

SUMMARY

Topic: «Interaction of the state and national media during the information-psychological conflicts»

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Keywords: journalism, information-psychological conflict, the information security doctrine, freedom of speech, the Ukrainian crisis, the role of the mass-media in crisis management, the chaos theory, information threats, Russian national idea, the color revolutions.

Topicality: This paper offers an insightful complex analysis of the possibilities of practical use of stabilizing and destabilizing information and psychological impact on society for creation or prevention of the conflict like color revolutions. The authors studied the psychological impact of information generated by the QMS within the information policies of different countries. And also analyzes the link between the political interests of states and the media, providing modern technologies of information and psychological warfare.

This study identifies key processes and patterns, which are created and held the color revolutions. Prevention and detection of these processes at an early stage to avoid the destabilization and destruction of social and political systems.

Objective of the work: the definition of the specificity of interaction between state and national (state) media during the acute and latent (preparatory) periods of information and psychological conflicts.

The objective of the paper defines **the goals of research:**

- describe the medium (information space of social systems), in which the state information policy; to show the place and role of media as generating units information;
- consider the system of information confrontation between the United States (technology destabilization) and Russia (model information management principles and conflict stabilization);
- analyze information policies in the context of geopolitical strategy and the global economy;
- analyze the interests of the "foreign players" - the U.S., EU and Russia, as well as the dependence of the media information policy on the political will of the state they represent.

Theoretical and practical significance: Theoretical and practical significance: the theoretical and practical significance of the research problem due to the importance that today have a relationship between the state and the media in the resolution and prevention of modern domestic and international conflicts of information and psychological orientation.

New quality, which acquired the media during an unfinished Ukrainian conflict is their ability to not only oppose, but also to assume a greater share of conflict management, which enables the system to change the properties of the war, translating it into a stage of social and political settlement without the use of force.

The study examined the dependence of the transformation of the information field of the global geo-strategic interests and economic priorities, defined spheres of influence of various international information systems geographic information boundaries that do not coincide with the traditional geospatial countries considered.

Results and recommendations: this study will explore how the state interacts with the national (state) media, can transform through information policy information field, influencing the political, social, cultural,

historical, geo-strategic, power, legal and personal components of the information society. The study may be recommended to use in the practice of journalism is not an outdated theory countering threats to information and improved, proactive information technology tools for managing conflicts of QMS by direct interaction with the state.