Functioning of the Ukrainian Language as State: The Role of New Media in Modern Conflicts

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Abstract

The relevance of the study lies in the fact that Ukraine is under the influence of military aggression, and ensuring the functioning of the Ukrainian language under such conditions is a fundamental guarantee of its national security and state sovereignty. The purpose of the study is to examine the peculiarities of the Ukrainian language as the state language in two aspects: as a sign and communication system and as a system that performs a practical social role in society. The subject of the study is the state language as an important element of the cultural heritage of the Ukrainian people and a prerequisite for the formation of its national identity. The methodological basis of the study is general (analysis, synthesis, induction, deduction) and special (methods of collecting information and processing it, methods of forecasting and modeling) means of scientific knowledge. The research resulted in the argumentation that an extremely important factor in solving the problem of achieving national unity is the national language, which should be spoken by the entire population of the country, since the language in which a person not only communicates but also thinks, at the subconscious level, also forms spiritual values corresponding to a particular language. It is the unity of language, spiritual values, and cultural heritage that is a prerequisite for ensuring the national unity of a country and the formation of its nation's identity. The conclusion of the study is that the State language is the most important part of the national wealth of Ukraine and therefore should be under special protection by the State as one of the objects of the system of ensuring the national security of the country.

Keywords: cultural heritage, national identity, means of communication, national security, public administration

1. Introduction

The Language as a means of communication serves as a means of communication between people and is also a tool for influencing them. The richness of a language indicates the power of the culture it represents. The richer the language is, the more opportunities it provides for communication makes it interesting and vivid, and the greater its effect on people. Communication is broadly defined as the process of interaction between people, using tools to share their thoughts and ideas to convey messages to each other (Kaur et al., 2018).

At the same time, language is a means of thinking, a means of internal dialog: people think in terms of concepts and

images expressed in language, because human thoughts are verbally expressed in symbols, but they have little or no physical connection with the objects, actions and feelings they represent (De Stefani & De Marco, 2019). This is the cognitive function of language, so in this aspect, it is important to know what "language" the thinking process takes place in, from the point of view of its "specialization": professional, inherent in people of certain professions, socio-political, everyday, "slang" or literary. We are talking, first of all, about the styles of language, its varieties, and language situations, since the varieties of styles are determined by the peculiarity of the spheres of communication and the functions of language, and as a rule, they are reduced to scientific, professional, official business, journalistic (politics, society), artistic, and colloquial (everyday).

During the years of the formation of the new Ukrainian statehood, society was constantly searching for a national idea. It is believed that this idea is that for a citizen of any country, there is no feeling more worthy than love for one's homeland, which is inseparable from a careful and respectful attitude to the state language. The Ukrainian language has always united the nation and shaped the general cultural and humanitarian context of the entire country.

There is a growing scientific interest in the study of linguistic issues, in particular, the relationship between language and mass media, their interaction and mutual influence. In addition, it is worth noting that the last three decades have been marked by a large amount of new empirical data and methods that have turned the study of language evolution into a rapidly developing field of research in a short period of time. (Wacewicz et al., 2023). In addition, in the context of armed aggression against Ukraine, the state language continues to fulfill this function: the only state language is the foundation of the modern Ukrainian state, which cannot exist without a single cultural, educational, and information space.

The current human information civilization not only changes the status of information, i.e., the role of its positive influence, but also significantly expands its negative capabilities. It is a kind of powerful tool, an influence on a person, the scope of which is limitless. In today's world, the geopolitical situation is increasingly determined by the fact that any country in the world needs to create an effective system to counteract the formation of its negative image on the world stage. The expansion of the information space and acceleration of information circulation based on new information and communication technologies contribute to the accumulation of real and artificially created contradictions in the field of information. Simultaneously with these processes, the intensity of information conflicts of both positive and negative significance and goals is increasing.

The information policy of countries is an integral part of the history of international relations, the most important tool for implementing foreign policy, the use of which has become particularly relevant in the context of the turbulence of the international relations system and the rapid development of information and communication technologies. It is also undeniable that the issue of the functioning of the Ukrainian language as the state language is important for our country in the context of the ongoing armed conflict.

The world is currently witnessing an active development of information and communication technologies, and the possibilities of their application in political reality are expanding. Since information in the modern world is turning into one of the main resources, the struggle for possession of this resource is intensifying and becoming an integral part of almost any conflict: social, political or military.

