MECHANISMS OF STRATEGIC COMMUNICATIONS IN ENSURING HUMANITARIAN RESILIENCE OF SOCIETY

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Abstract

The research analyzes the realization problem and fundamentals of the strategic communications functioning system in terms of a modern information society. The research systematizes the experience of the North Atlantic Alliance in the field of introduction of advanced technologies of strategic communications from the military and security perspective. It is established that today, practically the only tool for assessing the effectiveness of the strategic communications system is expert methods based on the experience of specialists in the field of information security and communications.

It is found that the application of project management approaches in the implementation of strategic communications is aimed at improving the systematic decision-making and controllability of processes aimed at creating and developing strategic communications capabilities and the effectiveness of the implementation of the humanitarian resilience of society.

Has proven that for modern states and international institutions, strategic communications act as a management tool, the purpose of which is the formation (adjustment) of social systems at the cognitive level. Acting globally in the network, carrying out synchronizing and deconflicting effects, strategic communications have a direct impact on the development of the international information space. Strategic communications focus on the cognitive dimension of the global international environment and ensure the use of elements of national strategic power and the implementation of national strategic programs in a more effective way.

Key words: communication, strategic communications, model, modeling, modeling technologies, NATO.

Introduction

The growing scale of confrontation between democratic and non-democratic countries, artificially supported primarily by Russia, Iran and the DPRK, the crisis of the global security system, the aggravation of humanitarian problems in areas of active hostilities, along with the increasing role of globalization processes, require the transformation of mechanisms for ensuring national security. Today, program and project management is one of the most effective applied tools for comprehensive planning of activities, taking into account the variability and rapidity of the environment.

In accordance with the current procedures and practices of planning activities in the field of defense in NATO member states, the need to introduce program and project management methodologies is due to the need to increase the efficiency and effectiveness of activities by changing established procedures to more flexible and adaptive ones, clearly defining quantitative and qualitative results of the implementation of certain measures, their timing, performers, sources

of funding and mechanisms for their implementation. These approaches can be adapted to the needs of the strategic communications implementation system.

The aim of this paper is to analyze the specifics of the organization and the prospects for using program and project activities in the implementation of strategic communications.

Result and Discussion

In modern societies, the creation, distribution, use and manipulation of information is an important economic, political and cultural activity. The information factor has become an important element of security-related capabilities and is critical to all areas of activity. The state's information policy should be sufficiently balanced to take into account the interests of the state, society and each individual. Such a balance is possible only when the state protects society as a whole and individuals from harmful information influences, protecting them from manipulation, selectivity, or restrictions on access to information, or restriction of access to the necessary information, on the one hand, and on the other hand, citizens and society do not exert negative targeted information influence on the state. In the context of hybrid warfare and the development of the information society, the state humanitarian policy plays a special role, because the humanitarian sphere is one of the basic principles in the development of man and society, ensuring that people meet their basic needs [1].

With the beginning of the full-scale aggression of the Russian Federation against Ukraine, the approaches to the organization of communication activities in the institutions of the defense forces of Ukraine underwent significant changes: structural units were organized and the position of spokesmen was introduced to be responsible for communication with the media and civil society, official pages were created in social networks, and activities were resumed public councils under the Ministry of Defense of Ukraine, reviewed the features of communication support for the use of the defense forces of Ukraine, etc. At the same time, the war continues, the enemy is constantly improving the forms and methods of hybrid influence, which requires a systematic and flexible approach to updating state strategic communications in accordance with contemporary challenges and threats.

In these conditions, there is a need for a qualitative analysis of the experience of organizing strategic communications in accordance with NATO standards [2]. for the further implementation of the best international practices of the NATO stratcom organizations [3; 4] and the prevention of common mistakes in the development of the strategic communications system in Ukraine.

For decades, the presence of Russian-language culture in the Ukrainian cultural space has shaped the environment of meaning, belonging to Russian-language cultural content, and identity, while leveling national values, which are represented primarily through the cultural sphere. Thus, the hybrid war has reached the level of civilizational and value confrontation, where in the struggle for conscious meaning-making in society, the issue of forming a national culture that will promote Ukrainian ideas and values, pushing hybrid narratives out of the public space, is becoming an urgent one. The role of the state in these processes is extremely important, because at the level of legislatively enshrined norms, decisions of central and local authorities, it is possible to influence the regulation of the national information and cultural space, defending national interests in this area [5].

The ambivalence of strategic communications capabilities erases the clear distinction between soft and hard communications tools. This makes it possible to use hybrid mechanisms of intelligent (smart) communications aimed at establishing an effective balance in the integrated use of available military and non-military capabilities. Intelligent communications are based on a combination of military capabilities of hard communications and non-military capabilities of soft communications to ensure military security [6]. Such mechanisms accumulate information,

intellectual and high-tech tools of influence, the use of which is characterized by systematic and rationality.

Intellectual mechanisms for the implementation of strategic communications include reflective management, positional communication and blockchain.

A special place in the system of strategic communications is occupied by the mechanisms of positional (sharp) communications as a set of coordinated and interconnected by purpose, tasks, place and time simultaneous and sequential operations of information influence, synchronized by a single idea and plan to solve strategic problems in a set period of time.

In these conditions, a prerequisite for effective strategic communications is a positive civic identity – an awareness of belonging to the national-state community as the most important characteristic of life experience and a value that is significant for an individual. In this context, the state is an important construct of personal development and a generator of important values as a guarantor of the realization of the humanitarian potential of an individual. It should be noted that a nation that does not realize itself in any way has no future. This problem is especially acute in the current context of national security, which is covered by the processes of hybrid warfare [8].

