the content is an essential aspect of the English-language comic paper. Multimodal texts are characterized by communicative value, which ensures the coherence of the message.

Prospects for further research can be an assessment of the deep understanding and philosophy of understanding and explaining the processes that are presented in comics. In addition, it is necessary to evaluate the hidden content, which is presented in the form of images used in comic stories.

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International Experience in Formation of Foreign Language Communicative Competence in Tourism Students in the Context of Blended Learning

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Abstract

The modern formation of foreign language communicative competence in tourism students in the context of blended learning is a key issue for the effective organization of the educational process. The issue of using blended learning as a tool for improving the practical and professional skills of tourism students is subject to wide discussion, as it has many advantages and disadvantages. The proposed results of the study are aimed at improving the organization of the educational process, as well as creating the most effective means for the formation of foreign language communicative competence of tourism students. The study aims to conduct an analytical assessment of the theoretical aspects of the formation of foreign language communicative competence, as well as to find ways to practically develop it in future specialists. With the help of scientific research methods, the foundations of the functioning of universities are formed, taking into account the prospects of digital technologies and the needs of the tourism services market. The results of the article can be useful for improving the distribution of the educational process of educational institutions between traditional and distance learning. The article examines the components of foreign language communicative competence and their cultural, ethical, and semantic aspects as the main principles of professional communication of tourism professionals. The results of the study indicate the need to integrate the educational process into distance learning. However, the traditional form should not be excluded, as it can be useful for the development of verbal communication skills. The study is important from the point of view of theoretical peculiarities of the formation of foreign language communicative competence in tourism students.

Keywords: communicative competence, tourism, word formation, vocabulary, semantic groups, blended learning, distance learning

Introduction

The current market for tourism services is unstable. This creates a need for tourism professionals to develop their own practical and professional skills for employment. Given these prospects, the need to develop foreign language communicative competence is a key issue for modern educational institutions. The communication skills of Ukrainian students began to be actively formed in 2014 when the Constitution was amended regarding Ukraine's entry into the EU. Therefore, curricula were adjusted for the use of foreign experience in the educational process of universities. At the same time, a significant part of the tourism market of Ukraine is outside the tax legislation, which has a corresponding impact on its development and the system of state regulation. The development of digital technologies is transforming most business processes in the world, and the tourism industry is no exception. The use of information technologies and special platforms makes it possible to conduct a distance learning process, which has some advantages over the traditional one. The issue of the qualitative distribution of academic credits between the balancing of blended and traditional forms of education is an important issue for the educational process. The development of foreign language communicative competence is based on the professional communication of tourism specialists with their clients, as well as the use of specialized discourse, which can help to achieve the communicative goal. An essential research issue is a search for effective means of organizing the educational process to improve verbal and non-verbal communication skills. The use of modern digital technologies can optimize student learning time and provide accessible services for those who wish to use them. However, given the needs of the modern tourism market, the key professional skills of the tourism sector are the ability to use digital technologies and communications as tools to encourage foreign tourists. The prospects for the development of the educational process are integration into distance learning. However, the use of the traditional form is important, which determines the problem of the study in the allocation of time for this or that format. For the most effective development of communicative competence, which consists of several lexical linguistic and semantic features, it is worth introducing a distance learning form, while combining practical classes in the traditional form. Modern universities are increasingly switching to distance learning as a means of effective education. Moreover, such education is more affordable for students from a financial point of view. The main focus of the study is to analyze the principles of forming the communicative competence of tourism students.

The research aims to determine the peculiarities of the formation of foreign language communicative competence in tourism students in the context of blended learning and to consider the current instability of the tourism services market. The

development of students' professional competencies is based on the emergence of innovative technologies that allow them to conduct distance learning and improve their own lexical and grammatical knowledge of a foreign language using these technologies. The main objective of the study is to analyze the prospects of blended learning for students of tourism industries, as well as the possibility of using a modern form of organizing the educational process to improve individual competencies. This can improve practical skills in professional communication. With this in mind, the article focuses on the peculiarities of foreign language communicative competence and its components given the use of special digital platforms in a blended learning environment. Given the current trends in the tourism services market, as well as the need for travel agents and enterprises for specialists with a high level of communication in a foreign language, there is a need to analyze the quality of the educational process, as well as to stimulate its development at universities.

Literature review

The modern formation of foreign language communicative competence in tourism students is carried out through the development of digital technologies. This is also facilitated by the availability of special platforms to improve the quality of the organization and conduct of the educational process, which has led to the introduction of blended learning. This statement is supported by Dmitrichenko (2017), who emphasizes that the use of blended learning is a key means not only to improve students' professional skills but also to develop digital literacy, which is a priority in the modern world. Besides, Makharova (2023) emphasizes that the formation of foreign language communicative competence can be much better mastered by students in regular communicative contact with native speakers. Such factors are due to the presence of a real representative of a cultural and ethnic group who can explain in detail the grammatical, lexical, and semantic features of the use of a particular group. According to Plachynda (2019), the current development of tourism is in a disadvantaged position. This is due to increased state monitoring and control over the movement of tourists due to the spread of the coronavirus pandemic. Under such conditions, for effective professional activity, tourism students need not only the ability to create interesting offers but also the ability to interest foreign tourists. According to Bensen (2017), communicative discourse is most important for tourism enterprises or for institutions that provide tourism services. An interesting thesis of Narag (2016) is that the tourism market is the most competitive, as any travel agent or enterprise needs to fight for each client. In such conditions, employment for tourism students is quite difficult due to the shrinking market. As

noted by Salinas (2017), given the processes of automation and global digitalization, there is an increasing demand for students, who are multilingual and familiar with professional vocabulary. Modern linguistic development prevails in English discourse, but the peculiarities of its regional dialects and semantic features differ significantly. Therefore, Zavyalov (2018) proposes to use modernized programs to form foreign language communicative competence for students of tourism industries who can improve their professional skills. Thus, the current peculiarities of the formation of foreign language communicative competence are determined by the practical activities of students in the tourism industry. They also need additional means of developing their competence, which is realized through digital technologies and the information environment. An important factor in its development is the use of effective means of organizing the educational process, as well as the use of advanced technologies that can ensure the implementation of practical skills in a foreign language environment.

Methodology

The article analyzes the current experience of EU universities and several Ukrainian educational institutions regarding the quality of tourism students' training. Open access materials on the training program and the possibilities of organizing the learning process have been used. Using the methods of scientific research, a search for theoretical and methodological approaches to the concept of foreign language communicative competence has been carried out, and the current state of its development has been analyzed, given the lexical features and needs in the tourism industry. Based on the method of synthesis, the key principles of foreign language communicative competence formation have been identified, and the key prospects for the development of modern semantic tourism discourse have been outlined. The prospects of the impact of digital technologies on the organization of the learning process, as well as the improvement of student's professional skills, which are used to develop their skills and abilities that can be useful in practice, have been investigated by the method of abstraction. Based on the methods of deduction and induction, further principles of development of the educational process, which can function in a blended learning environment, have been proposed. Using the analytical method, the advantages and peculiarities of using the blended learning form have been analyzed, and the key principles of the distance form and the directions of the educational process in the traditional format have been outlined. Considering the theoretical provisions on the development of foreign language communicative competence, as well as the peculiarities of its use, the current way of its implementation for students of tourism faculties has been determined. The

prospect of developing the educational process for students who plan to pursue a professional career in tourism is considered with the current situation of the tourism market, as well as its instability and threats to its full functioning due to the spread of the coronavirus pandemic. In the course of an analytical study materials from tourism reports and publications of the World Bank, which reveal the peculiarities of the tourism market, have also been used. The study of lexical and semantic features was implemented based on English as one of the most popular languages in the tourism industry.

Results

Modern features of the formation of foreign language communicative competence in tourism students in a blended learning environment are developing rapidly. Most educational institutions have exchange programs, as well as practical activities for students in the field of organizing tours and performing a partial role of a travel agent. The tourism industry involves the implementation of tours to learn about and spread the culture of a particular community. Therefore, when studying the discipline of tourism, attention should be focused on the peculiarities of implementing and learning a foreign language culture, which allows you to improve and develop communication skills following modern needs. It is also worth noting that the modern form of education is mainly used in a blended learning environment. The essence of blended learning is the use of remote communication channels between the teacher and the student. In addition, the advantages of blended learning are the introduction of educational tools used through individual tasks in an electronic platform or any tool that allows you to implement learning tasks using digital technologies.

Foreign language communicative competence consists of the skills and knowledge of a foreign language and communication etiquette with an understanding of foreign culture. The tourism sector is in close contact with foreign representatives and requires modern students not only knowledge and skills in tourism organization, high knowledge of geography, and psychology, but also some foreign communication skills. Given that the most popular language for communication is English, it is used mainly in business communication and can also be useful for tourist travel. With the help of English language skills, any tourist can receive service in such tourist facilities as hotels, airports, etc. The need to develop foreign language communicative competence among students is quite acute, especially due to the development of digital technologies. Moreover, the ability to communicate and

improve their knowledge and skills in a foreign language is one of the priority tasks for students.

Blended learning has some advantages for the educational process, as it is easier to organize in today's socioeconomic instability. Moreover, this form of education is easier for students from different regions. Most private educational institutions use discipline credits to develop communication and improve communication skills between representatives of different cultures. In the context of such measures, the most important thing is to introduce an effective mechanism for forming communication topics that will be useful for tourism activities, regardless of their type: religious, educational, or gastronomic.

An essential factor for tourism students is also the use of communication with representatives of different cultures, as this develops the sphere of knowledge that can be useful for tourists. The tourism program in modern European universities consists of disciplines aimed at developing skills in organizing tours, running a travel agency, planning excursions, and improving English language skills. In addition, the second most popular language in the world is German, which encourages the introduction of multiple languages for tourism students. Foreign language communicative competence is formed as a result of constant communication with representatives of foreign citizens. Moreover, it can be improved as a result of specialized activities related to the preparation of tourism documents: insurance policies, contracts, agreements, etc.

The importance of using a program for the formation of foreign language communicative competence is due to the factor of the types of their development, including discourse, gnostic skills, linguistics, as well as religious and cultural. As a result, they form the etiquette of communication between students and representatives of foreign cultures. Therefore, the importance of using a blended learning approach not only ensures the prompt implementation of knowledge in practice but also creates several advantages, which are presented in more detail in Table 1.

Table 1.

Advantages of blended learning for the development of foreign language communicative competence

The way of development	Content
Communication with international students	Improving communication skills with representatives of foreign cultures

Using digital platforms and applications	Strengthening linguistic knowledge and improving students' grammar skills
Implementation of the practice of organizing sightseeing activities	Real work with foreign citizens, development of communication skills
Communication with native speakers	Improving all aspects of speech, improving communication grammar
Automated organization of testing	An effective way to test students' grammar and vocabulary skills through online testing with a limited time frame
Cultural exchange	The ability to communicate with representatives of foreign cultures both online and in traditional form
Psychological development	Overcoming the language barrier for tourism students

Source: compiled by the authors

Based on the data in Table 1, the key forms of developing foreign language communicative competence are the use of humanization as a goal of improving students' cognitive abilities, which requires the ability to understand ethics, communication tact, speech culture, regional discourse, and professional linguistic skills. Remote communication with representatives of foreign cultures allows you to improve the ability to understand the culture of particular people and improve professional and business communication. This is aimed at developing the skills to solve key tourist problems, as well as the ability to familiarize tourists with a tourist attraction, conduct certain excursions in history, etc. Under such conditions, the development of foreign language communicative competence for tourism students requires high knowledge of the language, partial history, and orientation in the subject of discourse.

It is a popular practice to use events to exchange experiences and communicate with representatives of foreign cultures online. The importance of this approach in modern universities should be a priority, as cognitive skills are significantly improved when communicating with a native speaker. In most European countries, it is quite difficult to organize a meeting at regular events with representatives of a particular community. However, the use of remote platforms and this format of the meeting is much easier and more effective. Therefore, the use of this approach is important from the point of view of teaching tourism students who can improve their foreign language communicative competence.

A popular activity for tourism students is to use practical activities as an internship or work for an insurer in a particular market segment. Most students who get their

first job should have an intermediate level of English or any other language. This can greatly improve their future employment, as well as develop their communication skills. In the tourism sector, the area of customer support for clients and tourists who have applied to the insurer is quite popular. In this area, English or any other language accepted by the insurer is required, but in 90% of cases, it is English. Therefore, for students studying tourism, learning English is a priority, as well as high-quality communication in a separate segment of the language - the tourism industry. Internships for tourism students also include conducting tours or organizing excursions, depending on the place of study. To obtain a certificate of the possibility of carrying out tourism activities in countries such as Finland and Estonia, a certificate of the possibility of providing tourist services from a guide with a C1 or higher level of English is required.

Moreover, it is a popular European practice to enter a university by passing exams that reveal the current level of English language skills. Moreover, in Germany, France, and Poland, there are two study programs for tourism students: the first in the official language of the country and the second in English. The key factor in choosing a language is the cost of education, as the price of studying in the official language of the country will be much lower and opens up wider opportunities for further employment or internships for students. However, English is more popular in the world and is important for the tourism industry. Therefore, the overall distribution of students in English significantly prevails over those studying in the official language of the country.

To develop the foreign language communicative competence of tourism students, many digital applications and platforms are also used that can improve the quality of foreign language proficiency and professional communication. The modern DuoLingo application has many advantages that allow you to improve your skills and conduct testing using internal functions. In European practice, such individual digital platforms as Speaky, HelloTalk, and InterPals are often used, as a rule, each of them has native speakers with whom you can practice learning a particular language. Therefore, with the help of such measures, it is worth using modern means of forming foreign language communicative competence both through the curriculum and constant communication with representatives of foreign cultures.

The issue of developing foreign language communicative competence partly concerns students' ability to use the high-quality expression, as well as the ability to support a discussion and conduct professional speech. Most European universities are characterized by the introduction of such disciplines as history, ethics, etc. This practice is used so that tourism students can use their own acquired skills in practice and implement them when communicating with representatives of foreign cultures.

Therefore, the issue of foreign language communicative competence is usually divided into three key components, as shown in Figure 1.

Based on Figure 1, the problem of forming foreign language communicative competence is to use a hierarchy of lexical and grammatical skills, which will ultimately ensure the achievement of the communicative goal. Universities that train tourism professionals use comprehensive means of creating a full range of skills. Blended learning is a popular practice, which is the main advantage of the tourism sector, as after the development of geopolitical challenges such as the coronavirus pandemic, tourism as a popular human activity has significantly decreased compared to the level before 2019. Therefore, the importance of public speaking skills, the use of lexical tools to create a positive impression on tourists, as well as awareness of their culture is currently a priority for tourism professionals. The use of such tools and lexical techniques can positively affect the success of the professional activities of a travel agent, sightseeing guide, tourist guide, etc.

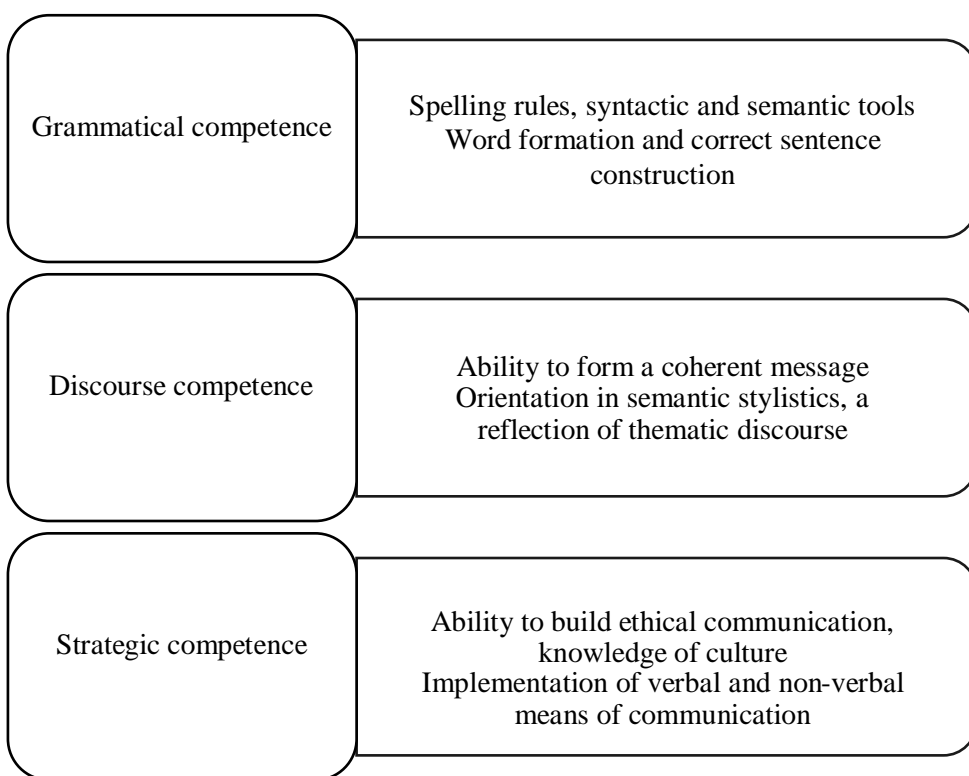


Figure. 1. Components of foreign language communicative competence

Source: compiled by the author

Future professionals in the tourism sector have found themselves in a highly competitive environment due to the decline in tourists from around the world, as well as the qualitative strengthening of domestic tourism. Therefore, the key to organizing further professional activities is to attract foreign tourists through the use of digital advertising and marketing technologies. In the modern world, most travel agencies operate based on digital marketing. Their activities are aimed at spreading communication with representatives of foreign cultures. Under such conditions, it is strategically necessary for modern students to use their discourse skills, as well as the ability to conduct business and persuasive communication to achieve a commercial goal. Under such circumstances, the formation of a modern tourism curriculum in a country should be brought into a hybrid mode, with a combination of digital literacy skills and the development of communication competence. A qualitative combination of such tools can give tourism students some competitive advantages in the modern employment market.

Moreover, a promising measure is the use of a student exchange system between universities. For instance, Slovakia, Denmark, and Iceland have extensive exchange programs for tourism students. They are aimed at developing the foreign language communication competencies of their students, as well as attracting representatives of foreign students. This practice is popular among universities because it allows them to improve not only communication skills but also to spread awareness of the culture of foreign countries, as well as to increase the level of their domestic tourism potential.

Blended learning has many advantages for students, including the quality of the learning process, its organization, and the use of automated technologies and digital libraries that can improve the quality and accessibility of learning. According to the World Bank, by 2030, most universities will operate based on distance learning. Therefore, the issue of distance education technologies for tourism students should be formed based on the use of foreign language communication competence and the ability to use their digital skills for professional activities. The priority of any educational institution is to find an effective model of training, and the traditional form requires the use of verbal communication tools, which is impossible or only partially possible in distance education. The introduction of such technologies improves the quality of student learning and contributes to the university's competitiveness in the market of educational services. The emergence of private institutions that allow students to improve their knowledge of a foreign language and develop some digital skills that are key for a tourism student is also important. The need to make reservations, search for information, create favorable offers, and make analytical travel calculations are only some of the skills needed. The ability to use digital mapping tools and communicate with representatives of foreign cultures is

the most essential task for modern students. With the help of this methodology, key results can be achieved that will be formed based on the activities of HEIs around the world.

Thus, the results of the study indicate that the formation of foreign language communicative competence in tourism students in blended learning should be developed in the direction of digitalization of the educational process, as it has many advantages: promptness of learning the material, communication with representatives of foreign cultures, access to the global tourism and linguistics market, distribution of digital learning materials, as well as a more informative educational process. However, traditional teaching methods should be used to develop strategic competence in tourism students. Therefore, at this stage of the development of educational services, blended learning is the most advanced form of education for tourism students.

Discussion

The presented results of the study indicate the peculiarities of the modern development of universities' activities in the field of forming foreign language communicative competence of tourism students. The use of blended learning can qualitatively improve students' practical, lexical, and semantic skills, which are used directly in professional activities, as well as in negotiations and consulting activities for clients of the tourism industry. The importance of providing digital infrastructure for universities is due to the popularity of digital services in tourism, as well as the need to improve the grammatical skills of students using special platforms to conduct professional activities on behalf of a travel agent or travel company.

Prospects for further research could be to optimize the curriculum for students in terms of using lexical and dialectical features of language learning, as well as focusing on English. Moreover, the curriculum should be based on professional vocabulary and improve the possibility of real discourse in the tourism industry. The implementation of such measures remains an open question because of the mechanism of its implementation in a traditional or digital platform. Each of them has its advantages, as the use of the traditional form can improve the use of verbal communication tools and overcome the barrier of real communication. However, the use of digital learning tools can provide greater access to educational services, as well as the opportunity to communicate with native speakers, which will have competitive advantages in the context of the increasing role of communicative competence. Under such conditions, the use of blended learning will be a priority for the development of communicative competence in tourism students. Thus, the

development of infrastructure for training and the possibility of organizing the educational process are prospects for further research.

Based on the obtained results, the methodology of pedagogical activity in educational institutions, as well as the improvement of a specific area of communication, becomes an important issue. To master grammar material, it is proposed to use tests in an automated system. Today, there are educational services programs in the world to improve English, but they focus mainly on the basic grammatical and linguistic features of the language. For tourism students, the curriculum should pay special attention to geographical discourses, dialects, and the specifics of business negotiations, as they are used in the professional activities of a tourism specialist. In the modern sense, foreign language competence is a gradual complex of interrelated elements, including lexicology, grammar, semantics, and sentence construction. The introduction of innovative tools for organizing learning should develop each of these areas, which can improve the quality of professional knowledge in students.

Further research on the formation of foreign language competence should be conducted in the context of a specific language and proposals for reorganizing the curriculum in favor of professional speech that will be used by students in their professional activities. An important factor in this process is to take into account the processes of digital globalization, the products of which can be some useful software for improving students' communication skills, which is a separate important area for further research.

Conclusion

Thus, based on the results of the study, it can be concluded that foreign language communicative competence is a complex of semantic, grammatical, and lexical means used in communication to achieve the communication goal. The formation of foreign language communicative competence is based on the development of such key components as strategic, grammatical, and discourse competence. Their implementation in the educational process can improve the quality of professional activities of tourism students, as well as provide knowledge of etiquette, culture, and style of communication following the needs of tourists.

An important prospect for the development of foreign language communicative competence is the introduction of modern digital technologies into the learning process. This can improve the quality of the learning process, as well as create additional means of organization, control, and assessment through automated

technologies. Moreover, blended learning involves the distribution of partially traditional and partially distance learning. Under such conditions, to organize the professional educational process of students of the tourism discipline, it is necessary to allocate the most effective means of conducting classes for each type of training. Thus, for distance learning, it will be relevant to use the means of communicative development by communicating with native speakers, as well as conducting additional classes for lexical practice. For distance learning, it is possible to use automated assessment systems for testing. For the traditional form, an important area of focus may be improving the mastery of basic material, analyzing grammar tasks in detail, and applying them in practice. The traditional form of teaching can also improve students' verbal communication skills.






Thus, the formation of foreign language communicative competence is carried out based on the use of quality means of realization of students' practical skills in professional tourism activities, and the issue of using traditional or distance learning has been agreed upon in a mixed form. Thus, the balance between the two forms of organization of the educational process is used to improve the quality of professional activity in the tourism industry. Given the global challenges of tourism due to the coronavirus pandemic, attracting foreign tourists is a promising means of attracting foreign tourists, which requires high communication skills and digital skills for future professionals. This, in turn, necessitates research on the quality of the development of foreign language communicative competence and the organization of the educational process for its implementation.

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Peculiarities of developing text materials of modern media publications to increase their rating and reach a wider readership

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Abstract

The transition to digital technologies and the remoteness of workplaces put forward new requirements in the textual materials of the mass media in order to increase the competitive advantages of individual online companies (editions) and the perception of readers. Therefore, the purpose of the study is to evaluate modern means of forming the perception and expressiveness of texts in an online format in order to maintain the loyalty of readers and website visitors. The article proves the need to improve the perception and expressiveness of text formats of online publications as a basic factor in increasing the competitiveness of media companies due to the expansion of the circle of readers and their retention as potential consumers of information products. It was noted that site visitors psychologically evaluate text materials on an emotional basis. Therefore, this aspect is fundamental in the formation of the relationship "consumer of information - emotional content of the text". The effectiveness of modern means of expressiveness of the Internet media regarding the presentation of text materials in Internet publications and stylistic design is noted. It is indicated that the further development of texts from the standpoint of emotional content is possible due to the use of innovative technologies based on artificial intelligence. Further research in the formation of textual materials should focus on the "editor-reader" relationship.

Keywords: expression, propaganda, information warfare, expressiveness, expressive, artistic image

Introduction

In today's digital news environment, attention is sharpened to the quality display of current news and events and the possibility of attracting readers' attention. With the development, online media have become one of the main means of information warfare and a tool for the formation of social and political opinion. The technology of using expressiveness in texts has a very important character, forasmuch as a certain attitude and vision of the world is cultivated in the social environment of people. Moreover, manipulating the exchange of values and imposing the opinions of the editors, regardless of their position, are also taking place. Means of expressiveness are intended to have an emotional impact on a person's consciousness, and they are aimed specifically at a certain share of a person's interest in a particular issue. The information warfare, which has begun its active phase after February 24, constitutes qualitative features of using expressive means in online media texts. In the modern media space, it is worth introducing features and tools for implementing key principles and forms in online media. This is precisely why, on the basis of such grounds, it is possible to create a quality environment for spreading ideological values and the possibility of managing public opinion. The ability to stylistically depict the text and give it certain emotional colours is a key priority in modern online media, not only for the economic activity of the state, but also for the preservation of one's own popularity, which depends on the commercial profit of the publishing house. The modern information space is significantly different from traditional newspapers and magazines due to its information saturation, which stimulates the search for effective display tools and engaging the audience with the relevant means of displaying the palette of emotional feelings in the texts. Using such methods, it is possible to gain a number of competitive advantages, which will stimulate the search for innovative means of channels for promoting the material, and this can qualitatively affect the overall activity of companies. Currently, online media texts are a source of forming public opinion and the possibility of forming a public position, which in democratic countries has a leading role. After all, freedom of choice ceases to be freedom due to the possibility of managing mass media and carrying out manipulations to impose ideological messages through them. Means of expressiveness of texts have exactly this character. Let's consider in more detail the features of forming means of expressiveness in the online media texts, which are covered in the scientific literature.

