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PERSPECTIVE DIRECTIONS OF STATE INFORMATION POLICY IMPROVEMENT

Abstract. *The national information space is experiencing a new stage of development, related with integration into the world and European information space. The development of the information society is based on the latest information and telecommunication technologies and communication facilities. The forming of an information society is based on the implementation of an effective information policy. For this purpose, it is important to identify and study factors of objective and subjective impact on the domestic information sphere. One of the directions is the analysis of the preconditions for Ukraine's entry into the world's information space and the necessity of identifying ways to improve the functioning of the information sphere. The problems of state information policy formation are considered. The information threats to Ukraine's national security and ways of guaranteeing information security are analyzed. The perspective approaches on ensuring the effectiveness of Ukraine's information policy reforming are offered.*

Key words: information policy, information security, information sovereignty, information threats, information infrastructure, media information space.

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ПЕРСПЕКТИВНІ НАПРЯМИ ВДОСКОНАЛЕННЯ ДЕРЖАВНОЇ ІНФОРМАЦІЙНОЇ ПОЛІТИКИ

Анотація. *Національний інформаційний простір переживає новий етап розвитку, пов'язаний з інтеграцією до світового та європейського інформаційного простору. Розвиток інформаційного суспільства опирається на новітні інформаційні та телекомунікаційні технології і засоби зв'язку. Формування інформаційного суспільства базується на реалізації ефективної інформаційної політики. Для цього важливим є виявлення та дослідження чинників впливу об'єктивного та суб'єктивного характеру на вітчизняну інформаційну сферу. Одним із напрямів визначено аналіз передумов входження України в світовий інформаційний простір та необхідність визначення шляхів вдосконалення функціонування інформаційної сфери. В зв'язку з цим розглянуто проблеми формування державної інформаційної політики. Аналізуються інформаційні загрози національній безпеці України та шляхи гарантування інформаційної безпеки. Запропоновані перспективні підходи щодо забезпечення ефективності реформування інформаційної політики України.*

Ключові слова: інформаційна політика, інформаційна безпека, інформаційний суверенітет, інформаційні загрози, інформаційна інфраструктура, медіа-інформаційний простір.

Formulation of the problem. Nation's information sovereignty at the present stage of state's development and formation of the information society in it requires detailed consideration of the problem of country's media information space. The pulse and wave character of view development on the latest events and the nature of information and communication environment development must pass through a restriction system in order to develop a fundamental concept and criterion basis for further practical implementation of the principles of mass communication political security to achieve the best possible level of country's media and information space security. Nation's information sovereignty at the present stage of state's development and information society formation in it requires detailed consideration of the media component of such issues.

Analysis of recent researches and publications. Information sphere functioning is a basis of the scientific research of domestic and foreign scientists. Such scholars as G. Pocheptsov [1], I. Ramonet [2] and O. Sosnin [3] deal with the study of state's role in the formation of the information society and providing media and information security.

G. Pocheptsov considers information security as a global problem of information protection, information national space, sovereignty of the country and information provision for the adoption of governmental decisions.

O. Sosnin notes that every state should take care of its information security when protecting its information interests. This also requires the strengthening of Ukrainian statehood.

E. Tikhomirova believes that a balanced state information policy of Ukraine is formed as an integral part of its socio-economic policy [4], based on the priority of national interests and threats to the national security of the country.

M. Porat recommends that the sectors of the information economy to be considered [8]. The primary sector is producing information. In the secondary sector, information is used as a product for further production and needs protection.

Setting objectives. The purpose of the article is the need for theoretical grounding of the main directions of state information policy in order to protect the national media space and guarantee information security.

Presentation of the main research material. In Ukraine, freedom of speech is one of the fundamental democratic principles. The leading role is played by printed mass media, broadcasting companies and recently the Internet. The formation of independent mass media is constrained by available market means, high taxes, the cost of paper and services, insufficient management level, professional staff availability and administrative intervention. The important point is the need to support state mass media. This is material and technical and financial support of the development and financing of public broadcasters and publishers. This will allow competing with commercial mass media, which by technical support are close to the world's ones.

At the present stage the world broadcasting is in the process of radical changes in production technology and program distribution, heading for the unification of tele-

radio-information technologies into a single global information system. At the same time the existing broadcasting network in Ukraine is physically worn and morally obsolete. Compared to the world's best systems of distribution and production of television and radio programs, it is extremely costly, inefficient and every year requires more and more effort and money to maintain it in working order. Almost all technical means of state media have completely exhausted their resource. Operated technology uses electrical vacuum devices that require constant replacement and considerable energy. Current global trends in television show that transmitters based on solid-state amplifiers without the above mentioned drawbacks are the most promising ones. In the technique of studio and beyond-studio equipment of provincial and regional broadcasters the dominant position is occupied by the equipment of outdated analog recording formats. The long-term strategic goal of Ukraine's state information policy (in broadened variant) is the formation of open information society based on the development of unitary state space of an integral state, its integration into the global information space taking into account national characteristics and interests while ensuring information security at domestic and international levels.

