

INSTITUTIONALIZATION OF INFORMATION POLICY IN THE DIGITAL SPACE OF POST-WAR UKRAINE

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Abstract: The article examines the media environment and aspects of information policy in Ukraine in the digital space during a full-scale war and in the perspective of the institutionalization of information policy in the post-war landscape. The opportunities, risks, and role of digital citizen journalism in the institutionalization of information policy are outlined. It is shown that the field of information policy operates within a multifaceted institutional framework, exhibiting a wide range of meanings, applications, and implications. It is assumed that institutionalization of information policy in the digital space of post-war Ukraine should be carried out within "quadruple helix" model.

Keywords: media; information policy; institutionalization; civic journalism; digital platforms.

1 Introduction

Features of the modern society' development are an increase in the possibilities of accumulation, dissemination, and processing of information, as well as the emergence of new forms of communication and interaction. The information component becomes increasingly significant in the process of forming an individual's worldview, values, norms, rules, standards and behavior patterns. Information technologies influence interpersonal relationships, various forms of communication and can significantly transform them in various spheres of social activity. Such rapid, all-encompassing development and spread of information technologies causes a kind of virtualization of social relations, socio-economic, cultural and political processes. A new level of social relations contributes to the individual's awareness of the existence of a new digital and even virtual reality, in which the boundaries of his interaction with the world are significantly expanded.

The introduction of digital technologies into public administration and politics is accompanied by discussions about the benefits, challenges, and risks of the digital world. Modern digital management requires adaptability, mobility, flexibility, sensitivity and speed of response to emerging problems [61;62]. All this affects transformations in the field of management institutions and culture. It includes data requirements, including principles of collaboration, transparency and openness, innovation and co-production. At the same time, digital technologies have exacerbated problems of surveillance, raising public concerns about "Big Brother" (after George Orwell), "Panopticon" (after Jeremy Bentham and Michel Foucault), or the All-Seeing Eye (an ancient stereotype) [9].

Discussions about freedom, domination, and intervention are accompanied by the hope of a conflict-free strategy for the interaction of digital governance and relations between citizens, which is based on cooperation, transparency, and fairness, that are based on the algorithms of digital technologies. Many are convinced that algorithmic governance will eliminate the dangers of inefficiency and mistrust by placing some of the responsibility on impersonal procedures [16].

Historically, the transformation of public policy in the era of the digital revolution in the 21st century is already constrained by traditions established by the practice of embedded e-government,

in which a significant attention is paid to services, information, and responsive behavior. Electronic government is becoming "narrow" for the development of digital technologies, providing new opportunities for public administration and politics not only in form, but also in content and culture. At the same time, the movement for "electronic government 3.0" is gaining momentum, which breaks the old familiar forms of interaction between the state and society. Some researchers say that it seems necessary to abandon the adjective "electronic" when describing the structure and activities of government bodies and talk either simply about "Government 3.0" or focus on its new mechanisms and culture of interaction with citizens, using the term "civic government". This transition is associated with the technological and political basis of modern interaction coordination structures. In particular, the concept of "platform" should be noted, which emphasizes not only the importance of open and neutral means of communication, but also the public basis for the formation of a new administrative and institutional configuration [21].

A striking example of the rapid development of new digital platforms is Ukraine during the current full-scale invasion of the Russian Federation. Innovative digital solutions were successfully implemented during almost two years of war in the field of public services, social programs, education, entrepreneurship and tenders, etc. The Ukrainian application of online public services Diya is today one of the most innovative developments in the world. Diya has been repeatedly called a superapp - an application that combines many different functions. Diya is indeed a kind of multi-tool of government services. At the same time, Diya's team sees the application as a universal tool that is at the user's fingertips for all occasions. Diya continues to develop rapidly and in the next few years it is likely to receive many interesting features and capabilities associated with artificial intelligence-based technologies. A dozen countries are interested in the Ukrainian state application "Diya". The right of first implementation was provided to digitalized Estonia.

