

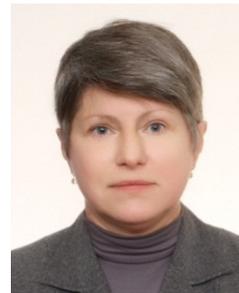
УДК 614.8.07/08:614.876

SOKOLOVA Anastasia A.

Master of Technical Sciences
University of Civil Protection of the Ministry of Emergencies of the Republic of
Belarus, Minsk



SOKOLOVA Svetlana N., Doctor of Philos. Sc., Associate Professor
International Sakharov Environmental Institute of Belarusian State University,
Minsk, Republic of Belarus



Received 21 March 2022

**THE MEDIA SPHERE AND PERSONAL SECURITY
IN THE INFORMATION SOCIETY¹**

Geopolitical changes in the information society are characterized by the convergence of existing social institutions, socio-economic and military-political instability. Desynchronization of social relations in a tripolar world, toxic competition, the struggle for resources between modern states, information genocide of Euro-Atlantic countries against the modern Republic of Belarus and Russia, actualizes the problems associated with the media sphere and information security of the individual.

Keywords: coronacrisis, fundamental values, the media sphere, the tripolar world.

А.А. СОКОЛОВА

Універсітэт грамадскай зашчыты МЧС Рэспублікі Беларусь,
г. Мінск, Рэспубліка Беларусь

С.Н. СОКОЛОВА, доктор філос. наук, доцент
професар кафедры сацыяльна-гуманітарных навук і устойчывога развіцця
Международный государственный экологический институт
им. А.Д. Сахарова Белорусского государственного университета,
г. Минск, Республика Беларусь

**МЕДІАСФЕРА І БЕЗОПАСНОСТЬ ЛІЧНОСТІ
В ІНФОРМАЦІОННОМ ОБШЧЕСТВЕ**

Геопалітычныя змяненні ў інфармацыйным грамадстве характэрныя канвергенцыяй існуючых сацыяльных інстытутаў, сацыяльна-эканамічнай і ваенна-політычнай нестабільнасцю. Дзісянхронізацыя грамадзенных адношэнняў у трыпольным свеце, токсічная канкурэн-

¹Статья публикуется в авторской редакции.

ция, борьба за ресурсы между современными государствами, информационный геноцид стран евроатлантического региона в отношении современной Республики Беларусь и России актуализируют проблемы, связанные с медиасферой и информационной безопасностью личности.

Ключевые слова: *коронакризис, фундаментальные ценности, информационная война.*

Introduction. The emphasis on the crisis state of the information society associated with the media sphere, now more than ever, brings to the fore the issues of personal information security. The aggravation of international relations and military conflicts in a tripolar world testify to the growing struggle for resources between modern states. The development of modern civilization at the beginning of the 21st century was marked by the global pandemic COVID-19, which is "...a catalyst for many processes and changes..." [1, с. 6]. It is in the era of hybrid wars there is a confrontation between the three "centers of power", which changes international standards and quite aggressively formats the media sphere, actualizing the information security of modern personality in the Republic of Belarus and Russia [2, p. 257]. And today it is no coincidence that under the conditions of the information war against the Republic of Belarus and Russia the existential characteristics of the hybrid reality, the axiological reference points of the personality change dramatically and the modern person is completely disoriented in the process of total transformation of the media sphere, which has become the most dangerous weapon (hybrid weapon) in solving international issues [3, p. 16].

The relevance of the problem associated with the media sphere and information security of the individual is determined, first, by the permanent crises, as well as the prevalence of distant communication of destructive nature in society, including the impact of negative axiological intentions arising in the aggressive media sphere, which is associated with an eclectic ideological and semantic context, which is actively articulated by political elites [4, p. 96].

And secondly, through the mediaosphere during the global pandemic COVID-19 multidimensional personality in the information society is exposed to aggressive influences (information "throw-ins", information violence, systemic disinformation, cyberattacks.). Coronacrisis, according to the author of the article, became the detonator that contributes to the practice of the

most aggressive version of the media sphere today, which largely predetermines the development of modern social relations [5, p. 204].

In this regard, objectively, there is a need to quickly and efficiently focus efforts on counteracting the growing value chaos in the media sphere, hence the information war, which exacerbates inequality in society, provokes anti-social behavior, which is directly related to the information security of the individual [6, p. 137]. Consequently, in the process of socio-tectonic transformations in the modern media sphere, which in fact is used as a hybrid weapon against the Republic of Belarus and Russia in the information war, destructive adjustment of social and psychological dominants determining public consciousness takes place. Thus, against the background of the COVID-19 pandemic, the international index of the gender gap increased by a whole generation, and tourism, the hotel and service industries were particularly affected by quarantine measures. In addition, working conditions worsened because of the quarantine measures, as there was an imbalance in social relations: the focus of professional activities changed, remote employment was practiced, reduced pay for employees, etc. The global coronacrisis in the information society actualized the issues related to the media sphere, information security of the individual (quarantine measures, restriction of personal freedom, rules of disposal of medical masks, gloves, self-isolation regime, observance of distance, prohibition of mass events) [7, p. 85]. Thus, in the media sphere, at the instigation of the Euro-Atlantic region, the information society discredited its fundamental values (life, health, family, friendship, responsibility, peace, conscience, labor, love, happiness).

