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NEW APPROACHES TO THE ANALYSIS OF INFORMATION AND COMMUNICATION ACTIVITIES IN THE CONDITIONS OF MODERN GLOBALIZATION CHALLENGES

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Abstract. The urgency of the study is that today the creation of a well-balanced information and communication infrastructure for the management of a state capable of ensuring the formation, distribution, efficient use and protection of resources, largely depends on a clear legal definition of the system of views on the implementation the government of information and communication function. **The purpose of the research** - the theoretical and practical aspects of new approaches to the analysis of information and communication activities in the context of modern globalization challenges. Objectives of the study: using the methodology of system analysis and system synthesis to determine the problem of the need for a clear legislative definition of the purpose of further action; analyze the problems of forming of global information and communication space. **The scientific novelty** of the research is the identification of the problems of information and communication activities in the context of modern globalization challenges and the achievement of sustainable development of society. **The results of the study:** the problems of the legal language were explored and new approaches to the issues of information and communication activities were revealed; also were revealed the human rights problems and the need to systematize the law; information activity of modern Ukraine in the context of globalization challenges is disclosed; the alternatives to innovation and identify ways to achieve information and communication security are researched. **Conclusion** - the modern state should respond timely to the challenges of scientific and technological progress, adequately respond to key issues of identifying the problems of information and communication activities in the context of modern globalization challenges. The main idea, of course, is to define the purpose, the basic principles and methods of the state's implementation of the information and communication function. It should be aimed at safeguarding national interests and protecting the natural rights and legitimate interests of citizens (individuals), organizations (legal entities) and society as a whole due to the effective use of the accumulated information, modern information and communication complexes and specialists, noblemen to work effectively in conditions of global challenges.

Key words: information and communication activity, new approaches, global information and communication space, legal language, globalization, human rights, systematization of the norms of law

An analysis of recent researches and publications which the author is based on in the solution to this problem

The urgency of the study is that today the creation of state-of-the-art information and communication

infrastructure, capable of ensuring the formation, dissemination, efficient use and protection of resources, depends in large part on a clear legislative definition of the system of views on implementation the government of

information and communication function.

The purpose of the research: - Theoretical and practical aspects of new approaches to the analysis of information and communication activities in the context of modern globalization challenges.

Objectives of the study:

- to determine the problem of the need for a clear legislative definition of the purpose of further action;

- to analyze the problems of forming the global information and communication space;

- to study the problems of the legal language and to discover new approaches to the issues of information and communication activities;

- to identify human rights problems and systematize the law;

- to reveal the informational activity of modern Ukraine in the context of globalization challenges;

- to explore alternatives to innovation and identify ways to achieve information and communication security.

Presentation of the main research material with the discourse of the received scientific results

1. The need for a clear legislative definition of the purpose of further action

Today, the creation of a well-balanced information and communication infrastructure for state governance, capable of ensuring the formation, dissemination and effective use and protection of resources, largely depends on a clear legal

definition of the system of views on the purpose, directions and main tasks of execution the government of information and communication function. The need to resolve the above issues is due to the fact that:

- in today's conditions possibilities for realization of constitutional rights of citizens to information and information of information activity have considerably expanded; the needs of the potentially active part of society in the information interaction both inside the country and with the outside world have considerably increased;

- intensive development of global information infrastructure, the necessity of Ukraine's integration into the world information community on equal terms, asserted the dependence of the effective functioning of society and the state on the state of development of the information sphere, first of all, the system of state administration by the national information resources;

- information resources, information infrastructure in modern conditions become an arena of international struggle for world leadership, for achieving certain strategic and tactical political goals. And especially - the proper information provision of state administration bodies is the basis of a successful fight against modern terrorism.