Research Problem

The artistic style uses epithets, metaphors, similes, and stylization.   Human thinking is productive if it takes place in the literary language, the deepest, most imaginative language that can penetrate deep into a phenomenon, help a person express those feelings and understanding of the events of the world around him or her that requires adequate perception.

Research Questions

The study aims to answer the following main question: what role does the state language play in the context of armed aggression against Ukraine? The following questions are derived from the main one:

1. What are the peculiarities of the Ukrainian language as an integral sign and communication system in the status of the state language?

2. What is the specificity of the state status of a language that implies its practical, social function?

3. What are the peculiarities of information warfare during the military conflict in Ukraine?

4. What is the role of Ukrainian as the state language used in new media during the ongoing armed conflict?

Objectives

The study is aimed at achieving the main goal: to identify tools to ensure the functioning of the Ukrainian language as the state language in the realities of large-scale military aggression. Within the framework of this goal, the following tasks were identified:

1. To find out the peculiarities of the status of the Ukrainian language as the state language.

2. To offer practical recommendations for ensuring the functioning of the Ukrainian language as the state language.

3. Identify the peculiarities of information warfare in Ukraine, as well as the specifics of new media as an instrument of influence on people during armed conflicts.

Literature review

The topic of the study is of interest in academic circles due to the fact that the issues under study, the issues of constitutional and legal regulation of the functioning of the Ukrainian language as the State language of Ukraine, can serve as the basis for new theoretical research in this area. The problem of the legal status of the Ukrainian language as the State language of Ukraine considered in the study is still insufficiently developed, and clear requirements for the activities of public authorities in the field of preservation, development and use of the Ukrainian language as the State language of Ukraine have not been defined, and regulatory and legal criteria for determining the normativity of the Ukrainian language when it is used in public spheres have not been developed.

State support for the Ukrainian language is consistently implemented because it meets strategic national interests: it is one of the most important foundations of Ukrainian statehood and plays a consolidating role in society. In addition, the state's language policy is the most important factor (besides economic, political, and military potential) that ensures and maintains a high level of national security, and is its spiritual component. The crisis of language policy inevitably leads to a crisis of morality: the unfavorable state of the linguistic environment, the pollution of language and culture causes spiritual degradation of the individual and the entire nation, which, in turn, harms the national interests of the country. Thus, the emergence of a pragmatic approach to communication has led to a new interest in understanding the differences between literary and non-literary language use, as well as clarifying the differences between them (Tevdoradze, 2023).

Spoken (everyday) language is a natural and widespread productive tool among people, while written (literary) language is considered confusing and complex due to its extensive rules (Alsaawi, 2019). At the same time, the artistic style of language uses the linguistic means of all other styles, a style that is determined by the content of literature and its main goal - to evoke certain feelings, thoughts, moods. Accordingly, the state forms legislation on the state language, pursues a consistent language policy to preserve and develop the Ukrainian language, which contributes to the strengthening of the united Ukrainian state.

At the present stage, the media are generally considered to include all means of disseminating information or, in certain cases, they are defined as a social institution that collects, processes and disseminates information to a wide range of consumers. At the same time, "new media" have become the most important participants in the communication system along with traditional media, as this is due to the very conditions of their creation and functioning: "new media" include electronic media, social networks, messengers, blogs and microblogs, news feeds, and news aggregates, including various Internet projects in the Web 2.0 format, the content of which is often formed by users themselves. At the same time, if earlier "new media" could be called a channel for obtaining information, now they are a tool for agitation and manipulation during conflicts, as well as a convenient means of disseminating information.

The war in Ukraine has turned out to be unlike any other armed conflict the world has seen before, as in addition to the actual invasion and bomb attacks, there is a real attack with false information, what can be called a hybrid war (Stănescu, 2022). Thus, the parties involved in information warfare are fighting to establish dominance in managing the consciousness and behavior of the target audience. Each side seeks to displace the enemy's strong arguments in a certain way and replace them with its own, if possible as convincing as possible, which inspire the trust of this audience. Accordingly, information warfare is primarily a verbal war, a war of discourses, interpretations of past and ongoing events. One interpretation of an event leads to the emergence of others that support or refute the first one, and eventually, the interpretation itself becomes an event. This is how the "spiral" of certain events in the media occurs.