Ukraine is gradually losing its position as a technologically oriented country. This increases its informational vulnerability to the global trends of the information environment and the dependency on world leaders in the field.

Insufficient attention to innovative processes and high-tech production slows down the pace of economic development, reduces the efficiency of the resources usage, adversely affects the revenue generation and the structure of the country's balance of payments.

Studying and adapting foreign experience will help propagate government decisions and determine the role of the state in society at the national and regional levels. It will also facilitate access to the latest information and communication services. The priority directions of using information and communication technologies by leading countries are given in the table 1.

Implementation of information and communication technologies involves the use of foreign experience. It concerns the introduction of regulatory and legal acts on the formation of the information society and the use of information and communication technologies at the governmental level and in all spheres of functioning of society - medicine, finance, insurance, education, etc.

Negative tendencies of innovation development appear simultaneously with positive technological changes - introduction of new communication standards in the work of mobile devices, increase of mobile Internet bandwidth, increase of information resources exchange between users, dynamic growth of leading segments of the information space, etc. Innovative trends in the global market include the processing of a large amount of data, the development of e-business, mobility and cyber security, the characteristics of which are presented in Figure 1.

Table 1

Priority directions of using information and communication technologies by countries

Country	Areas of application for Information and Communications Technology
USA	Publishing of official documents on Web-sites of the Country Government, payment of taxes through electronic systems, free access of the residents to statistical information on the activities of state authorities
The UK	is an electronic multilevel interaction between government agencies, the residents, and business structures representatives
Estonia	Electronic expression of citizens' opinions on issues related to state governance, current state of affair cases and processes
Ireland	The electronic tax system provides the opportunity to receive information on taxes, pay them, fill in forms, receive loans
Germany	Full transfer of public services to the on-line system. This includes the possibility of filling in declarations, extending the validity of the documents of individuals, etc.

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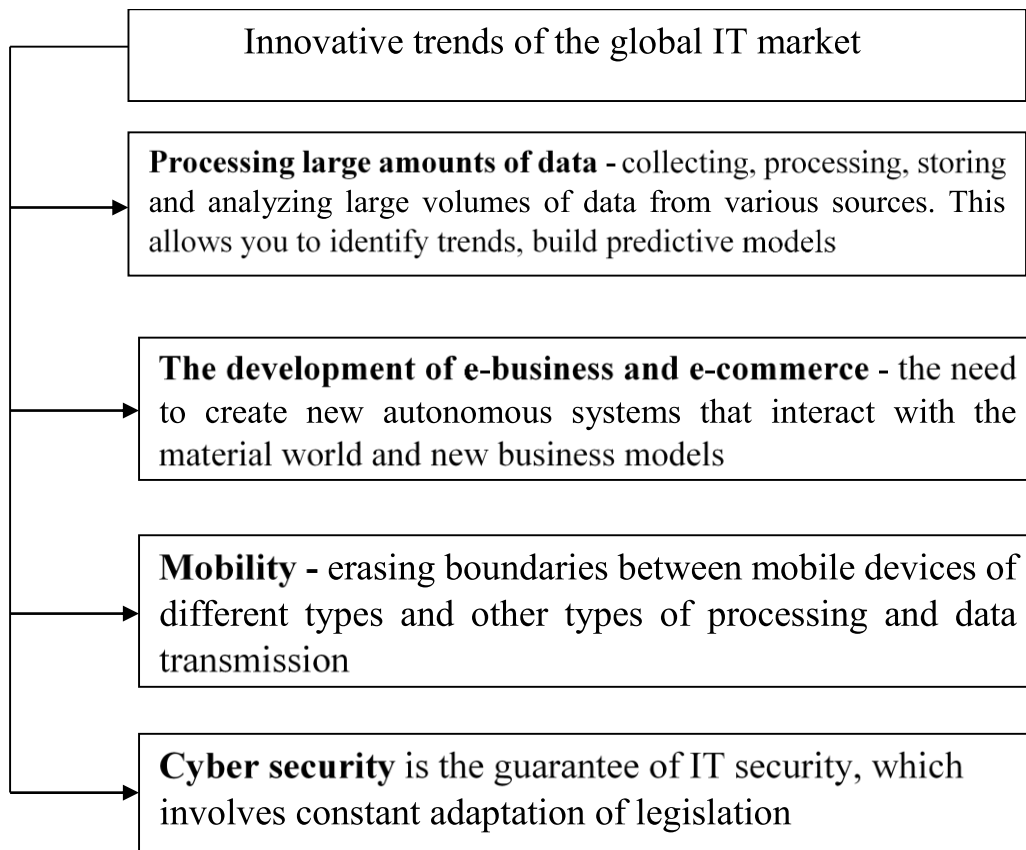


Fig. 1. Innovative trends of the global IT market

It should be noted that the development of ICT has a significant impact on the structural and dynamic parameters of the country's economic development-the company's production costs are reduced, and the movement of all types of capital is accelerated. At the same time, the structure of the economy, the methods of competition, and the interaction of producers and consumers are simplified. This helps to accelerate the distribution of job within the country and between countries.

