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RELEVANCE OF COUNTERING THE NEGATIVE INFORMATION AND PSYCHOLOGICAL IMPACT ON THE PERSONNEL OF A STATE BORDER GUARD AGENCY IN WARTIME

Based on the analysis of the events taking place in Ukraine, during which the State Border Guard Service of Ukraine performs the task of repulsing and deterring the armed aggression of the Russian Federation against Ukraine, the authors suggest that the personnel is subjected to information and psychological influences that form a certain information and psychological situation in the field of the state border security.

The article substantiates the relevance of countering the negative information and psychological impact on the personnel of a state border guard agency in wartime. Information and psychological influences and military theoretical approaches to characterising their essence have been studied. The unreasonable nature of the information and psychological aggression of the Russian Federation against Ukraine has been emphasised. The necessity of improving the system of ensuring the national security of Ukraine, taking into account the specificity of the State Border Guard Service of Ukraine, has been revealed. The problematic issues of information and psychological protection of national interests at the state border have been analysed.

Keywords: *information and psychological influence, state border guard agency, national security, State Border Guard Service of Ukraine, armed aggression, information component of war, state border security.*

Statement of the problem. Currently, the role and importance of the information factor in the life of the country are sharply increasing. The information environment can accelerate or slow down the development of all spheres of societal life, including the processes that are closely related to state border security.

Since the beginning of the Russian aggression, information threats, which are particularly dangerous during hostilities, have been among the top threats to Ukraine's national security. Radical changes occurred after the start of Russian aggression against Ukraine in 2014. Since 24 February 2022, this problem has become even more important for the security of the state border and the defence capability of the state as a whole.

The State Border Guard Service of Ukraine is tasked with ensuring the inviolability of the state border and protection of Ukraine's sovereign rights in its adjacent zone and exclusive (maritime) economic zone. Armed invasion brings the issue of protecting and defending the state border in the difficult conditions of the armed conflict, which initially used to have features of hybrid warfare in the east and south of our country. Threats to national

security, state sovereignty, and state border security are primarily related to the aggression of the Russian Federation (RF), which continues its attempts to annex the territory of Ukraine. As of today, a significant number of border infrastructure facilities, equipment and weapons have been destroyed or seized in the course of fighting and armed confrontation. In this confrontation, it is the State Border Guard Service of Ukraine (SBGSU) that is at the forefront of restoring Ukraine's sovereignty and territorial integrity.

In this regard, it is particularly urgent to find ways to ensure the implementation of the SBGSU function, identify challenges and problematic issues of protecting national interests at the state border and find ways to solve them, as well as introduce modern scientific views and approaches in the field of border security. After all, a modern, well-equipped and efficient the State Border Guard Service of Ukraine is of paramount importance for Ukraine's national interests.

Analysis of recent research and publications. The issues of information and psychological influence on consciousness were the focus of Y. Varivoda, I. Vorobyova, B. Hrushyn,

D. Dumanskyi, M. Libiki, V. Lysenko, A. Manoilo, D. Olshansky, G. Pocheptsov, P. Shevchuk and other scholars. The essence of information warfare in society was considered by such Ukrainian and foreign researchers as M. Vershynin, P. Volkhovskiy, Y. Zharkov, K. Kalandarov, O. Lytvynenko, H. Perepelytsia, S. Pocheptsov, A. Lukianets, M. Popov, V. Fomin, who wrote about the formation of conceptual, theoretical and technological aspects of information warfare. The problems of manipulating human consciousness were covered by V. Demskyi, D. Kuprienko, H. Dilihenskyi, V. Zaritska, O. Lalak, H. Osyka, V. Petryk, M. Prysiashniuk, Y. Skulysh and other researchers. In the scientific works by A. Brushlynskyi, G. Hrachov, V. Lepskyi, A. Manoilo, A. Petrenko, and I. Panarin, the problems of individual resilience to negative information and psychological influence were raised.

The above-mentioned scholars studied the negative information and psychological impact concerning civilian life but did not take into account the impact of society on the individual personality during hostilities and combat actions. This research has been conducted given the full-scale war and the radical changes that have occurred since the beginning of Russian aggression against Ukraine. Therefore, the problem of countering the negative information and psychological impact has become even more significant for the security of the state border and ensuring the defence capability of the state as a whole.

The purpose of the article is to substantiate the relevance of the problem of countering the negative information and psychological impact on the personnel of a state border guard agency in wartime.

Summary of the main material. The article is based on the research and analysis of scientific publications, and speeches by politicians and political observers, as well as on a survey of the personnel performing combat missions.

Negative information and psychological influence has reached such a scale that it can be called information warfare [1]. Information warfare is overt and covert targeted information actions to impose unwanted information on the enemy to change their behaviour through a change in thinking or to self-destruct to gain material benefits. According to M. Kondratiuk, information warfare is a concept that combines information and technical and information and psychological influence [2]. This type of confrontation is not new. Back in the VI century BC, Sun Tzu described the basics of information and psychological warfare in his treatise "The Art of War" and argued that it was necessary to influence the enemy with information [3].