In a tripolar world, it is the political elites of the United States and Great Britain that methodically influence the media sphere of various modern states, which is combined with a high level of information armament and a growing degree of external information closedness, as well as the aggressiveness of the media sphere,

destructively affecting the security of individuals (systemic cyber attacks, information violence, fakes, targeted disinformation).

Main part. As a result of the complex transformations that change the modern media sphere, the articulation of problematic issues, the interpretation in the media sphere of international events, affects the political preferences and axiological orientations of the individual, which is also relevant to personal security [8, p. 91].

The transition from bipolar to multipolar world at the beginning of the XXI century changed the course of world history, "turning off the Cold War" after the collapse of the USSR, gradually replacing it with "hybrid wars", "color revolutions", media-sphere and network toxic influences on personality, public consciousness, "digital curtain", which provoked a wave of negative socio-economic turbulence and building a new system of values in the information society to change the existing world order. Against the background of increased competition for resources between states and uncompromising rivalry for military-strategic advantage, there is a confrontation between "centers of power", as a consequence, changing international standards, using "dirty" social technologies that initiate toxic reflection of man, which is also related to traditional values of Slavic civilization and the security of personality in the information society.

As a result of the panoramic-crisis state of society and humanitarian catastrophe in the early XXI century, as well as a new coil of the arms race, the geopolitical mosaic came into motion, which is associated with the Euro-Atlantic alliance and the creation of a new system of values of the polycivilization world, which was the trigger for the axiological deformation of social relations. In the information society as a result of information violence and distant communication there is a devaluation of traditional values of Slavic civilization, affecting the security of the modern individual. In the world today, the format of international relations is dynamically changing, determining the transmutation of traditional values, expanding the boundaries of the civilizational divide, initiating destructive interactions of social institutions. And, apparently, it is no coincidence that in the era of hybrid wars scientists, experts and politicians are discussing issues related to the media sphere and the security of the individual in the information society.

The intensive digitalization of society, the introduction of artificial intelligence, and the total domination of information and telecommunication technologies transform the hybrid reality, in which a destructive multidirectional social eclecticism is observed, demonstrating, on the one hand, the multidirectional integration processes of various societies, and, on the other hand, the multiform kaleidoscope of social relations in the multidimensional network (virtual) media sphere and chaotic political and linguistic semantics. It is under the influence of the aggressive media sphere that the existential characteristics of the individual change, and in the process of deideologization and value deactivation of society, where modern man is axiologically disoriented and his "moral compass" is gradually shifting towards hedonism, individualism and European values. At the beginning of the new century the world pendulum has swung sharply in the direction of axiological chaos and anthropological crisis, which can threaten not only humanitarian catastrophe, but also the total destruction of all mankind. As a consequence of the aggressive policy of the Euro-Atlantic alliance, or more precisely, the sanctions policy, systemic cyber attacks, information terrorism, local military conflicts, coronary crisis, the number of dangerous crimes related to cybercrime, bioterrorism, drug trafficking, corruption, human trafficking is growing in the world.

The cybercrime and aggressive-populist, fake-information format of modern international relations testify today to the extreme confrontation between the Euro-Atlantic alliance, Western and Eastern Europe, which, as never before, sharpens the borders of the civilizational divide, initiating transformations of a deep-tectonic nature, which predetermine the development of modern social institutions that take place against the background of aggressive media sphere and axiological deformation of personality in information society. The solutions of international problems, as a rule, are retransmitted by political elites and are actively replicated by the media, the media sphere, which in the situation of apolitical singularity actualizes the security of the modern personality in a special way. It is the security of the individual in the information society that is becoming a particularly important topic for scientific analysis today, as colonialism, sanctions, neo-terrorism, economic blockade, cyber-attacks, the demonstration of military

power on the borders of European countries under the leadership of NATO are becoming, paradoxically, the norm in addressing current international issues. The protection of modern society from external and internal threats of a particularly dangerous nature, namely cybercrimes and offenses, affect the state of personal security and compliance with the law in the context of apolitical synergy of modern social relations.