Literature Review

In modern scientific literature, there are various approaches to the possibility of creating an effective text that will reflect the informational message and attract the attention of the customer. The key advantages are given precisely to the possibility of applying non-standard methods, which are aimed at achieving qualitative characteristics regarding the implementation of meaningful potential and monitoring of public opinion. Usually, as (Hudson, 2017) believes, an information campaign

consists in the possibility of launching certain news on various structural elements and constantly monitoring the state of change in public opinion after the introduction of such news. The author is convinced that such means are a complete manipulation of information, and they are aimed at changing and shaping public opinion in favour of the customer of such news and the general narrative. Another researcher (Angelo, 2019) defines the space of online media as a reflection of public political opinion and acute problems, which can be a qualitative source for evaluating the management of social-economic and political-life processes. According to such standpoints, online media is a characteristic manifestation of the possibility of forming an ideological component of a person and using it to achieve certain goals. An important opinion is that the use of means of expressiveness, as noted by (Eisner, 2020), can not only influence the modern formation of evaluative judgments and the ideology generation, but also fundamentally manipulate human consciousness. The author (Perreaul, 2020) defines that the essence of the concept of expressiveness, consists in a system of measures that can improve the concentration of the reader's attention to the news and contribute to the processes of the ideological paradigm. The scholar (Harris, 2020) adheres to another viewpoint on expressive measures; he believes that means of expressiveness do not reflect the real state of affairs but are a text with an emotional response that prevents sober perception of information. During the information war, official resources massively use expressive means in their texts; however, during a quiet life, expressive means are considered unprofessional and contain low-quality analysis of issues. Information, according to the standpoint of the scientist (Kalsnes, 2017), should be provided without own evaluative judgments, without a detailed own image of the problem and the possibility for the reader to draw his own conclusions. Such approaches are able to most qualitatively reflect the features of using expressiveness in online media and create an effective space for their use. The classification of a foreign author (Styshov, 2018) is significant in scientific literature, who distinguishes means of expressiveness on three levels: conscious, unconscious and emotional. The author directs this division according to the nature of the influence of expressive means on the human psyche, which can be manifested, respectively, at the conscious, unconscious and emotional levels. Thus, the conducted review of the scientific literature indicates that means of expressiveness can be used in different stylistic colours and characters according to the purposes of their use.

Research Goals

The purpose of the academic paper is to determine the definition of means of expressiveness, their structural elements and modern technologies of their use in online media texts. The features of the research are the implementation of the analysis of popular media in the foreign and Ukrainian space, which can reflect the most popular means of expressiveness in accordance with the key goals of the media itself and the news narrative used in a certain social-political space. The objective of

the research is to consider the structure of means of expressiveness, the main components and the possibility of using in modern political and public opinion, which can definitely influence the activity of a person in accordance with his beliefs or, on the contrary, change a person's worldview.

An important direction of the research is outlining the main means and forms of expressiveness in texts. Therefore, taking into account such factors, it is possible to characterize the features of building an information model of a meaningful message. Determining the basic principles of stylistic colouring and the possibility of using such tools in online media texts is a perspective for conducting a successful form of information warfare.

Materials and Methods

In the course of studying features of the formation and construction of online media texts using the tools of expressive display of images and a meaningful message, methods of scientific research have been applied, which make it possible to reflect in the most detail the features of using such methods in the construction and formation of the composition of these texts. The search method and the method of analysis were applied to study the concept of the expressiveness and its use during the policy formation of the online media's editorial office concerning its substitute message, as the main direction of influence on the emotional and mental state of a person. It is through the application of such means that it is possible to use the most characteristic features of influence of the manipulations on a person's opinion. On the basis of using the methods of comparative analysis, the peculiarities of the Ukrainian and foreign media space were investigated; the key means of expressiveness used in the texts were outlined. The methods of induction and the methods of deduction were applied for the qualitative study of using the effective means of influencing a person and the possibility of displaying the emotional palette in texts by means of expressiveness. Theoretical approaches and modern reflection of scientific standpoint on the means of expressiveness in texts were carried out according to the principles of the grouping method and the possibility of its use in accordance with the modern methodology of conducting an information campaign. An additional method of the research, which is used as a characteristic tool for manipulating public opinion, is the structural division of the text into special elements that can most thoroughly draw the reader's attention to the issue and create a certain vision of the problem and contribute to the development of an ideological position that is not one's own. Therefore, the research methodology is based on a number of scientific exploration methods, which makes it necessary to reflect a number of results.

Results

Modern mass media use a number of tools to attract the attention of readers. The importance of using means of expressiveness lies in the ability to emphasize the events and provide the correct message to the reader. The activity of online media consists in the implementation of cognitive and emotional influence on the psychological state of a person. The use of means of expressiveness can improve the process of popularizing this or that news. In addition, the formation of public opinion is impossible without the use of human emotional intelligence or interaction with them. The idea and its imitation are aimed at working with the emotional intelligence of a person; consequently, in modern realities, the effectiveness of using expressive means can qualitatively improve a person's perception of particular news. The importance of using the means of expressiveness is manifested in the ability of online media to form an emotional representation from the first seconds of interaction with the reader.

The direction of a meaningful message to the reader is based on using stylistic and emotional colouring of the text. Each media source that publishes the news contains a short thesis that can be used to describe the text. It is the message that is the key prerequisite before determining which means of expressiveness to use. The stylistic depicting of the online media text should be clear and concise; it should reflect the main idea and be aimed at a certain audience of readers. The proper targeting of the selected segment of readers can improve the means of using expressiveness and increase the attention of readers to the news site (Styshov, 2018). It is with this methodology that the importance of using expressive means lies in the possibility of creating and shaping modern tools for the implementation of expressiveness and their effective use. In the face of geopolitical challenges and political instability, the news flow is chaotic, and modern digital technology tools make it possible to quickly process information and use it in one's headlines and specially created media content. Having determined the aspects of using the expressiveness and a meaningful message, which precedes the introduction of journalistic technologies, it is expedient to consider how expressiveness, expression and expressive are characterized in the scientific literature.

In modern scientific sources, the features of using expressiveness are associated with the emotional impact on a person's consciousness and the ability to interact with it during the perception of information. An important direction in the scientific studies is the use of effective means of expressiveness, which can attract the customer to participate in public political processes and create quality means for the formation and using the characteristic emotional images that are projected while reading texts in online media. Based on such positions, it is customary to highlight the following features of emotional display in online media texts, namely:

- Expressiveness – it aims to transfer the emotional palette of the media to a certain phenomenon, person or process. It is a set of stylistic tools giving the

text a specific colour, and it can reflect the key means of perception in the modern information space. The emotional colouring itself is a key manifestation of expressiveness. Even without it, texts with an expressive character have a clearly expressed position, which may be different from the addressee and aim to incline the reader to a similar standpoint.

- Expression – it is a pronounced approach to the implementation of a stylistic structure, its morphological component and the possibility of using it to reflect certain feelings. Expression is a manifestation of dynamics in the text, the use of special means at the beginning and culmination, and it has a logical and structural final stage, which, as a rule, forms a key message for the reader.
- Expressive – in textual means of influencing the reader, it is a structural unit that is significantly expressed by special phrases, and contains a heightened emotional component or a semantic charge with a respond of a certain position or personal attitude of the author.

Having determined the structural elements of expressiveness and the possibilities of their manifestation, it is worth investigating how they form a morphological complex of means of expressiveness and how they affect online media texts. According to the basic features, each means of expressiveness contains a set of characteristic literary techniques used to reflect an emotional feeling. The variety of means of expressiveness is determined by the list of necessary methods of their implementation, developing in the conditions of the creation and establishment of public opinion (Tandoc, 2019). Each tool can convey a certain feeling and has its own advantages and disadvantages. For instance, an anaphora has a more meaningful, meaningful load and a lesser manifestation of an emotional load. However, emotional emphasis affects a person's emotional intelligence, although it contains a minimal semantic load. After all, it addresses the verbal part of a person's activity, which can qualitatively affect the degree of a person's understanding of this or that problem.

Properly chosen means of expressiveness can directly influence a person's activity in his public space through the formation of a particular standpoint. In addition, basic and characteristic features are formed by means of expressiveness, which can most qualitatively improve the activity and emotional perception of a certain position on the part of the media. The means of expressiveness are the most popular in the information warfare, forasmuch on the basis of their use, an ideological policy and the possibility of direct influence on a person are formed. The importance of understanding the means of expressiveness is also used by almost all online media, because the main task of such media is to increase the audience by attracting the target audience and identifying key personal traits.

Having determined the key principles of expressiveness and the possibilities of their manifestation in online media texts, it is expedient to characterize the most popular of them, forming the means of expressiveness, which are then selected and used to influence people. The most popular means of expressiveness are shown in Table 1.

Table 1. The means of expressiveness

Anaphora	It is a special lexical repetition, which can improve the level of memorization in the text. It's effective when displaying a theme or the meaning of a certain characteristic
Epiphora	This stylistic technique is used at the end of a sentence; it's usually popular in fiction, but in online media, it is used to update the last meaning.
Alliteration	It can be used to improve displaying the headline content. For instance, "War of Wars", which can attract the attention of the reader.
Emphatic stress	Selection of a specific block of news, which may be accompanied by a certain emotional colour.
Assonance	It is used for the consonance of vowel sounds, which can be improved for memorization
Metaphor	Transferring a symbol from one object to another, as well as using it to give the object certain human characteristics.
Emotional stress	It's an effective technique for addressing a person's emotional intelligence and the ability to perceive it. It's the most popular tool in online media.

Source: compiled by the author

In general, the algorithm for determining the means of expressiveness to be used should be based on the formation and application of a qualitative algorithm that can improve the activity in accordance with modern tools for implementing the artistic means. Let's consider the following approaches, which determine the necessary means of expressiveness for the formation of an informational message in online media, namely:

Determination of the consumer's porter and the possibility of displaying his activity in the public space. Compilation of the consumer's porter is of particular importance in the formation of a complex of means of expressiveness in online media texts.

Determination of the key features of the emotional palette, which will correspond to the meaningful message of the news. The ratio of means of expressiveness to the proposed news can improve the features of human perception and create an effective internal launching ground for the development of an idea based on the formation of a person's emotional intelligence.

Selection of means of expressiveness that can ensure the transmission of an informational message and create a certain image in the emotional intelligence of a person or interact with an already existing one in order to achieve the goal of the media.

Such an algorithm will be the most relevant when using means of expressiveness; after all, prior to starting to write the news, it is necessary to determine the key content message. It is the definition of the idea and the concise description that precedes the possibility of using it in further directions. Based on such approaches, it is also important to form a set of expressive means, which will be most suitable for using the particular element. Primarily, determining the priority ideas of imitation can create an effective environment for the development of a person's spiritual and emotional perception.

Headlines are the most characteristic platform for displaying emotional impact on a person and interaction with him. It is the headlines that are the key means of information influence; after all, based on using the headlines, they can influence people and attract attention. The issue of using the means of expressiveness in headlines is a basic characteristic of the possibility of forming a person's imagination about the content of the message. The key directions in the process of formation of headlines in order to attract the reader's attention are as follows:

- Correspondence to the internal emotional state of the reader. Online media are aimed at a specific reader, and they use the majority of news for regular readers, which are not aimed at attracting a new audience. This is precisely why the headline should correspond to the internal state of the reader, reflecting his position, public opinion, etc.
- It should have a concise and understandable nature of the news. Long headlines do not allow the reader to focus on the news and most likely he will miss it. Therefore, in order to avoid such a pace of developments, headlines should be concise and reflect the main aspects of what is being said in the online media text.
- Using non-traditional means of expressiveness, in which the express will differ from other means of a similar news publisher. Consequently, prior to composing headlines, it is expedient to conduct a field study of existing news on a similar topic in the media space, identify key advantages and disadvantages, and create the relevant headline.

- In order to attract a new audience and involve a wide range of readers, the headline should contain a high emotional colour, but not express a clear position due to the wide differentiation of readers. The use of a key emotional message, and such a message should be present in the text; along with this, an informative message for the reader is hidden in the headline, but it is as influential as possible on the emotional intelligence of a person.

The examples of emotionally influential headlines are curiosities, various scandals by their nature of manifestation, as well as any information that may threaten life or normal norms of human behaviour. Such features of constructing the headlines contain the most effective segment of influence on the market; therefore, for its use, it is necessary to implement means of a complex of expressive means.

Features of using the means of expressiveness should be applied to reflect the key forms of human activity and the possibility of capturing the ideological component in accordance with modern trends in the social and public space.

In addition, relevant ideas will be crucial regarding the possibility of formation and activation of a person's cognitive activity in accordance with the basic features of his activity in the social-political space. It is also significant to use those means of expressiveness aimed at interaction with the emotional and non-verbal form of human intelligence. It is with the help of such approaches that it is possible to create the most effective means of communication activity of a person with the environment.

Let's consider in more detail modern forms of expressiveness used in online media texts in order to reflect a person's public or social position, containing a set of a certain message for a person. After all, it is with the help of such approaches that one can create a meaningful information message for a person and use it in accordance with the general trends of the information environment. The extended complex of means of expressiveness according to the forms of their manifestation is shown in Table 2.

Table 2. Complexes of the means of expressiveness in texts

Source: compiled by the author

Figurative expressiveness	Increased expressiveness	Integrated expressiveness	Contextual expressiveness
It is formed on the basis of transference within the expressive (words containing emotional colouring)	It is formed on using an intensifying and isolating particle; it may contain elements of a hyperbolic value or maximum minimization (the most, the least, even, too little, etc.)	The possibility of transferring a text symbol to a specific object and its characteristics to another; the meaningful content is projected onto another object	Expressives are introduced only in certain topics, for instance, if it is a military topic: genocide, atrocity, etc. Such words will have an appropriate emotional colour and are effective means of influencing the reader's emotional state.

The given complex of the means of expressiveness can qualitatively improve the public and social position, according to the idea of a media source. In addition, any text presented in the media space should have its own stylistic reflection, and it should have opportunities for its improvement in accordance with modern stylistic and semantic qualities.

The use of expressive means in online media texts is aimed at drawing the reader's attention to current problems and the possibility of reflecting a particular position. Any mass media should use the means of expressiveness in order to increase attention to their resource. High competition in the market induces improving expressive qualities in online media texts and creating new ways to encourage and draw the customer's attention to its source.

In the modern social and political space, there are a number of processes directly influencing the social-political and social-economic environment of a person. It is with the help of the means of expressiveness that it is possible to improve qualitative approaches regarding the impact on the person's psychological state and reflect the characteristic features of interaction with him.

The modern media space is determined mainly by the war in Ukraine and the economic consequences, both for the global space and the pressing issue. The features of the rhetoric of modern online media lie in highlighting the acute problems that they consider and the creation of effective tools and means of influence that can

qualitatively improve the activity of a person in accordance with his ideological viewpoints.

The expressiveness of the information emphasizes the pressing problems of the social environment, highlights the dangers caused by the war, and contains a number of characteristic features regarding the implementation of the ideological message. From this perspective, it is expedient to consider the key features of representing the means of expressiveness in Ukrainian and foreign online media texts. The following characteristics are shown in Table 3.

Table 3. Means of expressiveness in online media

Ukrainian media space		Foreign media space	
Publication	Example	Publication	Example
Ukrinform	Reconnaissance: “Wagner” recruits prisoners with HIV and hepatitis C - they have already been discovered in Ukraine	BBC-news	Krasovsky: Russia bans 'burn Ukrainian kids' TV presenter
Live-facts	Stop the hate speech! Kim Kardashian has condemned Kanye West’s antisemitism	BBC-news	Russia accused of sabotaging Ukraine water pipe to Mykolaiv
LB.ua	In Lysychansk, the occupiers are taking away the property of the residents under the pretext of Putin’s decree	CNBC-news	U.S. denounces Russia’s ‘dirty bomb’ claim; more than a million Ukrainian homes have lost power
Gazeta. YuA	Germany must stop a new genocide in Europe, even by military intervention	Euronews	Soaring inflation in Europe: Where can you get the cheapest cup of coffee?
TSN-news	Another Russian atrocity: how the world reacts to the mass burial in Izyum	The New York Times	Ukraine Says Russian Troops Will Fight for Key City as Proxy Government Flees

Source: compiled by the author

The modern media space is characterized by special sharp headlines with the relevant means of expressiveness, which most clearly reflect public mood and are aimed at manifesting key ideas in the society. It is the headlines that can become a high-quality means of attracting the attention of citizens and the possibility of providing an informational message, forasmuch as the issue of quality interaction with the environment is a promising direction for human activity.

Therefore, from the conducted research, it can be concluded that the features of applying and implementing the means of expressiveness in online texts consist in the use of emotional accents, which are observed in the texts of the Ukrainian and foreign media space. In addition, a metaphor is used as a key tool for conveying an informational message to a person and the possibility of stimulation for activity and reflection of a person's public position. The importance of using the means of expressiveness lies in the possibility of improving modern approaches to the reflection of a person's standpoint and using effective forms of communication in the modern space, which can become a key means of developing technological forms of human activity and interaction.

Discussion

The conducted research indicates the rapid development of online media, which function on the basis of applying digital technologies and the possibility of using text as a key way of interacting with the reader and conveying an ideological message. It is with the help of the text that you can attract the audience to global problems, focus attention on the pressing issues of the society, arising as a result of global social-political and geopolitical processes. Therefore, in order to use effective methods of communication with the reader, it is expedient to use the means of expressiveness containing clearly emotional colouring in the text. The prospects for further studies should be the specifics of using the means of expressiveness in the information warfare and their implementation in propaganda. The relevance of such research is determined by a broad program and the use of key ideological concepts, forming a false attitude to certain processes of social and political significance. Therefore, in order to approach the possibility of victory, not only on the battlefield, but also in the information space, it is necessary to investigate the main means of using expressive means and approaches to their composition in the conditions of the Russian - Ukrainian war.

Along with this, in the course of the conducted research, the peculiarities of using the means of expressiveness in the texts were revealed, each of which contains its own features and aspects of the characteristics of meaningfulness. Consequently, in order to use them qualitatively in the modern space of online media, it is worth implementing an effective mechanism that can compete in the general space of the media and have its own list of information that contains certain public position. The

perspectives of further studies should relate to the specifics of invoking the palette of emotions according to the types and characteristic features of expressive means.

The impact on the emotional and mental state of a person may differ from the structure and stylistic-semantic construction of the text structure. In this regard, it is expedient to analyse the possibilities of constructing texts and the quality of using in modern online media from the perspective of different emotional states and feelings. Such means can create an initial launching ground for the development and formation of the ideological content of human activity, which can be used in accordance with the main ideas of mass media.

Expressions, as independent means of expressing emotional feelings, play their role in the stylistic design of the text and the possibility of its implementation in accordance with the key forms and directions of online media. It is based on such features that it is possible to create effective approaches to the use of means of expressiveness in online media texts. Moreover, in order to create a high-quality environment for the information message in the online media, express words are introduced into the headlines. After all, it is on the basis of the headlines that the reader makes premature conclusions about the essence of the publication and the possibility of its message.

Subsequent studies should be carried out from the standpoint of the impact of increasing the reader's concentration in accordance with the use of various means of expressiveness. By virtue of the means of forming emotional colouring in texts and their wide use in the media space, it is possible to increase the features of directing the media in conformity with the text of publications.

Therefore, the issues and possibilities of using the means of expressiveness in online media texts should be investigated from the standpoint of structural expressive headlines, the formation of an information message and the introductions of broad means of acquiring an informational component in accordance with the modern methodology of writing news texts.

Conclusion

Based on the research results, a number of conclusions can be drawn regarding the specifics of using the means of expressiveness in online media texts. Firstly, expressiveness is a manifestation of the emotional colouring of the text and the possibility of using special artistic means that contain a certain meaningful message for the reader. Features of the implementation of expressiveness lie in the ability to display key character traits and the ability to provide certain information for a symbol that is used in the text and formed in accordance with the key means of using expressive means. According to such approaches, modern texts used in online media

should be stylistically coloured and have characteristic features in order to attract the reader's attention.

Secondly, in the conditions of geopolitical development and the rapid spread of digital technologies, the number of mass media and online media is constantly growing, causing the processes of intensifying competition. Therefore, in order to stay on the market and create its own audience, online media should use not only quality content, but a number of expressive means for attracting the attention of readers. Thirdly, from the conducted analytical research, it can be concluded that the features of using the means of expressiveness in the global media space lie in the wide implementation of means of expressiveness precisely because of the emotional stress on a certain process. In addition, in foreign publications, there are such means of expressiveness as metaphors, and they are introduced in accordance with the images of heroism, symbolism.

Currently, the war and the processes arising from it are key directions of modern online media. The theme of war is very beneficial from the point of view of creating specially coloured texts, where one can use various expressive means and describe messages according to the ideology and position of a certain side. An important direction for subsequent studies is the analysis of the information campaign of the Russian media and the means they use to discredit Ukraine. Conducted analysis can improve the features of carrying out information warfare and implement effective countermeasures and tools.

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Information Security of the State Under Conditions of Hybrid Warfare: Mechanisms of Ensuring

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Abstract

Taking into account the tendencies of democratization and informatization of all sectors of the economy and spheres of public administration, and, accordingly, the increase in information risks, the vast majority of countries in the world today go through a series of stages of ensuring information security. Despite the legislatively established powers of the relevant state authorities and local self-government in this area, the issues of defining their competence and effective interaction are real and effective guarantees of preventing a variety of information threats to national security as in this case effective and timely ways of eliminating existing dangers are provided. Given that large-scale invasions and hybrid wars can cause catastrophic harm and undermine public confidence in the government, the state must make quick decisions. Consequently, establishing an effective mechanism for ensuring information security has become more relevant than ever nowadays. The purpose of the academic paper is to clarify the theoretical fundamentals, as well as the components, directions and other critical practical aspects of the process of ensuring the state's information security under conditions of hybrid warfare. Methodology. In the course of the research, abstraction, idealization, system-structural, comparative, logical-linguistic methods, analysis, synthesis, induction, deduction were used to process scientific information on issues of the state's information security. Results. Based on the research results, the features of the process of ensuring the state's information security in a hybrid war were studied and certain practical aspects of this issue were clarified.

Keywords: Information security, hybrid warfare, protection against illegal information, information security management, information management systems

Introduction

The rapid development of information and communication technologies has led to significant changes in society's life and the transformation of the order of information data exchange. Information has been recognized as an important economic resource in recent decades. The effective organization of information processes contributes to the successful solution of social-economic and political tasks, which significantly increases the profitability of many types of activities. Accordingly, information protection is an extremely important stage in the formation of any country's national security.

The theoretical part of the present research substantiates the concept, essence and components of information security of the state under conditions of hybrid warfare.

The practical part of the research includes determining the most effective measures to ensure effective activities in the state's information security management sphere. These are the most relevant directions of work currently requiring special attention from the perspective of practical applying information security methods, the most important structural elements of the state's information security at the international level, directions for improving the state's information security system under conditions of hybrid warfare. It also comprises the most promising directions of scientific work on issues related to implementing and protecting national interests in the information sphere under conditions of hybrid warfare.

Based on the research results, conclusions were made regarding the issues raised. It was established that the principal measures to ensure effective activity in the state's information security management field are the development and observance of indicators for evaluating the effectiveness of the state's information security protection systems, the implementation of measures to prevent hybrid warfare and counteract its manifestations. The survey showed that the most urgent directions of work requiring special attention from the perspective of practical application of information security methods are identifying internal and external threats to the state's information security and the creating and implementing a surveillance system. At the same time, the most significant structural elements of the state's information security at the international level are information protection and the information-psychological barrier. Along with this, the research revealed the most important areas of improving the state's information security system under conditions of hybrid warfare. These are strategic deterrence, eliminating military conflicts that may arise with the help of information technologies, and forecasting, detection and assessment of information threats. By the way, the respondents singled out the most promising areas of scientific work on issues related to implementing and protecting national

interests in the information sphere. These include developing and establishing a long-term program for the creation of an effective information management system based on the latest information technologies, developing interaction between state and commercial information support systems with the aim of more effectively using state information resources and ensuring reliable protection of the country's information potential from inappropriate use.

Literature Review

The importance of navigating and effectively working with the flow of information is constantly growing with the transition from an industrial to an information society. The possibilities of the global network, actively used in all spheres of public life, are based on information resources, which are a collection of data in various fields of knowledge and practice. Along with the growth of information's role, the importance of its protection also increases. It is ensured by using information protection tools, which becomes especially relevant during hybrid warfare (Weissmann et al., 2021), (Eberle & Daniel, 2021).

A system-structural approach is frequently applied in scientific studies of numerous aspects of national security, including information security, as it allows for considering security provision at multiple levels of its system or mechanism of provision. Such a prevalence of this approach in legal scientific studies is probably due to the already established doctrine of the legal regulation's mechanism, the state administration mechanism, the mechanism of law enforcement, etc. (Ott, 2021), (Tkachenko & Diadin, 2022).

Information security mechanisms provide for organizing state institutions' activities and civil society's structures. It also involves implementing practical measures, levers, incentives, methods of action to identify and organize (attract) the necessary material, spiritual, personnel resources, integrating society's various spheres to ensure the fulfillment of information security goals (Raimundo & Rosário, 2022).

The efficiency of protecting state information as a whole is ensured by the effectiveness of each component of the state mechanism, consisting of interconnected elements, namely:

- a set of state institutions participating in the process of formation and implementation of the information security policy, that is, the institutional mechanism for ensuring information security;

- a set of roles and relations, which includes legal relations arising during the implementation of the information security policy and specific roles, forms and methods of activity of this policy's subjects;
- a hierarchical set of legal norms and principles regulating the content and process of information security policy implementation, that is, the legal mechanism for ensuring information security (Mumford & Carlucci, 2022), (Zvezdova & Vakalyuk, 2022), (Weissmann, 2019).