Thus, every war uses weapons [2]. In this case, they are Russian media and Internet trolls, hidden agents of influence acting through the domestic media, influencing Ukrainian society by distorting events in Ukraine and the world and interpreting

them in a way favourable to Russia [2], hostile attitudes of people with different political views towards each other, the spread of disinformation, as well as a sharp division of the population by property, religious and other characteristics. The language issue is being discussed, and there are discussions about the future of Ukraine and the security of the state border.

To defend itself, Ukraine has banned several Russian films and TV channels. However, the enemy still has means of influence through the Internet and satellite television, hidden agents of influence, etc.

The majority of the Border Guard personnel have access to the Internet, and that is why the Internet is one of the sources of influence on the minds of the personnel. The World Wide Web is extremely large and branched, so it cannot be controlled by any state [4].

According to a survey of servicemen of 36 different categories performing combat missions to repel Russian armed aggression in Kharkiv Oblast (region), one of the main sources of information that negatively affects personnel is the enemy's Internet media disguised as Ukrainian and foreign, which spread fake news about the state of affairs in Ukraine. They draw attention to non-existent or distorted events with unreasonable headlines. These sites play on the feelings and emotions of readers with provocative or false information. You can find facts, but they are subject to the interpretation of the site's authors. In addition, the authors of these publications also have access to Ukrainian websites and media, from where they take information and transform it to suit their owners.

Fake Internet media are designed to disinform, first of all, the population of the occupied territories about the activities of the Ukrainian government and Armed Forces, as well as the Ukrainian society and various structures within it, including the SBGSU, to destabilise the moral and psychological state and spread fear, panic and distrust of the actions of those who are trying to defend the integrity, independence, unity and statehood of Ukraine.

The main tool of the negative information and psychological impact used by Internet media is pseudo-news and manipulation of public opinion by posting false unverified information, and if the information concerns Ukraine, the material gets the loudest headline. On various websites, one can read many articles directed against the Ukrainian government and the Armed Forces, the State Border Guard Service of Ukraine, in particular, the former are described as the "Kyiv junta", and the military are called "punishers" or "nationalist battalions", etc.

As the most independent, fair and uncensored type of media, online net media have all the information independence and, therefore, the tools

to counteract the information warfare in Ukraine, using their content to "disinfect" false aggressive information about our country [5]. In addition, we should not underestimate the activities of Internet trolls who operate undercover, posing as ordinary Ukrainian users.

Given the above, it is necessary to develop a systematic, offensive approach to countering and neutralising the results of destabilising activities in the information sphere.

A systematic approach to countering and neutralising the results of destabilising activities in the information sphere focuses on the integrated use of means, methods and strategies to ensure information security. This approach involves analysing and evaluating potential threats, developing integrated software to detect and protect against information and psychological influence, considering the psychological aspects of the impact on personnel, and using technology to monitor, detect and neutralise information attacks. Other important components are training and awareness-raising among personnel and the public capable of identifying and countering destabilising information and psychological influences.

An offensive approach in the context of countering and neutralising destabilising activities in the information sphere means to actively conduct information operations aimed not only at defence but also at influencing the enemy and their activities. This involves the development and use of content aimed at undermining the credibility of the enemy's information, forming a positive image of our forces and ideas, and active use of cyber tools to seize the initiative in the information space [6].

It is well known that a strong ideological conviction of the population, and influence on the psychological state and behaviour of people are mostly ensured through the use of information infrastructure and media space, the destructive impact on which has devastating consequences for the formation of national consciousness. Thus, it is through the influence on the moral and psychological state of the enemy that victory in information and network wars is achieved [6].

Information and psychological influence on the personnel of the State Border Guard Agencies (SBGA) is an action by words and information aimed at the consciousness of border guards. It is often referred to as information and propaganda, ideological, and psychological action [6].

The author O. Senchenko is convinced that the information and psychological impact is based more on the qualitative aspect of information messages

(texts) printed (broadcast) and achieved their goal, and perceived by consumers [6].

The defining features of the concepts "information warfare" and "psychological warfare" are that information warfare is waged mainly in the so-called cyberspace, while psychological warfare is waged in the social space.

The fact that negative information and psychological influence is carried out covertly makes it much more difficult not only to counteract its manifestations at the appropriate level but also to identify the information and psychological influences themselves and the agents of their implementation; it is difficult to distinguish between truth and lies. It can be concluded that modern information and psychological impact has now become the main form of confrontation between Ukraine and Russia and their security forces; it uses a variety of technologies aimed at destructive influence on society. In their turn, disinformation and outright lies are classic elements of negative information and psychological influence.

The processes of informatisation of society also affect the SBGA and other military formations. The problems of developing strategies and technologies for conducting information and psychological confrontation lead to the development of a standard of moral and psychological support for personnel, which is used during the training and education of personnel at the tactical and operational-tactical levels, and is carried out as a counteraction to negative information and psychological influences on personnel. This contributes to ensuring the information and psychological security of the SBGSU's personnel from the enemy's information and psychological influence.