Thus, in the era of hybrid wars the conflictogenic potential of society is exacerbated, information chaos is growing, which is used by the engaged Euro-Atlantic alliance and national elites, negatively affecting the spirituality of society, as non-traditional family, aggressive feminism, violence, neofascism, extreme individualism and hedonism are openly propagated. It is in the era of hybrid wars as a result of neo-terrorism in the media sphere there are ambiguous processes related to media communication, media production, which become a potentially aggressive environment for the modern personality, which "removes" from the public consciousness the traditional values of Slavic civilization, making the axiological potential of social relations as toxic as possible. Personal security in the network and digital information-technological society is the foundation of the national security architecture of the modern Republic of Belarus.

Conclusion. As a result, it is neo-terrorism, as systematic information expansion and "internal terrorism" of the Euro-Atlantic region, that initiates the conflictogenic potential of the modern media sphere, simultaneously provoking dangerous turbulence in international relations, in which dialogistics recedes into the background, which is associated with the involvement of trained marginalists, paramilitary groups, terrorist groups, special units performing special tasks to reduce the adaptive potential of any socio-economic system. And it is difficult not to agree with the fact that today the countries of the Euro-Atlantic region seek to realize their interests in such a format to control the situation on the territory of Ukraine and Russia, implementing the media and diverse financial support, and such "...strategic rivalry of the powers that be has all chances to move to another, more alarming phase...". [1, c. 6].

The author's emphasis on the value and semantic content of the media sphere and personal security in the information society is absolutely

not accidental, because in the complex situation of confrontational international relations and the ongoing global coronacrisis, there is an extreme need to focus on comprehensive security, including information-networking technologies, innovative methods and means of dealing with toxic information. In the period of the COVID-19 global pandemic, when distant communication dominates, the influence of the modern media sphere on the public consciousness is increasing as never before and an "... infinite in content and methods information-psychological warfare" [10, p. 91] is being conducted.

To summarize, the author proposes, first, to actualize the socio-humanitarian aspect and interdisciplinary scientific research in the field of security, or, more precisely, in information security. The range of modern scientific polemics concerning the realization of the destructive potential of the media sphere in the information society is especially relevant and multidimensional. In this connection, it is important to actualize dialogistics, tolerant intercultural communication, and to prioritize the cultural and historical aspect of the existence of the modern personality, neutralizing the destructive potential of the modern media sphere as much as possible, which is difficult to implement in the conditions of the information war against the Republic of Belarus and Russia. And in such a crisis situation, one should not forget that, as a rule, the media sphere accumulates axiological priorities, initiating a positive and creative orientation of the interaction between the modern man and the state in the information society.

Secondly, at the present stage, it is important to pay special attention to the informational and political context that accumulates knowledge about the significance of the Republic of Belarus as a socially oriented state and to specify as much as possible the socio-psychological dominants, ideological attitudes, strategy of modern social forces (political parties, public associations), and most importantly, to actively counteract the de-ideologization, the total-destructive influence of the modern media sphere (political values, political participation, political consciousness, political culture) affecting international relations, because "... politics is always connected with values" [4, p. 94].

And thirdly, it is necessary to focus on international integration and the economic aspect, to actively articulate in the media sphere the pro-

spects for the development of the Republic of Belarus and Russia, focusing on economic relations, which today are at the forefront of the existing hybrid reality (information war, sanctions war, aggressive rhetoric of political elites in the Euro-Atlantic region, migration crisis, financial blockade, energy crisis, corona-crisis).