2. Methods

In conducting the research, the author used philosophical (general), general scientific (sociological, comparative, systemic analysis), and private scientific (comparative legal, historical and legal, theoretical and prognostic) methods of cognition to achieve its purpose and objectives. These methods were applied in conjunction with the requirements of objectivity, comprehensiveness, historicism, and the principle of specificity, which are widely used to understand and explain the main regularities of state and legal phenomena.

Using philosophical methods, the study found that the State language is one of the main features of the State since it is a unique form of its functioning, which allows it to be identified and distinguished from other States; the concept of the State language was formulated: the State language is a language which, in accordance with the legislation of the State, is mandatory in all official spheres and which performs an integrative function in these spheres; based on the analysis of the integrative impact of the Ukrainian language on the process of strengthening the constitutional and state system of Ukraine,

it was concluded that the Ukrainian language, as the state language of Ukraine, is one of the most important factors in preserving a single information, educational and cultural space, improving interethnic interaction within the country.

The use of general scientific methods in conducting the study made it possible to clarify that the constitutional and legal status of the State language of Ukraine can be defined as a set of legal provisions provided for by its Constitution, State laws, and other regulatory legal acts which determine the procedure and scope of official use of the Ukrainian language, legal mechanisms for protecting the rights of citizens when using the State language, and measures to ensure the State protection of the Ukrainian language; based on the analysis of scientific works of foreign scholars and domestic legislative acts, it was concluded that it is necessary to create a special body within the structure of the state executive power to control the authenticity of translations and provide organisational, methodological and other assistance in this area at the regional level; the best ways to improve the current language legislation of Ukraine were proposed.

Using private scientific methods, the study summarized the requirements for the Ukrainian language as the State language of Ukraine: normativity, unification, scientificity; a set of measures for the State protection of the Ukrainian language from unjustified borrowing of foreign terminology, as well as its pollution with non-normative and slang vocabulary was considered in detail; the need to protect the State language of Ukraine as one of the important guarantees of preserving the geopolitical, educational and cultural space of Ukraine was substantiated; the need to protect the State language of Ukraine was recognized.

3. Results

The state language is the language that has the highest legal status in the state, performs an integrative function within the state in the political, social, economic, and cultural spheres, and is legally used in official communication, and acts as a symbol of the state.

In most countries, the state language is primarily enshrined in the constitutions of the states and in special laws on languages. The state is responsible for the preservation, development, and care of the state language. At the same time, the privileged status of the state (official) language means that it is mandatory to use it in cases established by law. But this does not usually mean a ban on the use of other languages of the peoples of the state.

The main function of the media is to communicate information, and in order to successfully fulfill this communicative task, it is necessary that the message being transmitted is clearly targeted in terms of the type of information and its linguistic realization. This means that the information must be accessible, understandable, and easily decodable for the potential recipient. Without this, the communication of information cannot be successful, and this inevitably leads to communication failure and the failure of the media to fulfill its primary function. In addition, given the fact that the official language of the media in our country is Ukrainian, it is important that the direct recipient of the information knows it.

The scope of functions performed by the state language and the areas of its use in different states may vary significantly, as this is determined by the traditional social and communication system prevailing in a given society and the objectives of the state language policy. The state language is used to publish laws, decrees, orders, and other legal acts, to write official documents, state administrative texts, minutes and transcripts of meetings, to conduct the work of government, administration, and courts, to conduct office work and official correspondence, and to conduct administrative, political and socio-economic interaction between citizens of a given state.

The media is the main source of information in society, shaping the way the audience understands the events taking place in it and forming their own opinions about current military events. This initial attitude contributes to the fact that the media are both an opportunity and a threat to the parties involved in a military conflict. It means opportunity as a favorable coverage of events for one of the parties, a threat as a way to generate negative information for one of the parties as well.

In this regard, in the theater of modern warfare, journalists are one of the targets, and the media themselves become an arena of manipulative rivalry between the parties to the conflict, as the one who controls the media determines public opinion on current military events. The role of the media in covering military conflicts can take two different and opposite forms. The media can be actively involved in a military conflict and be responsible for increasing violence, or they can take an independent stance towards the conflict and thus contribute to conflict resolution and violence reduction. What role the media play in an ongoing conflict depends on a variety of factors, including the relationship between the media and the parties involved in the conflict, and, given their potential independence from the government.