Following the above, the purpose of protection against information and psychological influence is to ensure information and psychological security for the border guard detachment's command and control, and personnel; ensure effective service command and control; and strengthen the moral and psychological state of personnel. The main tasks of combating information and psychological influence on personnel from enemy's actions are as follows: training of personnel officers to ensure information and psychological security; analysis and prediction of the socio-political and information situation in the areas of tasks execution, the level of their influence on the SBGA's personnel; collection and generalisation of information about possible sources, means, channels and objects of negative information and psychological influence; explanation of decisions of the country's leadership and tasks of the leadership

facing the SBGA; preparation of personnel, disclosure of methods and means of processing and evaluating information and psychological influence; neutralization of enemy's information and psychological influence to prevent demoralization, disinformation, and reduction of the level of the morale and psychological state of personnel; conducting information and psychological activities aimed at the personnel of the SBGSU and the population in the areas of task execution; organization of preventive measures to prevent the spread of false rumours among personnel, preempting false rumours, alarming statements, and unlawful actions aimed at deteriorating the morale and psychological state of the personnel of the SBGSU, etc.

Ensuring the information and psychological security of the personnel of the State Border Guard Agency consists in organising and implementing measures aimed at regulating, in particular, limiting, information flows; organising information flows (including initiating the dissemination of certain information); disseminating methods and means of information processing and evaluation; forming collective (group) social and psychological protection; forming individual psychological protection of a personality [7, 8, 9].

This study has identified the components that affect the effectiveness of operational and service task performance.

Sustainable components are the peculiarities of mental cognitive processes (feelings, perception, representation, memory, attention, thinking) that are inherent in a representative of a particular military profession, mental features of an individual (military and professional orientation, character traits required for a particular speciality), professional skills, physical endurance and psychological resilience. The dynamic components of the psyche are situational feelings (confidence, pride, hatred, grief, suffering, etc.) and mental states (emotional elation, enthusiasm, depression). All of these components directly affect the effectiveness of border guards in performing their operational and service tasks. They can either stimulate the behaviour of an individual, mobilise his/her mental potential for the quality performance of the task, or disorganise his/her activities.

Conclusions

This article has analysed the use of information and psychological influence on the personnel of the State Border Guard Service of Ukraine in the context of information warfare and identified

methods of counteraction. It has been found out that the Internet media used by the enemy as a means of information warfare are aimed at influencing the behaviour and mentality of the population and border guards. The analysis has demonstrated that negative information and psychological influence complicates not only the counteraction to its manifestations but also the identification of the influences themselves and the agents of their implementation.

It has been established that modern information and psychological influence has become one of the main forms of confrontation between Ukraine and Russia.

Further research will be aimed at finding ways to develop the readiness of future officers of the State Border Guard Service of Ukraine to counteract negative information and psychological influence in enemy captivity.

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АКТУАЛЬНІСТЬ ПРОТИДІЇ НЕГАТИВНОМУ ІНФОРМАЦІЙНО-ПСИХОЛОГІЧНОМУ ВПЛИВУ НА ОСОБОВИЙ СКЛАД ОРГАНУ ОХОРОНИ ДЕРЖАВНОГО КОРДОНУ В УМОВАХ ВІЙНИ

На основі аналізу подій, що відбуваються в Україні, під час яких Державна прикордонна служба України виконує завдання з відсічі та стримування збройної агресії російської федерації проти України, висловлено думку, що особовий склад зазнає інформаційно-психологічних впливів. Ці впливи формують певну інформаційно-психологічну обстановку у сфері безпеки державного кордону.

Обґрунтовано актуальність протидії негативному інформаційно-психологічному впливу на особовий склад органу охорони державного кордону в умовах війни. Досліджено інформаційно-психологічні впливи, військово-теоретичні підходи до характеристики їхньої сутності. Наголошено на необґрунтованому характері здійснення інформаційно-психологічної агресії російською федерацією проти України. Розкрито необхідність удосконалювання системи забезпечення національної безпеки України з урахуванням специфіки Державної прикордонної служби України. Проаналізовано проблемні питання інформаційно-психологічного захисту національних інтересів на державному кордоні.

З'ясовано, що Інтернет-ЗМІ, які противник використовує як засіб інформаційної боротьби, спрямовані на вплив на поведінку і менталітет населення та прикордонників. Аналіз свідчить, що негативний інформаційно-психологічний вплив ускладнює не тільки протидію його проявам, але й ідентифікацію самих впливів та агентів їх здійснення.

Визначено, що сучасний інформаційно-психологічний вплив став однією з основних форм протистояння між Україною та країною-агресоркою.

Подальші дослідження будуть спрямовані на пошук шляхів формування готовності майбутніх офіцерів Державної прикордонної служби України протидіяти негативному інформаційно-психологічному впливу в полоні ворога.

Ключові слова: *інформаційно-психологічний вплив, орган охорони державного кордону, національна безпека, Державна прикордонна служба України, збройна агресія, інформаційна складова війни, безпека державного кордону.*

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