An information security system is an internal structure, a systematized whole, unity, interconnection and differentiation of its individual elements (object, subjects, main characteristics, protection levels and a list of threats) (Frizon, 2022).

Aims

The purpose of the research is to clarify the standpoint of specialists in the field of information security in state bodies and scientists conducting research activities in this sphere regarding the features of the process of ensuring information security during hybrid warfare.

Materials and Methods

The study of modern tendencies in practical implementing state information security mechanisms under conditions of hybrid warfare was conducted by means of a questionnaire survey of 218 information security specialists and 92 scientists conducting scientific activities in the Chernivtsi, Volyn, Rivne, and Kyiv regions of Ukraine. The research was conducted using the Survio service.

Results

The survey participants believe that currently, in the conditions of rapid informatization of all public life's spheres and, accordingly, an increase in the danger of information risks, the main measures to ensure effective activities in the field of the state's information security management are as follows (Figure 1):

- development and observance of performance indicators for state information security protection systems;
- implementing measures to prevent hybrid war;

- countering manifestations of information war.

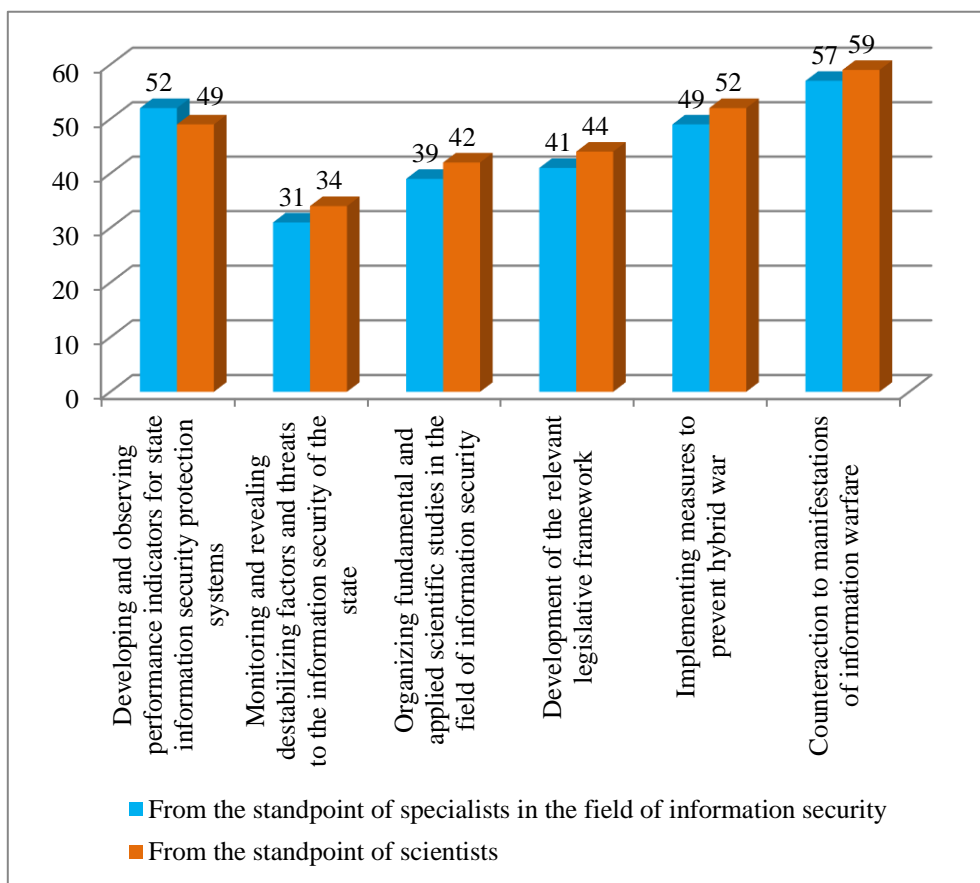


Figure 1. The primary most effective measures on ensuring effective activities in the field of state information security management, %

Source: compiled by the authors.

During the survey, the respondents identified the following most relevant directions of work requiring special attention from the perspective of the practical application of the methods to ensure information security in the state (Figure 2).

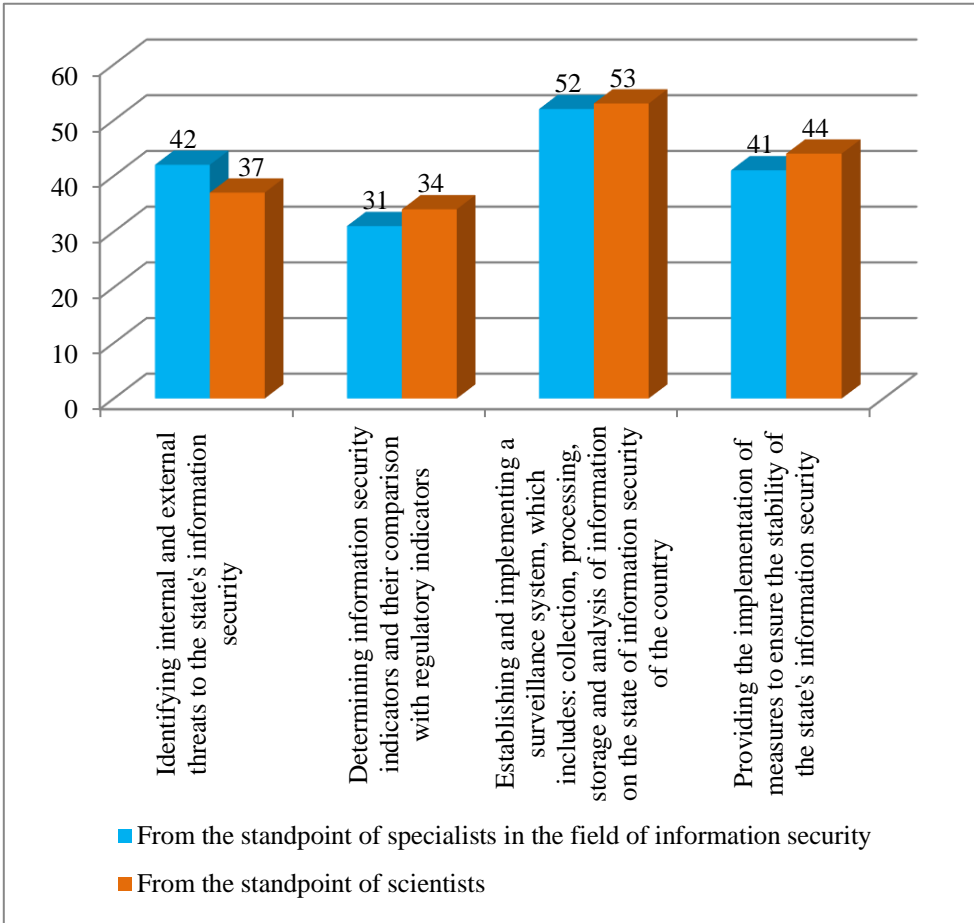


Figure 2. Directions of work currently requiring special attention from the perspective of the practical application of the methods to ensure information security in the state, %

Source: compiled by the authors.

The key directions that the information security mechanism should perform include identifying internal and external threats to the state's information security, and establishing and implementing a surveillance system, which comprises: monitoring, collection, processing, storage and analysis of information on the state of information security of the country.

The survey made it possible to establish the most important structural elements of the state's information security at the international level (Figure 3).

It can be observed from Figure 3 that the most important structural elements of information security at the international level include the information protection containing state or commercial secrets and the information and psychological barrier, which provides for the implementation of a system of measures aimed at protecting against a targeted impact on the victim of an attack, his mental state or image at the international level.

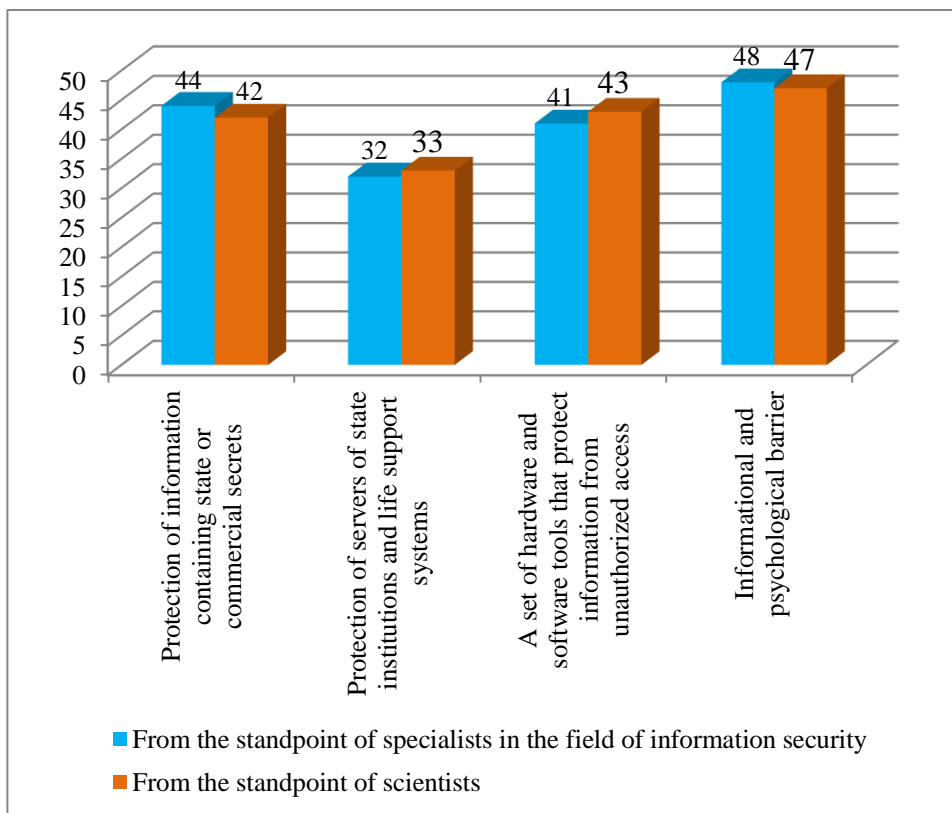


Figure 3. The most important structural elements of the state's information security at the international level, %.

Source: compiled by the authors.

During the research, the respondents were asked to identify the most important directions for improving the state information security system under conditions of hybrid warfare (Figure 4).

According to the respondents' standpoint, the main directions of improving the information security system nowadays are strategic deterrence and elimination of military conflicts that may arise with the help of information technologies and forecasting, detection and assessment of security threats, including information.

The survey participants also determined the most promising directions of scientific work on issues related to implementing and protecting national interests in the information sphere, which, will be especially in demand in the future (Figure 5).

The survey showed that such directions are as follows: the development and adoption of a long-term program for establishing an effective information management system based on the latest information technologies, the development of interaction between state and commercial information support systems with the aim of more effective use of state information resources and ensuring reliable protection of the country's information potential from inappropriate use.

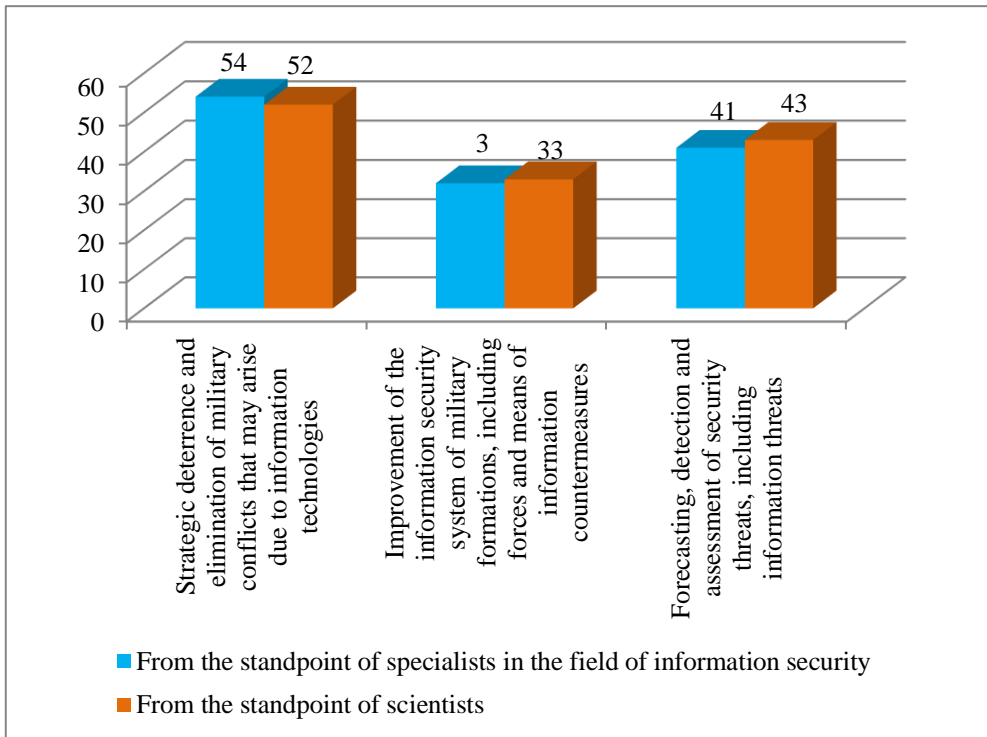


Figure 4. The most important directions for improving the state information security system under conditions of hybrid warfare, %.

Source: compiled by the authors.

Discussion

Unfortunately, the formation of the global information society could not prevent wars as a means of resolving political, economic, territorial, ethnic, religious and other conflicts. In addition, the processes of introducing modern information and communication, social-political and social-psychological technologies have made these wars more sophisticated and insidious (Smolianiuk, 2018), (Loishyn et al., 2021).

In conditions of information wars, social organisms (state, political, social institutions and organizations) are destroyed. The civilizational and cultural code of the nation and social morality are deformed, the sense of patriotism is destroyed, and the human psyche is shaken. The ability of people to resist enemy attacks is impaired (Loishyn, 2022), (Kresin, 2022).

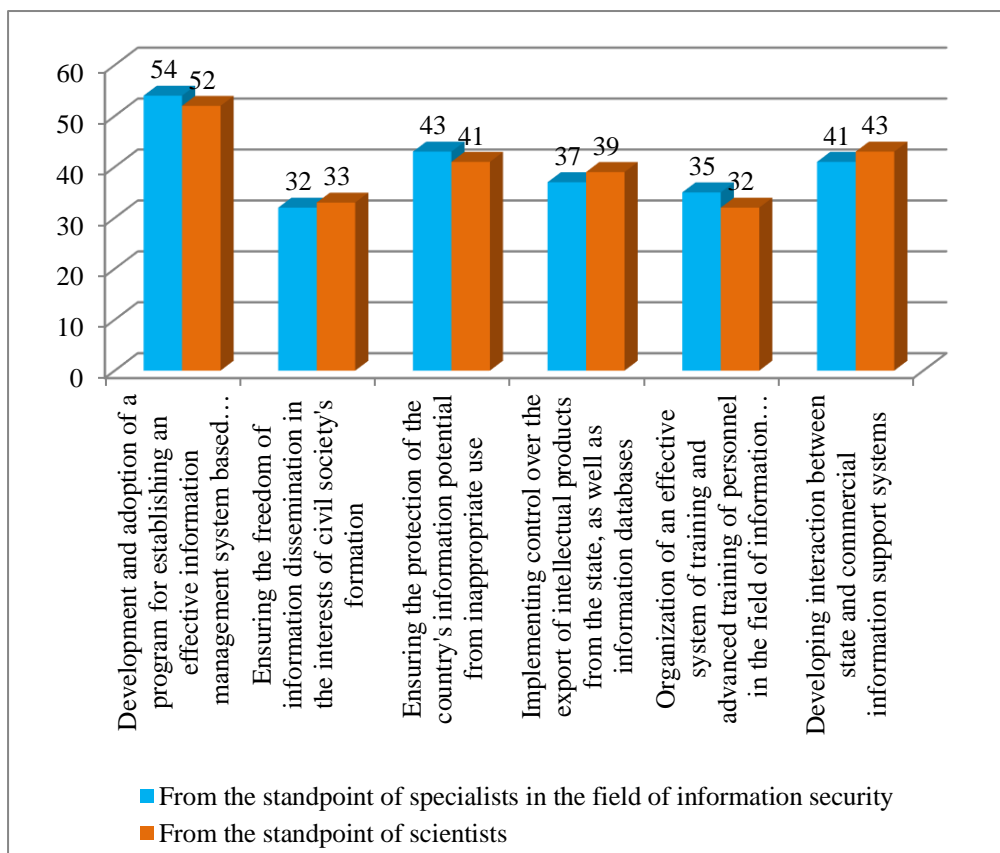


Figure 5. The most promising directions of scientific work on issues related to implementing and protecting national interests in the information sphere under conditions of hybrid warfare, %.

Source: compiled by the authors.

The dominance of information factors in conducting hybrid wars is defined by the information society's essence, which, according to its ideologues, is determined by the qualitative transition of human civilization from the agrarian-industrial to the information phase of development, when communication resources become much more important than society's material and technical resources (Johnson, 2018).

According to this basic philosophical construction, the enemy actively uses social structures in the conditions of information and hybrid warfare. These structures significantly influence the world and national public consciousness of countries that have become the object of an information attack. These are as follows: means of mass communication: radio broadcasting, cable, satellite television and radio, mobile video, audio and Internet communications, multimedia social networks, websites, printed and electronic newspapers, magazines and books; religious, cultural, trade union, environmental, human rights, journalistic and other public organizations; diplomatic structures (Jacuch, 2022), (Nilsson et al., 2021).

In conditions of hybrid warfare, when the country has become the object of an attack and is exposed to a significant number of information threats, their elimination requires the adoption of certain organizational and legal measures. The strategic goal of ensuring information security as a national security component is determined by the country's national interests in the domestic political sphere, which include the preservation of the constitutional order, the maintenance of national harmony and the legal space's unity (Wan & Raju, 2022), (Mazaraki, Kalyuzhna & Sarkisian, 2021).

Information security is a complex, dynamic, integral social system, the components of which are the security subsystems of the individual, the state and society. It is an interdependent system information unit of the latter, constituting a qualitative determination aimed at protecting the vital interests of a person, society and the state, ensuring their competitive, progressive development (Mačák, 2021).

Ensuring information security through the consistent implementation of a well-formulated national information strategy can be important for the state's success. It will contribute to solving tasks in the political, military-political, military, social, economic and other spheres of state activity. The implementation of a successful information policy can significantly affect the resolution of internal, external and military conflicts (Kostyuk & Brantly, 2022).

Conclusions

Therefore, the analysis of the scientific literature on the research topic and the questionnaire results showed that, in general, information security policy as a social phenomenon has a complex nature. It includes domestic and foreign political, economic, technological, military and other elements and, consequently, requires a comprehensive approach to its studying. The state authorities' activities should be aimed at implementing specific tasks in this area. They should be united by the single goal of creating relevant conditions for implementing the country's information security. The state information security system is an integral part of the overall national security system of the country. It is a set of state bodies, non-state structures and citizens that must coordinate information security activities on the basis of uniform legal norms, effectively resisting information threats in modern conditions.







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Media Anti-Discriminatory Practices in War Conditions

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Abstract

With the beginning of the full-scale military invasion of the Russian Federation into Ukraine, the media sphere became one of the priorities of the national struggle. In the conditions of a hybrid war, the Russian Federation actively used the media space for propaganda, inciting inter-ethnic enmity and forming electoral support among the population. However, with the beginning of a full-scale military invasion, propaganda and the creation of fake news were significantly activated, however, the official media resources of Ukraine by the formation of truthful and unbiased information, as well as the development of information policy. The fight against prejudiced attitudes towards Ukrainian refugees and forcibly displaced persons, attitudes towards the war and the political situation in Ukraine, psychological rehabilitation, and support for forcibly displaced persons both in Ukraine and abroad became new challenges. These priorities became the basis for the formation of an information policy on anti-discrimination measures in Ukraine and the international arena. The study developed a model for assessing priorities and a practical algorithm for their implementation in the face of new challenges. The research methodology is based on conducting a sociological survey to form a table of parameters of the results of factor evaluation. Based on the assessment, a priority function is formed, which can be displayed by implementing a graph-correlation model. The developed proposals have practical relevance in terms of searching for new forms of implementation of anti-discrimination policy in the media space in modern global challenges.

Keywords: Media resources, anti-discrimination, war, volunteering

Introduction

With the beginning of the full-scale military invasion of the Russian Federation into Ukraine, the issue of media support and protection of Ukraine in the media space

became acute. Unfortunately, until 2014, the media space of Ukraine was maximally filled with Russian mass media, social networks, and other media resources. With the beginning of the anti-terrorist operation, an information campaign began, aimed at limiting propaganda and informational intrusions into the information space of Ukraine. However, since 2014, there have been numerous of pro-Russian media platforms and mass media that were aimed at propaganda, disinformation of the population, spreading fakes, discrimination, and inciting aggression. Such an information policy was aimed at forming the public opinion that would be loyal to or support the occupation regime. However, the reluctance of the population of Ukraine to accept such information, the availability of free information sources that allowed receiving information that was confirmed by facts, conducted analysis, determined the losing positions of engaging media resources on the territory of Ukraine. With the beginning of full-scale military aggression, despite the actions of the Russian Federation in the information space, the population of Ukraine did not accept the unreliable information that was spread through pro-Russian media platforms and their influence on Ukrainian society decreased. Some of the information resources were banned on the territory of Ukraine due to propaganda and dissemination of false information. Among the channels of the information war, it is appropriate to identify television, print mass media, radio, social networks, Telegram channels, You-Tube channels, and bloggers. Despite the significant financial resources that the Russian Federation spends on supporting propaganda, the Ukrainian community in the conditions of martial law was able to accumulate efforts and intercept the information space. In addition, more than 8 million refugees who moved to other countries, primarily Western and Central Europe, became ambassadors of true information about military operations in Ukraine and were also able to convey a true understanding of the causes and consequences of the military invasion of the Russian Federation. However, the issues of tolerance, which are especially acute during military conflicts, have great practical importance, and informational work should be carried out with the aim of forming a true picture of the situation in Ukraine.

The purpose of the article

The purpose of the article is to determine anti-discriminatory practices in the media space, which are caused by global challenges to develop practical recommendations for avoiding discrimination in the media resource during a full-scale military conflict.

To achieve the goal of the study, the following tasks were performed:

- theoretical approaches and methodology of building effective anti-discrimination systems in conditions of global challenges were analyzed,
- the unique practical experience of Ukraine in the implementation of anti-discrimination processes in the conditions of a full-scale military invasion was analyzed,
- the best anti-discrimination practices in the face of global challenges are defined,
- a model of the formation of anti-discriminatory practices in the media space was developed and mathematically substantiated, considering the challenges of martial law.

Literature review

Issues of discrimination are of great relevance in the context of global development. Global challenges, such as population displacement, formation of new centers of gravity, economic and social challenges, and transformations of society form prerequisites for the distribution of the population according to social, gender, economic and other factors. This distribution also determines the forms of development of discriminatory processes in undeveloped civilizations. Military actions in the center of Europe - a full-scale military invasion of the Russian Federation into Ukraine - became new challenges to discrimination. Russia's information policy was aimed at creating the image of a Nazi state with radical nationalist beliefs. Such an information war was aimed at creating support for military aggression in society. As a result, prerequisites were created for discrimination of the population based on nationality, and numerous of states recognized the actions of the Russian Federation in Ukraine as genocide of the Ukrainian people. Therefore, it is appropriate to turn to the question of the role of the media space in the formation of discriminatory and anti-discriminatory processes. To conduct the research, it is advisable to conduct an analysis of the latest research and publications devoted to the topics of discrimination and the role of media resources in its prevention.

One of the interesting research of the processes of discrimination was the project "Black Day to Freedom", which is the result of ethnographic research. The project explored the impact of globalization processes and social movements of people in search of identity. The object of research is refugees, and their adaptation to new social formations: with new traditions, cultures, lifestyles, religions, etc. The project explores the possibilities for the practical application of informal multicultural education to study refugee identity processes through art processes, namely the

works of migrant artists and the themes of their works. The project involves familiarization with the works of migrant artists who reflect their experiences within the framework of the processes of informal education of the indigenous population:

- lack of national and cultural identity,
- adaptation difficulties,
- gravitation to the homeland,
- discriminatory attitude of the indigenous population.

The study of the practice of informal multicultural education in the context of supporting the expression of the identity of refugees is a unique project and scientific research that allows, through artistic processes, to recognize of socio-economic and socio-political processes and cause-and-effect relationships of discrimination related to migration processes as one from the main problems of the modern globalized world [Hardaker, G. and Sabki, A. (2007)].

Cultural and media spaces are important in the processes of social development. Marketing campaigns, advertising and promotions are created by businesses to drive growth. The main request of marketing campaigns is the requests of consumers and the formation of opportunities for their satisfaction. Discrimination processes are a negative phenomenon in modern society. So, the social demand for today is anti-discriminatory processes, which can be part of the marketing policy of social advertising. The anti-discrimination policy should become the basis of the formation of both social advertising and business advertising because the social responsibility of business is one of the priorities of ensuring competitiveness and image in the market. Numerous research determine the interrelationships of the factors of ending social discrimination, pronounced individualism, and technological opportunities. Research into the processes of "smarter" marketing, which determines anti-discriminatory priorities, is based on predictive analytics of a global nature and the use of social promotion mechanisms, such as social network resources, websites, and electronic communications. Innovative marketing strategies should close the way for hidden social discrimination, which can be ensured through a critical assessment of the advertising industry, public monitoring, and analysis of consumer interests [Grodzinsky, F., Gumbus, A. and Lilley, S. (2013)].