News in Ukraine is broadcast through the media in the official Ukrainian language. The news discourse can be seen as the main source through which the public perceives the meaning of the ongoing military actions (both at the regional level and on the scale of the conflicting states). At the same time, the content of the news is distanced from the individual experience of understanding events, which is typical for most consumers of current information. News creation is a complex process that is characterized by a certain methodical and manipulative way of presenting the main events unfolding in the theater of war at a given moment. To achieve the desired result, it is necessary to follow specific procedures.

In particular, the news discourse includes the following four components that are used to manipulate public opinion:

- *framing:* setting the topic of current news;

- *focusing the attention of news consumers:* explaining the relevance of the event to the current political situation;

- *comprehension:* confirmation of the authenticity of the event coverage in the news discourse;

- *objectification of what is stated:* exclusion of alternative views on what is happening.

The pragmatic effectiveness of the news discourse is not only about covering a current event and manipulating public opinion on certain aspects of that event. The addressee of the news can be another target group. And as a result, the news generates a dialog between two or more stakeholders.

The state language is the language of instruction in schools and other educational institutions, which must be learned and actively used by the citizens of the respective state. In the context of deep and wide-ranging changes in Ukraine - socio-political, environmental, cultural, and digital - the identification of key competencies that will be crucial to addressing complex challenges is now a central theme in policy development, education, and research.

Most often, the role of the state language is played by the language of the most numerous people of a given state, which is also the most functionally developed language in a given society. At the same time, different countries implement different models of language policy in relation to the state language. Countries can have one state language (one-component model of language policy), for example, France, Germany, Albania, two state languages (two-component model), for example, Canada, Finland, and many state languages (multicomponent model), for example, Switzerland, Belgium, Bolivia, South Africa.

There are countries where there is one official language throughout the country and, in addition to it, official languages for certain regions or parts of the country, for example, in Italy and Spain, there is one official language throughout the country: in Italy, Italian (in Bolzano and South Tyrol, the official language of the regions is German), in Spain, Spanish (in the Balearic Islands, the official language of the regions is Catalan).

Some countries, such as the United States, the United Kingdom, or Australia, do not have a de jure official language for the entire country but do have one for certain parts of the country. In most of these cases, however, there is a de facto official language (in the United States, the de facto American version of English, in the United Kingdom, the de facto English language, and in Australia, the de facto Australian version of English), and there are a number of official documents that establish the scope of use of certain languages.

Language, culture, and the media as the means of their transmission in society are interconnected. The reasons for the public susceptibility to information influence are the universality of the laws of the human psyche and globalization, which has increased interdependence between societies and the interpenetration of cultural codes. The reasons are identical to most countries and are manifold, among them, firstly, psychological features of human thinking and behavior (lack of critical thinking in the preferences of information that corresponds to already formed ideas, susceptibility to emotional content). Secondly, it is necessary to note social reasons:

− public distrust of the institution of power, political and economic elites;

− cultural polarization, press crisis (the printed press loses to social media in terms of speed of information dissemination and quantity, but at the same time the latter do not meet the standards of journalistic ethics;

− rapid development of information and communication (increase in the amount of information, increase in distribution channels, low cost of distribution, absence of borders, improvement of the quality of photo and video material, emergence of technologies for "retaining the audience").

At the same time, at the present stage, the media are becoming direct participants in information wars, international and regional conflicts. In most developed countries, there are departments that specialize in the formation of certain attitudes, stereotypes and behavioral patterns, and the activities of these ministries and departments within the government structures are aimed at actively developing technologies for managing and manipulating public consciousness in the information space.

Information and communication technologies for manipulating the mass consciousness of society are developing and are actively used in modern political practice. New media, such as Facebook, Twitter and YouTube, are used by terrorist groups to promote radical ideas and recruit supporters and members of their groups, as well as to wage information warfare.

Therefore, ensuring the functioning of the Ukrainian language as the state language in the context of armed aggression against Ukraine is very important. Any language is a part of the heritage of the people, which helps to understand the culture and life of a particular nationality of the world, to recreate the image of the description of the people's life. The

heritage of language originates from the written word, which conveys the history of human life, the works of brilliant representatives of culture and science in different historical periods. There are several linguistic means of transmitting the heritage and one of the most important types of transmitting information and the interests of society is literature and literary studies. The culture of a language can be transmitted through literature, and one can gain an understanding and knowledge of the artistic craft of the nation in which a person was born and raised.