In the process of transforming e-government from portals to platforms, the political nature of the possible use of the state as a platform emerged. A narrowly technological approach to platforms has only made it possible to increase the efficiency of service provision [2]. A broader interpretation spoke of a change in the ideology of public policy, which came to be characterized by features such as an orientation towards citizen inclusion, collaboration of key stakeholders in the development of public solutions, discursive agenda-setting practices, and so on. And here, cooperation can now lead to a new role for the state: a state that rather enables and enhances the social creation of value by its citizens. It protects the infrastructure of P2P collaboration and the creation of communities, as well as a shared administrative culture [11].

Under these conditions, the question arises of how the controllability of systems is transformed in the context of digitalization of society and politics. The question also sounds like this: Can we just talk about adapting it to the changing demands of digitalization? Or are we seeing some kind of policy of institutionalization of digital management, which radically changes the principles, methods, approaches, and norms of management activities? What is this digital governance policy and how does digital culture shape its institutional culture?

At the same time, as history shows, post-war realities imply obvious changes in the institutionalization of policies. Taking into account today's digital environment for the functioning of society, the institutionalization of information policy comes to the fore. Thus, studying the potential for institutionalization of information policy in the digital space of post-war Ukraine is a very urgent scientific task.

2 Materials and Methods

When developing the theoretical and methodological part of the research, methods of analyzing scientific literature devoted to the problems of informatization, post-industrialism, globalization, and the method of conceptual synthesis were used.

Since the research is interdisciplinary in nature, the methodological basis includes various scientific disciplines and directions, paradigms, approaches, and principles. When studying information policy and culture, synergetic and reflexive paradigms were used; systemic, socio-informationological, political-informationological, sociocommunicative, functional, information-synergetic, cultural, axiological approaches are employed.

An important place in the study is occupied by the provisions of political science and the theory of journalism as a political science, the general theory of information and social informationology, the theory of modern civil and information society, which made it possible to substantiate the interdependence of information and political cultures and to identify the need for the influence of state information policy on shaping of the political culture of society.

3 Results and Discussion

Information policy, the subject of which is, first of all, the state, serves as a humanitarian tool for building an information society, which is impossible without the formation of the so-called "information person". Accordingly, state information policy acts as a factor in the development of the information culture of an individual (group, society), which in turn determines an increase in the level of political culture of the population. That is, the state information policy should 'spell out' and elaborate the humanitarian and cultural component, and develop a set of measures aimed at achieving the set goals [47].

Thus, the state acts as the main subject of information policy formation. The competence of state authorities as a subject of state information policy includes determining its essence, strategy and tactics of implementation, the formation and development of legislation in the field of information activity - one of the main tools for its implementation [4-6]. Due to objective circumstances, state power is called upon to play a leading role not only in the formation, but also in the practical implementation of information policy as a multifunctional complex task of public administration. The state has numerous resources in implementing its information policy in the space of political culture.

Qualitative changes caused by the processes of globalization and informatization, and occurring today in all spheres of society, can be considered at the level of functioning of social institutions (state, politics, economics, culture, media, etc.), which will make it possible to determine the features of the institutionalization of new forms of public interaction, and show the significance of the phenomenon of virtualization in this process. Analyzing the prerequisites for social transformations in society as a process of transition of social objects from one state to another, V. Holub [28] rightly notes that they must be considered at three main levels: theoretical, axiological, and practical. Thus, the researcher notes that social transformations occur initially at the level of consciousness, the formation of new views, values, ideas, rules, norms, behavioral stereotypes, which subsequently materialize in the process of forming new social structures and relationships [7; 8]. A significant role in relation to the analysis of social transformations belongs to social connections and sociocultural components of transformation, consisting of patterns of behavior, ways of thinking, etc.

Considering information policy in the cultural space from a humanitarian perspective, it should be noted that the main goal of such a policy is not even the construction of an information society, but the formation of an "information person", the education of an individual who is adapted to life in the information society.

