

DIVERSIFICATION OF SOCIAL CONSCIOUSNESS AS A THREAT TO INFORMATION AND ECONOMIC SECURITY OF A STATE

Sidak Volodymyr

Corresponding Member of the National Academy of Pedagogical Sciences of Ukraine
PhD of Historical Sciences, "KROK" University, Kyiv, Ukraine

***Abstract:** The article deals with the mechanisms of diversification of social consciousness as a threat to information and economic security of a state. The important constituent of diversification of public consciousness is a "crises management" that arises up in the consequence of realization of diversification of social consciousness.*

***Keywords:** diversity, information security, irredentism, information confrontation, separatism.*

1. INTRODUCTION

The problem of providing national security is arising acutely than ever before in the conditions of globalization. The information safety which includes security of information and information field is the integral part of national security.

According to the Law of Ukraine " On Basic Principles of development of Information society in Ukraine in 2007-2015 " Information Security is interpreted as a state of security of vital interests of man, society and the state, under which the damage is prevented due to: incomplete, untimely and unreliable information which is used; the negative impact of information; negative effects of information technology, unauthorized distribution, usage, violation of integrity, confidentiality and availability of information [4, p.13]. Therefore, we have to state a poor status of information security in Ukraine because of several reasons both of internal and external character. Similar situations have occurred in other regions of the world.

2. THE METHODS OF DIVERSIFICATION OF SOCIAL CONSCIOUSNESS

Among the threats of the XXI century in the field of information security diversification of social consciousness takes the leading position. Ukrainian scientists Petryk V., Ostroukhov V., Shtokvysh O., Galamba M., Petrenko A. define it as the spread of attention of the ruling elite of the state to solve different artificially accentuated problems and thereby diverting its attention from immediate solution of urgent tasks of socio-political and eco-

conomic development that are necessary for the normal functioning of the society and the state [5, p. 204].

The methods of diversification of social consciousness are as follows:

- destabilization of the situation in the country or its regions;
- intensification of the campaign against the policies of the ruling elite of the state and some of its leaders in various international institutions;
- initiation of anti-dumping campaigns and other kinds of scandalous trials, the use of international sanctions for other reasons [2].

Agreeing with the above-mentioned approaches, however, we can not mention that there is a certain restriction of methods of diversification. It turns out that it is nothing more than a part of the information confrontation. Therefore, it seems that to the list of the most prominent methods in this situation should also be added the following:

- distraction of the attention and effort of senior military-political state authorities to a secondary or “unsuitable objects”;
- “crisis management”.

3. IRREDENTIST MOVEMENTS

Diversification of social consciousness is possible only with the active use of the methods of a secret war. The

agents of influence play an important role in this. First, in the environment that is responsible for the formation of public opinion. Thus a psychological pressure on decision-making is made by the state authorities. A significant place is occupied by resistance to special organs involved in ensuring state safety. According to set tasks the subjects of diversification form incorrect understanding of political and economic measures, carried out in the state, to reduce the activity in providing public safety and protection of national interests. In the unity with this the problem of national intelligence disinformation with regard to the nature, substance and methods of implementation of subversive tasks is considered. The objects of diversification activities in the sphere of public consciousness include general and special ones.

General objects include foreign and domestic policy of the country, the system of national defense and security.

The special objects include specific measures for operation of this system, power and means that are involved in the implementation of the policy of the state, organization of activities of state safety and law enforcement authorities, etc. The objective side of diversification of social consciousness is the threat or actual occurrence in the whole country or in its particular region serious negative effects. The subjects of this act may be an individual person or intelligence agencies, law enforcement authorities as well as mass media. The subjective aspect: diversification of social consciousness is always intentional, has conscious influence on the objects in a given by a subject direction. The usage of diversification of social consciousness is a threat not only to the constitutional

order and information security of a country, but also for its territorial integrity. Indeed, one of the important elements to manipulate public opinion is the usage of separatist and irredentist slogans, which is especially actual for Ukraine [1]. A dictionary of foreign words interprets the term “irredentism” as a political movement to join to a country its

historical (former) territories. Modern scholars divide such kinds of international conflicts into irredentist, separatist and autonomist. The attempts of the state where there has been an irredentist movement to suppress it by force, and (on the other hand) its support from outside lead to a particularly acute international crisis. From all definitions of irredentism the most appropriate is the definition of this phenomenon as a form of national movements that act for the separation of certain territory to join to a neighboring state.

One of the main causes of local wars and armed conflicts since the Second World War has been the aspiration of

ethnic communities to self-determination. Similar intentions acquired various forms of struggle from anti-colonial movements to separatist. However, in all cases, the main cause of the conflict was a national factor. Nevertheless, this not always led to the occurrence of the military-political crises. In highly developed countries this struggle acquired the traits of ethno-linguistic and ethno-cultural movements, not resulting in serious internal turmoil and intervention of other states.

Numerous ethnic conflicts have become the hallmark of the end of XX century. Their nature is diverse. Sometimes they have the character of struggle for their national self-determination (e.g. Basque). However, ethnic

conflicts often arise when the particular country already has national administrative entity nearby. Moreover, as evidenced by historical experience, densely populated minority living along with the state formation where it is a titular nation, often leads to international conflicts. Unfortunately, this issue is not resolved clearly in international law. By obvious reasons, individuals may wish to "be embedded" in a neighboring state, as it often happened in the XX century. There are some tragic examples. In particular, Adolf Hitler used irredentism of Germans in his foreign policy. An essential feature of irredentist movements is the presence of nationalistic political movements. We have to mention that nationalist manifestations may be accompanied by aggressive plans and actions of one nation against the other, until the ethnic cleansing.