Many advertising materials contain hidden gender discrimination, as described above, such advertising cannot be accepted by society, but hidden advertising continues to use such technologies. Gender discrimination is one of the most widespread in the world and has a global character. Gender discrimination in the media space is the result of social phenomena, but the social task of media resources is to ensure anti-discriminatory measures. Public condemnation of gender

discrimination confirms the maturity of society and its development. Such an information policy contributes to the psychological health of both individuals (women and children) and the nation as a whole [Martin, S.P. (2016)].

Racial discrimination is another type of discrimination that is widespread in the world and is relevant in the context of globalization. Several research are devoted to issues of the level of remuneration, and the level of income of the population of different races. Paying for labor on different continents and in different countries is a topical issue of many scientific research and journalistic articles. In the face of global competition, a race-based labor market is unfair. It is important to highlight this problem in the media to focus attention on it and work on it. By analyzing regression processes in wages Agesa, J., Agesa, R.U. and Lopes, C. examined the impact of global competition on the racial wage gap for workers in different industries at different points in the income distribution. The study highlights the issue of analyzing the cause-and-effect relationships of racial discrimination and processes of media support for anti-discrimination processes [Agesa, J., Agesa, R.U. and Lopes, C. (2011)]. Processes of racial discrimination and their coverage in media resources are continued in the work of Georgiadou, A. Processes of discrimination at the macro and meso levels in EU countries are analyzed, anti-discrimination policy in media resources [Georgiadou, A. (2019)]

Problems of social inequality, poverty, and social injustice are often considered within the framework of neoliberal political concepts. Social-democratic perspectives and their presentation in media resources determine, along with social justice, the possibility of social transformations with civil processes: rallies, riots, acts of disobedience, etc. Conceptual analysis of neoliberal political ideologies determines the priority of socio-economic factors in modern society. The socially responsible policy of media resources refers to solving the problems of structural inequality, poverty, and social injustice [Creaney, S. (2014)].

An important issue is the definition of the relationship between the public, private and public sectors in the fight against discrimination. The role of the state as a subject of the formation of services for the population in the processes of development of social responsibility is analyzed. One of the elements of social responsibility is media support for the strategy of combating discrimination in its various manifestations. The joint work of the private, public, and public sectors can ensure the formation of value guidelines that can be transmitted through media resources. Among such value orientations, it is important to note the fight against various manifestations of discrimination [Bogg, D. (2011)].

Separately, it is expedient to determine the issue of discrimination in the field of social services provision. Social services are the basis of the formation of normal life activities and the standard of living of the population. Health and education processes must be free of any element of discrimination. Some authors studied the processes of building educational processes and the system of providing health care services to ensure the most effective process of social security and social equality. Issues of combating racism in social spheres at the international level are considered separately because global cooperation involves not only equal approaches to social security, but also requires an analysis of the specifics of social spheres in different countries, and the formation of different approaches to overcoming social problems. Therefore, the processes of combating discrimination should have both a standardized character and determine the uniqueness of approaches to different countries and levels of social development [Iheduru-Anderson, K.C. and Wahi, M.M. (2020)].

Discrimination in business is an interesting but understudied issue. Analyzing business development processes, the leading role of competitive advantages is determined. Ensuring competition is one of the priorities of the business. However, a socially responsible business can form competitive conditions only by considering anti-discrimination processes. Economic discrimination can manifest itself as economic wars, blocking certain goods, introducing tariffs, gas blackmail, etc. Such discrimination is reflected not only in socio-economic processes but can also be used as an element of political influence and hybrid aggression. Public opinion and opposition in media resources to such manifestations are important. The consequence of such irrational actions in the media sphere was the scaling of migration processes in the European Union, which, in addition to the direct search for the causes and consequences of such processes, also determine informational attacks on the processes of European integration [Schierup, C.-U. (2003)].

The analysis of business processes also identified the problem of discrimination in the corporate management system. The relevance of the processes of socio-political activity of transnational corporations determines the participation of corporations in anti-discrimination processes through the formation of a tolerant corporate policy. The role of mass media in the formation and development of corporate social responsibility processes has been determined in numerous of research. Several research are devoted to the creation of media frames in host countries. The influence of corporate social responsibility factors on anti-discrimination processes was determined by conducting a content analysis of publications of leading mass media dedicated to the problems of discrimination in the workplace. Cluster analysis made it possible to determine the role of corporate diplomacy of large European transnational corporations. The result of the study was a confirmation of the

hypothesis that corporate communications can contribute to anti-discrimination processes. Corporate communications of transnational corporations are implemented in media platforms as an element of corporate diplomacy [Marschlich, S. and Ingenhoff, D. (2022)].

Separately, it is appropriate to consider the role of social media in anti-discrimination processes. Some research determines the role of social media in communication with relatives in the countries from which they left. Of course, the role of such resources is very great not only in establishing communications but also in positioning the country in the international space, according to anti-discriminatory concepts. It is appropriate to determine the consequences of such research [Sepehr, S., Carlson, J., Rosenberger III, P. and Pandit, A. (2022), Byström, K. and Kumpulainen, S. (2020)]:

- interactive social context,
- social media reflexively contribute to the formation of a pragmatic narrative,
- acculturation and results of interaction with the native country through the platform of social networks,
- ethnic marketing practices regarding the use of social networks as a channel for communication,
- political engagement with immigrants before and after migration to reduce the potential for cognitive dissonance,
- expanding the understanding of potential results in social networks in the areas of anti-discrimination processes.

Separately, it is advisable to consider the advertising role of social networks in anti-discrimination processes. We are talking about the formation of value guidelines and their use in advertising. Based on a sociological survey, the mechanism of influence of the value of advertising in social networks on the reaction of consumers was determined, which affects, in particular, the processes of combating various kinds of discrimination [Yang, P., Li, K. and Ji, C. (2022), Thanomsing, C. and Sharma, P. (2022), Bron, M., Van Gorp, J. and de Rijke, M. (2016)].

Today, the processes of social positioning of opinion leaders have gained a lot of attention. In particular, the study of the role of Elon Musk's statements on the formation of American public opinion confirmed the theory that opinion leaders significantly influence social processes. The influence of personal communications of influential entrepreneurs on social networks is examined through least squares path modeling and an independent t-test to analyze the results of a sociological survey on the influence of opinion leaders. The results showed that opinion leaders can exert a direct influence on a part of society and form value priorities, which can be used in a fight against discrimination [Rudeloff, C. and Damms, J. (2022)].

The analysis made it possible to determine the directions of media resources that are involved in the processes of anti-discrimination work:

- media,
- social networks,
- official sites,
- opinion leaders,
- official presentations, positioning,
- cultural projects.

Among the main areas of discrimination that can be investigated were identified:

- racial discrimination,
- gender discrimination,
- wage discrimination,
- economic and social discrimination.

The results of the literature review determine approaches to the formation of media policy priorities in the field of anti-discrimination; however, it is advisable to develop this research considering new global challenges.

Methodology

The article analyzes the models of ensuring anti-discriminatory practices by examining, systematizing, and highlighting the relevant information of the research work of leading scientists. Trends and dynamics of global challenges are analyzed. Through modeling, the role of global challenges in the processes of building media communications is determined, which allows structuring the cause-and-effect relationships of the media space and social development. The analysis of the best practices of Ukrainian media resources in the fight against information warfare within the framework of full-scale military aggression made it possible to determine the KPI of the implementation of information projects and evaluate the role of media resources in the fight against global challenges and discrimination. A sociological survey was conducted to determine the factors of the media's fight against discrimination. 50 people took part in the survey, including representatives of non-profit organizations of Ukraine who worked with forcibly displaced persons, aided the armed forces of Ukraine and territorial defense forces, worked on the information front, developed information strategies, advertising materials, created photo and video content to ensure truthful coverage of the events of the full-scale military aggression of the Russian Federation against Ukraine. Among the interviewees are

representatives of non-profit public organizations, and volunteers who represent the geography of Ukraine from the western regions to the contact line in the south and east of Ukraine. In total, the respondents represent 10 non-profit organizations. The developed survey questionnaire was distributed among volunteers by e-mail in the form of a Google form. The answers were grouped, evaluation and ranking were carried out based on the results of a sociological survey. Confirmation of survey results is guaranteed by conducting a correlation analysis of the results and eliminating critically low and critically high indicators of surveyed respondents. By heuristically confirming the hypotheses of the interdependence of factors influencing media resources, a model of the formation of anti-discriminatory practices in the media space, considering the challenges of martial law, was built and mathematically substantiated.

Results

As a result of the conducted research, it is proposed to evaluate the best practices of information support through the domestic media resources of Ukraine in the fight against propaganda during the full-scale military aggression of the Russian Federation against Ukraine.

To conduct the research, a questionnaire was developed with questions to determine the importance of each factor. Respondents were asked to determine Leverage from 10 to 1 and Consequence from 10 to 1 for each factor.

Table 1 analyzes the directions of practical measures that have been applied since February 24, 2022, in the media space. The most relevant practical measures were selected, which had the highest evaluation of the interviewed respondents and are defined in the article as priority areas of research.

Table 1. Directions of practical measures of an anti-discriminatory nature in the media space with the beginning of a full-scale military invasion

Practical measures	Characteristic	Leverage from 10 to 1	Consequence from 10 to 1	Rank
Distribution of official information	Presentation and development of official information sources (official websites, Facebook pages)	10	10	1/10

Communication	Creation of channels for communication for persons forcibly moved abroad through social networks and messengers	9	8	2/8,5
Forming a favorable image	Forming a favorable image of the country in the international arena by spreading information about the struggle of Ukrainians against full-scale aggression	7	9	2/8
Protection of Ukrainians	Protection of Ukrainians abroad through official diplomatic missions, diasporas, and public organizations	6	7	2/6,5
Psychological rehabilitation	Presentation and promotion of psychological rehabilitation projects of Ukrainians affected by the war	6	6	2/6
Barrier-free access	Presentation and promotion of programs of rehabilitation, prosthetics, recreation of war victims and military personnel, creation of conditions for the development of barrier-free access and tolerant attitude of the population towards persons with disabilities	6	6	2/6
National idea	Formation of a national idea, patriotic spirit, unity of the population, a common goal, and its understanding by the citizens of the country	8	9	2/8,5

Source: developed by the author based on the results of a sociological survey.

Table 1 presents the main directions of practical measures in the media space, which are aimed at anti-discrimination. These indicators received a minimum rating of 6 as the arithmetic means of two rating parameters (Leverage from 10 to 1 and Consequence from 10 to 1). To determine the ranks of the indicators, a parametric table for determining the assessment results was developed - Table 2.

Table 2. Parametric table for determining the results of the evaluation of the directions of practical measures of an anti-discriminatory nature in the media space with the beginning of a full-scale military invasion.

Rank	Parameter range (Arithmetic mean)	Weight factor	Description
1	10-9	100%	The indicator is important for ensuring anti-discrimination measures in the field of media space, it plays a significant social role, the consequences of the implementation of such measures are a priority and ensure complex, systematic work in the direction of anti-discrimination policy in the conditions of military aggression
2	8,9-6	80%	The indicator is important for ensuring anti-discrimination measures in the field of media space, but it does not play a decisive role in the formation of public priorities, the consequences of the implementation of such measures are significant, but they cannot have a priority character without relationships with other factors
3	5,9-3	60%	The indicator is essential for ensuring anti-discrimination measures in the field of media space, it does not play a decisive role in the formation of public priorities, the consequences of the implementation of such measures are insignificant, but they can be used as additional measures
4	2,9-1	40%	Directions can be identified as promising in the case of further development and research, however, their low relevance does not determine them as a priority, so these measures can be identified as additional or discriminatory
5	less than 1	20%	Indirect ones are not considered due to low relevance

The parametric table for determining the results of the assessment of the directions of practical measures of an anti-discriminatory nature in the media space with the beginning of a full-scale military invasion allows you to select relevant results and determine the priorities of building a system of anti-discriminatory measures in the media space. Conducting a sociological survey allows you to determine the parameters for assessing relevance. With the help of a parametric table, each factor is assigned a corresponding rank from 1 (highest) to 5 (lowest) based on the specified parameters. This rank serves as a weighting factor for the function of evaluating the priorities of anti-discrimination measures in the media space. The developed

function of evaluating the priorities of anti-discriminatory measures in the media space can be presented in the form of the following formula - Formula 1.

$$\int_n^{\Sigma} i = \sum_n^i \frac{i_1+i_2+\dots+i_n}{n} \quad (1)$$

Where i – the evaluation factor, n – the serial number of the evaluation factor. The results of the evaluation of factors influencing anti-discriminatory measures in the media space based on the results of a questionnaire survey, ranking according to the parametric table and the calculation of weighting coefficients can be presented as a graphical correlation model of the relevance of factors of anti-discriminatory measures in the media space – Figure 1.

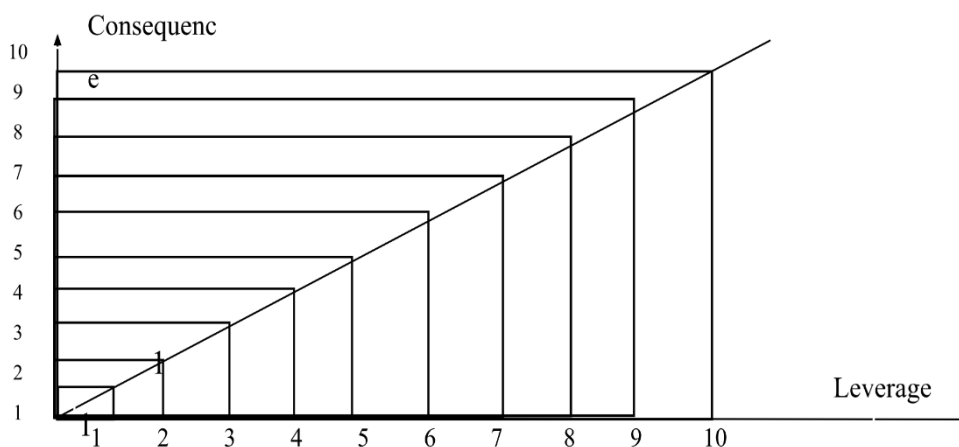


Figure 1. Graphic-correlation model of the relevance of factors of anti-discriminatory measures in the media space.

Source: developed by the author based on a sociological survey and evaluation of its results.

The graphic-correlation model of the relevance of the factors of anti-discriminatory measures in the media space can be used when assessing the impact factors. For this, it is advisable to use the following algorithm:

- select respondents,
- to form a set of factors for assessment,
- conduct a survey of respondents,
- consolidate and calculate the arithmetic average of the assessment results,
- using a parametric table to determine the results of the evaluation of the directions of practical measures of an anti-discriminatory nature in the media space to determine the ranks of factors,

- with the help of a graphical correlation model of the relevance of factors, build a priority model for the practical implementation of anti-discriminatory measures in the media space.

Discussion

As a result of the research, a priority model was developed for the practical implementation of anti-discriminatory measures in the media space. The development of the model makes it possible to evaluate influencing factors at various stages of social transformations and to determine vectors of media work in accordance with current practical challenges. Interdependencies of relevant factors and resulting indicators (consequences) determine the formation of ranks. The evaluation rank is defined as a weighting factor for the formation of the function of influences on anti-discriminatory processes in the media space. The developed function characterizes the priority of factors, and the graph-correlation model clearly demonstrates the results, which helps to form practical measures of anti-discriminatory work in the media space according to the developed algorithm. The developed model is debatable, as it is based on the opinion of experts and the results of a sociological survey, which may indicate the subjectivity of the results obtained. However, the study carried out a correlational analysis of the results of a sociological survey, which allows ensuring the relevance of the results, and the method of selecting experts who have practical experience in the field under analysis ensures high accuracy of the results. The directions of further research will be the systematization of priority areas and the development of specific practical tasks in the field of anti-discrimination work in the media space.

Conclusion

As a result of the conducted research, the influencing factors on anti-discrimination processes were determined. With the beginning of a full-scale military invasion, the priority of the tasks of the media space changed significantly, which was reflected in the study. One of the directions was the formation of a truthful and unbiased information policy, which was able to provide information about the course of military operations, the values of Ukrainians, and the aggression of the Russian Federation. These tasks became the basis of the formation of anti-discrimination policies in the conditions of hostilities both inside Ukraine and abroad. It was these aspects that became the basis for forming a questionnaire for conducting a sociological survey and creating a priority model for the practical implementation of anti-discriminatory measures in the media space.

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New Media as Modern Communication Technologies: The Digital Dimension

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Abstract

The latest media nowadays is a set of interaction tools for expanding the subjects' communicative, sensory and cognitive capabilities involving information and communication technologies that correspond to the historical period of their development. Currently, these are technical means (PC equipment with a software complex, with various means of supporting network communications), information resources and communication platforms based on digital technologies. Modern media meet the needs of long-distance, international interactive communication and integrate a number of means for the individual's creative implementation, his social activity and participation in society's information processes. The purpose of the academic paper is a theoretical and practical description of the concept, individual types and features of using new media as technologies that provide communicative processes in the digital mode. Methodology. In the process of preparing the present research, several methods were applied. In particular, analytical and bibliographic methods, induction, deduction, analysis, and synthesis of information were used to study scientific literature on applying new media when working with communication processes in the digital dimension. System-structural, comparative, logical-linguistic methods, abstraction, and idealization were used to study and process data. The questionnaire survey was conducted by the research's authors in online mode for the practical clarification of media tools' certain aspects in the field of communications. Results. Based on the research results, the features of using new media types as modern communication technologies in the digital space were studied.

Keywords: New media, social communications, advertising, media communications, digital technologies, journalism

Introduction

Currently, digital technologies are elements of a single system of remote network communication. However, the creation of interpersonal interaction under the conditions of the participants' different spatial locations in this communication process is not a goal in itself. The purposeful, meaningful, and intentional fulfillment of the potential for new functions of diverse information platforms and Internet resources is crucial to the work of media. This is indispensable material for developing the individual's cognitive abilities, and educational and communicative competencies nowadays.

The theoretical part of the present research substantiates the concepts, components and features of modern development and study of new media in the scientific literature from the perspective of applying in the digital space as modern communication technologies.

The practical part of the research includes establishing the respondents' standpoint regarding the main purpose of new media tools, media problems related to issues of freedom and responsibility in their activities, the role of the latest communication tools, and types of communication in media resources that are most effective and in demand in practical activity. It also determines forms of media tools that will be especially in demand in the future.

Based on the research results, conclusions were made regarding the issues raised. In particular, it was established that the purpose of new media tools is to create an information analogue of the social system, construct the world's certain images, as well as to provide mass communication. New approaches to tackling the issue of establishing uniform international standards for Internet relations and regulating the activities of legal entities as subjects of relations in the media sphere are especially urgently required among all the issues of new media work related to freedom and responsibility. At the same time, the most priority roles of new media in social development are their use as means for transformation, processing and storage of various types of data, the possibility of various external communications and the convergence of various types of data. The survey revealed that asynchronous communication is the media resource type that is most successful and in demand for practical activities. The most promising types of multimedia tools currently being used in new media, and according to the survey respondents' standpoint, are new media ensuring dialogue and possessing the function of personalization, providing interested individuals or groups of people with the necessary information.

Literature Review

“Media” is a qualitative change in the communication system, the addition and expansion of the range of information activities, the achievement of what was impossible in the form of oral communication: recording an event, transmitting information, avoiding the interpretation of its immediate carrier (Rosič et al., 2022).

Currently, “new media” are called phenomena giving rise to previously non-existent social practices. They fundamentally change the cultural space of our existence, forasmuch as they become objects with the help of which a new reality is created. All of them are, in one way or another, computer programming products. They mainly cover two formats of modern human-machine interaction: virtual (augmented) reality and artificial intelligence (Humprecht, et al., 2022).

The format of “new media” as a type of modern information and communication interaction in a globalized society implements the image of the world nowadays. Media tools are not an ontological constant of culture. After all, they allow perceiving and modeling its various spectrums “as desired”, or immerse oneself in the world of media reality, or depart from it as needed, that is, construct one’s own reality for projecting media activity (Quach et al., 2022), (Valkenburg et al., 2022).

Currently, many scientists talk about the problem of responsibility in the age of new media. In the conditions of developing innovative technologies, every person, including future generations, becomes the subject of responsibility (Nick et al., 2018).

The list of opportunities opened up by the era of “new media” includes the possibility of creating qualitatively new information and educational environment as a basis for developing and improving the educational system. The use of new information and communication technologies accelerates the process of searching for and transmitting information. It changes the nature of the intellectual activity. The introduction of interactive methods in the field of distance learning contributes to the emergence of new forms of online learning and developing the principle of education accessibility (Valkenburg, Meier & Beyens, 2022).

Significant changes have also taken place in the field of professional communication activities of mass media. Access to the publication’s archive and external electronic resources, databases, official websites of organizations, news feeds and video conference communication allowed journalists to obtain and broadcast a “more complete” vision of any topic (Meier & Reinecke, 2020).

The increase in the number and variety of communication channels makes it possible to activate a wider and more diverse audience. The new means of mass communication have ceased to be mass in the traditional sense, assuming that a homogeneous numerical audience receives a limited number of messages from a central source. Users contribute to further segmenting the audience and activating personal contacts by independently selecting messages and media (Johannes et al., 2021).

In terms of using new media in journalism, their diversity also makes it possible for independent journalistic integrity to be more successful. The role of the audience has also changed. Various forms of feedback allow the reader, listener and viewer to participate in creating an information product. New creative communication strategies are required in a technologically changing environment. Thus, news picked up by non-professional media embedded in television news programs has become a structural element of the media flow and not just a basis for creating professional media texts (Meier & Schäfer, 2018).

Interactive forms of information, combined with other organizational forms, go beyond the previously closed boundaries of the media system under new technologies' influence. As a result, the mass media system is challenged to create new aspects of activity and define new boundaries of responsibility while carrying out institutional functions. It should also be noted that in addition to the enormous communicative potential of "new media", which enables using innovative constructive models of social interaction, positions of instability are also created, which in the modern world are considered a threat to security (Hoareau, Bagès & Guerrien, 2021).

Aims

The purpose of the research is to determine the standpoint of scientists in the field of media technology development and practicing journalists working with new media technologies regarding the features of using media technologies in communication.

Materials and Methods

A practical study of modern tendencies in using the latest media tools in the field of communications in the digital space was conducted by surveying 317 practicing journalists in the media field, as well as 102 teachers-scientists conducting research and teaching activities at 14 higher educational institutions in Vinnytsia,

Khmelnyskyi, Rivne, Zhytomyr and Kyiv regions of Ukraine. The survey was conducted using the Survey Planet service.

Results

According to the survey respondents' standpoint, given the conditions of today's global development of distant communications, the main objectives of new media tools are as follows (Figure 1).

The survey has revealed that the main and most significant types of the purpose of new media functioning are that they perform the function of creating an information analogue of the social system, construct certain images of the world, and also provide mass communication.

In the course of the research, the respondents found out that among all the problems of new media work related to freedom and responsibility, new approaches to solving the creation of uniform interstate standards of Internet relations and regulation of legal entities' activities as subjects of relations in the media sphere are especially urgently required (Figure 2).

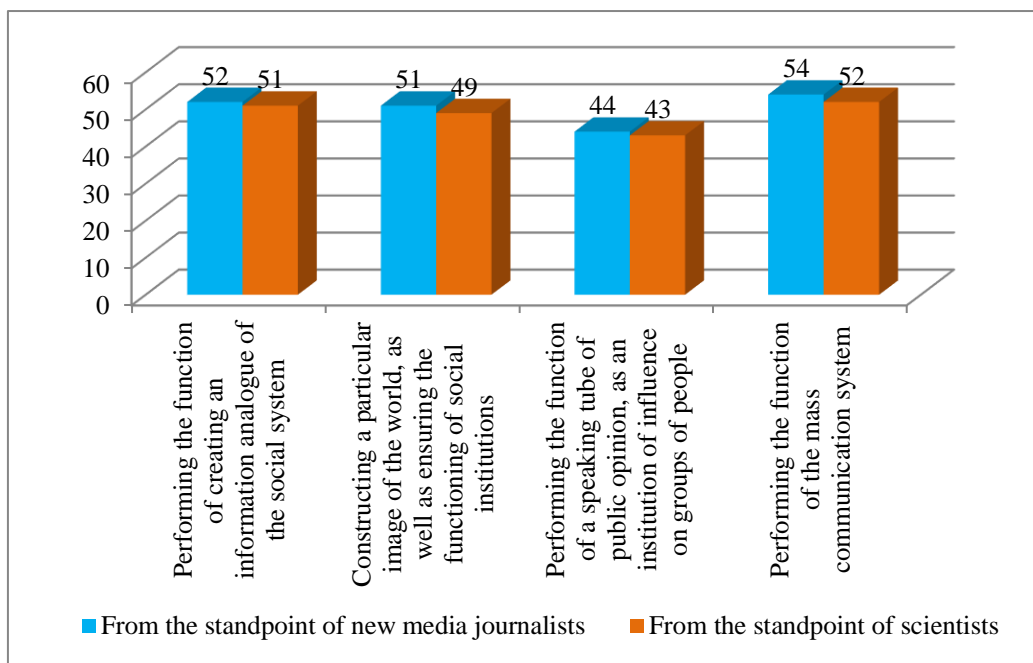


Figure 1. The main objectives of new media tools, %.

Source: compiled by the authors.