The state information policy should be implemented step-by-step on the basis of using organizational, legal

and economic mechanisms. The development and implementation of a national strategy of the information society development in Ukraine should direct the activities of executive power central authorities into the carrying out the state policy on information society development in Ukraine [5]. The state should ensure priority consideration of relevant legislative initiatives in order to create an integral legislative system on information society development. It is important to work on Ukraine's information legislation improvement, in

particular in respect of bringing it in conformity to the rules in this area defined by international legal acts.

Ukraine's government should consider the chance of including tasks on information society development into international legal agreements on scientific and technical cooperation and international technical assistance, entrust Ukraine's National Academy of Science, Ukraine's Ministry of Education and Science, branch Academies of Science to make proposals on ensuring enhanced participation of Ukrainian scientists in international interdisciplinary research on information society issues and the introduction of new information and communication technologies. An effective information policy should be based on the Concept of Ukraine's state information policy, which should carry normative character and be treated as a legal document. At the same time this concept should not become a "dead letter of the law", but, on the contrary, constantly evolve.

It is assumed that state information policy implementation will last for a quite long period, the terms of which are related with a certain development level of Ukrainian economy. This development speed is determined by the increase in information needs. At the first stage of the state information policy implementation there should be consistent reforms of information production in the system of state authorities and administration in general, and at the second one – a gradual convert of existing information resources into real material and spiritual benefits for country's population. Not the least reason for the crisis permanent state in Ukraine, especially in the sphere of political communication, is caused by a systemic factor – the state and characteristics of the existing telecommunication system. In the process of transition from authoritarian and command relations to the relations based on the principles of openness, accountability, dialogue and trust, to create a communicative basis of such relations and maintain stable sustainable development, the restructuring of the telecommunication system should be built around the following stages:

- preserving a strong public information hierarchy and telecommunication system that will provide secure information environment formation;
- creation of access points to the telecommunication system for political structures (information and communication systems);
- creation of independent mass media to strengthen horizontal communication and ensuring the communicative process in the socio-political sphere;
- gradual decentralization of the telecommunication system.

The development of Ukraine's information infrastructure should be ensured by the creation and development of a national system of satellite communication, terrestrial and cable digital TV, acceleration of TV transition to digital broadcasting technologies, optimization of the use of radiofrequency resources intended for broadcasting [6]. It is necessary to speed up the work related to the development, creation and use of computer systems, the promotion of entrepreneurship development in the sphere of

information and communication technologies, in particular formation of the system of administrative, legal and economic mechanisms to stimulate the demand for information products.

One of the strategic directions of the state policy should be creation of public electronic information resources, having activated work on creation of public national electronic information resources, including scientific, technical and economic information in electronic form. This process supposes the development of offers on the legislative regulation of public relations connected with the protection of copyright in respect of works in electronic form in particular these ones stored in the Internet, and the development of typical regulations about the archives of electronic documents. It is necessary to approve the rules on obligatory storage of these documents by means of the development of digital libraries and preservation of Ukraine's cultural heritage by means of its electronic documentation and providing information placing of Ukraine's cultural institutions online. It is important to accelerate the development of a state program draft on the implementation of information and communication technologies in education and science spheres, providing measures on ensuring computer literacy of the population, creation of national research and education network, building a unitary digital scientific and educational space, centralized access to global electronic resources and integration into the world scientific and educational space. It is important to develop appropriate training curricula and scientific, technical, educational and methodical resources, in particular textbooks, manuals and methodical works and provide free public access to these information resources created at the expense of Ukraine's state budget.

The information policy basis should be information security guarantee [6], which should be based on improving the coordination level of executive authorities' activity on identification, assessment and forecasting of the threats to information security, prevention of these threats and providing eliminating of their consequences. It is necessary to develop a state program on combating computer crime, the development of infrastructure of the systems of cryptographic and technical information protection. It is necessary to improve the National system of confidential communication, to intensify the work on the development and introduction of modern high-speed means of cryptographic information protection into production, to increase the coordination efficiency of development and implementation of special equipment for telecommunication networks.

Conclusions and perspectives of further researches. At the current stage of information society development and formation it is necessary to investigate and study Ukraine's information area, to take specific measures on the information environment reestablishment and development and bringing national legislation in accordance with international norms. It is still important to solve the problem of providing access to telecommunication services by creating specialized business incubators, techno-parks, techno-polis, centers of high information technologies and other innovative

structures with information and communication technologies. It is reasonable to provide all settlements of Ukraine with the Internet access opportunities by building a network of community access. It is necessary to define the strategy of universal telecommunication services development, to create a universal service fund to provide the access to these services for the needy, to develop legal, financial and economic functioning mechanisms of the above-mentioned fund, ensuring the transparency of the mechanisms of radiofrequency resource allocation.

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