The current stage of the information revolution is characterized by an ever-increasing speed of transmission of information circulating in the political system, and its increasing volume. The degree of information impact on people has increased many times over. It is becoming increasingly difficult for a modern person not to get lost in a huge variety of information sources, because in order to objectively evaluate the information they provide, analytical skills, the ability to find and correctly evaluate information are needed [10; 15]. At the same time, people's information needs have increased proportionally - the need to know about events taking place in the world and to navigate the surrounding reality.

It is about the formation of an information culture in society. As researchers point out, a person must independently interpret the information he receives, while information culture is necessary for its adequate perception [24]. On its basis, other types of spiritual culture are formed in society, in particular, political culture. Information culture is closely linked to the stability of its socio-political system. From our point of view, namely it acts as a necessary link in the process of formation of civil culture as a mixed type of political culture that is most consistent with a stable democratic system. Thus, we can talk about the syncretism of the information and political cultures of the subject.

The main task of forming strategic priorities of modern information policy is to create a flexible and representative system of public and state regulation of the information sphere to ensure media pluralism and their independence from strong private interest groups. The formation and functioning of information content created by the media in the sphere of public authority serves to accumulate various ideologies, feelings, values and symbols, doctrines, official norms and opposition assessments and opinions of various actors [17]. Modern democracy needs modernization based on effective models of interaction between the state and civil society through the formation of a system of civil solidarity and the introduction of information and communication technologies into practice. Existing representative democracy with the help of information and communication technologies and their most powerful embodiment - the Internet - can be transformed into a model that will have the characteristics and elements of direct democracy with the active participation of citizens in governance through open communication channels.

Speaking about the information impact on public activity, one must remember the dichotomy of its two forms, which can overlap each other. The first and main one is cognitive, the second is media. Moreover, the latter is assessed ambiguously by researchers. For example, Gerstle [25], speaking about putting problems on the political agenda, contrasts the "quiet" path with the "noisy" one, i.e., with the help of the media. Favre [20] emphasizes the undoubted contribution of the latter to the process of raising problems in the policy field. At the same time, five aspects of the very concept of information impact should be distinguished: 1) the process of knowledge generation, 2) the social knowledge thus developed, 3) the consequences of information asymmetry, 4) the consequences of mediatization, and 5) the sociopolitical consequences arising from all this. As for mediatization, its peculiarity is that it brings to general attention the existence of a problematic situation, which without its participation would have remained undisclosed. But "there are cognitive ways and forms that they take when included in media communication" [3]. In other words, not knowledge itself, but namely its dissemination distinguishes the impact of mediatization.

In general, in Europe, like in America or Asia, multimedia maintains, even at an early stage of its development, a socio-cultural structure characterized by the following features: firstly, wide social and cultural differentiation leading to segmentation of users/viewers, readers/listeners, and secondly, the growth of social stratification among users [22; 23]. Media choice will not only be limited to people with the time and money to access and countries with sufficient market potential, but cultural /

educational differences will be critical to using interaction for the benefit of each user.

Finally, perhaps the most important feature of multimedia is that they cover in their scope most types of cultural expression in all their diversity. Their advent is tantamount to the end of the division, even the distinction, between audiovisual and print media, public and high culture, entertainment and information, education and propaganda [49].

Modern media not only have a positive impact on society by influencing mass consciousness, but also carry out subversive activities against society, the state, and the individual. In his famous monograph *"Power shift,"* E. Toffler writes the following about the role of modern electronic media: "This new media system is one of the reasons for the growth (as well as the reaction to this growth) of the new knowledge-based economy; it represents a quantum leap in the ways in which humanity uses symbols and images. No part of this vast web can be completely removed from it. In turn, this makes it potentially dangerous, and not only for those remaining somewhere in the Ceausescu world, but also for all holders of power. The new media system is an accelerator of changes occurring in the system of power" [63, p. 423].