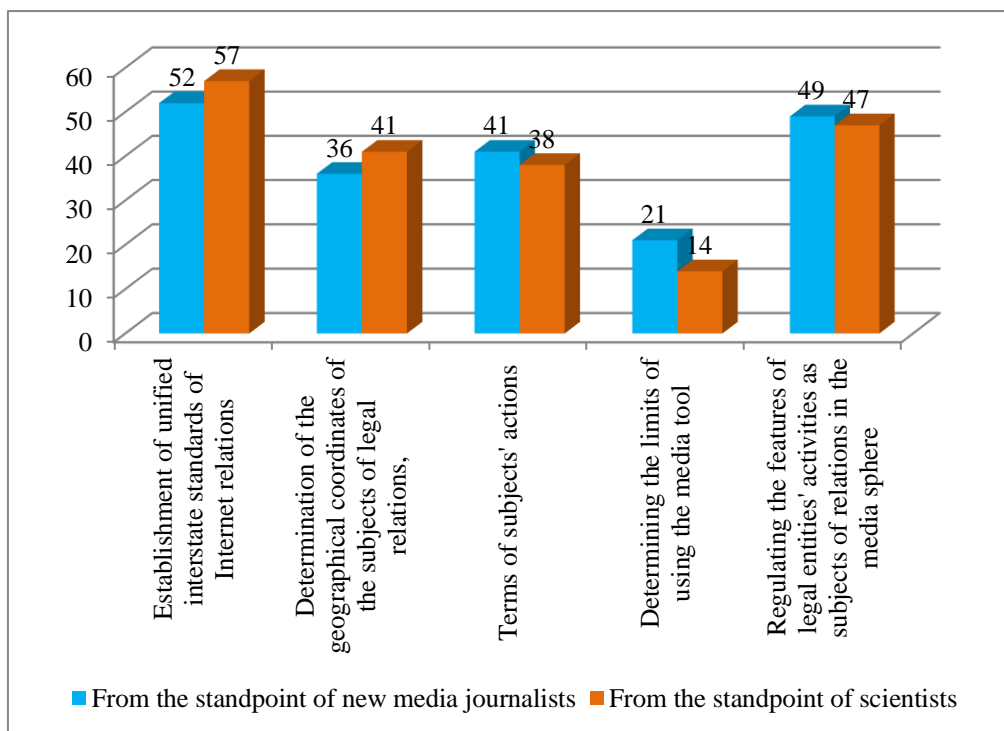


Figure 2. Media problems related to issues of freedom and responsibility in their activities, which require new approaches to solving, %.

Source: compiled by the authors.

The important issues to be established during the survey are the implementation of new media's most priority roles in social development (Figure 3):

- tools for transformation, processing and storage of various types of data;
- the possibility of various external communications;
- convergence of different types of data.

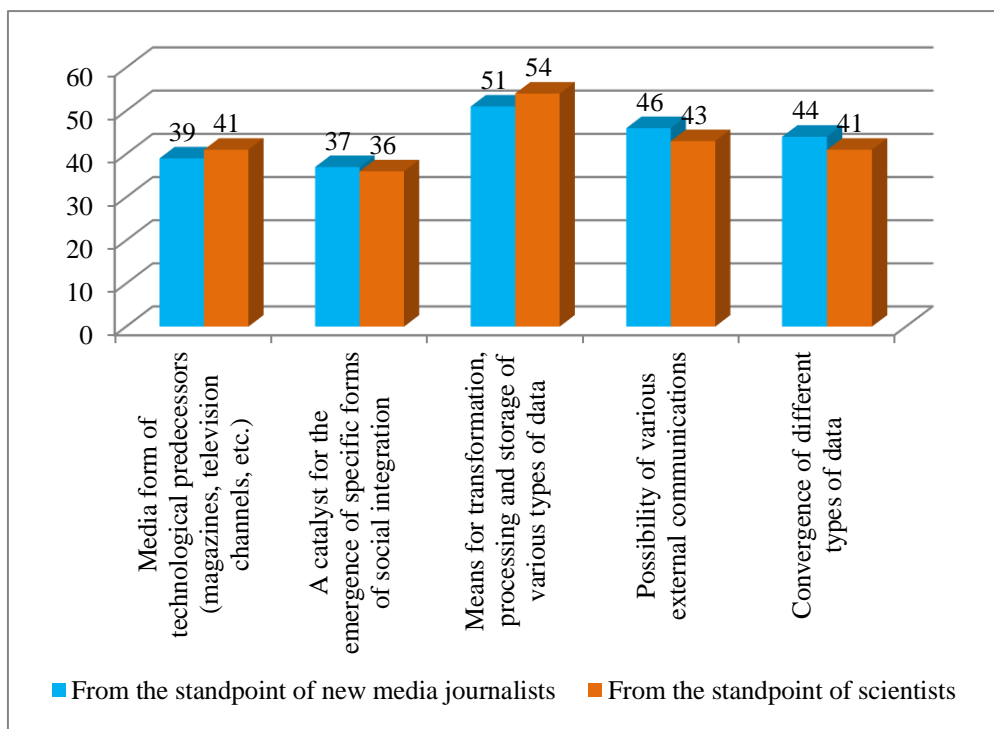


Figure 3. The role of the latest communication tools created with the use of media technologies, %.

Source: compiled by the authors.

During the research, the respondents were asked to identify the types of communications in media resources that are the most effective and in demand in practical activities (Figure 4).

It can be observed in Figure 4 that these types are asynchronous “many-to-many” communication and asynchronous communication in which the user usually tries to find a website to get specific information (“many-to-one”, “one-to-one”, and “one-to-many”).

The survey participants believe that the following most promising forms of multimedia tools used in new media, will be especially in demand in the future (Figure 5):

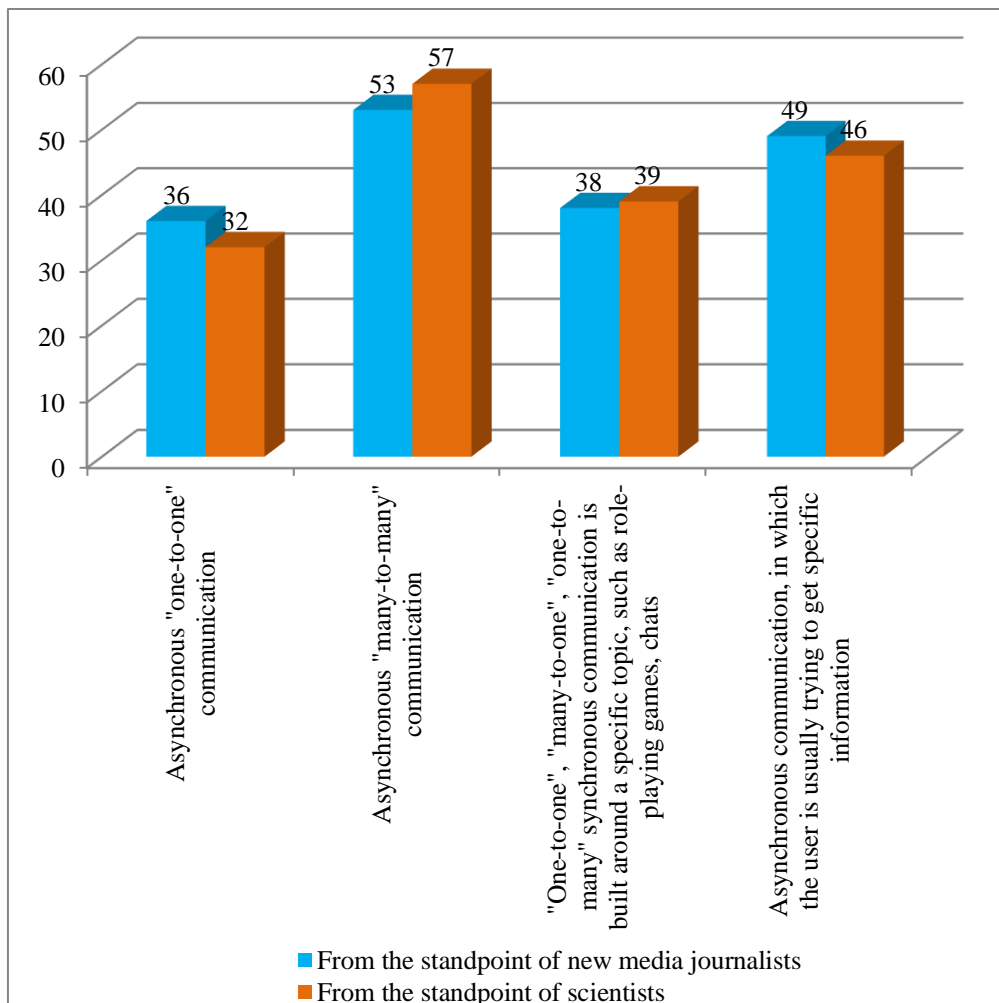


Figure 4. Types of communications in media resources that are most effective and in demand in practical activities, %.

Source: compiled by the authors.

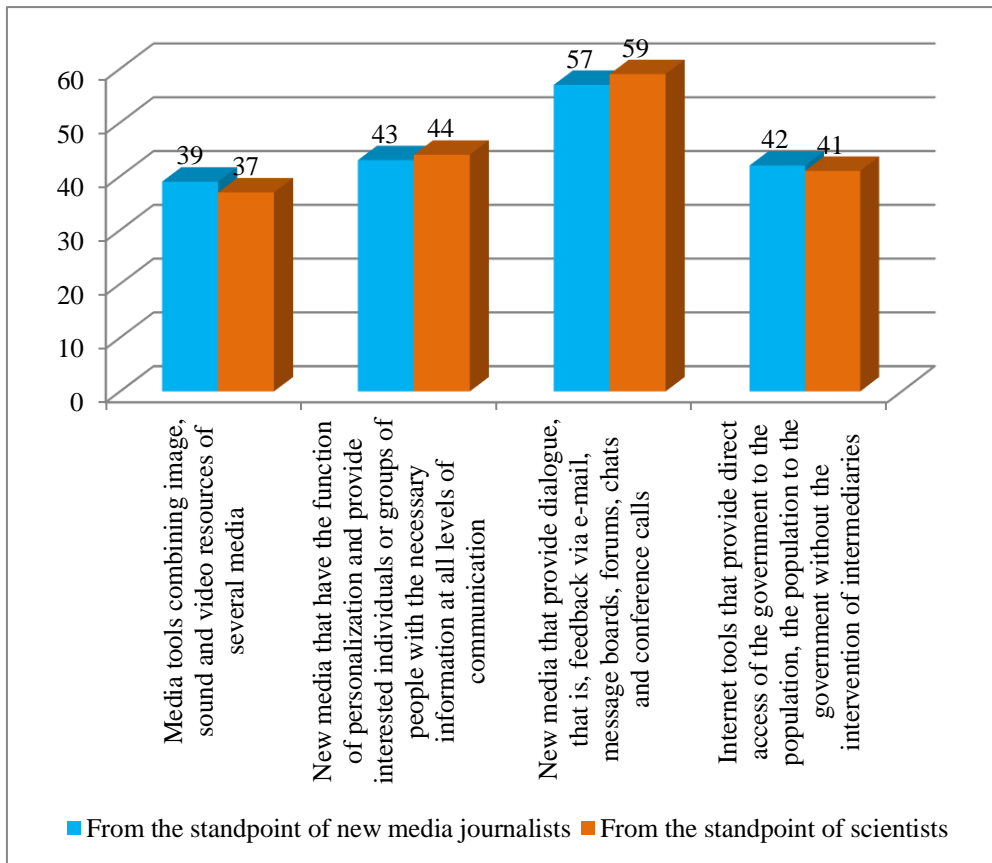


Figure 5. The forms of multimedia used in new media, which will be especially in demand in the future, %.

Source: compiled by the authors.

From among such means, respondents singled out new media providing dialogue, that is, feedback via e-mail, bulletin boards, forums, chats and conference calls, and media that have a personalization function. They provide interested individuals or groups of people with the necessary information at all levels of communication.

Discussion

Technological progress always leads to changes in social life. A feature of our time is the acceleration of technological innovation. Moreover, technological evolution is currently outpacing cultural evolution, and the gap is increasing. However, despite the fact that the information revolution is recognized as a factor essentially changing society's fundamentals, the issues of new telecommunication and computer

technologies and the “new media” based on them are discussed mainly in the context of professional problems, various types of information activities, and less often – in relation to mental problems posing a threat to a person’s personal life. At the same time, the communication component plays a major role in any type of activity, and underestimating this factor can lead to tangible negative consequences (Bowman-Smith, Sosa-Hernandez & Nilsen, 2021), (Dienlin & Johannes, 2020).

Digital media culture indicates the acceleration of information and communication processes, a change in the type of communication relations. This is ensured by the widespread use of communication’s new technological means across all fields of activity as well as by the notion of telecommunication convergence, which serves as the cornerstone of a new framework for mass media engagement (Paddock & Bell, 2021).

Features of the modern situation open up new opportunities for creating innovative models of human life: principles of “electronic democracy”, forms of work of electronic governments and municipalities, remote work conditions for citizens with disabilities, etc. Digital media culture expands communication opportunities, removes geographical barriers, and fosters a sense of proximity to any location in contemporary space (Noon & Meier, 2019).

Innovative information and telecommunication technologies nowadays should be considered as a risk factor, even if we are talking not only about the legal, but also about the moral aspects of new media’s activities. Researchers studying contemporary issues involving new media have frequently expressed concerns that the world will become homogenized as a result of the era’s technological advancements and that cross-border communications, which are flows of unified information products, pose a threat to national identity (Schreurs & Vandenbosch, 2022), (Kaaniche et al., 2020).

Power and capital acquire a global character in the era of new media. Moreover, the institutions of global governance in the modern world are not national territories in the usual geopolitical dimension of industrial civilization (Gomez-Baya, Rubio-Gonzalez & de Matos, 2019).

The transformation of the media nowadays takes place at the crossroads of civilizations, when the post-industrial (information) society has replaced the industrial one. That is precisely why such a transformation became a new stage in society development and the information and computer revolution, that is, the process of computerization of all spheres of life, becomes its quintessence (Girelli et al., 2019).

The latest technologies have extremely powerfully and radically changed the material, industrial and social spheres of humanity. At the same time, there have been significant changes in the processing, production and transmission of information and the approach to its transmission. Computerization, Internetization, mediation and virtualization of information became the driving forces of these transformations (Przybylko et al., 2021).

The significantly renewed media sphere in general and new media in particular have become its most important expression. Moreover, it is the most decisive factor in the final transition from a consumer-oriented industrial society to a post-industrial society in which knowledge and information are development's central aspects (Verbeij et al., 2021).

Conclusions

Therefore, as evidenced by the analysis of scientific literature on the research topic and the questionnaire's results, the rapid introduction of innovative technologies into everyday life has both positive and negative consequences for forming the digital media culture of the society in general and the individual in particular.

A feature of introducing new media as a component of the information society's media culture in the context of developing innovative technologies is that every person, including future generations, becomes the subject of responsibility for society's spiritual values. New media contribute to a significant increase in knowledge nowadays, a colossal expansion of information boundaries and, as a result, the creation of the world's new information picture.

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The Role of Information Technologies in Developing Future Specialists' Communicative Competence

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Abstract

The use of information technologies in developing communicative competence is a research issue, which consists of analyzing the integration of innovative technologies into the educational process. The issue of the quality of organizing the educational process and the possibility of improving future specialists' practical abilities is an important task for modern educational institutions. The primary purpose of the academic paper is to analyze the role of information technologies in education and their potential application for forming communicative competence, taking into account the format of remote communication, the organization of educational conferences, etc. Analysis of contemporary educational outcomes following the rise in popularity of distance learning, which served as a catalyst for advancing information technologies in education, is a key component of the research. The theoretical and practical principles of developing communicative competence were outlined and its components were characterized using the scientific research methods. The academic paper examines the features of the modern educational process and information technologies used to improve the communicative component, which is one of the tasks of an educational institution. In addition, the research analyzes the current state of educational services and characterizes the key tendencies in using information technologies, taking into account the opportunities for developing communication competence. The implementation of information technologies in the educational process, whether in a traditional or distance learning format, has the potential to improve it in terms of practicality and efficiency. Using information technologies in education remains a priority, but a debatable issue regarding the possibilities of their implementation, the feasibility of application and prospects for development. The obtained research results can become socially useful to improve the educational process and enhance future specialists' communicative competence.

Keywords: information technologies, communication, digital technologies, discussion, discourse, digitalization, educational institutions.

Introduction

In current conditions, the issue of applying information technologies is quite acute in the corporate and in the educational sector. After all, they improve operational work and can provide automation of certain processes. The modern market of educational services has fundamentally changed in favor of digital globalization. It created the accessibility of education and the possibility of using various information technology tools for developing almost any type of activity. The uneven and unreasonable application of methods for organizing the educational process continues to be the fundamental issue facing contemporary educational institutions. Digital technologies can contribute to improving the student's skills and abilities, and, according to numerous confirmed investigations, significantly reducing mental activity and logical thinking. Under such conditions, modern educational institutions should use information technologies as a means of optimizing the educational process and improving it, and act according to the format that, according to internal scientific studies conducted, will be the most suitable for the educational purpose. Improving communicative competence is a pressing issue. On the one hand, information technologies provide an opportunity to conduct a dialogue or group conference among people from all over the world. On the other hand, it reduces the level of real professional and lexical competence because of using mass automation and electronic bots. Communication competence can be improved with the help of digital technologies. However, such an approach requires using high-quality methods of pedagogical activity, teachers' qualifications and the possibility of a real, appropriate assessment of the student's abilities. Future specialists should possess applied skills in the discipline and the ability to use digital tools that will improve their further professional activities. This is precisely why the issue of communicative competence and the possibilities of its development in educational institutions is a priority objective for the education system in the world. Consequently, it requires increased attention on the part of scientists. The development of information technologies occurs at a fast pace. The global digitalization of any processes is taking place, which with optimal use can improve the quality of human activity not only in the household, but also in the educational sphere. Under such conditions, the research topic of information technologies and innovative means in education is relevant and appropriate for conducting analytical assessments regarding the degree of their implementation in the educational process. The future potential of digital technologies in education is still a primary issue.

The primary purpose of the research is to outline the role of information technologies in developing future specialists' communicative competence, as well as the possibility of their application in the organization of the educational process. The problematics of information technologies in education is a key trend in the modern

market of educational services, significantly affecting the mechanism of its functioning. The changes in the paradigm of the educational process create the academic paper's objectives. They involve conducting a qualitative study of the influence of information technologies on the basic components of communicative competence, ways of its development and the possibility of establishing and formation through applying digital infrastructure and special software. The consideration of the current educational market remains a significant research direction. It requires innovative solutions regarding the organization of the educational process and the prospects for further development of its management and direction vector. The use of information technologies has several crucial advantages and significant disadvantages in the educational process. The study of the possibility of optimizing such features is a prerogative in the conducted analysis and the provision of proposals that will be useful for modern educational institutions.

Literature review

The development of modern information technologies creates the necessity to study their impact on the educational process, organization and improvement of students' skills. The importance of using information technologies in education can significantly improve the quality of mastering the discipline and expand the student's scope of knowledge and improve his ability to operate with available information. According to the opinion (Aitbayeva, 2017) communicative competence is a factor in developing a person's lexical and grammatical abilities, which is formed with the help of intellectual potential. Enhancing communicative competence is a significant issue. After all, due to the development of digital technologies, as (Campbell, 2019) believes, there is an opportunity to optimize communication skills and use them to improve one's own discourse. According to (Chakur, 2018), improving the quality of communicative competence will be possible by transferring traditional means of its development to the digital environment. In fact, the process of transformation of traditional education to digital education is taking place. However, according to (Kalinichenko, 2017), using information technologies, on the contrary, significantly reduces a person's ability to perceive material and communicate, since the information load occurs in too high volumes, reducing a person's intellectual activity. This opinion is confirmed by the scientist (Kudratilloev, 2021). He emphasizes that although information technologies can be harmful to developing educational potential, it is significant to use them correctly, in limited quantities and to achieve a specific goal. Under such conditions, the correct organization of training and studying the influence of information technologies on the communication component becomes important. Based on the theoretical approach (Kachmarchyk,

2018), communication competence is the product of a combination of such components as the ability to operate with information, discuss it, form partner social ties to achieve a common goal or gain one's own. Moreover, the scientist (Meleshchenko, 2019) claims that the policy of modern educational institutions should be aimed at maximizing the implementation of information technologies, forasmuch as they form digital literacy. However, the factor of control and distribution becomes significant. After all, only when information technologies are qualitatively distributed in the educational process and practical tasks are fulfilled, which will be evaluated by an automated system or personally by the teacher, they will be able to bring the real benefit in the educational process. Communicative competence is important for future professionals regardless of their professional direction because it is used in professional discourse and requires high-quality communication skills for further employment. The scientist (Valencia, 2019) notes that the modern principles of establishing communicative competence have been fundamentally changed, which will continue to happen in the following years. Therefore, it is significant to form an optimal system of using information technologies that can provide competitive advantages. Along with this, traditional means will become a method of limiting the negative impact of information technologies. According to (Sitoru, 2018), such a distribution will contribute to improving future specialists' communicative competence and form a key basis for further education in the world. Prospects for using information technologies in the educational process will constantly grow, causing an increased level of discussion around this issue. A significant factor in the further development of communicative competence, according to (Razdobarova, 2019), is the ability to use digital tools for traditional communication based on applying a special digital infrastructure and the ability to use it. As noted by (Zablotska, 2019), the educational process has changed in favor of the globalization of digital technologies. Consequently, further education will completely depend on the level of using information technologies. It will directly influence the quality of future specialists' educational activities. Under such conditions, the issue of information technologies in developing future specialists' communicative competence remains relevant and interesting for discussion from the standpoint of balancing between forms of education and the quality of applying technologies to improve the educational process.

Methodology

The article analyzes the current experience of EU universities and several Ukrainian educational institutions regarding the quality of tourism students' training. Open access materials on the training program and the possibilities of organizing the

learning process have been used. Using the methods of scientific research, a search for theoretical and methodological approaches to the concept of foreign language communicative competence has been carried out, and the current state of its development has been analyzed, given the lexical features and needs in the tourism industry. Based on the method of synthesis, the key principles of foreign language communicative competence formation have been identified, and the key prospects for the development of modern semantic tourism discourse have been outlined. The prospects of the impact of digital technologies on the organization of the learning process, as well as the improvement of student's professional skills, which are used to develop their skills and abilities that can be useful in practice, have been investigated by the method of abstraction. Based on the methods of deduction and induction, further principles of development of the educational process, which can function in a blended learning environment, have been proposed. Using the analytical method, the advantages and peculiarities of using the blended learning form have been analyzed, and the key principles of the distance form and the directions of the educational process in the traditional format have been outlined. Considering the theoretical provisions on the development of foreign language communicative competence, as well as the peculiarities of its use, the current way of its implementation for students of tourism faculties has been determined. The prospect of developing the educational process for students who plan to pursue a professional career in tourism is considered with the current situation of the tourism market, as well as its instability and threats to its full functioning due to the spread of the coronavirus pandemic. In the course of an analytical study materials from tourism reports and publications of the World Bank, which reveal the peculiarities of the tourism market, have also been used. The study of lexical and semantic features was implemented based on English as one of the most popular languages in the tourism industry.

Results

The modern development of information technologies influences global processes in the world and improves the functioning of the corporate sector. However, strengthening the role of applying information technologies is introduced into all spheres of human life, which fundamentally changes traditional approaches to conducting household, economic or any other activity. Based on using such an approach, the formation of communicative competence changes fundamentally, and the possibility of ensuring its sustainable development plays a debatable issue among scientists and special educational institutions, aiming to improve both practical and communicative skills. The issue of emotional intelligence and the ability to

reproduce and transmit images achieving a communication goal is one of the primary objectives of modern educational institutions.

The problematics of the formation of communicative competence refers to the issue that uses modern approaches regarding the possibility of its development and further use in practical activities. However, the introduction of communicative competence at the beginning of the educational process, namely, in primary school, is a global issue. Most children of early school age use a number of technologies influencing the formation of a vision of the world and developing verbal and non-verbal communication skills. Ignoring the use of this fact and its implementation in modern educational institutions will contribute to the negative development of the child's competence. That is why, in order to use effective pedagogical teaching methods, it is necessary to implement not only the means of traditional education, which involves minimizing the use of digital applications, reducing the possibility of using information technologies in one's activities, etc.; on the contrary, it is expedient to use such tools, but with the direction of the educational process. For example, there is a widespread practice of using special information technologies in modern educational institutions that make it possible to communicate online using their own information platform and exchange existing information. Students in the USA have access not only to such information platforms but also to several mobile applications that allow them to communicate with each other. Limiting the use of digital technologies will reduce the quality of students' digital literacy and reduce their competitiveness in further employment. Therefore, in order to strengthen quality education, it is necessary to use all the available spectrums of tools that can qualitatively improve modern means of education. Consequently, they will be effectively applied both in household activities and in the educational sphere.

Information technologies have several advantages in professional activities. They can really become competitive in the field of communications. This position has several spectra. According to the theoretical implementation, there are many digital technologies that make it possible to communicate and hold special general meetings, conferences or find an interlocutor. However, according to investigations conducted by European analytical centers, the application of digital technologies significantly reduces the communication activity of young people. This is primarily due to using the e-mail technology, the ability to communicate in online chat, as well as because of introducing mass automated responses, which negatively affect emotional intelligence and negatively shape communicative competence. After all, it is necessary to use not only the tools of information technologies, but also real practical means of communication for further development that can strengthen the ability to use one's own communication abilities. Such negative tendencies in communication development among young people create several debatable issues

regarding the correctness of introducing information technologies in communication technologies and the possibility of their use as the main element of organizing the educational process and information exchange. The key advantages include using such technologies for the purpose of accessibility, forasmuch as the interviewer does not need to be physically present. This technology can be the most qualitative means for further development of special skills aimed at using particular technologies. However, the key disadvantages of implementing information technologies in relation to ensuring communications are a decrease in real educational activity and lowering the quality of information processing. The primary issue of the information space is the high load on the human brain, which is not able to process such a large amount of information, but constantly processes it, reducing communication skills. Under such conditions, the most effective form of organizing the learning process is applying a mixed form, which will be able to use the key advantages of digital technologies in the learning process, but not to mention significant negative aspects when using information technologies.