The main geopolitical issue that faces the state at the beginning of the third millennium is the ability of the country to realize its comparative competitive constraints in the coordinates of the global information

and communication space in order not to be deprived of real independence and national sovereignty and classified on the periphery of world development [1]

2. Problems of forming a global information and communication space

Take a look at the author's composition of domestic scientific articles or avenues and see everywhere among the first leaders of the institutions, and not the true authors, who created in all spheres of human activity unheard of the form and content of life situations citizens' loss of leadership qualities, which stops Ukraine's innovation development in post-industrial development.

1. If we proceed from the definition of information as information about individuals, objects, facts, phenomena, phenomena and processes, regardless of the form of their presentation, then in order to proceed to a more specific perception of information, it is necessary to take advantage of such an integrated form as "knowledge". Knowledge is the result of people's education and intellectual work. This implies a legal consequence: knowledge belongs to the person who creates them, and information is only a fraction of knowledge reproduced on material media. The intellectual activity of a person in a society, in the narrow sense, is the work with the bearers of knowledge and information for the solution of local and global problems. These categories are inseparably linked with one another, and therefore for the effective development of an

innovative economy, they must be balanced and meet the requirements of the extremely perfect intellectual property and property laws. Knowledge accumulated by people in the process of education and work, stored for centuries, is transmitted as information in various forms for different purposes; therefore the protection of information and knowledge carriers always accompanied the processes of intellectual activity. The tradition of our scientific activity was to conceal the publications of the defense of dissertations, which diverts the idea of innovative development from the country. Complexity adds to the fact that along with the traditional forms of preservation and transfer of knowledge (book, manuscript, painting, etc.), the digital form of electronic submission of information becomes more and more widely distributed. In this form, information is now increasingly stored in library, archival, business, service, educational activities, structured according to sources and purpose of use. All this creates the need for new legislation for the sake of structural perception and the use of different sources of origin, form, accessory knowledge and the purpose of their application as information. The problem requires more in-depth exploration of virtual information circulation, its impact on knowledge and public consciousness, on the understanding of the right to information of citizens [2].

3. Problems of legal language

Within the framework of the

communicative aspect of law, emphasis is placed on the issues of the legal language, that is, the language of the legislator, the interpreter, the expert, the user of the right information, the analysis of the language becomes primarily a historical and psycho-cultural problem. The problem of linguistic assessment of the state of terms and concepts, legal definitions is still in the initial stage of development. Such concepts as "information security", "jurisdiction of states in the conditions of globalization", "monopolization of legal force", etc., often acquire a purely subjective interpretation.

Globalization, causing everywhere the chaos and crisis of worked out and, as it were, democratic principles of work with information, like the tsunami, covers us with a host of problems regarding intellectual activity and information and communication interaction of knowledge carriers. It was precisely this that we needed to realize in a timely manner, taking the decision-making government, to know that ideologues and leaders of the ideas of globalization, it was seen as a multilevel equipped with a technocratic rationality system, the upper layer of which is equipped and connected by information and communication networks compact metropolitan areas, transport, financial and science education centers. Huge attention was paid to information and communication nodes that were able to accumulate, store and distribute informational and material resources, focusing on all the problems of political and economic realities. The

current global information and communication space is not yet subject to the jurisdiction of any state, and the neutrality and availability of knowledge when using modern ICTs are creating new and new situations where information sources are used differently and for different purposes, sometimes frankly threatening for the modern existence of mankind. As a result, many questions were arisen, for example regarding the distribution of the Internet, the operation of which is not defined and not systematized even for many widely used legal terms. And in such conditions, all the leading countries of the world openly and pragmatically, even aggressively, violating the customary norms of bad behavior, lead us to systematic destructive work against us, while protecting our interests in the information and communication sphere. Today, even outside of their own countries, they consider our objects of information and communication infrastructure, in particular, educational ones as their own. Recently, the facts of information retrieval with the help of technical means of intelligence show that the role of the latter is constantly growing and remains an integral part of the system of international relations, that is, in diplomacy, business and public administration. In order to confront these processes, we are lacking specialists for the legislative definition of the problems of informational, communicative, analytical, informational and advocacy and management work in the information sphere. Under the conditions of the introduction of

digital technologies, the problem is objectively deepening and cannot be resolved by the rhetoric of political leaders, political scientists, sociologists and other specialists in the humanities [3].