The concept of the state language is always functional, and it defines the main areas of implementation of the state language policy:

–   supreme bodies of state power and administration; publication of laws and bylaws; elections;

–   in the activities of state bodies;

–   in official correspondence and record keeping; in the all-Ukrainian mass media Therefore, the use of the state language of the territory of Ukraine is mandatory in the exercise of its powers as a state, as well as in the exercise of the rights of Ukrainian citizens established by the current legislation.

The processes of armed conflicts and information warfare generated by these processes are becoming a rather complex phenomenon in modern society. In an era when news can be broadcast 24 hours a day, political and military leaders are beginning to realize the importance and significance of an uninterrupted flow of information aimed at shaping a certain public opinion.

In this regard, the manipulative demonstration of the methods of warfare, implicit coverage of the inviolability of human life (including the civilian population of the opposing side, which can be presented as an unwitting participant, an accidental witness to the unfolding conflict, to the government of their country) becomes especially relevant for the parties involved in a military conflict.

4. Discussion

With each new stage in the development of human civilization, the range of functions that language performs expands: humanity's transition to the information society has led to a paradigm shift in the role of language knowledge in society (Jalilbayli, 2022). The state language is a part of the national culture and heritage of the people, while, compared to other tools, cultural diplomacy may become a more valuable tool for the state in the future and a more important component of its public diplomacy (Gumenyuk et al., 2021). The state language is compulsory in the military, army, and navy. It is used in official signs and announcements, seals and stamps, road signs, in the labeling of domestic goods, and in the naming of streets and squares.

The main means of communication is language, and within the framework of media linguistics, the language of the media can be mainly considered as a multifaceted discursive phenomenon in which all language processes are presented in dynamics and reflect the modern picture of the world. Language and people are closely related, so often human behavior is guided by the development and use of language as a means of communication and as a way of representing thoughts and knowledge (Altarriba & Basnight-Brown, 2022). At the same time, language plays an important role in the life of society and in the context of national security, as evidenced by the growing interest in learning Ukrainian and the number of people who speak it as the main language in everyday life since the beginning of the full-scale war in Ukraine.

Particular attention is paid to the study of the issue of digital literacy of the population, as the world is changing rapidly, digitalization penetrates all spheres of human life. Globalization has led to multifaceted social, political, cultural and linguistic processes in the world, for example, it has facilitated the multilateral movement of resources, migration of people and the spread of knowledge (Ou & Gu, 2020). The key skill needed today to adapt to the new world is digital literacy, and the issues related to it are about the many interactions that are possible between people and data.

In addition, in Ukraine, in the context of armed aggression, there is an increase in the level of digital literacy of the Ukrainian population, which, in turn, has become a response to open military and hybrid threats from the Kremlin authoritarian regime (Tytova & Mereniuk, 2022). The areas of predominant use of the Ukrainian language are radio, television, mass media, and newspaper and magazine products. Fiction in the Ukrainian language also plays an important role, as with the advent of literature, human life has changed, and it is impossible to imagine the existence of modern society without it (Poplavskyi et al., 2020).

An important function of the state language is its purpose to be a language (or one of the languages) of interethnic communication among the peoples of this state. Language technologies play an important role in the modern world, as they contribute to the development of multilingualism and linguistic diversity in it (Joshi et al., 2020). In the process of global integration, it is important for national languages to resist cultural and political global expansion, which is expressed along with the transmission of images in the effective promotion of national languages. In addition, it should be noted that the situation when some countries express ethnocentrism, consciously or unconsciously commit micro-aggressions against other

states, which can potentially escalate into discrimination in the form of disregard for the value of multiculturalism, and become one of the causes of military conflict, is quite common in the modern world (Nam et al., 2023).

Indeed, we should agree with the idea that global communication is a kind of conductor of linguistic expansion, since at the present stage of human development it is becoming obvious that linguistic diversity affects management decisions in modern multinational institutions (Ysmailova et al., 2021). This experience is typical for EU member states, primarily manifested in the formation of linguistic communities that unite these countries that use the world's most widely spoken languages, the experience of communities that eventually develop into political organizations and help countries preserve national identity.