Thus, on the one hand, modern media appear to be potentially and actually dangerous not only for power holders, but also for society as a whole and for individuals in particular. At the same time, one can hardly deny the presence of positive effects of the communication development of our time, such as the creation of favorable conditions for an expanded dialogue of cultures, the formation of tolerance, the growth of information and educational resources of societies fitting into the orbit of the information revolution [26; 32]. At the same time, the means of mass communications play the role of a common communication field, organically connected with individual cultural regions and consumer markets, without the unification of which the existence of a modern global society is impossible.

In modern society, media structures, first of all, perform the function of "merging" social structures, defining a system of relatively stable cognitive, normative, and evaluative coordinates necessary for the normal functioning of subsystems and institutions of society [30; 31]. In addition, the most important functions of the media are the socialization of individuals and the formation of a legitimate picture of the world. Thus, the mass media form certain parameters for the vision of reality in society. These parameters are used as reference points when discussing current issues of the past state of the system, as well as when choosing perspective solutions.

The media acquires all the features of a social institution, the functions of which cover the societal level. In the era of a developed industrial society, the media are actually turning into a subject that forms mass socio-political, economic, and cultural preferences (while the mass audience is increasingly acquiring the qualities of an object) [34-36]. The result of this was an increase in the functional importance of information policy and experts in the field of information support.

State power is public in nature and in a democratic society it is exercised openly and publicly. Therefore, a close relationship with information dissemination channels is inevitable. For the state, the media represent the most important source of implementing interests, including political programs.

The relationship between state power and the media in the modern political process is expressed in at least two forms: cooperation and conflict [29]. This can be seen both at the federal and regional levels in any country. Within the framework of the cooperation model, the authorities meet halfway, providing them with a variety of information about own activities, which is conveyed to the audience. As part of the conflict, government pressure on independent media largely contributes to the radicalization of opposition forces, driven into the format of blogs.

In modern society, state-controlled media play a central role in the formation and implementation of information policy. Their cooperation with government agencies, civil society institutions, and military command structures is of paramount importance. National government agencies use these government media sources as a conduit to communicate defense objectives and comprehensive directives to citizens and civilian institutions [37-39]. This strategic use creates a channel for clear communication, facilitating the dissemination of important information related to defense initiatives and comprehensive government directives. On the other hand, non-state media have very significant potential and influence, which in the digital space is no less, and often noticeably more significant, than the influence of state media.

During the war, a third of Ukrainians got used to reading news on Telegram. Top channels have more than 1 million subscribers and are ahead of traditional media. Although the channels are mostly anonymous, and the quality of the news is sometimes questionable, the income of the owners of the largest networks can reach up to \$1 million per month [53]. However, Telegram's reputation in Ukraine is ambiguous - it is both a source of news with a powerful audience, a platform for pro-Russian propaganda, and software for digital espionage.

In wartime 2022, Telegram became the main social network for news consumption, overtaking Facebook, YouTube, and television. More than 74% of Ukrainians said they get news from social networks, and 60% of them - from Telegram, according to research by USAID and Internews [53].

Telegram is anonymous, there is almost no moderation. Unlike Facebook, Instagram, YouTube, and other global platforms, Telegram turns a blind eye to content about war, erotica, cruelty, etc. Getting through to administrators for copyright infringement is also problematic.

It is not possible to find channel owners in state registries. For example, Maxim Lavrinenko calls himself the founder of Trukha. "I was born in Kharkov, graduated from the Lyceum of Arts", he told the host of the M1 channel, Mila Eremeeva, for her YouTube in October 2022 [13]. However, it is problematic to prove that the channel, and especially the network, belongs to him or another person.