This term was actively used in the early 90-s due to the deployment of the ethno-confessional conflict in Bosnia

and Herzegovina, when the warring parties began a deliberate policy aimed at destroying not only the armed forces of the enemy but the massive destruction of the population. It was the time when the term "ethnic cleansing" appeared. In 1994, the UN special commission gave the following definition "Ethnic cleansing is a purposeful policy designed by one ethnic or religious group to remove by violent (which cause terror) methods the civilian population of another ethnic or religious group from certain geographic areas".

The influence of the third party we can consider as the determinative factor of the conflict acuity of present time. Certainly, the probability of the peaceful solution of similar contradictions in any of the historical periods has never depended so much on responsibility of politicians than nowadays. Even elementary ethno-confessional polarisation can result in unforeseeable consequences. The role of the explosion catalyst can be played by either pseudo nationalism or numerous "historical images" that every nation has about their neighbours. The certain contradictions, connected with tragic history, are perceived as insuperable obstacles. A mutual hatred is kept and evinced in politics of the ethnic cleansing, with that leadership in political life is conquered by destructive forces that try to remove any forms of coexistence of ethnic groups on the same territory and create homogeneous ethnic mass there.

“Kill them today, otherwise they will kill you tomorrow”, this slogan first was widely used during a Armenian-Azerbaijan conflict in Nagorny Karabakh and it was widely used during a conflict in Kosovo. Exactly during the later, foreign *puppeteer* played off their own diversified scenario, confronting world community with an accomplish fact. The above example especially evidently demonstrates the predestination of ethno-confessional conflict at present time without active interference exactly of the third party [7].

Consequently, irredentism is considered to be one of main diversified threats of contemporaneity. It is necessary to notice that a serious threat to international safety takes place in such situations. Conflicts quickly outgrow into international, as in a process of the irredentism movement development the interference of other states into conflict is inevitable. Whereupon it takes the form of armed conflict which in turn can be either local or multi-lateral.

Besides, a conflict comes extraordinarily quickly to the stage of escalation that, as a rule, results in the use of armed force. As *casus belli* conflicting parties use:

- a) confrontational political decisions;
- b) accidental incident that resulted in human victims or material losses;
- c) provocations;
- d) insinuations aiming to cause incidents artificially.

Notably, the weaker party more often exploits the provocative methods today, aiming to first of all catch eyes of word community.

The acute of politico-military crises, caused by irredentism movements, is stipulated by the fact that they constitute one of most threats to territorial integrity and political regime of the state. A crisis has fierce and uncompromising character. The complex of political, religious, socio-economic and other reasons are the ground for such a crisis.

Irredentism movements, as a rule, arise at the simultaneous intensification of socio-economic contradictions and ethnic divergences. Where a conflict can either acquire the irredentism tint at once or can pass a certain evolution: autonomy - separatism - irredentism (for example, Turks-Cyprians movement, Kosovo Albanians fight).

It is necessary to notice that the important constituent of diversification of public consciousness is a “crises management” that arises up in the consequence of realization of diversification of social consciousness. The mentioned problem is thoroughly investigated by A.I.Petrenko. He distinguishes the following elements: The “object of crises management is a political, economic, military and other situations that need to be brought to the state of crisis; a subject of crises management is a person or group of the people interested in creation of crisis situation (in an industrial complex, field of economy or in an economy on the whole, in a political situation and others like that); an objective side is to select (to create) and apply special crisis technologies that give an opportunity to create crisis situations and manage them into necessary for a subject directions; a subjective side is to create crisis situations intentionally to pursue own aims [6, p. 144-145].

At the same time, the common name of this process as “crises management” is considered to be not quite accurate. Obviously, “a creation of crisis situations and their management “ would express the essence of this phenomenon more accurately. This is what exactly represented in objective and subject sides of the above mentioned action.

4. CONCLUSION

Counteraction to diversification of public consciousness, in the process of its realization, is extremely complicated. However, the task of its prevention by means of efforts neutralization is absolutely over comable.

First of all it is necessary to provide the proper level of forecasting of the informative-psychological influence of subjects of diversification of public consciousness on a country, its regions, etc. In other words, it is necessary to determine certain prospects of their negative influence on a psyche and social consciousness of people, masses on the whole. Forecasting of the masses is carried out in favour of planning and counteraction realization. Mathematical, heuristic and combined methods of research are successfully used for this [3].

Information patronage, information cooperation and information confrontation can be considered as the basic forms of neutralization.

Information patronage is a form of information safety provision by the state and its institutions for persons and corporate entities. In this case information provision contains gaining information (getting) about destabilizing factors and information threats, their processing, information exchange between the governing organ and subjects of information and means of information safety protection system of protection. Information protection is performed by certain enactments, judicial defence provision, realization of investigative - operational and fact-finding actions by means of law enforcement and their methods, etc. Information cooperation is a form of providing information safety for equal in rights subjects of information process (person, legal, international), that contains complex of mutually agreed actions of these subjects. Such actions are directed to gain information about destabilizing factors, destabilizing and information threats and about all available legal methods and methods and techniques of protection.

The information confrontation is a form of information safety provision that is characterized, on the one hand, by influence on the vitally important systems of search, processing, distribution and storage of the information of opponent, and on the other hand, by taking measures to protect own similar systems from unauthorized and destructive influence.

The information confrontation is conducted between the various types of social subjects (persons, societies, states), however a number of such conflict cooperation have certain relatively steady features that totality form the separate forms of confrontation (info war, information terrorism informative criminality).

To conclude, taking into account the acuity of the information confrontation the problem of timely revelation of facts of diversification influence and its neutralization seems to be worked out urgently.

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