Culture, history, and language are closely interconnected, for example, human language provides a highly effective system of communication and emerges from cultural interactions (Lipowska & Lipowski, 2022). Thus, language is closely related to culture and in many cases is a vital component of national identity. The connection between language and culture is so close that the threat of language extinction or loss of language by a people is inevitably accompanied by social and cultural destabilization. An effective experience (best practice) in the cultural and language policy of states is that the European Union has an official position of Commissioner for Education, Training, Culture, and Multilingualism. In order to speed up the work and save time, resources, and costs, the EU has established three working languages: English, French, and German.

Regarding the relationship between language and culture in Ukraine, we should agree with the opinion that cultural heritage is an important component for the formation of Ukrainian identity along with language, territory, economic life and common historical destiny. It, in turn, becomes a factor of national consolidation, awareness of Ukrainians as a single nation, advocacy of social issues and promotion of social development, including through the media, the problem of preserving national cultural heritage has become much more acute due to the outbreak of a full-scale war in Ukraine (Trach et al., 2020).

Language changes with the development of human civilization. It is clear that the most obvious culturally dependent obstacle to intercultural management at the present stage is language differences, which entail the need to communicate in several languages, and thus to take advantage of adaptive advantages (Arnulf et al., 2021). The tradition of transmitting linguistic experience from generation to generation, the creative refraction of cultural heritage in history actively influence the historical destinies of nations, as they create the foundation for the unity of people in the ideals they embody. Cultural ideals also vary in terms of their stability: some are relatively short-lived, while others are transformed, passing from century to century.

The heritage of a language, no matter what kind of language it is - literary, scientific, technical - is a work of art. Without language communication, there can be no further human development and evolution. The development of human language took place in order to modify or change the beliefs and attitudes of some people towards others in order to make the latter act in a certain way (Ferretti et al., 2022). Acceptance of the importance of language in understanding the greatness of culture indicates the ways of cooperation and unity between peoples. The perception of the information base through linguistic activity in the field of the cultural heritage of memory directs the organization of education of the younger generation in order to preserve the true values of humanity. Therefore, both theoretical studies and the sphere of practical human life testify to the fact that in the context of the military conflict in Ukraine, it is necessary to ensure the proper functioning of the Ukrainian language as the state language, including in the media, as well as to support the development of culture from generation to generation (Kharitonenko, 2022).

The Ukrainian language as the state language can be studied as an integral sign and communication system, and its special role is emphasized at the legislative level in the Law of Ukraine "On Ensuring the Functioning of the Ukrainian Language as the State Language" and the Concept of State Language Policy. The Ukrainian language is recognized as the language that unites the entire territory of our country, the most universal means in which all the most important knowledge about the world and society is expressed and recorded. Language and politics are closely linked, and the ability to successfully navigate language policy and interpret the degree of formality allows language users and speakers to use language as a source of power (Foster, 2019).

The state status of the language can be understood as a practical and social function. It distinguishes that part of the Ukrainian literary language that is used by public authorities and administration not only as the language of legal acts but, less importantly, as the language of official communication. In addition, its use should support a high level of spelling, stylistic and lexical literacy of civil servants and citizens, as well as media representatives, and it should include social, multilingual, multimodal aspects, as well as attitudes, norms and values of a particular society (Ghandchi, 2022).

The academic environment, similar to the nature and essence of transnational corporations, is considered one of the best examples of social space (Luczaj et al., 2022). Ukraine's education system defines state standards and the level of qualification requirements for knowledge of the Ukrainian language. The office work system has established commonly

used phrases or turns of phrase, and there are dictionaries of accents for television announcers.   The implementation of the state language policy envisages not only full-fledged study of the Ukrainian language, but also a range of qualification and certification measures, ranging from school graduation exams and university entrance exams to various postgraduate education systems, rules for awarding academic degrees or titles, and advanced training courses.

Current media coverage of military conflicts usually focuses on manipulative images of "pure" war. At the same time, modern technologies make it possible to minimize the casualties suffered by civilians in military conflicts in the news, and to present these human losses as collateral damage caused by military operations. Little attention is paid to the nature of the negative impact of military conflicts on civilians. In this way, the horrors of warfare are removed from the current news, as well as, if necessary, those elements that could potentially weaken public opinion in support of continuing the war. The ethical question is to what extent media organizations should be held accountable for these documented shortcomings in their professional activities (Robinson, 2019).

