

INFORMATION WAR IN MODERN CONDITIONS PART 1

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ABSTRACT: The article deals with direct and reverse optimization of the distribution of information space between countries and states. An algorithm for information warfare of the first and second generation has been developed. The analysis of the confrontation between Russia and Ukraine and the impact of the media model on society have been shown. The concept of the strategy of the information war of the first and second generation has been introduced and it has been proved that a new era of transition from the strategy of nuclear restraint to high-precision counter-force information weapons, the main task of which is mass manipulation, has begun.

KEYWORDS: *information warfare, information confrontation, disinformation, psychological impact, information attack*

Introduction

At all stages of the historical development of human civilization, information has been both the most important object and a means of struggle between peoples, nations, states, military-political blocs and alliances. Some facts of informational influence on a wide audience can be found throughout human history. It is clear that in different periods the intensity of the application of certain methods of influence, as well as the perfection of its organization, differed greatly.

As a result, information and information technology in general have become extremely important for national security and particularly for military security. A number of countries, most notably Russia, have been intensifying the study and resolution of information and information warfare since the 1990s. Thus, the information war has turned from a futurological ghost into a real military discipline, which is being under development and study [1,2,3].

Thus, the geopolitical authority of the state in the international arena and its ability to influence world events today depends not only on economic and military power. Informational factors rather than the power ones are becoming increasingly important, i.e. the ability to effectively influence the intellectual potential of other countries, to disseminate and implement in the public consciousness the relevant spiritual and ideological values, to transform and undermine the traditional foundations of nations and peoples. A new stage is coming in military affairs, which is the transition from a strategy of nuclear deterrence to high-precision counter-force information weapons [4,5].

The role of information struggle is constantly growing in the system of national security of the states. The leading countries of the world, first of all Russia, the USA, France, Germany, Great Britain, Japan, that possess powerful information potential, are constantly increasing it on a scientific basis and at high culture of management.

In these and other countries, the scientific basis for the creation and application of means of information confrontation is the achievement of two main branches of science: cybernetics and computer science, which have been able to integrate many provisions of not only natural but also humanities.

Information is a terrible thing. Now it is indeed the fourth element of state power, which very often comes to the fore in the 21st century. It is enough to take a look at the influence of information on the electorate of such countries as France, Germany, and the United States. And

Russia uses it very well: it creates an artificial world, and if the real world brings it up all the time, it's very soon that the real world begins to believe in the unreal one.

Therefore, information confrontation is the rivalry of social systems (nations, blocs of countries) in the information sphere over the impact on certain areas of social relations and the establishment of control over the sources of strategic resources, as a result of which one group of rivals gets the benefits they need for further development.

According to the intensity, scale and means used, the following stages of information confrontation are distinguished: information expansion, information aggression and information war [6,7].

Information expansion i.e. the activities to achieve national interests by the method of conflict-free penetration into the information sphere in order to:

- carry out gradual and planned change in the system of social relations on the model of the source of expansion invisible to the society;
- displace the provisions of national ideology and national value system and replace them with their own values and ideological attitudes;
- increase the degree of its influence and presence, establish the control over strategic resources, information and telecommunication structure and national mass media (mass media);
- increase the presence of their own media in the information sphere of the object (system), penetration, etc.

Information aggression can be defined as illegal actions of one of the parties in the information sphere, aimed at inflicting specific, tangible damage to the enemy in certain areas of its activities through limited and local use of force.

Information warfare is the highest degree of information confrontation aimed at resolving socio-political, ideological, as well as national, territorial and other conflicts between states, peoples, nations, classes and social groups through the large-scale implementation of means and methods of information violence. (information weapons) [4,5].

Information aggression in the information sphere is assumed to escalate into war if one of the parties to the conflict begins to use information weapons widely against its opponents. This criterion makes it possible to distinguish from all the variety of processes and phenomena occurring in the information society those that pose a danger to its normal (peaceful) development.

In addition, it should be noted that currently there are no international and national legal norms that allow in peacetime (in the absence of an official declaration of war by the aggressor) to legally qualify hostile actions of a foreign state in the information sphere, accompanied by damage to information or other security such, as actions of information aggression or information war of material, moral, other damage. This allows to actively use the most dangerous and aggressive arsenal of forces and means of information warfare as the main means of achieving a political goal in peacetime.

Main part

Information War is the use and management of information in order to gain a competitive advantage over the enemy.

Information warfare may include [8]:

- collection of tactical information;
- ensuring the security of own information resources;
- spreading propaganda or misinformation to demoralize the enemy's army and population;
- undermining the quality of enemy information and preventing the possibility of gathering information by the enemy

Information warfare is often waged in conjunction with cyber and psychological wars in order to broader coverage of targets, involving electronic warfare and network technologies [8,9].