4. The need to identify new approaches to the issues of information and communication activities

Under these conditions, the situation makes the whole issue of information and communication activities, especially in relation to the creation, storage and efficient use of information resources, in a new and more meticulous way. Analysts as a science and a type of labor activity here, without a doubt, are the most critical for us. In cycles of management of any processes, it first of all requires active mental high professional work, and therefore the mastery in the education system of knowledge about the technology of strategic analysis using high-quality information, including the work of automated network information management complexes and systems, becomes an extremely important task for national science and education and public administration.

In the context of solving the problem of building a democratic and protected from distortion of the network information and communication network in Ukraine, in a situation where a full-scale information and military aggression is deployed against us, it becomes a huge value - the level of problems on-national security. It is about the formation of a new outlook in society

for all information and communication processes.

An impressive challenge to the computer age was for us to master the processing technologies of large databases (the so-called Big Data), the creation of a national regulatory framework for them, and so on. Big Data can still be interpreted quite widely, but a simple database of subscribers of telephone networks (even with names and passport data) should not be attributed to them today. They are needed at higher levels of management of socio-political and economic processes. For example, to bind citizens to the movement of mobile devices, their taste and health, the resolution of problems associated with international terrorism, etc. The problem stimulates the aspiration of many structures and organizations, in particular law-enforcement agencies, to expand the concept of "personal data", which has already been partially defined by law, however, so that personal data are considered not only as surname, name, patronymic, but also a certain set of behavioral factors, on the basis of which it would be possible to understand more about a person, such as: where does the purchase of goods, which sites to enter, etc. However, this question should be put more actively into the agenda.

Under such conditions, informational culture (characterizing it from the point of view of information that is accumulated, processed and translated within the framework of culture) is considered as a set of norms, rules and stereotypes

of behavior related to information exchange in society. It involves not only a high degree of human competence in the use of information tools, but also the presence of its spiritual and moral personality traits in the context of recognized human values of the civilized world [4].

5. Human rights problems

State information and communication activities, policy of its conduct, of course, should create all conditions for the realization of the constitutional rights of citizens of their state freely to receive and use information not only in the media, but also for the solution of issues related to science, educational and economic activities. For the formation on this basis of the national information and communication space and its inclusion in the global on the basis of the formation of democratically oriented consciousness of citizens and the provision of information sovereignty requires enormous efforts and will of society, since the phenomenon of "right" in its philosophical and genealogy (jus) exists as a virtual state of the legal identity of the society, the idea of a truly fair (myth) in it, to which the efforts of society are directed, depending on the degree of self-organization in different historical periods, and which is realized through the freedom of the dominant economic, political, and other forces. The concept of "right" in its ontological aspect during the period of XX-XXIth century is realized in normatively-organized systems, which proceed from authoritarian or democratic authorities when declaring

guarantees of equality and rights of people and citizen (all subjects of Civil society), while observing such principles of legal regulation as the rule of law, the presumption of innocence of the suspect and the protection of the rights of the victim, the statehood of state power.

The law (legislation) -lex is the main form of the legitimate establishment of the legal foundations of society's life, the rights and obligations of the subjects, their responsibility. How complex is the path from jus to lex, it can be judged from the attention of modern theory to the concept of "rule of law". A concrete example is the implementation of the principle of formal equality of all citizens by law.

The right is always considered as a virtual representation of the fair, expected, possible establishment of the order of interaction between the actors of the social system of society, however, it is obvious that because of the legislator's inability to create an ideal model of "law of law", such a concept in one society cannot be fully realized and from this point of view cannot be considered as an ideal theory [5].