A significant drawback of most Telegram channels is the lack of a minimum verification of information for accuracy. Meanwhile, during the war, Ukrainians began to read much more news. And first of all, as it was mentioned above, they read them in Telegram. According to data from Kantar Ukraine, using Telegram became a new habit of Ukrainians during the war. The popularity of the application itself did not change so radically (Telegram coverage increased from 85% to 90% of all Android smartphone users), but the amount of time spent in Telegram increased eightfold. And in the first two weeks of the war, Ukrainians devoted up to 1 hour of time every day to the Telegram [14].

From the beginning of the war, the Telegram began, if not to replace, at least to supplement the "classic" news feed. Its main advantage (compared to Facebook or Twitter) is that the user himself (and not algorithms) chooses what to read [40]. And this means that one can receive messages in chronological order and from a single source at a time, read only the news and, for example, unsubscribe from channels with memes in the first months of the war. It is also easy to set up notifications. It should be noted that from the very beginning of the war, in many cities, information about the air alert was given namely in telegram channels, and only later did special websites and a mobile application appear.

In general, channels exploiting the content of their subscribers have gained a significant advantage over Telegram channels of "classic" media, which continue to rely on professional journalists and reliable sources.

The more dedicated subscribers in the channel, ready to send their video to the bot, the more original content. In turn, the more original content, the more subscribers [43-45]. However, content from subscribers is not always reliable and true. And this is where the problems begin.

Especially popular Telegram channels like Trukha often publish news without thoroughly checking its authenticity [46; 48]. This channel has been repeatedly accused of spreading fakes and correcting enemy fire. And this is not without reason.

On April 29, 2022, a post was published on the Trukha channel: "Putin is preparing an important statement on May 9 about the announcement of a mass mobilization of the population for a decisive strike on Ukraine - The Daily Mail with reference to the British Defense Minister". Already after 20 minutes, a clarification appeared in the feed that these are only guesses, and there is no exact information yet.

Everyone makes mistakes and corrections, it can be said. But there are two nuances here.

The first - after five days, The Daily Mail again became a source for another manipulative throw-in for Trukha (although they promised not to believe it anymore) [50; 52]. This time - with a forecast of Russia's possible use of nuclear weapons ("The President of the Russian Federation sends a signal to the West about the seriousness of his intentions to use nuclear weapons - The Daily Mail").

Second, this case was only the beginning for the study of corrections and edits that took place on the channel after the three letters "UPD" (this is how it is customary to denote information updates on the Internet, derived from the word "update"). And moving from post to post, it occurred increasingly more often that Trukha had repeatedly come in handy for Russian disinformers.

If to look at all Trukha's posts since the beginning of the war, the note "ed." (that is, "the post has been edited") is available in 15% of materials, and this is no more than in the Telegram channels of leading Ukrainian publications. For example, since the beginning of March, LIGA.net has edited 15.5% of its posts, TSN - 18%, ZN.UA - 35.5%, and the official Telegram news channel of Suspilny - 41.6% [14]. At the same time, unfortunately, Telegram does not provide an opportunity to read the publication before editing. And therefore, it is hardly possible to assume whether it was a matter of correcting spelling errors, or whether these were serious changes in content.

Another question is how Trukha signals detected fakes. Most of the time they do not make a separate rebuttal post, they just edit the original post and add a clarification after "UPD:". But then another question arises: how often does the used re-read the already read news feed in Telegram?

Trukha (like dozens or even hundreds of less popular similar channels) actually remains an anonymous, unverified source of information – the one that by no means describes its rules, sources of funding, and editorial policy.

While media professionals debate the permissibility of publishing information based on anonymous sources, channels like Trukha simply repost content from hundreds of anonymous subscribers, what to say about journalistic standards.

Thanks to mass feedback from the audience, the channel administrators got the opportunity to be ahead of other media in terms of providing operational latest information [51]. This gave a huge increase in the audience, because Kharkiv was one of the key cities that Russian troops wanted to capture and was in the center of attention.

Trukha has an audience of 2.7 million, and has repeatedly come under fire for publishing landing sites that clearly show where the missiles hit.