There are first and second generation strategic information wars. First-generation strategic information warfare includes the basic methods of information warfare that are currently being implemented at the state and military levels and which are not intended to be abandoned in the foreseeable future. The forms of information warfare of the first generation include [1,8,9]:

- fire suppression (in wartime) of infrastructure elements of state and military administration;
- conducting electronic warfare;
- obtaining intelligence information by intercepting and decrypting information flows;
- unauthorized access to information resources, followed by their falsification or theft;
- mass presentation in the information channels of the enemy or global networks of information to influence decision-makers;
- obtaining information from the interception of open sources.

At the same time, the concept of second-generation strategic information warfare was introduced. The development and conduct of the second generation of strategic information warfare, its coordinated information operations in the long run may lead to the complete abandonment of the use of military force.

The second generation information war involves the following [1,8,9]:

- creating an atmosphere of spirituality and immorality, a negative attitude towards the cultural heritage of the enemy;
- manipulation of the public consciousness of social groups of the population in order to create political tension and chaos;
- destabilization of political relations between parties, associations and movements in order to provoke conflicts, incite distrust, suspicion, intensify political struggle. Provoking repression against organizations and even civil war;
- reduction of the level of information support of authorities and management, inspiration of erroneous management decisions;
- misinformation about the work of state bodies, undermining their authority, discrediting government agencies;
- undermining the international prestige of the state, its cooperation with other countries;
- damage to vital interests of the state in political, economic, defence and other spheres.

The purpose of information warfare is to weaken the moral and material forces of the adversary or competitor and to strengthen one's own. It provides for measures to promote human consciousness in the ideological and emotional spheres. It is obvious that the information war is an integral part of the ideological struggle. It does not lead directly to bloodshed, destruction, no casualties, no one is deprived of food, no roof over their heads. In addition, it does not create dangerous security in relation to them. Meanwhile, the destruction caused by information wars in social psychology, the psychology of the individual, in scale and significance are quite commensurate, and sometimes exceed the consequences of armed wars.

The main task of information wars is to manipulate the masses. That is, the purpose of such manipulation lies often in the following [9]:

- introduction of hostile, harmful ideas and views into the public and individual consciousness;
- disorientation and misinformation of the masses;
- weakening of certain beliefs and foundations;
- intimidation of his people in the image of the enemy;
- intimidate the enemy with his power.

Finally, the last but no less important task: to provide a market for their economy. In this case, information warfare is part of the competition.

A successful information campaign conducted at the operational level will support strategic goals, influencing the enemy's ability to make decisions quickly and effectively. In other words,

the purpose of information attacks at the operational level is to create such obstacles to the enemy's decision-making process that the enemy cannot act or wage war in a coordinated and effective manner. In information warfare, the goal is to harmonize actions at the operational level with actions at the strategic level, so that united, they force the enemy to make decisions that would lead to action that help the subject to achieve its own goals and prevent the enemy from achieving their own.

As for the goals of attacks in the information war, the more dependent the enemy is on information systems in decision-making, the more vulnerable he is to hostile manipulation of these systems. Software viruses only affect systems that have programs.

The more modern society is, the more it relies on information and its means of delivery. This also includes the Internet - but this is only the tip of the iceberg. Every developed country has telephone, banking and many other computer-controlled networks, so they have their own weaknesses.

Information warfare is no longer a vague branch of futurology, but a real scientific discipline that is being studied and developed. In the broadest sense, information warfare includes propaganda.

Thus, the general purpose of information warfare is to disrupt the exchange of information in the camp of the enemy (competitor). It is easy to understand that this type of weapon is usually not aimed at the loss of manpower. In this sense, the technology curve has finally led to a bloodless and at the same time extremely effective weapon. It destroys not the population, but the state mechanism.

The information and computer revolution has opened wide opportunities for influencing peoples and power, manipulating the consciousness and behavior of people, even in remote areas. Taking into account the process of globalization of telecommunication networks taking place in the world, it is possible to assume that information types of aggression will be given priority in the future. Serious attention of experts of various profiles to this question is required to avoid the most negative consequences of this guilt for all mankind [10,11].

In the context of the ongoing confrontation between Russia and Ukraine, the information war is rapidly gaining momentum. Since the media today is the main source of informing society and the accumulation of all political processes, it is possible to influence and even form a new public opinion due to the media that.