That is why, in the context of today's obvious and hidden threats to national security, as well as the realities of the socio-political situation and the economic situation in Ukraine, the key role of ensuring the security of the state should be given to the development of a national resilience system, of which humanitarian resilience is a component.

The development of the state's humanitarian resilience requires ensuring basic human needs and rights, analyzing challenges and threats to human development in Ukraine and responding to them effectively through the efficient functioning of the humanitarian sphere, its actors and institutions. The structure of humanitarian resilience should include demographic resilience as a topical area, one of the most important elements of which is the natural movement of population and migration problems of Ukraine in the globalized world. Ethno-national sustainability can also be called a component of humanitarian resilience, which is the result of the state's ethno-national policy in cooperation with multi-ethnic civil society and means the harmonious integrity of Ukraine's ethnic communities united around democratic values and respect for human rights [9].

Thus, the goal of ensuring humanitarian resilience is to adapt to threats and rapid changes in the security environment in order to maintain the sustainable functioning of the main spheres of society and the state before, during and after a crisis. Ensuring humanitarian resilience implies not the absence, but the constant presence of potential or current threats, hazards and crises, which requires not only the ability to counter them, but also to adapt to their constant or prolonged impact. There is also a difference in the focus of the measures taken in these systems to achieve a certain goal. For example, an important task of the national security system is to protect the state, society and each individual, which is provided by the authorized state authorities. At the same time, due to the redistribution of responsibilities within another system, building the resilience of individuals, communities and organizations is largely their responsibility. It is they who should take the main measures for this, and the state should facilitate this by providing the necessary support [9].

The basic criteria for humanitarian resilience include the following:

1) criteria for the sustainability of the state of the object:

- reliability;
- redundancy
- adaptability;
- absorption;

2) criteria of sustainability of the facility's operation:

− preparedness
− rapidity;
− response;
− recovery [10].

In general, these criteria characterize the following key features of humanitarian resilience:

• the ability of the state and society to respond effectively to threats and crises, ensure sustainable (continuous) functioning and development of key areas of activity, anticipate risks, and overcome obstacles arising from negative impacts/actions of threats (reliability);

• availability of additional capacities that can be used as a result of failure of the main and alternative plans, development strategies in case of crisis situations, safety margin (redundancy);

• the ability of the state and society to ensure survival in crisis conditions, to adapt to threats without significant loss of functionality, the ability to transform negative results into positive ones, to apply unconventional, innovative and inclusive solutions (adaptability);

• the ability of the state and society to neutralize destructive influences and prevent threats (absorption);

• the ability of representatives of the state and society to learn, to learn lessons from exercises and trainings and past experience in overcoming threats and crises, to establish effective communication and broad interaction, to plan joint measures to respond to threats and crises (readiness);

• the ability of representatives of the state and society to unite efforts and respond effectively in the face of a threat, the onset of a crisis, cohesion, and compliance with protocols of coordinated actions (response);

• the ability of the state and society to restore the sustainable functioning of the main spheres of life after the crisis at a level not lower than before the crisis, to adapt to new circumstances that have arisen under the destructive influence of the crisis, and to ensure development (recovery);

• ensuring quick access to resources, their mobilization in times of crisis, high rates of post-crisis recovery [9].

The main criteria of humanitarian resilience should be defined as follows:

1) criteria of resilience of the state of society/community:

identity;

coherence and unity;

relations between different social groups;

involvement of the population in economic, political and other activities within the state and community

trust in the government;

2) criteria of sustainability of the society/community:

efficiency of community management;

citizens' awareness of the nature and nature of threats, as well as the procedure for action in case of their occurrence;

readiness to respond;

controllability of the situation before, during and after a crisis;

creation of joint capacities to counteract the threat or crisis [4].

A promising algorithm for organizing strategic communications in accordance with NATO standards may include the following blocks:

1) analysis of the information environment (using the PMESII and ASCOPE analysis methodology);

2) identification of promising target audiences;

3) identification of communication risks and potential opportunities (using the SWOT analysis methodology);

4) development of a strategic communication strategy and setting strategic and operational objectives;

5) development of strategic and communication tactics and setting strategic and communication tasks;

6) identification of subjects of strategic communications;

7) determining the criteria for evaluating efficiency and effectiveness;

8) preparation of the budget [2; 11].

When planning these activities, it should be borne in mind that the tactical goal of communications is to move the potential audience to the higher steps of the so-called "loyalty line", which includes the following sequence: ignorance - knowledge - interest - desire - conviction - action. The extreme starting point of the line is ignorance, while the strategic goal of communication is to get the target audience to a point where they are ready to act in accordance with the intentions of the subject of information influence.

Conclusions

The system of strategic communications in the modern world is an effective tool for coordinating information and communication support for official activities and lobbying for the national interests of states, which allows establishing cooperation with actors in international relations in the format of strategic partnership, providing comprehensive support to the media, implementing communications with civil society and receiving continuous feedback, ensuring strategic planning and coordination of activities in the interest of the national interests of the state.

Since 2014, Ukraine has gradually integrated the system of strategic communications into the executive authorities and defense forces, gaining its own unique expertise. At the same time, rethinking the experience of organizing strategic communications in accordance with NATO standards can help to improve the effectiveness of strategic communications in Ukraine.

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