References

1. Lukashenko A.G. U nas est` ponimaniye situatsii i plan dejstvii [We have an understanding of the situation and a plan of action]. *Belorusskaya Dumka* [Belarusian thought]. 2021, no2, pp. 3-24. (In Russian)
2. Tsygankov P.A. "Gibridnaja vojna": politicheskii diskurs i mezhdunarodnaja praktika ["Hybrid war": political discourse and international practice]. *Vestnik Moskovskogo universiteta. Ser. 18. Sociology and political science* [Bulletin of Moscow University. Ser. 18. Sociology and political science]. 2015, no 4, pp. 253-258. (In Russian)
3. Rubtsov A.V. Prevrashcheniya ideologii. Ponjatie ideologicheskogo v "predek`nom" rasshirenii [Transformations of ideology. The concept of the ideological in the "ultimate" expansion]. *Voprosy filosofii* [Questions of Philosophy]. 2018, no 7, pp. 16-25. (In Russian)
4. Melkov S.A. Kakie tsennosti predstoit zashchishchat` Rossii [What values will Russia have to defend]. *Vlast`* [Power]. 2015, no 2, pp. 94-97. (In Russian)
5. Sokolov A.A., Sokolova S.N. et al. *SARS-CoV-2 and coronacrisis: Epidemiological challenges, social policies and administrative strategies*. Edited by E.I. Legach, K.S. Sharov. Singapore: Springer Publishers, 2021, pp. 250.
6. Brychkov A.S., Nikonorov G.A., Sokolova A.A., Sokolova S.N. [et al]. *Duhovnye izmerenie gibridnoj vojny v informatsionnoj sfere: tsennistnyj aspekt. Gibridnye vojny XXI stoletija: proishogdenie, sushchnost` i mesto v tsivilizatsionnom protsesse* [Spiritual Dimension of Hybrid Warfare in the Information Sphere: Value Aspect. Hybrid Warfare of the 21st Century: Origin, Essence and Place in the Civilization Process]. Smolensk: VA VPVO Armed Forces of the Russian Federation, 2019, pp. 306. (In Russian)
7. Haustova N.A., Sokolova A.A, Sokolova S.N. Information society: socio-political aspect of the consequences of the global coronacrisis. *Vestnik Poleskogo gosudarstvennogo universiteta. Seriya obshhestvenny`kh i gumanitarny`kh nauk* [Bulletin of Polesky State University. Series in Social Sciences and Humanities]. 2021, no 2, pp. 87-94.
8. Sokolova A.A., Sokolova S.N. Information-educational environment and security of the modern person. *Vestnik Poleskogo gosudarstvennogo universiteta. Seriya obshhestvenny`kh i gumanitarny`kh nauk* [Bulletin of Polesky State University. Series in Social Sciences and Humanities]. 2020, no 2, pp. 89-93.
9. Sokolova A.A., Kalenchuk T.V., Sokolova S.N. Neo-terrorism in the information society as a basic element of hybrid warfare strategy. *Vestnik Poleskogo gosudarstvennogo universiteta. Seriya obshhestvenny`kh i gumanitarny`kh nauk* [Bulletin of Polesky State University. Series in Social Sciences and Humanities]. 2021, № 2. - pp. 21-27.
10. Gayshun A.N. Menyaushchijsya oblik mira: konflikty interesov sily i shansy dky postsovetskikh stran [The Changing Face of the World: Power Conflicts of Interest and Opportunities for the Post-Soviet Countries]. *Belorusskaya Dumka* [Belarusian thought]. 2019, no 3, pp. 91-96. (In Russian)

Список литературы

1. Лукашенко, А. Г. У нас есть понимание ситуации и план действий / А. Г. Лукашенко // Беларуская думка. 2021. – № 2. – С. 3-24.
2. Цыганков, П. А. «Гибридная война»: политический дискурс и международная практика / П. А. Цыганков // Вестник Московского университета. Сер. 18. Социология и политология. 2015. – № 4. – С. 253-258.
3. Рубцов, А. В. Превращения идеологии. Понятие идеологического в «предельном» расширении / А. В. Рубцов // Вопросы философии. 2018. – № 7. – С. 16-25.
4. Мельков, С. А. Какие ценности предстоит защищать России / С. А. Мельков // Власть. – 2015. – № 2. – С. 94-97.
5. Соколова, А. А. SARS-CoV-2 and coronacrisis: Epidemiological challenges, social policies and administrative strategies : монография ; под редакцией Е. И. Легача, К. С. Шарова / А. А. Соколова, С. Н. Со-

- колова [и др.] / Сингапур: Издательство Springer, 2021. – 250 с.
6. Брычков, А. С. Духовное измерение гибридной войны в информационной сфере: ценностный аспект / А. С. Брычков, Г. А. Никоноров, С. Н. Соколова [и др.] // Гибридные войны XXI столетия: происхождение, сущность и место в цивилизационном процессе : монография. – Смоленск: ВА ВПВО ВС РФ, 2019. – 306 с.
 7. Хаустова, Н. А. Information society: sociopolitical aspect of the consequences of the global coronacrisis / Н. А. Хаустова, А. А. Соколова, С. Н. Соколова // Вестник Полесского государственного университета. Серия общественных и гуманитарных наук. 2021. – № 2. – С. 84-92.
 8. Sokolova, A. A. Information-educational environment and security of the modern person / A. A. Sokolova, S. N. Sokolova // Вестник Полесского государственного университета. Серия общественных и гуманитарных наук. 2020. – № 2. – С. 89-93.
 9. Соколова, А. А. Neo-terrorism in the information society as a basic element of hybrid warfare strategy / А.А. Соколова, Т. В. Каленчук, С. Н. Соколова // Вестник Полесского государственного университета. Серия общественных и гуманитарных наук. 2021. – № 2. – С. 21-27.
 10. Гайшун, А. Н. Меняющийся облик мира: конфликты интересов силы и шансы для постсоветских стран / А. Н. Гайшун // Белорусская думка. 2019. – № 3. – С. 91-96.

Статья поступила 21 марта 2022 г.