Under such conditions, more and more platforms and educational institutions are being created in the modern world, which function on the basis of using information technologies, as they are key advantages for the educational business. In order to provide a high-quality education for any specialist at the state level, it is necessary to use digital technologies, since they are a factor in the successful construction of a career and a specialist's possible further employment. Therefore, in most European Union' states, using information technologies and conducting a certain number of lessons in a distance format is intensively implemented. This approach will be able to qualitatively improve the skills of applying digital technologies and promote their use in practical activities. Taking into account the negative factors that were cited when applying such technological tools, the question arises about the effectiveness of using study hours for one or another format of education. To ensure quality education, it is possible to use more than 75% information technologies. However, traditional education should occupy at least 25%, in which students' creative projects will be actively discussed or considered, but which require significant attention on the part of users. This approach will stimulate mastering the material and the ability for future specialists to communicate within the educational process.

The issue of communicative competence is quite acute. After all, in recent years, a significant number of educational institutions, including several private educational institutions, used the distance form of education to the full extent to master disciplines. Under such positions, using information technologies negatively affected not only the quality of developing communicative competencies, but also the learning process, etc. For instance, let's consider the features of the educational process in the European Union's states and Ukraine. In the EU, the level of education

after the coronavirus pandemic fell by an average 10,2%. It happened due to the fact although the development of information technologies had positive consequences, but the rapid transformation negatively affected the quality of the communication process and the use of the distance education format as the basic one. In Ukraine, this issue is observed in a different aspect. During 2020 and 2021, the level of education remained negative, as using digital tools reduces the possibility of the quality of information processing and the operation of logic. This is confirmed by the fact that in 2021, almost half of university applicants failed to score basic points from an external independent assessment. In other words, almost half of the future specialists did not get a passing score. Such a negative result is a consequence of introducing distance education, which reduced students' educational potential and significantly worsened the quality of education and real practical skills.

The issue of communications in this direction is primarily related to the quality of using professional discourse. After all, while effectively using professional discourse, it is possible to improve educational results, which makes it possible to understand the explanatory material. Numerous digital and online platforms in Ukraine were made on the basis of the educational institution's special communication capabilities, but the quality of its using had a negative impact on the practical aspects of teaching. Under such conditions, returning to traditional education is a logical negative method; however, using information technologies in the educational process requires particular improvements to ensure educational development.

One of the practical principles that negatively affected the education level is the rapid transformation from traditional education to remote education and the rapid popularization of information technologies. Humanity was not ready for this, since the spread of the coronavirus pandemic became the key catalyst of this process. In modern conditions, it is possible to change the current situation with the education quality for the better. However, in order to ensure this, it is necessary to use not only effective means of information technologies that improve the education quality, but also to apply really relevant means of establishing and developing the organization of the educational process. For instance, the modern relevant technologies that can be used in forming communicative competence and establishing the educational process are reflected in Table 1.

Table 1.

Modern information technologies for the formation of communicative competence

Innovative technologies	The way of formation of communicative competence
Social services	The use of such services contributes to developing a person's social environment and provides an opportunity to communicate with representatives of foreign cultures
Digital libraries	Can improve the quality of mastery of certain terms and the ability to build lexical-semantic constructions
Voice communication and video conference	Enhances practical skills of communication activity during discussions
Email	The ability to communicate at any convenient time, speeding up the quality of the organization of the educational process
File sharing networks	The possibility of transferring the educational material of the educational institution to improve communicative competence, video materials of classes, etc.
Cloud technologies	Using conferences based on cloud technologies for conducting lectures or seminars
Internal software applications	The possibility of segmentation of the educational process and the creation of tools for its development

Source: compiled by the author

Based on the technologies represented in Table 1, the features of their application in the educational process aimed at improving and developing communicative competence should provide a structural set of future specialists' practical skills, namely: the ability to use lexical-semantic constructions to outline the communication goal, to operate with concepts of a professional nature, to conduct a professional and ethical discourse in a specific social environment. Such structural components can significantly improve the quality of implementing future specialists' communicative competence.

According to modern studies of European universities, about 50% of students studying technical specialties have the greatest difficulties in public speaking. This testifies to both the public speaker's fear of the audience and insecurity about his own communication skills. Under such circumstances, an important vector for developing communication competence should be the implementation of collective creative projects on scientific issues and holding conferences on their discussion. The results obtained can be useful not only in personal training, but also as a tool to improve and advance the primary tools of the information environment, which is developing in accordance with the educational institution's modern policy.

The features of influence of information technologies on developing communication competence are difficult to overestimate. They are used to enhance the quality of learning and the possible development of one's communication skills and specialized discourse. Information technologies primarily affect the ability to analyze information and distinguish key principles from the flow of the information environment and the ability to use them. The advantage of digital technologies can be the introduction of professional communication tools between representatives of the same profession, like holding thematic conferences. Information technologies can also improve verbal communication tools, if communication is carried out using video communication. However, non-verbal communication aspects are much better improved through traditional means. The emergence of such technologies can both positively and negatively affect the development of communication competence, even worsening students' and high school students' logical abilities, which requires the pedagogical staff to be more active in teaching activities.

The teacher's individuality will play a crucial role in conducting modern non-standard lessons and classes and will serve as a key factor in developing communicative competence. In order to improve the student's ability to analyze information and the ability to operate with it, particular tools should be used in practical classes. They are reflected in Figure 1.

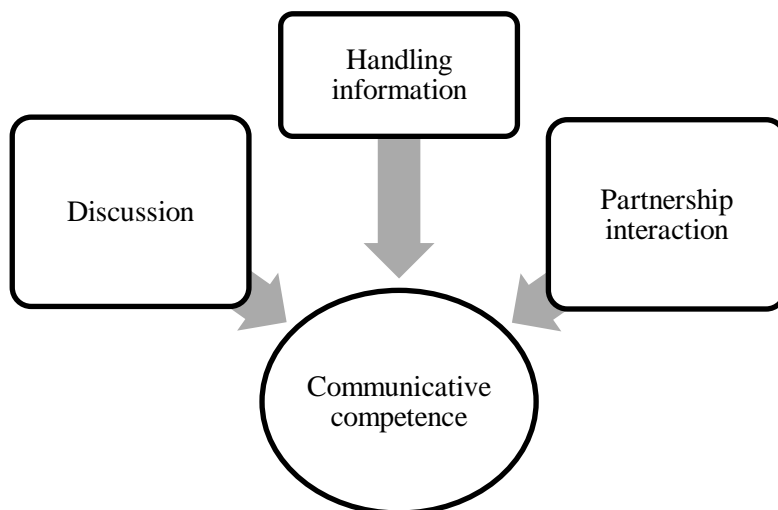


Figure 1. Crucial components of communicative competence

Source: compiled by the author

Understanding the communicative competence's components will serve as a factor in emphasizing the educational process and educational institutions for their development. After all, if the goal is to strengthen communicative competence, it can be achieved during practical classes paying particular attention to discussion, information processing and partnership interaction. Based on the represented components, it is necessary to implement information technologies in educational institutions' further activities forasmuch as they can automate the discussion processes by forming specific students' groups and performing tasks among themselves. Such approach makes it possible to form one's professional interpersonal communication skills and to stimulate problem solving. If the educational institution functions entirely according to the distance learning model, using such an approach will be relevant. After all, it improves the quality of possessing and operating information and contributes to the student's independent activities, which will consolidate the theoretical material obtained. As a rule, the results of a group scientific study are represented in the form of a short discussion and a speech in front of the audience through representing a short professional discourse on the obtained practical results. This type of tasks is the most prioritized and popular in the modern educational process. This is precisely why the development of information technologies should improve the features of the possibility of conducting such a format of tasks. Developing and using a special mobile application that can distribute the roles of students in implementing a certain project can be one of the options. Moreover, the practice of using project management but only in a scientific environment is among the popular information technologies. The ability to use project management tools based on using special innovative technologies will serve as a competitive advantage when conducting scientific studies.

Thus, the modern issue of using information technologies in developing communicative competence will serve as a key factor in advancing students' practical skills to create lexical-semantic constructions and the possibility of their use in their professional discourse. The significance of developing communication competence lies in the subsequent professional characteristics of future specialists, who will be able to improve their skills and abilities, as well as strengthen the quality of using material that is directly implemented in the educational process. Features of information technologies in the modern world are developing rapidly. Consequently, the approaches to the quality of integration into the traditional format of education are constantly accelerating, strengthening the role of the development of digital education. In such conditions, it is important to preserve the quality of the educational process and the possibility of using effective tools for its improvement. The obtained research results indicate that the mass use of information technologies can be both useful and negative. Therefore, a qualitative component is acquired

regarding the distribution of academic hours among classes in this part of organizing the educational process. The prospects for the further development of communicative competence can become a key factor in the advantage of modern universities. Moreover, it can become one of the priority directions for the activities of educational institutions.

Discussion

Based on the represented research results on the features of communicative competence formation by means of information technologies, it can be argued that the further prospects of the educational process will increasingly develop towards distance learning, forasmuch as the issue of the quality of using and implementing such features will stimulate the formation of innovative means of organizing the educational process. Moreover, the issue of using information technologies in education will remain relevant. After all, technologies are constantly developing and improving, and the introduction of the most effective and relevant is gaining particular importance. A key negative factor of information technologies is a possible decrease in the quality of information processing and the possibility of using it in practical activities. However, in terms of developing communicative competence, they can become a qualitative catalyst for improving the ability to discuss educational projects, integrate with the international community and be introduced as one of the main means of further development of educational activities.

The specifics of the impact of information technologies and mobile applications on the quality of establishing professional discourse and the ability to conduct discussions in a professional direction may become promising areas of the research. Practical studies can be conducted on the basis of universities of any country and serve as certain indicators for developing communicative competence. Conducting empirical experiments can be useful from a scientific point of view regarding the most relevant and important areas of developing information technologies in the education sphere. It can become a signal for the corporate sector to conduct its entrepreneurial activities in the market of educational services. In addition, using such means of analysis can qualitatively improve the features of modern education and expand the range of implementing information technologies, which can be used not only as a means of organizing the educational process, but also become one of the main tools for conducting educational activities for the student.

The significance of using information technologies, regardless of the quality of the formation of certain competencies, is undeniable. After all, more and more specialists need the ability to use information resources or special tools that can

improve practical activities in the modern labor market. Under such conditions, subsequent studies on using information technologies should be implemented not in the context of the expediency of their application, but in the directions of optimizing and improving students' abilities. This approach will solve the global problem of processing the information environment. It will stimulate the search for effective solutions for implementing the educational process and strengthening the future specialists' communication competence.

Therefore, further scientific studies should be aimed at searching for effective means of information technology for conducting the educational process and the possibility of strengthening the communicative competence's quality, which will be directly developed with the help of automated technologies. These technologies will contribute to developing professional qualifications of specialists. The use of information technologies can have several advantages and disadvantages. Therefore, it is significant to conduct investigations on the quality of optimizing the educational process and ensuring the formation of communicative competence.

Conclusions

Thus, the role of information technologies in developing future specialists' communicative competence should not be underestimated since they are the dominant factor in the formation of the educational process and the education quality in the modern world. The availability of education creates the problem of information analysis and the inability to use the obtained material in practice. Therefore, the policy of educational institutions, based on internal regulations, should be using exactly those technologies that can qualitatively improve the features of the educational process and contribute to developing the student's practical skills. Under such conditions, the obtained research results testify to the high development of modern services regarding communicative competence and the availability of the widest spectrum for obtaining educational material. Discussion, the capacity to manage knowledge, and interaction continue to be the fundamental components of developing communicative competence. Based on these components, any information technology being developed should enhance one of these aspects, and preferably all together. Therefore, a significant factor in the modern world is preparation for mass digitalization, which is a key trend in education due to several geopolitical challenges and economic instability. Strengthening the quality of teaching should also become one of the factors in developing communicative competence. After all, the teacher assumes the responsibility not only for the quality of mastering the educational material but also for ensuring digital literacy and basic





communication skills, which will later influence the future specialist's professional activity. Particular courses and special educational programs for teachers should be used to improve the individual qualifications of the teaching staff. They will be able to create the most relevant training program with the help of the material obtained, which will be aimed at developing the student's abilities in all directions, both communication and technical ones. The current issues of using information technologies are primarily related to the imperfection of applying information technologies and their distribution. By the way, particular attention should be paid to introducing an up-to-date teaching methodology that will contribute to developing communicative competence. Under such conditions, the prospects for developing the educational process will increasingly transform toward digital and distance education. This will change approaches to the traditional form of organizing education, and it will require greater attention to developing digital infrastructure on the part of educational institutions.

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Management Decision-Making as a Mechanism for Reducing the Level of Global Risk and Its Redistribution

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Abstract

Modern conditions of turbulence in the external economic environment require business structures not only to respond quickly to new challenges, but also to form scenario models of behaviour in order to maintain competitive market advantages based on an objective review of their own commercial potential and reserves. It is noteworthy that the internal risks of the business structure are the primary obstacle in the growth of the efficiency of the commercial structure and determine its level of profitability. The purpose of the research is to assess the factor of formation of biased management decisions and the features of their implementation as factors of reducing the manifestation of internal business risks. Indicated that the system of effective business management must always take into account the manifestation and pressure of internal risk due to a number of factors that cannot be accurately assessed. Modern methodology of project management and project management does not take into account the tool of biased decisions. Anti-crisis management is presented as a mandatory element of management knowledge. Therefore, the further development of management should focus on the adoption of biased management decisions and the development of mechanisms for their timely implementation.

Keywords: internal risk management, risk prevention, effective decision-making, ways to reduce risk, measures to prevent the negative impact of risks

Introduction

The current state of the political, economic and legal environment of projects and programs that are carried out on the basis of enterprises, organizations and institutions in various sectors of the economy is changeable. The high level of

uncertainty in both the internal and external environment of economic structures means that the project manager has to manage the project in conditions of high risk and constant change, quickly solve problems, manage conflicts and resolve crisis situations.

The quality of decisions made in the process of internal risk management largely determines the success of the organization as a whole. In the theoretical part of this study, the concept, types and main stages of internal risk management of the organization are substantiated, and the decision-making process is considered in terms of its importance for the prevention of this type of risk.

The practical sections of this work contain an analysis of the consideration in the scientific literature of methods of risk analysis of organizations. The most effective methods of qualitative analysis of internal risks, the priority of paying attention to the work with internal risks at certain stages of management decision-making are investigated here. Moreover, ways to reduce internal risks are identified, and the most promising areas in which there is a need for scientific study of management decisions in terms of preventing internal risks are defined.

The analysis of the survey allowed establishing that, according to the respondents, today the main methods of risk analysis, which are focused on in the scientific literature, are quantitative methods, the purpose of which is to assess the degree of impact of potential risk on the company. At the same time, the most effective methods of qualitative analysis of internal risks are methods based on the assessment of available information and methods of modeling the organization's activities. According to the survey, most attention, effort and time in making management decisions to prevent internal risks should be paid to the stages of risk analysis and assessment. At the same time, the ways to reduce internal risks, according to the survey participants, are diversification and effective targeted business planning. According to the survey participants, the most promising areas in which there is a need for scientific study of issues related to management decisions and their role in preventing internal risks are risk modeling and analysis of initial assumptions, as well as risk assessment and priority setting. The aim of the study is to find out the position of managers and scientists who study the issues of management theory on certain issues of the impact of management decisions on the prevention of internal risks.

Literature Review

As a socio-economic category, risk is an integral part of production relations and an organic part of the economic mechanism. In general, risk is characterized as a

measure of the possibility of an adverse event or a certain combination of several such events. The manifestation of a risk situation is the deviation of actual values of critical indicators from normal, stable, average or alternative levels (Sutton et al., 2020).

Risk is an element of the result of any management decision, since uncertainty is an inevitable condition of business, while risk is a consequence of uncertainty. First of all, the emergence of uncertainty is due to the fact that most of the processes associated with entrepreneurial activity are initially non-deterministic (it is almost impossible to determine the pace and direction of scientific and technological development, changes in the market, consumer preferences, the occurrence of certain natural and climatic phenomena, etc. in advance) (Howlett et al., 2022).

It is worth noting that the main purpose of risk management is to reduce or eliminate possible losses from risks. Its main purpose is to prevent the occurrence of risk, minimize its damage and maximize the additional profit that the company receives from risk management (Taylor et al., 2019).

Studies prove that existing theoretical approaches to the definition of risk management do not fully characterize it. Most views define risk management as a process characteristic of such management, when they consider the process of influencing the object of management in order to find ways to reduce rather than prevent risk. This creates significant problems with avoiding future risks and leads to significant losses of resources and deterioration of the company's financial results (Falkner & Hiebl, 2015), (Khaw & Teoh, 2022).

There are five main stages in risk management, namely:

- 1) Identification of the risk with an assessment of the probability of occurrence and the magnitude of the consequences;
- 2) Development of a risk management strategy to reduce the probability of its occurrence and minimize possible negative consequences. Analytical and statistical information is collected and an acceptable level of risk is determined;
- 3) Selection of methods and tools to combat the identified risks. Performance indicators of management decisions are calculated;
- 4) Direct risk management. An action plan for management is developed taking into account risk factors;

5) Evaluation of the achieved results and adjustment of the risk strategy (Pascarella G., et. al. 2021), (Guo et. al., 2022).

One of the most important components of the risk management process is the decision-making process based on risk analysis (Simkovich et. al., 2021). A critical phase of the risk management process is the selection of the optimal solution. This stage begins with determining the level of risk, followed by an assessment of the economic costs and alternative solutions to reduce the risk, while also calculating the possible economic benefits (Mayernik et. al., 2020).

A decision is then made to take risk reduction measures or to monitor them further. Monitoring is possible if there is a high degree of uncertainty associated with the current level of available information and therefore risk reduction is not possible at the time of the decision-making (Hsieh, Fifić & Yang, 2020). Risk management is based on the principles of feedback (reactive strategy) or predictive feedback (proactive strategy). Proactive strategies are designed to anticipate challenges, threats and opportunities. This approach is aimed at planning in advance. In addition, it helps to identify and avoid potential hazards before they occur (Alshiqi & Sahiti, 2021).

Organizations that focus on a proactive approach are often more effective in resolving problems quickly. The result of each stage of risk management is a decision (Li et. al., 2020). When the risk is acceptable and not insignificant whereas the profit potential is significant, a contingency plan is usually used to mitigate it. Contingency plans are developed for residual risks that cannot be effectively mitigated by countermeasures (Klučka & Grünbichler, 2020). The risk management process involves the following stages of work on risk prevention: risk identification, risk analysis, risk assessment.

Materials and Methods

A practical study of current trends in the possible impact of management decisions on the prevention of internal risks was conducted by interviewing 211 managers, as well as 71 scientists working and conducting research on management theory in Lutsk, Rivne, Cherkasy, Vinnytsia, Kyiv and Chernihiv (Ukraine). Simpoll service was used to organize the research.

Results and Discussion

According to the participants of the survey, nowadays, in the conditions of increased uncertainty of the environment of organizations' activity, the main methods of risk analysis, which are focused on in the scientific literature, are (Figure 1):

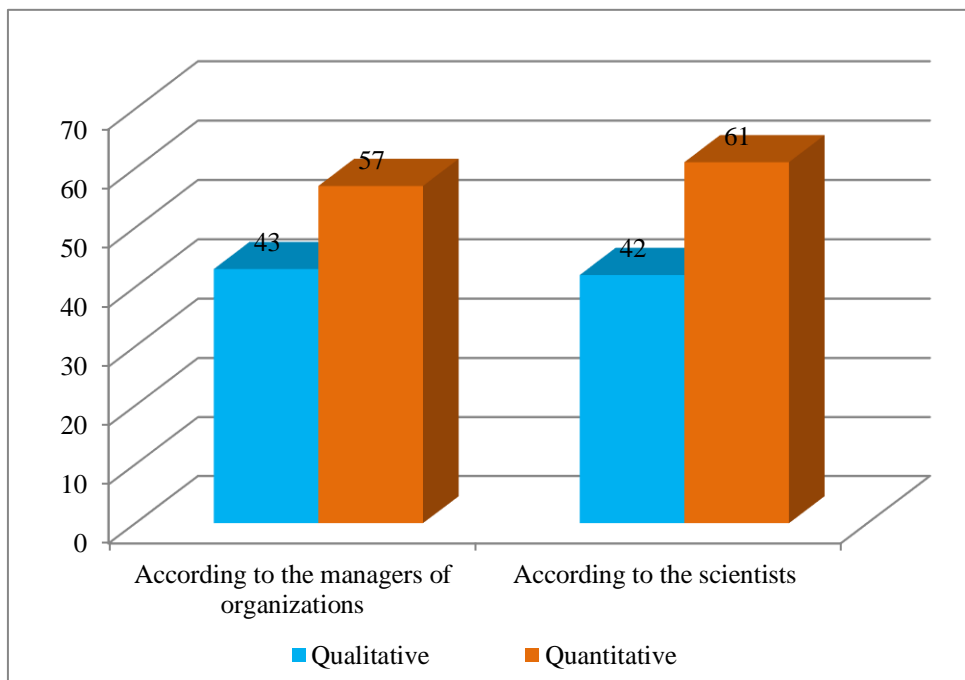


Figure 1. Priority of consideration of risk analysis methods within organizations' activities in the scientific literature, % respondents

Source: constructed by the authors

As can be seen from Figure 1, quantitative methods are most fully considered in scientific research on this issue, the purpose of which is to assess the degree of impact of potential risk on the company. At the same time, qualitative methods of risk assessment are being actively studied. The purpose of such analysis is to identify sources and root causes of risks. During the survey, respondents identified the following most effective methods of qualitative analysis of internal risks (Figure 2):

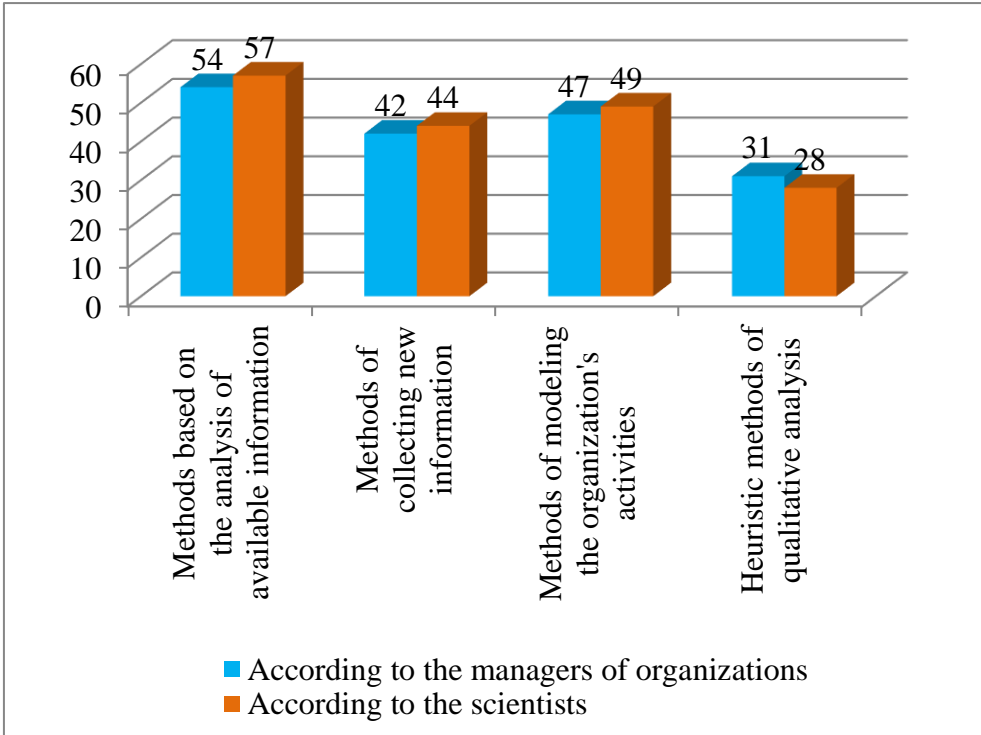


Figure 2. The most effective methods of qualitative analysis of internal risks, % respondents

Source: constructed by the authors

As can be seen from Figure 2, the most effective means of qualitative analysis of internal risks are methods based on the assessment of available information and methods of modelling the organization's activities. During the study, the respondents' point of view on the priority of paying attention to the work with internal risks at certain stages of management decision-making was studied (Figure 3):

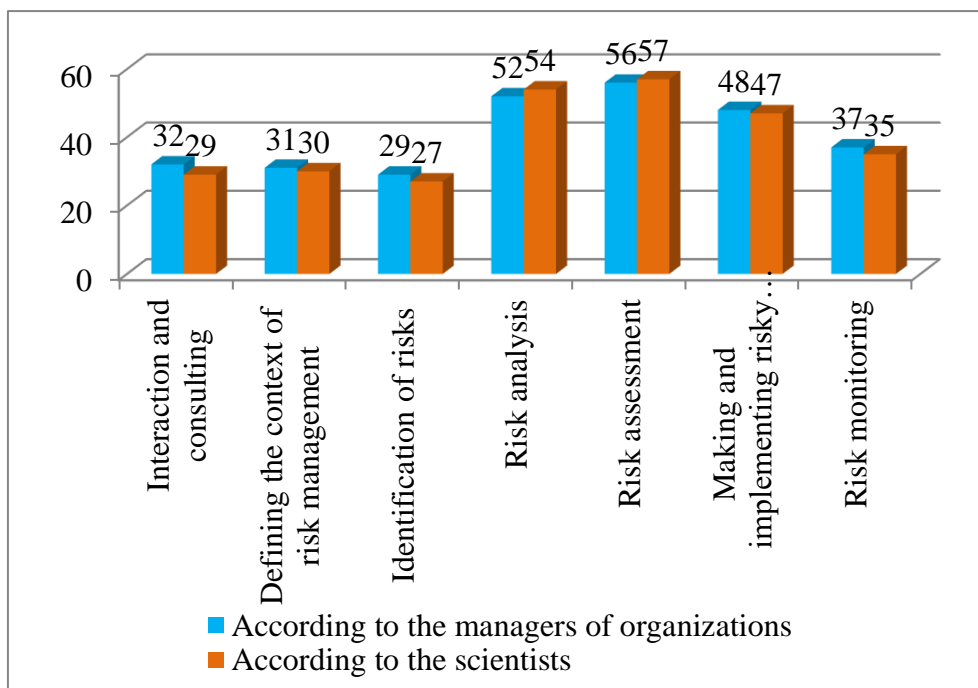


Figure 3. Priorities of paying attention to the work with internal risks at certain stages of management decision-making, % respondents

Source: constructed by the authors.