In a time of rapid scientific and technological process and globalization of society, the media have become an integral part of modern life, they are able to reform the perception of reality. Today, the Russian media are creating negative stereotypes about Ukraine. After analyzing the materials of the leading Russian media (RTR, ORT, NTV channels) for the period 2013-2017 [12], we can identify a number of stereotypes that have formed in the Russians about Ukraine:

1. Ukraine is a part of Russia and it cannot exist without it. Thus, Ukrainians are a regional group of Russians who have their own dialect and certain territorial features.

2. The Ukrainian language does not exist. Many Russians believe that the Ukrainian language is a dialect formed from Russian. Namely, the design of the independent Ukrainian language was inspired by the Poles or the Austro-Hungarian authorities.

3. Western Ukraine is the center of the "Banderites", and Lviv is their capital. For the Russians, the Banderas are especially cruel people to be feared because they are murderers. However, no one can give a more specific definition of them.

4. Maidan - a manifestation of aggression against Russia. Many Russian media outlets reported that Bandera members and representatives of the Right Sector were standing for money in Kyiv and on the Maidan. Their goal is to kill as many Russians as possible, and they are also preparing an uprising against the fraternal people.

5. Ethnic Russians are under threat in Ukraine. That is why they are asking Russia to stand up for them, intervene and show Ukraine who is the "master".

6. Crimea is Russia, according to Russian media and politicians. It should be borne in mind that Crimea became part of Russia only in the XVIII century. In the XIX century for this territory with Russia fought the troops of the Ottoman Empire, Britain, France and the Kingdom of Sardinia. Despite the fact that Russia lost this war, Crimea remained part of it. Crimea became a part of Ukraine in 1954 in an abandoned state. And only with Ukraine he was reborn.

7. Ukrainian culture does not exist, say Russians. Many Russians believe that there is nothing cultural in Ukraine other than embroideries, folk songs and a few writers. And Ukraine owes all other cultural heritage to the Soviet Union.

8. Ukraine is suffering from the crisis, so hundreds of thousands of Ukrainians are seeking asylum in Russia. Propagandists are actively spreading information about the high quality of life in Russia. An example of this is the broadcast of the May Day parades in annexed Crimea and captured Donetsk. The media reported that Crimea had fallen into safe hands and had been abandoned.

9. The Ukrainian army is killing civilians in eastern Ukraine. Thus, this stereotype casts a shadow on Ukraine not only in the eyes of Russians, but also in the East. Russian TV channels falsify the "picture" on the screen. To show what is good for them. This fact is one of the reasons for the continuing conflict, which kills Ukrainian troops and civilians in the East every day. After all, people are disoriented, they can't figure out who is a friend and who is an enemy. Thus, today we see numerous support from the Russian army by the people of eastern Ukraine. And many Russians, even those who have never been to Ukraine, have formed a hostile attitude towards their fraternal people. Most of them, and especially young people, are ready to fight the mythical "Bandera", encroaching on the territorial integrity of Ukraine.

In addition, rumours are circulating that mass attacks by the Ukrainian army on churches and synagogues are taking place in southern and eastern Ukraine.

Not only ordinary people are exposed to this propaganda, but also many who create and influence public opinion: journalists, pop and cinema stars, athletes, businessmen, officials and others.

Until recently, it was not entirely clear what Russian propaganda was. Now the picture is clear, it is a multifunctional tool with a very high level of expertise, which involves not only experts in Europe, the US and Russia, but also large groups of experts, providing an accurate analysis of current situations and respond very quickly. Moreover, this analysis is psychological, political and military [12].

In addition, the Western media and institutions are also influenced. In fact, journalists and European politicians are being bribed in the tens of millions of dollars. And this is without taking into account the projects converted into propaganda tools - television, radio, newspapers, Internet - publications, as well as (as stated in the resolution of the European Parliament) a large number of institutions operating in the United States, Europe, Israel and elsewhere. In addition, an individual agreement with lobbyists. In a general sense, a propaganda campaign is a very expensive project.

Very often comparisons are made between the propaganda campaigns of Nazi Germany and modern Russia. These are not comparable things. Now a qualitatively different toolkit is used and, accordingly, a different level of influence is achieved.

Over the last 70 years, science has made great strides in developing mechanisms for influencing mass consciousness (neurolinguistic programming technologies). All this is now used for propaganda purposes. One of the Russian experts involved in the propaganda process stated: "The level of our developments is such that if we could talk about them openly, we would probably qualify for the Nobel Prize." And we see the result of 100 million completely intoxicated Russian citizens and at least half of Russian-speaking US citizens, as well as people in Germany, Israel and other countries - all affected by this [13,14, 15].