In addition, while it is true that the use of algorithmically customized individualized news feeds is increasingly seen as an important strategy to meet the information needs of consumers through legacy media. At the same time, personalized news distribution also raises normative concerns about the public function of legacy media, particularly when it comes to personalizing traumatic and polarizing content that is common during military conflicts (Makhortykh & Bastian, 2020).

The overwhelming majority of the population of Ukraine decided on their own vision and attitude to the Russian-Ukrainian war in 2014, which has not changed today. Ukrainian society has demonstrated that in the face of an acute foreign policy threat. It can accumulate a powerful internal resource and demonstrate rational responses to the challenges of the times, as well as produce content that is understandable and acceptable to the country's patriots (Nikolaiets, 2022).

The creation of news about conflicts and the emergence of public discourse about war and armed conflict are important in the social process at the present stage (Fröhlich, 2018). Warfare, like other forms of conflict, causes societies to experience chronic stress, even if it is presented as democratic. Furthermore, the tension between information and disinformation cannot be determined a priori. In countries where governments have "market power" in the information space - as in the aggressor country - social media is a powerful tool for shaping public opinion, but when the information space is contested - as it is in the much more open Internet in most countries - there is a fierce struggle to shape the narrative (Ciuriak, 2022).

When covering military conflicts in the media, there is a tendency to rely on the leader of the state, to present the fact of the formation of a united front in the face of a common danger. At the same time, tracking the spread of a political leader's message through the media reflects the following trend: the less distortion in the process of information transmission, the more effective propaganda is (Oleinik, 2023).   As a result, an ordinary citizen begins to perceive the media as a source of support for the state, rather than as a mechanism for objective coverage of current events. In an attempt to influence the nature of media coverage of military events, government circles use a variety of methods, including, for example, PR campaigns to disseminate news in a desired manner, manipulative framing of current news content.

5. Conclusions

New media have many advantages over traditional media in the context of information and propaganda activities. Terrorist groups and other destructive organizations actively use the advantages of new media to inspire conflict situations of various levels, based on the following determinants: easy accessibility of material to almost any user in the world; constant growth of the Internet audience; possibility of anonymous dissemination of information; prompt response to messages; high level of trust in new media, especially among young people.

The content analysis of the media shows that, despite the fact that journalists have offered some personalized reporting since the beginning of the full-scale invasion of Ukraine, they generally preferred a neutral position when covering this military conflict (Fahmy et al., 2022). However, during armed conflicts, it is common for the media to generate manipulative images, including those that give speakers of a language a "sense of objective reality." In this regard, the media have three important characteristics, the importance of which is especially growing when a society is in the midst of armed conflict, violence and aggression:

– "mirroring": when covering current events, the objective reality is detailed in a special way in the media, which in turn gives rise to a certain vision of the world around us;

– "objective evidence": the democratic views of society are shaped by the way the media present current events, and at the same time they provide them with credibility;

– "conductor of objectivity": The media act as an intermediary between all social and political groups, conflicting military parties, which are able to express themselves and form an appropriate image of themselves in the public opinion.

Based on the results of the study, the following conclusions can be drawn.   The state language policy in the context of armed aggression against Ukraine and after its completion should be based on the following principles:

- linguistic relevance (it is necessary to take into account the changes that have taken place in the life of Ukrainian society, in particular, the consequences of the linguistic genocide carried out by the aggressor state);

- interdisciplinarity (it is necessary to involve specialists from different fields of knowledge who can help to adequately represent and characterize that part of the vocabulary that, being specialized, is constantly and actively updated in non-specialized areas of communication);

- diversification of authoritative scientific information (dictionaries, reference books, grammar manuals should be based on the achievements of modern linguistic thought and at the same time be diverse in terms of volume, format, and type, as well as target audience);

- technological efficiency (structuring of information should provide for its digital processing, posting on the Internet, and the possibility of prompt, technologically supported access to it).

It is possible to take the following measures to ensure the effective functioning of the Ukrainian language as the state language:

- further improvement of the regulatory framework, development of the necessary bylaws in the field of language policy in Ukraine;

- analysis and systematization of the main results achieved in the process of creating a scientific and information infrastructure to ensure the effective functioning of language legislation within the framework of state and regional targeted programs.

Competing interests

Sample: The authors declare that they have no known competing financial interests or personal relationships that could have appeared to influence the work reported in this paper.

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Obtained.

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Data sharing statement

No additional data are available.

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