Thus, during the war, gaps emerged in the institutions of information policy, which, in addition to violations of journalistic ethics, carried direct threats to national security.

The field of information policy operates within a multifaceted institutional framework, exhibiting a wide range of meanings and applications. Political institutions, intertwined with government functions, governance models, state composition and political systems, are deeply influenced by the economic framework of a society, the political will and cultural structure of its inhabitants [54; 56]. The trajectory of social progress and the consequences of internal and external forces influence largely determine the evolution of political institutions and the broader political landscape.

It is essential that social institutions, including political entities, dynamically adapt to changing social landscapes, especially in the transition to the information age [55]. These institutions have a significant impact on the behavior of subjects in the field of information policy, shaping their behavior and interactions.

A comparative analysis of different countries' approaches to information policy and its institutional framework provides valuable information. For example, in the United States, the strategic use of information technology and the effective management of the information market have led to the creation of highly efficient administrative structures. Notably, organizations such as the US Office of Management and Budget are taking responsibility for overseeing information technology and conducting risk assessments. Joint efforts with the participation of representatives of news agencies and the media together with the state played a key role in solving the problems of information policy [33].

Central place in the discourse is occupied by the imperative to promote the development of the information sphere and unhindered communication between authorities and society within the vast information sphere [57; 58]. In cases where government agencies encounter difficulties in solving these problems, other stakeholders in the information sphere take responsibility for their implementation.

The institutional structure involved in the formation and implementation of state information policy includes governing and coordinating bodies, analytical units, databases, information security centers, centers for developing information interaction standards, public relations services and research organizations. These diverse components form a complex network designed to align information policy with the needs of society and the goals of the state [41]. Moreover, social institutions play a key role in the formation and implementation of information policy, in strengthening reliable information links and in resolving complexities between the ruling elite, the population, and the military community.

At the same time, mobile and internet technologies are central to changing how people view news. The importance of social media for news consumption is growing [60]. People use social media and social media technologies to filter, evaluate, and react to news.

Today, active Internet users challenge professionals, easily mastering such traditional stages of journalistic work as collecting information and distributing it [27]. The idea, which seemed "both realistic and utopian at the same time" at the dawn of the development of network communications, has recently acquired more tangible and concrete contours.

In general, networked civic projects are very diverse. They apply to all areas of public and private life. There are many social niches where civic action replaces official institutions, but there is also a significant share of Internet applications where horizontal connections actually develop, where civic activity is aimed at developing and optimizing the living environment.

In different parts of the world, civic (citizen) journalism is sometimes called participatory journalism, sometimes guerrilla

journalism, sometimes called street journalism, but mostly - democratic.

At the same time, different types of civic journalism have qualitatively different characteristics: in one case, its character of social issues is manifested, in another - the pursuit of popularity and ratings, regardless of or to the detriment of the ethical component [63; 64]. Also, citizen journalism, depending on the type, may represent competition and a threat for some media, while for others it can be a means of expanding the audience and new opportunities for solving professional tasks.

In Iraq in particular, journalists have faced censorship for decades. However, in recent years, the rise of social media and online news platforms has given Iraqi journalists a platform to bypass censorship and share their stories with the world. Over the past few years, Iraqi journalists have increasingly turned to digital media to share stories suppressed by state media. Using online platforms, journalists in Iraq can share stories about political unrest, civil rights abuses, and other controversial topics without fear of censorship. In the face of censorship, Iraqi journalists have found ways to share their stories and spread the truth. By using online news platforms and social media, these journalists can bypass censorship and reach a global audience. In addition, citizen journalism has played a vital role in providing accurate and timely coverage of events in Iraq. During the fight against the Islamic State in Iraq in 2014-2015, citizen journalists provided critical information about the conflict that was often not covered by traditional media. This allowed the world to get a more accurate picture of the situation on the ground. Citizen journalism has also contributed to increased media participation. By providing a platform for citizens to share their stories and opinions, it has created a more dynamic and diverse media landscape. This allowed more voices to be heard, which was necessary for the development of a more open and democratic society [1].

