

МІНІСТЕРСТВО ОСВІТИ І НАУКИ УКРАЇНИ
НАЦІОНАЛЬНИЙ УНІВЕРСИТЕТ БІОРЕСУРСІВ
І ПРИРОДОКОРИСТУВАННЯ УКРАЇНИ



Матеріали Міжнародної науково-практичної конференції

**ПРОДОВОЛЬЧА ТА ЕКОЛОГІЧНА БЕЗПЕКА
В УМОВАХ ВІЙНИ ТА ПОВОЄННОЇ ВІДБУДОВИ:
ВИКЛИКИ ДЛЯ УКРАЇНИ ТА СВІТУ**

*присвяченої 125-річчю Національного університету
біоресурсів і природокористування України*

**Секція 4. Якість освіти та гуманітарна наука в умовах війни
та глобальних викликів**

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У збірнику подано результати обговорення актуальних проблем, перспектив і шляхів забезпечення продовольчої та екологічної безпеки в умовах війни, плану відновлення України, сталого розвитку світу в контексті глобальних і регіональних викликів, трансформації суспільства та формування нової парадигми розвитку.

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Відповідальний за випуск: **Отченашко В. В.**

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**POLITICAL COMMUNICATION IN THE CONTEXT OF MARTIAL LAW IN
UKRAINE**

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Political communication in the context of martial law in Ukraine is a very sensitive and complex topic that requires a deep understanding of the country's political, social and historical context. Political actors, including government officials, opposition leaders, and civil society groups, may have limited opportunities to express their views and interact with the public.

The task of the government is to meet the information needs of the population to obtain a high assessment of its effectiveness and to avoid the emergence of rumors and its own versions of events. It is necessary not only to assess the real state of affairs, but also to structure the information correctly depending on the type of crisis. Information should be divided into public (articulation of the official position, explanation of the situation in order to overcome panic in society) and private (to prevent threats and maintain stability) [3, p. 166].

The concept of political communication has evolved from a one-sided manipulative model of advertising to a two-sided symmetrical model in compliance with the principles of partnership and mutual understanding and active use of all possible media [1; 2, p. 139-140]. One of the key aspects of political communication during martial law is international political communication, which can be described as the way nation-states influence the political behavior of citizens in other countries through propaganda, negotiation, political struggle and psychological warfare, as well as the dissemination of information beyond their borders.

On February 24, 2022, martial law was declared in Ukraine, which significantly affected the work of all sectors of public life. This was the reason for the introduction of the requirement to use official sources of information and the formation of a unified information policy under martial law by uniting all national TV channels in the round-the-clock information marathon "United News #UATOgether", which is essentially a single information platform for strategic communication [4]. The main messages of international political communication after February 24, 2022, are aimed at convincing the international community of the need to support Ukraine in its fight against Russian aggression and to provide truthful and objective information about Russian war crimes on the territory of Ukraine. From February 24 to the present day, President of Ukraine Volodymyr Zelenskyy has been addressing political elites and the international community on a regular basis.

It is relevant to say that no opportunity was missed to inform the world community about the current situation in Ukraine and to ask for help. One of the main messages by President of Ukraine is the need to increase military assistance from international partners, which would significantly enhance the effectiveness of defense capabilities.

At the institutional level, the main communicator in Ukraine today is the ruling elite, in particular, the presidential center, which determines the content of the main messages. It is important that the vast majority of messages voiced by representatives of the Presidential Administration, the General Staff, military administrations and local authorities are primarily aimed at maintaining the high morale of society and the armed forces.

Communicators at the public-public level are citizens, civil society organizations, formal and informal movements that form the core of the volunteer movement, which aims to raise funds to meet the needs of military personnel, citizens under occupation, internally displaced persons, and refugees [5]. Volunteers in Ukraine are actively using the latest information technologies, social networks, media platforms, organizing rallies, charity events, exhibitions, concerts, and auctions. At the initiative of President of Ukraine, the *United24* fundraising platform was created to raise funds in three areas: defense and demining, medical care, and the reconstruction of Ukraine. Anyone can help solve a specific problem in Ukraine, information about which is available on the website.

Thus, in the context of martial law in Ukraine, the initiators of political communication to discuss socio-political issues and shape the political agenda are not only authorized persons – representatives of the authorities, international organizations, structures and missions, but also civil society organizations and citizens themselves.

Political communication remains a critical aspect of democracy in Ukraine. It is important that citizens have access to reliable information and can participate in political discussions without fear of reprisal. In this way, Ukraine can continue to build a strong democratic foundation and ensure that the voices of its citizens are heard.

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