Propaganda campaigns used to be viewed as an ideological tool for carrying out their concepts. First, the propaganda campaigns of modern Russia were considered in this way as promoting the idea of a "Russian world." The new quality is that it is not only the promotion of ideology, but it is a tool of warfare [12, 16].

Russian propaganda aims to strengthen its moral and material position by humiliating Ukrainians and Ukraine. Therefore, the situation is not in Ukraine's favor. After all, the Russians are covering the events in Ukraine in their favor in order to win over as many supporters of the so-called "DPR" and "LPR" as possible, and this is a way to divide the country and threaten our image in the eyes of the democratic world. Russians skillfully manipulate the Ukrainian media audience and disorient society. Today, Russian journalists cover information about Ukraine in a way that benefits the Kremlin. They ignore the principles and ethical principles of journalism, as they use methods of misinformation [14, 17].

Since today the attention of the whole world community is focused on the events unfolding in eastern Ukraine, it is now quite obvious that Ukraine is seen by the Russian command as a testing ground for improving tactical concepts, testing new equipment and ammunition and information and psychological influence. Politically, the importance of what is happening in Ukraine is difficult to underestimate: it was Russia's successful tactics of warfare, some of the Donetsk and Luhansk regions, were not only completely occupied, but also acted upon to build plans for the forced return to Russian policy. In scientific terms, many scholars continue to emphasize that the Ukrainian-Russian armed conflict is developing quite differently from its predecessors, and if we analyse it purely militarily, many actions of the Russian command are not just incomprehensible, but sometimes seem illogical. Primitive, such that do not take into account local specifics.

For outside observers watching the conflict on television, the aggressor and local separatists have suggested that the Russians were either embroiled in the conflict with no clear plans to suppress Ukraine's defence or faced unexpectedly strong resistance they were not ready for. As for the relatively weak initial readiness of the Russian army to conduct hostilities in Ukraine, from our point of view, this is, of course, not the case. If Russian troops had begun to conquer Ukraine without a well-thought-out plan, they would hardly have been able to gain a foothold in such a large area with such minimal losses and in such a short time. This allows us to conclude that none of the actions of the Russian command was accidental - just in front of outside observers played a well-directed spectacle, designed to keep the audience in constant tension, controlling its emotions in the interests of its own public policy. Such a scenario, in fact, is a kind of technology of information warfare or information-psychological influence on consciousness, in which they work with reality as they do with the plot of a journalistic report. In this case, the actual hostilities will become one of the scenes provided for in the script, and lose their key, independent role. Watching from TV screens the "strange" war in Ukraine, the world saw the emergence of a new generation of wars - information, in which the actual fighting plays a subordinate service role. The plan of the armed campaign is based on the rules and in accordance with the scenario of PR influence on its own citizens, on the citizens of political allies and opponents and on the international community as a whole.

Thus, we can rightly say that the modern armed conflict is developing in the genre of reporting to generate news that in its form-volume would correspond as closely as possible to the format of PR material needed to implement the technology of information and psychological influence. As a result, such a chain of production (combat units of the armed forces) and practical implementation (forces of psychological operations) news from the theater of operations becomes a high-tech pipeline for the production of tools for processing and forming civic opinion, ensuring voluntary subordination and control of the political activity of elites. are in power in different countries. The product of the modern operation of information warfare is the compilation of media news in the format of a journalistic report. Today, information wars of the new generation are

becoming an effective tool of foreign policy. Let the society not deceive that in reports from theater of military actions the spectator sees that victims of aggression - not themselves, and citizens in remote Donetsk and Luhansk areas which location on a demarcation line not all will specify from the first times. The purpose of the information-psychological operation is the voluntary subjugation of society, which is ensured by means of technologies of psychological influence on the consciousness of its citizens. The Russian PR company that accompanies the hostilities in Ukraine is a clear confirmation of that. The format and nature of the speech are intended mainly for the citizens of those countries that in one way or another have a negative attitude to the Kremlin's political course, and in the materials provided to the audience it is easy to identify typical manipulative methods of working with information. This suggests that in the information war being waged in Ukraine, not only Ukrainian citizens are in sight, but also residents of Russia and the world [9,14,15].