Something similar is observed in Ukraine during the war. Namely civic journalism provided the world with shocking stories that clearly demonstrated the blind cruelty of the Russian army towards the civilian population of Ukraine [65; 66]. Civic journalism in Telegram tries to provide the audience with information in almost real time about the state of affairs at the front, about interaction with foreign partners (in particular, primarily regarding the supply of weapons), about the fight against corruption on a national scale and locally, etc. Despite the risks of Telegram journalism described above, it plays the role of impartial independent media, the culture of which in the official media space of Ukraine, unfortunately, has not been properly formed over the years of independence.

The European Commission recently published a report on the progress of reforms in Ukraine. In particular, the EC criticized the activity of the telemarathon, noting that it reduced people's access to pluralistic mass media in Ukraine [67]. It is noted that the situation of journalists remains dangerous both economically and physically, and "Ukraine needs to enable new ways of ensuring the post-war structure of pluralistic and independent non-online mass media (in particular, television), including the long-term perspective of the public broadcaster and the independence of the national regulator" [19].

Some experts note that the recovery of post-war Ukraine will have more in common with the recovery of Europe after World War II than with the recovery of countries affected by more modern wars, such as Afghanistan. Information policy must play an important role here. It should be remembered that, in accordance with the Marshall Plan, the CIA received 5% of the money to finance projects to resist the subversive activities of the USSR in Europe [59]. In today's digital space, the potential for disruptive information activities is incomparably greater than it was at the end of World War II.

Dmitry Ermolaev [18] rightly notes that during the occupation of Donbass, the Russian Federation launched a meaningful de-modernization of the mass consciousness of Donbass residents: replacing the "miner's myth" with all its modern content about

the edge of a progressive industrial type of activity and way of life, the method of its fundamental organization, with myths of traditional way of life "Novorossia/Russian world", "heroism of the Russian spring", "Soviet pioneer carnival", and other mythologies of collective historical memory, far from the historical experience of Donbass itself. The Russian Federation has drawn this industrial region into its own fictitious resentment, stealing historical memory and the idea of self in the past, on which it is only possible to build an adequate image of the future. The internal demand for positive change was replaced (with the help of propaganda technologies) by a meaningless emotional denial of the previous order and nostalgia of an imaginary past [68]. To transform the post-war Donbass into a region that will finally gain an adequate identity in a renewed union with greater Ukraine, the competent participation of information policy institutions is necessary.

The formal establishment of information policy as a formal institution is of great importance in democratic societies, especially during periods of transition marked by profound shifts in political and economic paradigms. Creating an information policy framework is critical because it ensures that information is accessible and widely disseminated, helping to 'create' informed citizens [12]. This is especially important in times of transformation of society and the state apparatus, when the effective flow of information becomes necessary for social cohesion and democratic governance. This is all the more so especially important in the post-war period.

Effectively managing the process of institutionalizing information policy poses a major challenge for government agencies and political stakeholders. This multifaceted task requires careful identification of emerging conflicts, in-depth study of prevailing social problems and needs, and comprehensive research and analysis to facilitate their effective resolution.

A key strategy for the development of information policy is to create and strengthen specialized institutions with skills in working with information. These institutions play a key role in representing the various interests of subjects in the information sphere. For example, careful analysis of the effectiveness of public relations institutions or detailed research assessing the impact of social networks on information policy are important areas of research. These studies and analyzes serve as valuable tools, facilitating information policy practical implementation and more effectively achievement of its goals. Through such focused work, a deeper understanding of the complex interactions between information, public perception, and social behavior is developed, providing the necessary insights to refine and optimize information policy strategies in today's democratic digital environment.