According to the survey, most attention, effort and time in making management decisions to prevent internal risks should be paid to the stages of risk analysis and assessment.

Ways to reduce internal risks, according to the survey participants, are (Figure 4):

- diversification;
- business planning

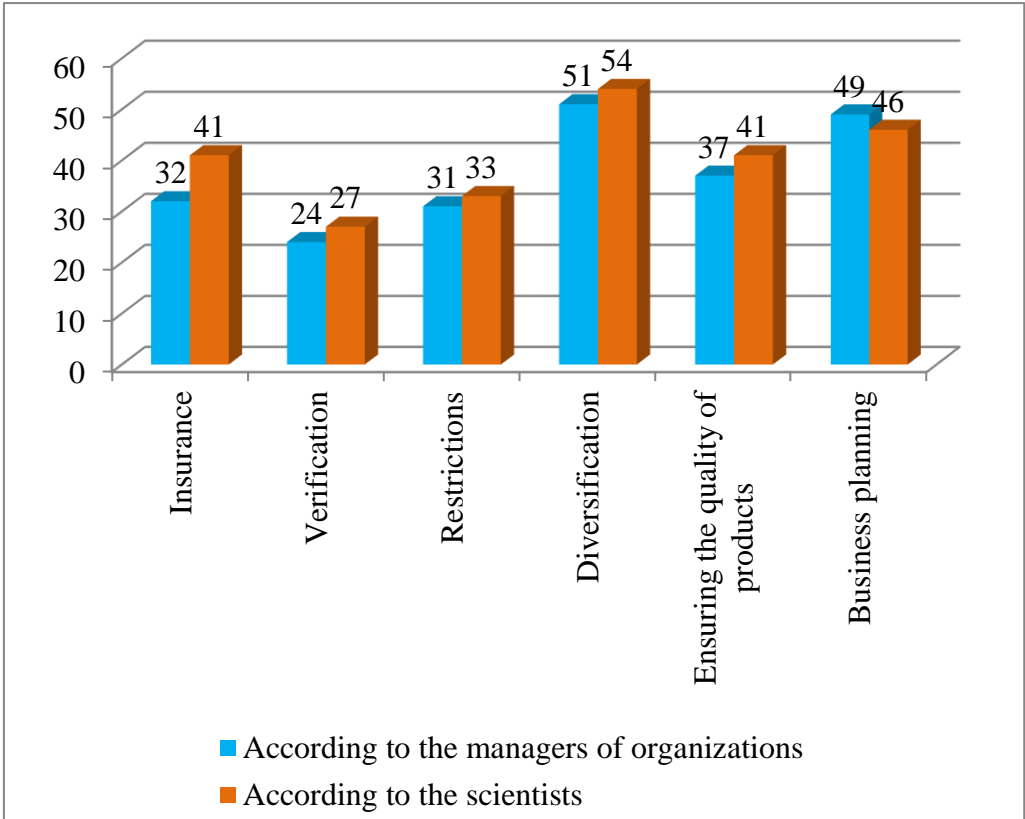


Figure 4. Ways to mitigate internal risks, % respondents

Source: constructed by the authors.

In the course of the study, respondents were asked to name the most promising areas in which there is a need for scientific study of issues related to management decisions and their role in preventing internal risks (Figure 5):

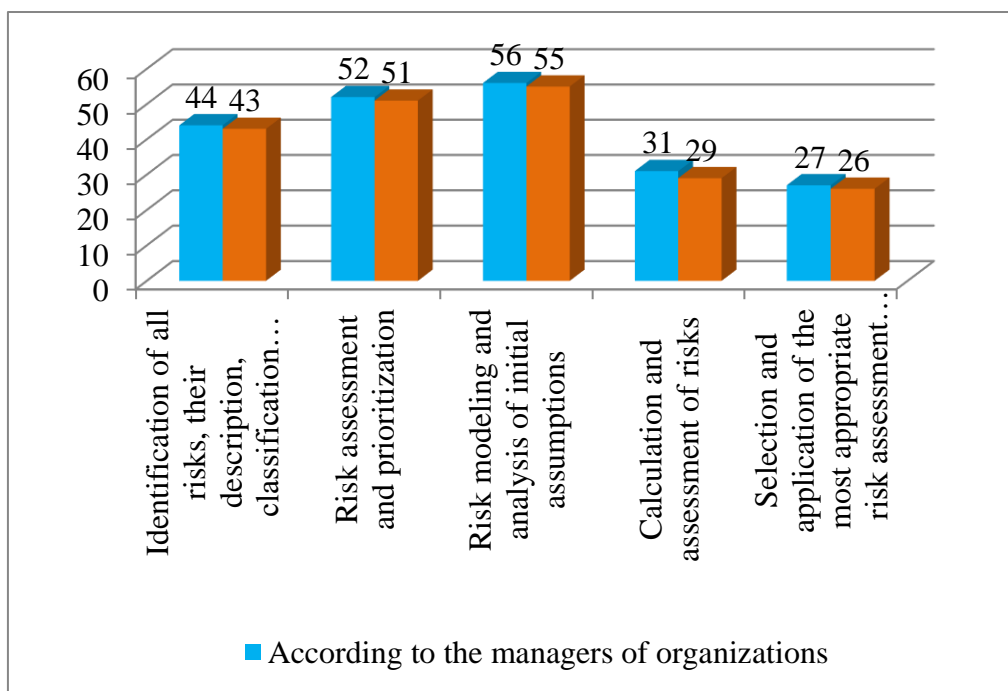


Figure 5. The most promising areas in which there is a need for scientific study of issues related to management decisions in terms of preventing internal risks, % respondents.

Source: constructed by the authors.

In the current activity, a commercial enterprise always has a significant probability of receiving risk. First of all, this is non-fulfilment of contractual relations with partners (non-observance of the deadline for the delivery of component equipment, raw materials, etc.). Secondly, late payments. In addition, the enterprise itself may fall into a state of bankruptcy or liquidation due to unforeseen factors such as war, earthquake, etc. Due to changes in tax legislation, the enterprise may become insolvent. Due to changes in the policy of state regulation, the enterprise may lose its financial stability and economic independence.

These areas are risk modeling and analysis of initial assumptions, along with risk assessment and prioritization. In modern economic conditions, the efficiency of business units is always associated with risks and possible losses. Therefore, a certain mechanism is needed that will provide the most rational consideration of risks and minimize losses. One of such mechanisms is risk management. Risk management in the system of market relations is an objectively necessary task, the solution of which requires new approaches to improving the theoretical and

methodological foundations and expanding the practice of risk management. Risk management to ensure the profitability and efficiency of the company is a continuous process that allows coordinating and guiding the development of the main activities (Cheol et. al., 2020).

Scientists dealing with risks and their consequences agree that many companies still lack an effective risk management system. The problem is that their managers do not work on risk prevention systematically, do not try to identify their causes in time and eliminate them only when undesirable consequences for the company occur. One can often observe excessive trust in established procedures and generally accepted forecasts (economy, market, finance, personnel). In this case, the company and its employees have no choice but to eliminate the consequences of various undesirable events that may not have occurred at all. Moreover, naturally, it is always much more expensive and time-consuming than prevention (Aven et. al. 2016).

The use of economic analysis in the process of risk management makes it possible to obtain quantitative and qualitative characteristics of risks and their consequences, reduce the level of uncertainty, justify the optimal method of risk management, and provide information about risks to stakeholders. To this end, the article investigates the information support of economic analysis as an effective risk management tool (Paldam, 2021).

One of the most important stages of the methodology of economic analysis is the formation of an information base that determines the possibility and effectiveness of applying a particular qualitative and quantitative method of risk analysis. The formation of the information base involves the identification and systematization of information objects that are directly related to risks. Creation of a rational information base, integration of external and internal information flows is the basis for building a system of indicators that characterize the effectiveness of the risk management process based on economic analysis (Seo et. al., 2018).

Information used for risk management is the basis for decision-making, with the help of which the subject of management (for example, a risk manager) influences the objects of management (risks). Each tactical and strategic decision made by management has to reach those who directly affect management's objectives accurately and timely. In turn, signals from the bottom should quickly reach the top, so that you can respond to them in time and adapt managerial decisions timely (Santos & Reis, 2021).

Any industrial enterprise should plan its activities for the efficient use of available resources in an unstable environment. There are also measures that can prevent the

negative impact of risks on the activities of companies: risk avoidance; risk minimization; risk diversification; risk mitigation (Liu, 2020).

Planning work on risk prevention in the activities of the enterprise can reduce uncertainty; eliminate the risk of loss of corporate profits. Moreover, it allows for developing and making more effective management decisions on the activities of an industrial enterprise. Additionally, it may help with optimizing available resources and financial stability of the enterprise, and, accordingly, increasing its competitiveness in the market (Li, 2017).

Conclusion

Risk management is the process of determining the losses faced by the company in the course of its activities and the degree of their impact in order to choose the most appropriate method of managing each type of risk. Avoiding risks and reducing the damage caused by their impact leads to the sustainable development of the company. Risk management is therefore one of the most important areas of company management. It allows us to reduce production costs and mitigate or avoid potential problems that may affect the success of the organization. According to the research findings, the main aspects of work on the prevention of internal risks of the organization were clarified and the most promising directions of scientific developments in this area were identified.

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Public Management of the Detinization of Economic Relations in the Conditions of Globalization

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Abstract

Tinization of the economy is one of the key problems of economic development. In the conditions of intensive methods of economic development, the problems of shadowing are a priority. To ensure effective state management of economic systems, it is expedient to determine factors influencing the processes of detinization of the economy, which will allow ensuring qualitative transformations of the system. The article analyzes the set of influencing factors based on the analysis of literary sources and statistical data of international organizations. The analysis made it possible to determine research priorities, including entrepreneurial and investment activity, development of an effective regulatory and legal system, implementation of innovations aimed at the qualitative transformation of economic systems, and increasing their profitability and liquidity. The article mathematically substantiates and confirms the hypothesis regarding the influence of a set of factors on the processes of detinization of the economy. Since economic systems are developing in the conditions of the digital space, numerous of recommendations have been developed aimed at building transparent and effective regulatory systems of state management of the economy, aimed at forming prerequisites for the detinization of the economy. The impact of the process of detinization on ensuring economic development is proven. Therefore, the practical implementation of the research results is aimed at forming stable prerequisites for ensuring the development of economic systems at the global and national levels.

Keywords: detinization, economic relations, digitalization, globalization, management of deregulation processes, automation of regulation processes

Introduction

The retrospective of the development of society determined the development trends of the shadow areas of the economy. With the transition from pre-industrial society to the process of industrialization, social relations began to form with elements of shadow processes. The development of shadow business activity became characteristic of capitalist production, which was accompanied by the support of corruption schemes and the imperfection of state institutions. The development of processes of deregulation of the economy, growth of competition, transparency, and openness of markets, primarily for public supervision and control, determined the conditions for the reduction of shadow business activity. In the second half of the 20th century, a new stage of development of the shadow economy was observed due to transformational social changes and the restoration and formation of a new architecture of business relations. The global transformation of the world economy determined the conditions for the transition to the shadow economy or its detinization. Countries that chose a democratic movement and an open market with open competition followed the path of detinization of business, which is rational in conditions of openness and transparency. Socialist countries, due to the imperfection of the system of administrative management and the directive market, followed the path of increasing shadowing of the economy, especially in conditions of depletion of resources for extensive economic development. An interesting statement by M. Olson, which explains the development of the shadow economy in the conditions of an administrative-command economic system: "If there is no private property, then all citizens are materially interested in stealing the economy, but no one is personally interested in its preservation" [Mancur Olson (1996)]. In the conditions of the development of information technologies, the question of detinization of the economy has acquired new meanings. Ensuring the transparency and accountability of economic processes automatically allows avoiding the human factor and ensuring the most effective control and motivating business to get out of the "shadows". Therefore, considering the relevance of the issue of the development of information technologies within the framework of a new social format, the research will analyze the possibilities of the digital sphere to ensure the effectiveness of the processes of regulating the economy at the global level.

The purpose of the article

Therefore, considering the relevance of the processes of anti-crisis management and the problems of finding effective mechanisms for overcoming the consequences of full-scale military aggression both at the national level and in the global

understanding, the article sets a goal: to develop recommendations for ensuring the detinization of the economy as an element of the development of the economic system at a qualitatively new level.

To achieve the goal of the study, the following tasks were performed:

- an analysis of research works was carried out, which made it possible to identify the ways of detinization of the economy, to systematize them and to identify rational hypotheses from the analyzed population that can be applied for further research,
- trends in the development of economic systems are determined trends in the detinization of the economy and their cause-and-effect relationships based on the analysis of the national experience of Ukraine,
- proposals for automating the processes of managing economic systems aimed at the detinization of the economy were developed,
- based on the developed proposals, a model for managing the detinization of the economy with a mathematical justification of the elements of the model and its effectiveness is proposed,
- an algorithm for implementing the detinization management model of the economy was developed.

Literature review

Analysis of the share of the shadow economy in the structure of the economic system made it possible to determine its influence on the formation of the results of economic systems. In developed countries with a high level of GDP per capita, the indicator of economic shadowing is 5-15% of GDP. At a time when the share of the shadow economy can reach 45% in the poorest countries of the world, such indicators are typical for, for example, Nigeria, Bolivia, and the Republic of Chad. According to statistical data of 2021, more than 30% of Ukraine's GDP is in the shadows. The processes of detinization of the economy are the basis of the development of the national economic system. The reaction of the economy to critical factors is negative, which is associated with an increase in the volume of economic activity that goes into the "shadow". Therefore, analyzing the possibilities of detinization of the economy of Ukraine, it is appropriate to determine that these processes are aimed at ensuring the effectiveness of the economic system and overcoming the consequences of external influences [Official web-site Ministry of Economy of Ukraine].

It is advisable to conduct an analysis of the set of factors influencing the processes of shadowing the economy and detinization models by accumulating the results of scientific research and analysis of scientific periodicals. The leading role in the processes of detinization of the economy belongs to the state. The system of public management should be transparent, efficient, and aimed at ensuring economic development, then the effectiveness of management mechanisms will involve the processes of detinization. By analyzing the budget deficit of 32 Asian countries in 2000-2020, it was determined that the budget deficit moderates the impact of public spending on the shadow economy. The interrelationships of factors and their influence on the processes of detinization of the economy in the long and short term were analyzed. The analysis also examines the correlation between budget expenditures and the level of the fiscal deficit. Empirical findings of the study allow to determine the correlation of the influence of indicators of increase in public spending and the budget deficit on the increase in the size of the shadow economy. For practical use, the scientific study proposes to introduce measures to increase liquidity and profitability at the level of macroeconomic indicators, as well as elements of avoiding budget deficits and rationalizing public spending by using intensive methods of economic development [Tran, T.P.-K., Tran, N.P., Nguyen, P.V. and Vo, D.H. (2022)].

The analysis of the interrelationships of macroeconomic indicators and their influence on the processes of detinization is the basis of the development of adequate models of economic management based on transparency and efficiency. Several researchers proposed to determine a set of macroeconomic indicators of influence by analyzing the results of economic activity of 141 countries of the world in the period 2004-2015. To confirm the hypotheses of the study, an improved panel technique was used, that is, the method of the generalized method of moments, which made it possible to confirm the results of the study and substantiate them mathematically. Parameters that quantitatively describe entrepreneurial and investment activity, the profitability of economic systems, liquidity provision coefficients, and coefficients characterizing the level of innovative development were selected among the main sample of macroeconomic indicators: introduction of new technologies, automation processes, application of information systems and technologies. The adequacy of the developed model was confirmed, which determined the macroeconomic foundations and institutional recommendations to ensure a qualitatively new level and transformation of the economic system in the direction of detinization of the economy [Khan, S. and Rehman, M.Z. (2022)].

Separately, it is expedient to determine the role of the system of regulatory and legal support in the processes of detinization of the economy. The transparency of regulatory support allows building effective practical mechanisms for managing

economic processes. In particular, the direction of development of regulatory support for processes of deregulation of permit policy, monitoring and control systems is interesting. Deregulation does not indicate the absence or weakening of control. Deregulation causes qualitative transformations of regulatory policy, and helps to reduce the bureaucratic and corruption component. The basis of modern deregulation processes is the process of involving the public in the system of regulatory mechanisms, specialized associations and public organizations, the activities of which are based on the need to build and preserve reputation, which is the basis of the development of companies in democratic competitive economic systems. The second important factor in the detinization of the economy is the legislative provision of mechanisms for managing economic systems. Modern trends are digitalization of management processes, including economic systems. The processes of regulating business activity in the context of information development determine the priority of legislative provision of digitalization platforms and mechanisms, such as the "Diya" platform, which allows, for example, to receive electronic documents, permits, open or close a new business, submit declarations, etc. [Pylypenko A.A., Savytska N.L., Vaksman R.V., Uhodnikova O.I., Schevchenko V.S. (2021)].

A few authors have investigated the non-linear relationships between the shadow economy and income inequality. The developed parametric model based on non-parametric/semi-parametric regression and fixing the dynamic non-linear relationship between these variables was compared based on the analysis of the economies of developed and developing countries. As a result of the study, an inverse relationship between income inequality and the degree of development of shadow activity was determined (for developing countries, income inequality and the shadow economy show a relationship in the form of a hyperbola, and for developed countries a parabolic relationship is characteristic). The research made it possible to identify the following groups of parameters for further analysis: entrepreneurial activity, investment attractiveness, liquidity, and profitability [Yap, W.W., Sarmidi, T., Shaari, A.H. and Said, F.F. (2018)].

It was decided to analyze the experience of poor African countries to confirm the hypotheses of the factors of dependence of macroeconomic indicators and shadowing of the economy. The study uses the method of assessing panel macroeconomic indicators of African countries in 2005-2015. Based on the results of the analysis of statistical reports, development indicators of the World Bank and the International Monetary Fund are taken. As a result of the analysis, it was determined that financial accessibility reduces the size of the shadow economy, that a country with a lower level of corruption and a higher level of growth can benefit more from reducing the size of the shadow economy thanks to financial inclusion. That is, the analysis of the research made it possible to determine that indicators for

analyzing the impact on the shadowing of the economy can be used as indicators of the openness and transparency of the economy, its profitability and entrepreneurial activity, which determines the degree of creation of opportunities for development [Ajide, F.M. (2021)].

Several authors in their studies confirm the hypothesis regarding the factors influencing the processes of detinization of the economy, in particular, the factors of entrepreneurship development and corruption are considered, which determine the level of productivity/unproductivity of the economy as consequences. The tool for determining the size of the shadow economy in regression is the assessment of the results of entrepreneurial activity in the official sector based on statistical data on the development of the US economic system. As a result of the study, the hypothesis was determined that the size of the shadow economy has a strong connection with productive (unproductive) entrepreneurship. As a result of the study of the US economic system, a three-factor model has developed: indicators of entrepreneurship development, the size of corruption and the size of the shadow economy [Wiseman, T. (2015)].

A continuation of the study of the influence of corruption and the shadowing of the economy is the study of the geographical zoning of territories by income level. The main idea is that the initial manifestation of corruption may be country-specific and that different types of corruption may have different consequences. Accordingly, according to the results of the study, it was determined that the level of corruption affects the level of transparency and motivation for entrepreneurial and investment activity, and the level of entrepreneurial and investment activity determines the level of consumer activity, which already affects the level of shadowing of the economy [Virta, H. (2010)].

Therefore, according to the results of the analysis of literary sources, the following were identified among the directions of development of the study of influences on the processes of detinization of the economy: entrepreneurial and investment activity, transparency of economic systems, transparency of regulatory mechanisms in management processes, ensuring effective regulatory and legal regulation of economic systems management processes, the introduction of innovations and digital technologies.

Methodology

The article uses general scientific research methods. The analysis of scientific research and statistical data made it possible to identify ways of detinization of the

economy. Based on the analysis of scientific research works of various authors, systematization, synthesis and structuring of the results of the selection of key factors and priorities of detinization of economic systems, the article puts forward hypotheses regarding the set of factors and approaches that can be used for the further formation of proposals for practical implementation. By separating individual trends of social development from the system of the whole into parts, which are directly related to the processes of the shadow economy, trends in the development of economic systems were formed. By applying the methods of induction and deduction as methods of scientific knowledge, the cause-and-effect relationships of economic processes and their impact on the shadow economy were determined. By applying the methods of economic and mathematical modeling, the hypotheses of the dependence of the proposed factors and the share of detinization of the economy were proved. The hypothesis was confirmed by calculating the correlations of the share of shadowing of the economy in the country's GDP and by calculating the parametric indicators of the evaluation factors developed because of the study. Based on the grouping of research results and the use of heuristic research methods, which allowed to mathematically substantiate the proposed hypotheses, proposals for automating the processes of managing economic systems aimed at the detinization of the economy were developed. Accumulation of the developed hypotheses and totality made it possible to develop a model for managing the detinization of the economy, which allows determining the effectiveness of measures aimed at detinization. Due to the use of the method of systematization and synthesis, an algorithm for the implementation of the economic detinization management model was developed with recommendations for its practical implementation.

Results

Analysis of the resources of official statistical sources [Official web-site Ministry of Economy of Ukraine, National Bank of Ukraine, European Business Association] made it possible to determine the trends of detinization of the national economy, which are as follows:

- the highest indicators of detinization are observed in the real estate sector (reduction from 44% to 30% during 2021). The results of detinization processes were the reduction of losses of business entities and the activation of financial and economic processes in the industry. The deification of the industry was associated with the automation of the regulatory system and the direction of the state to ensure automated processes for issuing permits and deregulation of monitoring processes

by determining the possibility of applying public oversight processes in the field of construction.

- the reduction of the share of the shadow economy in transport amounted to 10% (from 44% to 34% in 2022), which was due to the activation of consumption processes and the installation of automated payment and control systems.

- reduction of the share of shadow activity in the processing industry by 9% (from 35% to 26% in 2021), which is due to the orientation of the industry to European markets and the provision of operational and strategic management processes in accordance with European norms and quality standards,

- reduction of the share of shadow activity in the extractive industry by 8% (from 39% to 21% in 2021), which is due to the orientation of the industry to European markets and the provision of operational processes and processes of strategic management to European norms and quality standards,

- reduction of the share of shadow economic activity in the field of a trade by 19% (from 30% to 11% in 2021), which is due to the weakening of quarantine restrictions, the activation of entrepreneurial activity, the activation of indicators of the financial and economic activity of trading enterprises, i.e. the exit from the crisis and the beginning of provision development processes,

- an increase in the share of shadow assets in the financial sphere to 30%, which is associated with the financial crisis and the growth of losses in the financial sector due to financial and economic instability and fluctuations in exchange rates.

Therefore, the results of the analysis of the trends of detinization of the national economy allowed us to put forward hypotheses about the cause-and-effect relationships of the factors of crisis phenomena and the growth of the share of the detinization of the economy. Also, it is expedient to determine that the growth of consumption volumes and access to new markets with high standards require the subjects of economic activity to reduce the level of shadow activity.

The analysis of literary sources made it possible to identify additional factors influencing the growth of the share of the shadow economy, in particular:

- low level of protection of intellectual property rights informational property,
- low level of information security,
- low level of business liquidity,

- lack of effective regulatory mechanisms for ensuring the rights of investors,
- activation of the development of the stock market,
- development of anti-corruption legislation,
- lack of control over economic activity in the temporarily occupied territories.

That is, the main tasks of the development of the economic system with the aim of its detinization are openness, transparency, and provision of an effective normative and legal framework for regulation.

Based on the analysis, a system of causal relationships was formed – Figure 1.

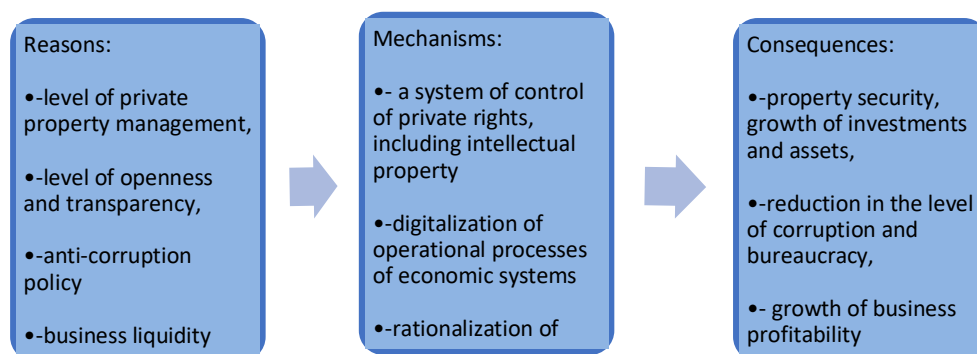


Figure 1. The system of cause-and-effect relationships of detinization of the economy

Source: developed by the author based on the analysis of national experience and literature review

To confirm the proposed hypotheses regarding the cause-and-effect relationships of the detinization of the economy, it is proposed to identify a set of influencing factors and analyze correlational interdependencies. The hypothesis was confirmed by calculating the correlations of the share of shadowing of the economy in the country's GDP and by calculating the parametric indicators of the evaluation factors developed because of the study. The results are presented in Table 1.

Table 1.