Introducing the term "information warfare", the Russian leadership has already studied the psychology of people so well and learned to manage it that they do not need to use brute force - the army and the police - to ensure its unconditional obedience. It is clear to everyone that from the beginning it was tested on its own citizens. Such methods of subordination can be applied to any social system. If the social system does not want to submit voluntarily, they are ready to force it to do so with the help of modern complex technologies of secret information and psychological influence, and for a rebellious social system the result of such confrontation will be tantamount to defeat in war. Experts are convinced that the Russians use information warfare not so much as a term denoting the current phase of development of conflicting socio-political relations, but as a vector of foreign policy formation, as a program for choosing a political course and the ultimate goal of the evolution of tools. political governance. Recognizing information confrontation as the most general category of social relations, we can say that information confrontation can include any form of social and political competition, in which to achieve competitive advantage, preference is given to means, methods and ways of information. -psychological impact. It is considered that the concept of information confrontation includes the whole spectrum of conflict situations in the information and psychological sphere - from interpersonal conflicts to open confrontation of social systems (states). Information warfare is, undoubtedly, also a type of information warfare. There are several main reasons why the threat of "information wars" should be taken very seriously to carefully study their patterns and conditions of development [3, 6,8,9,12]:

1) Modern wars are becoming more informational and psychological, reminiscent of a large-scale PR campaign, and military operations themselves are gradually relegated to the background and play a clearly defined and limited role assigned to them in the general scenario of a military company;

2) modern information warfare technologies are capable of inflicting no less damage on the enemy than means of armed attack, and information weapons built on the basis of psychological influence technologies have a much greater impressive, penetrating and selective ability than modern high-precision weapons systems;

3) in international politics, other, more traditional forms of political regulation, such as war in general and military operations in particular, are being pushed out of political practice or replaced in it;

4) there is a need to emphasize the high social danger of some modern organizational forms and technologies of information and psychological influence used for political purposes.

As for war or local armed conflict, they can be generated almost anywhere in the world and at the same time when it is provided by the scenario of a psychological operation. It is no coincidence that, on the example of the war in Georgia and Ukraine, we see that the modern war resembles a large-scale PR show. Thus, at the present stage of development of political technologies, information warfare does not always begin with military action, but military action

becomes a necessary factor in any combat psychological operation - as a means of initiating chain psychological reactions provided by the scenario of information warfare. In the world of these provisions, it seems that some "illogical" episodes of the war in eastern Ukraine are becoming clear. Information war gives birth to a local one: for the transition of an informational, psychological operation from a latent stage to an active one, an initiative drive is needed, and, consequently, a local armed conflict is needed. The fact that traditional war plays a limited, strictly assigned role in information warfare does not make it less dangerous, does not reduce its scale and does not displace it from the sphere of political relations - global military conflicts are gradually disappearing from the political orbit, the number of local armed conflicts and their frequency is growing. Today there is a gradual transfer of political struggle in the information-psychological sphere, which increases the risk of local armed conflicts, which in psychological operations play the role of the initiating mechanism. In addition, information warfare technologies seem attractive to many precisely because of their relative cheapness, accessibility, and effectiveness, which ultimately leads to the widespread use of armed violence itself: where information warfare begins, non-local armed conflict does not necessarily arise. Thus, the information war is a combat action planned in accordance with the PR scenario, the purpose of which is not to destroy the enemy's manpower and equipment, but to achieve a PR effect.

Conclusions

At all stages of the historical development of human civilization, information has been both the most important object and a means of confrontation between peoples, nations, states, military-political blocs and alliances. Some facts of information and psychological influence on the general public can be found throughout the history of society. It is clear that in different periods the intensity of application of certain methods and methods of influence, as well as the perfection of their organization, differed greatly.

At the present stage, science has such theoretical constructions, on the basis of which the technology of information confrontation is carried out, i.e. the relevant state and non-state structures involved in such activities, develop and test new information technologies, techniques, methods of implementation, information and psychological impact, technical means necessary for such activities. Such shifts could not but affect the growth of the efficiency of information technology, which can lead to radical changes in society, economic, political and other spheres of an individual country, or globally.

The uncontrolled spread of the information space, along with the significant benefits of their use, has led to fundamentally new problems. The main issue was the sharp intensification of international competition for ownership of information markets. At the same time, the countries like Libya, Chechnya, Georgia, Ukraine etc. began to actively employ the opportunities of the information space (Internet) in order to ensure information confrontations and conduct separate operations during local hostilities and armed conflicts, the so-called information confrontation. This state of affairs, as a consequence, in turn led to the strengthening of integration processes in the infosphere, gave rise to information confrontation, i.e. information warfare.

In modern world, interstate conflicts are fraught with excessive losses for each of the warring parties. Therefore, the technique used is only half-truth - half-cooperation, mutual competition in development, in the pursuit of moral leadership. Activities in information confrontation and information-psychological influence give opportunities for the use of this approach.

It is proved that information war is an element of information confrontation - a political conflict in which the political struggle is conducted in the form of information and psychological operations with the use of information weapons.

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