The information policy institutions of post-war Ukraine should, even in their current functioning, ensure in public discourse the understanding of some important points, namely:

1. The population of the territory that the country will occupy within the post-war borders needs to acquire the skill of peaceful coexistence with each other. This means that already now it is vitally important to look for a meaningful platform for seeking public consent.
2. On the territory of post-war Ukraine, people will need jobs and a decent (at least initially acceptable) standard of living. This means that it is necessary to convince domestic investors not to withdraw capital from the country, and external investors not to be afraid to invest in its development.

Precisely this kind of strategically oriented and far-sighted information policy is needed in Ukraine today, in addition to effective wartime special operations. Because, after a war, there is always a good or bad peace. And it is better to come prepared.

The peculiarities of the intersection of two modern media institutions, possessing high popularity - citizen media and

professional media - should become one of the foundations for the institutionalization of information policy in post-war Ukraine. Thanks to the mechanism of interaction between these media institutions, primary content under ideal conditions should develop into concrete actions, moving from the network sphere to the real social environment, thereby changing it. Professional media in this situation perform more socially significant functions of journalism, ensuring control over the work of decision-making subjects through the organizational functions of journalism, while citizen journalism provides more opportunities for interaction with public opinion due to openness, accessibility, and a wide range of authors themselves. The peculiarities of the interaction of these media institutions allow concluding that the content of citizen journalists, being the primary source of information about the problem, significantly increases the visibility of the event in the information field, while publications in the Internet media allow obtaining a complete analysis of the situation, expert comments and the ability to influence the subjects of decision-making according to the algorithm "event – news feed – publications of citizen journalists – media – reaction of decision-making subjects – additional comment – measures to eliminate the problem".

The field of information policy operates within a multifaceted institutional framework, exhibiting a wide range of meanings and applications. In the philosophical realm, a social institution transcends its physical and bureaucratic dimensions, becoming a complex system of social norms that determine the behavior, ethics, and expectations of society [42]. Unlike transient social groups or specific organizations, a social institution is a stable form of organization of social life. It is deeply integrated into complex social structures, providing the necessary material resources and favorable conditions for its life support and functionality. These resources include financial investments, intellectual capital, and other vital elements. All of them are aimed at fulfilling the mission and purpose of the institution.

In the field of research and analysis, it is worth noting that the institutionalization of information policy is considered an innovative process in modern conditions. The results of studies demonstrate that information policy leads to concrete consequences in the information space and promotes more active participation of government agencies. In addition, it is important to recognize that in modern society, information policy is seen as a professional practice, an academic discipline, a scientific theory, and an integral component of overall information policy.

The idea that special times require special measures is fraught with danger. The primary duty of journalism, even in times of crisis (in particular, was and after-war period), is not the patriotism of blind obedience, or even the journalism of muted, cautious criticism. The primary duty of a journalist is to serve the public, not the state. This public duty calls for uncompromising news coverage, investigations, analysis, and a variety of initiatives on the most important events. Ukraine needs journalism that will not hesitate to take on the responsibility of preparing society to make important decisions.

Journalists must help citizens find the historical roots of their troubles and deepen their understanding of the characteristics of their regions and cultures. News organizations should promote public discussion about making difficult decisions. Journalists should be skeptical of all sources, check facts, identify lies, reject gossip and reflect controversial opinions. They must protect their independence when dealing with political or military leaders.

Journalists must deal with the unconditional complexity of the world and not strive for 'monosyllabic'. They are not indifferent to terrorist attacks or to the fate of their country. However, given that, like other people, they are susceptible to feelings, it is imperative to remain vigilant to avoid emotional manipulation.

Scientists should also act. Joint interdisciplinary research by specialists in ethics, communication, and international relations is needed. In general, it can be assumed that institutionalization

of information policy in the digital space of post-war Ukraine should be carried out within "quadruple helix" model, to enable innovation in all spheres of society life, and not only reconstruction, but transformation of Ukraine, based on strengthening of identity, consolidation, and civil participation.

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