Calculation of correlations of the share of shadowing of the economy in the GDP of the country and calculation of parametric indicators of evaluation factors

Indicator	Evaluation parameter	Calculation of the indicator for 2021	Correlation to the country's GDP per capita	Correlation to the Chatsky shadow economy of the country
Protection of property rights				
Small Business Rights Protection Index	$SB_{rp} = \frac{SB_i}{SB_{i-1}}$ SB I - number of small enterprises opened in the current period, SB i-1 - number of small enterprises opened in the previous period	2,6	0,73	0,75
Judicial index	$J_i = \frac{AP}{AT}$ AP - number of judicial administrative proceedings, AT - number of administrative transactions	2,5	0,81	0,91
Entrepreneurial activity				
Production index of basic industries	$P_{i(t-12)} = \sum q_{i(t-12)} * w_{i,t-12}$ Pit/t-12 – change P in annual terms, qi,t/t-12 – change in output (activity) in a separate type of activity on an annual basis, wi,t-12 – the weighting factor for a separate type of activity, calculated on the basis of the gross added value created in the corresponding month of the previous year	0,47	0,69	0,73
Reducing the level of corruption				
Investment index	$I_i = \frac{Inv}{AA}$ Inv - the amount of involved investments, AA - the amount of assets	2,48	0,79	0,81

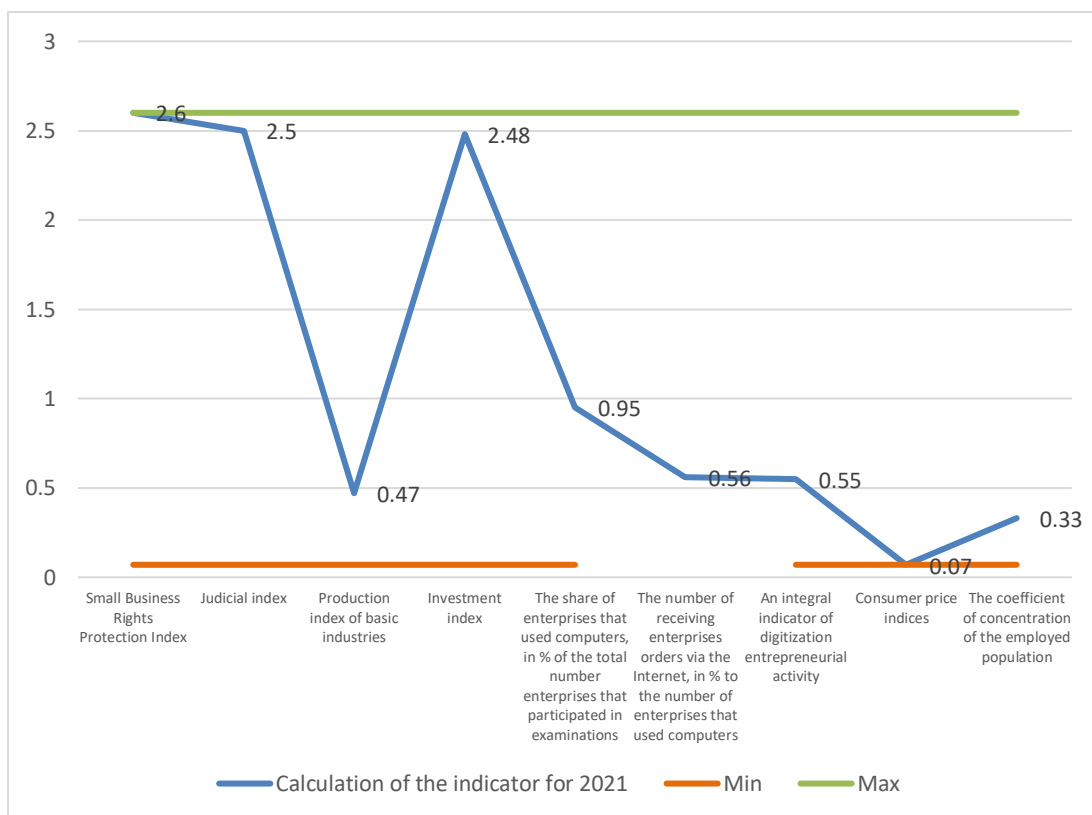
Digitization				
The share of enterprises that used computers, in % of the total number of enterprises that participated in examinations	$ID_1 = \frac{CompUs}{Total}$ CompUs - enterprises that used computers, in % Total - total number enterprises that participated in examinations	0,95	0,78	0,83
The number of receiving enterprises orders via the Internet, in % to the number of enterprises that used computers	$ID_2 = \frac{RE}{EUC}$ RE - number of receiving enterprises orders via the Internet, in % EUC - number of enterprises that used computers	0,56	0,81	0,83
An integral indicator of digitization entrepreneurial activity	$I_{id} = \frac{Dinvest}{A}$ D invest - investments in digital technologies A - the value of the company's assets	0,55	0,87	0,89
Profitability				
Consumer price indices	$CP_1 = \frac{LP_{cp}}{LP_{pp}}$ LP cp - the level of prices for goods and services of the current period, LP pp - the level of prices for goods and services of the previous period	0,07	0,56	0,74
The coefficient of concentration of the employed population	$EP = \frac{E}{AE}$ E - employed population of working age, AE - number of active enterprises,	0,33	0,57	0,53

Source: developed by the author based on the results of statistical analysis [Official web-site Ministry of Economy of Ukraine, National Bank of Ukraine, European Business Association]

In the structure of factors influencing the shadowing of the economy, factors with a correlation dependence of more than 50%, i.e., a high correlation, indicating a significant influence on shadowing processes, were identified.

The developed set allows modeling the processes of detinization of the economy by projecting factors. The trend line developed based on the results of the analysis determines the standard errors of the deviations. Graphically, the model is presented in Figure 2.

Figure 2. Model of management of economic detinization indicators



Source: developed by the author based on the calculation of the correlation coefficient and the selection of evaluation indicators

Based on the development of a set of indicators of influence on detinization processes and determination of the relevance of automation of business processes as an element of ensuring transparency and impartiality, the article offers proposals for automation of economic systems management processes aimed at detinization of the economy.

Discussion

As a result of the conducted research the analysis of factors influencing the processes of detinization of the economy and the analysis of national statistics of the results of financial and economic activity, a set of factors influencing detinization, consisting of the following groups of indicators, was selected and mathematically substantiated:

- Protection of property rights,
- Entrepreneurial activity,
- Reducing the level of corruption,
- Digitization,
- Profitability.

Mathematical modeling by determining the parameters for the evaluation of the above groups of factors, calculation of the correlation coefficient of the indicators made it possible to identify a set of influencing factors as the cause-and-effect relationships of the model. The projection of mathematical calculations determined the limitations in the parameters of the model.

Mathematical calculations and the analysis of theoretical and methodological approaches to the formation of detinization processes made it possible to highlight the following recommendations for ensuring the detinization of the economy:

- formation of an effective system of regulatory and legal protection of property rights, primarily intellectual,
- creation of a system of automated monitoring of intellectual property rights compliance,
- formation of technical and technological measures aimed at protecting intellectual property rights and property rights,
- deregulation of economic systems by introducing into the system the state regulatory policy of the public sector and public institutions with profile specificity for assessment,
- digitization of processes for issuing permit documents in order to minimize the level of corruption,
- transferring all payments into a digital format in order to ensure financial control,
- automation of digital financial control processes,

- increasing the liquidity of enterprises through the development of a sustainable business development policy,
- determination of opportunities to increase the profitability of enterprises through the rationalization of regulatory policy,
- increasing the level of investment attractiveness by guaranteeing investments, investment transparency, the minimum tax rate, minimal bureaucratic processes for controlling investment processes, digitalization and the transition to digital currency markets.

The practical implementation of the proposed measures lies within the sphere of responsibility of public administration bodies and interaction within the framework of public and private partnership.

The question of supplementing factors influencing the processes of detinization is debatable, the development of which may become the tasks of further scientific research.

Conclusions

As a result of the conducted research, it was determined that the shadow economy exerts a significant negative influence on the processes of economic development. Economically developed countries have the world's lowest indicators of the shadow economy in the structure of the country's GDP, the poorest countries, respectively, have the highest indicators of shadow economy (up to 45%). Therefore, there is a direct dependence of the formation of prerequisites for the development of the shadow economy and the economic development of the country. It was determined that the factors influencing the shadowing of the economy are both external in nature (instability, social development transformations, pandemics, military conflicts), and internal levels of digitization, liquidity, and economic activity. The article develops a model of cause-and-effect relationships of the processes of detinization, which has an innovative character. Based on the conducted research, practical recommendations were developed regarding the detinization of the economy, which are related to the implementation of management mechanisms aimed at increasing the transparency and openness of regulatory systems, reporting systems, management and licensing systems and creating opportunities for the development of investment and entrepreneurial activity. The growth of consumer activity because of investment and innovation processes is the basis of the formation of economic prerequisites for the reduction of shadow activity, and the development of digital regulatory processes and the simplification of regulatory procedures determine the mechanisms of public management of processes of detinization of the economy at the global and national levels of economic systems.

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Digital services development in Ukraine

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Abstract

Digital technologies, electronic communications, and digital services are currently being intensively developed in all spheres of Ukrainian society. Digitalization of public services at the state level helps to meet the expectations and needs of citizens in real time and contributes to improving the quality and sustainability of the services provided. At the same time, despite the progress made in the digitalization of public services, the proper functioning of the digital state is being hampered by a significant number of citizens who, for objective or subjective reasons, cannot use digital services. In other words, there is a digital divide, which determines the strengthening of the inclusiveness of the provision of digital services based on the principles of non-discrimination, taking into account the diversity of people, effective involvement and inclusion of all its participants in the digital process to improve the quality of life and well-being.

Keywords: digital services, digitalization of public services, inclusiveness of the provision of digital services

Introduction

The development of digital services is one of the key trends of the modern economy and society. Digital technologies and the Internet enable fast and efficient communication, data collection and processing, operations and transactions. The development of digital services can become a catalyst for economic growth and improving people's quality of life. It allows you to create new business models that can compete effectively on the international market. In addition, digital services provide faster and more affordable access to various types of services for the population and businesses.

The development of digital services has many directions, including e-government, e-commerce, e-payments, cloud technologies, artificial intelligence, the Internet of Things and others. It is important to provide infrastructure for the development of digital services, including access to fast and reliable Internet, development of standards and regulatory framework, development of personnel potential, etc.

In most countries of the world, including Ukraine, the government and business are actively working to create favorable conditions for the development of the digital economy. In this process, it is important to ensure cooperation between different sectors of the economy to ensure effective and sustainable development of digital services.

Literature review

Digital services are services provided electronically through Internet networks and other digital technologies (Rha & Lee, 2022). These can be various online services provided on the Internet, such as e-mail, cloud storage, social networks, online shopping, online banking, online courses, online video conferencing platforms and others (Nadav et. al.,2021).

Digital services can be developed and provided by companies, government agencies, public organizations or individuals who provide certain services or products on the Internet (Savin, 2021). These services can help improve efficiency, convenience and accessibility for users around the world, as well as improve productivity and competitiveness in various business and public sectors (Fischer et. al. 2020).

The development of digital services is one of the priority directions of Ukraine's development. The government and business are actively working to create favourable conditions for the development of the digital economy in the country.

It is necessary to pay tribute and show our respect to many scientists who have devoted their research to various aspects of the development of the digital state. Among them, the works of Raki et. al. (2022), Blinova (2021), Volberda et. al. (2021), Hariguna et. al. (2020), Tronvol et. al. (2020), Chukut, and Tsipsiura (2019), Kravchenko and Troshchynsky (2018), Castells (2006) and others.

The relevance of the development of the digital state indicates the need to continue research in this area.

Methods

The research methodology is based on philosophical principles. First of all, understanding the development of society through digital technological processes, which are adopted by the government in establishing effective communication processes between various branches of government and establishing a dialogue between the government and individual citizens regarding the receipt of state-guaranteed services.

The research uses an analysis and synthesis approach by tracing the relationships between the concept of digital government and the results of its implementation. Empirical scientific concepts of the modern digitalization process were applied, which allowed to use synthetic judgments in tracking the mechanism of further development of digitalization in Ukraine. The results of various studies on the perception of this policy by the population in Ukraine were used, and on the basis of this, the main problems of the further development of digital services in Ukraine were identified.

Results and Discussion

Digitalization of public services at the state level helps to meet the expectations and needs of citizens in real time and contributes to improving the quality and sustainability of the services provided.

During the last decade, a certain system of basic legislation has been formed in Ukraine, which ensures the digitalization process:

- Laws of Ukraine: «On Amendments to Certain Laws of Ukraine on the Functioning of Integrated Information Systems in the Field of Education», «On electronic documents and electronic documents circulation», «On electronic digital signature», «On administrative services», «On electronic trust services», «On basic principles of ensuring cyber security of Ukraine»;

- orders of the Cabinet of Ministers of Ukraine: «On Approval of the Concept for the Development of Electronic Democracy in Ukraine and the Action Plan for its Implementation», «Some issues of reforming the state administration of Ukraine», «On approval of the Concept of the development of the system of electronic services in Ukraine», «On the approval of the Concept of the development of e-government in Ukraine», «On the approval of the plan of measures for the implementation of the Concept of the development of the system of electronic services in Ukraine for 2017-2018», «On the approval of the Concept for the Development of the Digital Economy

and Society of Ukraine for 2018-2020 and the Approval of the Action Plan for its Implementation»;

- resolutions of the Cabinet of Ministers of Ukraine: «On approval of the National Economic Strategy for the period up to 2030», «On approval of the Regulation on data sets subject to publication in the form of open data», «Some issues of electronic interaction of state electronic information resources», «Some issues of documenting management activities», «Some issues of digital development», where «Principles of implementation by executive authorities of the principles of the state policy of digital development» were approved.

In 2019, the new government proposed the concept of «government in a smartphone», which provides the possibility of receiving up to 100% of government services online, and for this the user only needs a digital signature. The Ministry of Digital Transformation of Ukraine (Ministry of Digitalization) has been created under this project. The regulation on the activities of the Ministry stipulates that the Ministry of Digitalization provides (Ministry of Digital Information, 2023):

- formation and implementation of state policy in the field of digitalization, digital economy, digital innovations, e-government and e-democracy, development of the information society;

- formation and implementation of state policy in the field of development of digital skills and digital rights of citizens;

- formation and implementation of state policy in the field of open data, development of national electronic information resources and interoperability, development of the infrastructure of broadband access to the Internet and telecommunications, electronic commerce and business;

- formation and implementation of state policy in the field of providing electronic, administrative services and electronic trust services;

- formation and implementation of state policy in the field of IT industry development.

Considering this, one of the main goals of the Ministry of Digital Transformation of Ukraine is to digitize all public services within three years. The challenge is to make e-services more efficient, inclusive, flexible, and accountable. It is also important to show the visionary and leadership necessary to forecast and develop those services that will become relevant in the future, namely, to create new products for the benefit and comfort of citizens.

The result of the activity of the Ministry of Digitalization is the project of digitalization and informatization of administrative services – creation of the single portal for the provision of public services online – «Diia» (<https://diia.gov.ua/>).

«Diia» (short for «The State and I») is a mobile application, web portal and brand of the digital state in Ukraine, developed by the Ministry of Digital Transformation of Ukraine. «Diia» was first presented in 2019 and officially launched in 2020. The peculiarity of this service is that it allows getting government services free of charge, quickly, simply and conveniently.

The application allows citizens to store Ukrainian and foreign passports, driver's license and other documents in their smartphones, as well as transfer their copies when receiving banking or postal services, checking into a hotel, and in other life situations. Administrative services, which are provided for citizens and businesses in many areas through the single portal for the provision of public services online - «Diia», include:

- family («e-Baby» is a complex service that includes up to 10 state services related to the birth of a child, with only one application (register the birth of a child, his/her place of residence, issue financial assistance, etc.));
- pensions («e-Pension» is a project of electronic interaction with state registers for the appointment, calculation of pensions, supplements, compensations), benefits and assistance;
- e-work; health;
- references and extracts; licenses and permits;
- security and law and order; transport; land, construction, real estate;
- environment; documents and citizenship; entrepreneurship.

In «Diia», citizens can register a business online, pay taxes and submit declarations, sign any documents, change the place of registration, etc. In addition, many public services are provided through the Centers for the provision of administrative services (<https://www.cnaprv.gov.ua/>).

By 2024, it is planned to transfer 100% of public services to Diya (Ministry of Digital Information, 2023). 72 services are already available on the portal, and 9 services and 15 digital documents are available in the application (Government services online, 2023).

In 2021, the Ministry of Digital Transformation of Ukraine presented more than 10 new services within the «Diiia» application. Among them are a change of place of registration, payment of taxes, replacement of a driver's license, business registration, digital signature and electronic petitions. In 2022, new electronic government services appeared online in «Diiia», including «e-Help», where citizen can apply for receiving additional financial assistance from international organizations, and «Adoption».

Ukraine, like the leading countries of the world, has created electronic public services related to the pandemic on its national portal: in the «Diiia» application, a Ukrainian and international COVID vaccination certificate with a QR code for an adult and a child can be generated. The certificate is created after the first dose, if the correct data is entered in the register. A certificate of recovery from COVID-19 and a COVID-certificate of a negative PCR test can be obtained as well. These digital state tools have proven to be vital for citizens and the country as a whole.

In 2022, new electronic government services appeared online in "Action", including "e-help", where you can apply for additional financial assistance from international organizations, and "Adoption".

The electronic service for adoption of children by the citizens of Ukraine has created an opportunity to submit an online application for consultation and application for adoption.

The consultation, which can be conducted online or offline, will allow a potential adopter (one person or family) to assess their readiness to adopt a child, understand the details of the procedure, and choose a form of family upbringing (tutelage, guardianship, foster family or a family-type orphanage).

An adoption application, whether online or offline, gives the right to register as an adoption candidate and learn about next steps, required documents, common questions, etc. Submitting an application takes up to 5 minutes, the application is processed within 15 days, all services are provided free of charge.

The innovative electronic service allows citizens immediately receive answers to the most typical questions that arise on the issue of adoption. The answers are presented in the corresponding tab. They include, in particular, the following: what are the forms of family upbringing? Is separation of brothers and sisters allowed during their placement in family forms of upbringing? Is the child's consent required for placement in a family? How long do children stay in the families of citizens? Who supervises children, arranged for family forms of upbringing?

The user-friendly interface makes it possible to view current laws and other legal acts related to adoption.

If a person has made a final decision to adopt, he/she can register as a candidate. Submission of the application takes place within 30 minutes, application processing - within 5 working days. This procedure is also free of charge. It clearly spells out how a potential adopter can get the service online or offline, presents typical questions with answers, and laws and regulations related to adoption. Further actions of the adopter are determined in one click.

Such a digital innovation in the provision of public services online in «Diia» not only speeds up and formalizes the process from the moment of adoption decision to the final processing of documents, but also creates an electronic register of potential adopters.

It is safe to say that the digitalization of the adoption process makes it as simple, convenient, and fast as possible for future parents.

The electronic service «e-Help» through the portal for the provision of public services online «Diia» allows to apply for additional financial aid from international organizations. Ukrainians, who are in the territories where active hostilities are taking place, as well as internally displaced persons, will be able to receive such financial aid.

As in the previous electronic service, the requirements for potential aid recipients are clearly stated there and the necessary documents are listed, including a passport of a citizen of Ukraine, an ID card, a permanent or temporary residence permit, a child's birth certificate; addresses of registered and actual residence; telephone number; IBAN (required for payment of the aid to the account), etc.

Applicants must fill out an online application form, indicating their social status and other required information. After one or the other international organization decides to provide aid to a certain category of applicants, lists of applicants for the aid will be transferred through the «Diia» portal. Next, the international organization will process applications in accordance with its internal regulations and make payments. The status of application can be checked on the platform's website. Aid recipient can find out about the receiving of the payment by checking the account, IBAN of which was specified in the application.

The following functions have recently been made available in the Diia application:

- a statement of residence can be generated through the Diia application, and to change the place of residence of internally displaced persons, they need to physically be at the place of temporary residence to confirm their geolocation;
- e-Document will work without the Internet, and Diia will work with minimal mobile connection.
- e-Diplomas and school certificates will be available. The Cabinet of Ministers of Ukraine has adopted the relevant resolution, and the team of the Ministry of Digital Transformation is already working on this experimental service.

The Ministry of Digitalization plans further digitalization of the state services through the «Diia» service, in particular, to develop accessible voting via the Internet both in Ukraine and abroad, and automated vote counting («e-Election»), as well as to create a «Developer's Cabinet», where information about the start of preparatory and construction works, making changes to the notification about their start, putting the facility into operation, etc will be automatically provided to the developer.

In addition, 289 public services can be obtained through Administrative Service Centers (2023). Online administrative services include services introduced by:

- Ministry of Justice of Ukraine (registration of a legal entity or individual entrepreneur, state register of real rights to immovable property, state register of civil status acts, unified register of enterprises subject to bankruptcy proceedings, electronic reporting system of insolvency officers, electronic court);
- The State Migration Service of Ukraine (checking the status of a passport for travelling abroad);
- The State Service of Ukraine for Geodesy, Cartography, and Cadastre (ordering an extract from the State Land Cadastre on a land plot, ordering an extract from technical documentation on the normative monetary valuation of a land plot);
- State Inspection of Architecture and Urban Development of Ukraine (online services in the field of construction and architecture);
- e-Declaration (declaration of economic activity during martial law).

We can say with confidence that digitalization is simplifying the lives of millions of people. To communicate with the state, you only need a smartphone or a laptop. This means no queues and no bureaucracy.

According to a nationwide survey conducted by the Kyiv International Institute of Sociology, «Opinions and Views of the Ukrainian Population on State Electronic Services», every second Ukrainian now uses Diia. In 2022, the number of respondents using the Diia app and portal increased to 52%, meaning that 6 million users joined. In 2021, the number of such people was 30%, in 2020 - 13%. The app is already used by 18.5 million users and the portal is used by 22 million. Thus, we can record a steady increase in the popularity of e-services among Ukrainian (UNDP, 2022).

Thus, the portal for the provision of public services online «Diia» has important advantages for consumers of this model of performing administrative activities (Kravchenko and Petkun, 2020):

- transformation of all public services into convenient online services,
- citizens have equal rights to access public services, information and knowledge provided on the basis of digital technologies,
- the level of trust of citizens in state authorities that provide high-quality digital services is increasing,
- citizens do not waste time in state authorities, but receive the necessary service at any time with the help of their gadgets,
- availability of automated personalized state services to every person 24/7 at any place,
- the speed and quality of the provision of public services,
- the transfer of public services to an electronic format contributes to the rationalization of the public servants' activities, the «paperwork» associated with the collection of information, requests to other institutions, etc., disappears,
- automation of the provision of public services significantly increases productivity, which makes it possible to free up resources for other priority tasks,
- significant reduction of time and costs compared to the traditional method of interaction in public administration,
- the workload on employees, who consulted citizens in the offices, is reduced,
- an opportunity to obtain the necessary state services without a corruption component due to the automation of processes.

Therefore, the single portal for the provision of public services online «Diia» has a positive effect on the effectiveness and efficiency, quality, and cost of public and personal activities.

At the same time, despite the progress made in the digitalization of public services, the proper functioning of the digital state is being hampered by a significant number of citizens who, for objective or subjective reasons, cannot use digital services. In other words, there is digital inequality.

Digital inequality (or the digital gap) is an inequality in access to opportunities in the economic, social, cultural, and educational spheres that exist or are exacerbated by incomplete, uneven, or insufficient access to computers, telecommunications, and digital technologies (Decree of the Cabinet of Ministers of Ukraine 2018).

The most vulnerable are people with disabilities, the elderly, low-income citizens, children, and people from different groups who need to meet their individual needs and interests, i.e. those categories of people who have certain social or other barriers to accessing and using electronic services.

The survey has found that among socially vulnerable groups the most likely to use the Internet are respondents who are veterans, internally displaced persons, and those raising children alone (81% of regular users and only 6-7% who do not use it at all). Parents of children with disabilities use the Internet somewhat less (75% of regular users and 13% who do not use it at all). Among respondents with disabilities, 50% use the Internet every day, and 31% do not use it at all. Elderly people are the least likely to use the Internet: 32% do it every day, while 48% do not use it at all. Among those aged 70 and older, 22% use the Internet every day and 59% say they do not use it (UNDP, 2022).

The main reasons for not using state e-services include lack of need (reported by 71% of respondents); lack of necessary skills (47%); and lack of an internet-connected device (32%). At the same time, 43% of respondents who reported a lack of skills do not want to develop them at all, 30% say they would like to develop them with the help of children/grandchildren, and 11% - with the help of short videos with instructions (UNDP, 2022).

Conclusions

Thanks to the intensive government policy, Ukraine is steadily following the course of digitalization despite the threatening challenges in the international situation. The

government is actively working to create favorable conditions for the development of the digital economy in the country.

One of the most effective initiatives in the field of digital services is the "Action. Digital State" program. This program directed the development of e-government. It intensified the implementation of electronic services for the population and business, significantly improved the infrastructure of electronic services, etc. As part of the "Action. Digital State" program, a system of electronic document circulation between authorities, public organizations and authorities has been implemented in Ukraine, a central database of public services is being created, a mobile application is being developed for access to public electronic services, etc.

However, despite the intensive development in Ukraine, the problem of digitization remains, which scientists define as digital inequality. By nature, digital inequality is a consequence of non-acceptance of government initiatives to introduce digital services. Certain categories of the population are not interested in such introductions and are ineffective. Thus, they form a hidden challenge to political initiatives against the background of not solving a large number of ordinary social problems and guarantees provided for by the Constitution of Ukraine.

Regarding the further development of digital services in Ukraine, it is necessary to solve the primary problems:

- Lack of effective legislation on digital services. Ukraine lacks a legislative framework for the development of digital services, which delays the development of the industry and hinders the attraction of investments.
- Lack of a state strategy for the development of digital services. The Government of Ukraine should develop a clear strategy for the development of digital services, which would include various sectors of the economy and promote their development.
- Lack of national digital infrastructures. Ukraine should develop its own digital infrastructures, such as data processing centres, which will ensure reliable and fast data transmission.

At the same time, there are digital inequalities among different categories of citizens and socio-demographic groups at the level of use and at the level of skills, which leads to increased inclusiveness of digital services based on the principles of non-discrimination, consideration of human diversity, effective engagement and inclusion of all participants in the digital process to improve the quality of life and well-being.

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