6. Problems of systematization of the rules of law

Today, in the context of building the foundations of innovative economy, the indicated sphere of state activity requires in-depth study and consistent reformation by systematizing the rules of law from a more precise definition of the competences of state bodies and updating the requirements regarding personal responsibility of citizens in

relation to issues of information and innovation activities, as in its sphere of technology technologies are being developed in the post-industrial world, "hybrid wars" and "information wars", etc., which create new conditions for management the society.

Information law as a science in the conditions of global informatization allows a new way to consider communication processes, which have not only the infocommunication technological horizontally, but also based on the understanding of historically achievable level of knowledge resource. It allows you to trace the virtual (cognitive) basis of the connections of the past, the present and the future in the development paradigms. In connection with this, we turn to the so far insoluble problem of communicating in the field of knowledge of the connection of such phenomena as "law" and "law". The attention of the lawyers to the problems of the transformation of the legal system in the conditions of global informatization and the globalization of planetary economic, social and political relations became apparent already in the middle of the XX century. We can say that in the conditions of globalization and informatization a peculiar renaissance of philosophy and the theory of law began, interest in the methodology of legal science and practice has grown. In the new light, such concepts as "jus", "lex", "rule of law", "human rights", "jurisdiction", "sovereignty", etc. appeared.

Philosophical, social, socio-

psychological aspects of research require a more profound understanding of problems. These are the basics for understanding the concepts of law, such as "justice", "right", "freedom", "freedom of speech", "freedom of will," "honor "," Dignity "," power "," secret ", in the world of information, is not enough to treat only politically. More in-depth analysis is required by the notion of "legal consciousness", "Orthodoxy", "lawfulness", "law enforcement". In the conditions of the transition to globalization, as a new stage of development, attention is required to such knowledge mining tools as logic, purpose, content, politics, and art.

At the current stage of development of the global community with global integration processes in the field of economy, politics, science, education, culture, there is an explosive interest in the innovative use of new knowledge adapted for use with the help of modern information and communication technologies. They are increasingly associated with the increasing coverage of scientific centers by network technologies and ideas of innovation development. In the latest concepts and strategies for building "smart" or smart societies, "smart governments", "intelligent education", "smart cities" in different countries of the world, all this is connected with the formation of not only "knowledge economy" ", but with more perfect regulatory and legal foundations of the organization of social and political life.

And the right here, as a phenomenon, implies in itself the state

of society and the idea of establishing general rules of relations between individuals and their associations, and as historical development plays an extremely important role in the formation of the legal system. The legal system can be considered together and the relationship of many functional and institutional subsystems. These are two aspects of revealing the meaning and forms of the realization of law as manifestation in different periods of the development of the society under the influence of factors, both external to the system of law, and intra-system, and here opens a huge field for the implementation of various concepts, theories, and policies of innovation systems [6].

Challenges for Ukraine

7. Information activities of modern Ukraine in the context of globalization challenges

The urgent need to find means and methods for harmonizing informational relations at the level of existing requirements, norms and standards of international law, model laws, multilateral conventions, treaties, etc. in those years, in addition to purely technological problems, raised the question of the need development of a holistic concept of the state's policy, subordinated to understanding the ways of implementing the new tasks of forming the state information and communication policy. By mastering the fundamentals of the new technological post-informational arrangement of humanity, we increasingly understand that

intellectual activity will require from human being to take as a basis of life not just the work of information, but the search for an informational component in the information resource for the development of business and the country. The main thing here, of course, is the definition of the purpose, the basic principles and methods of the state's implementation of the information and communication function. It should be aimed at safeguarding national interests and protecting the natural rights and legitimate interests of citizens (individuals), organizations (legal entities) and society as a whole through effective use of the accumulated information, modern information and communication complexes and specialists, famous professionals to work with them. The introduction of mankind into a new civilization is undoubtedly driven by transnational corporations (TNCs). They coordinate and actively influence all processes of technical rearmament of the countries of the world, striving to change the tasks of economic, political expansion, organization of the military sphere in the first place, in particular, in our government. Without the experience of opposing the influence of TNCs, we are facing the challenges that we face in all spheres of life, we are determined to quickly determine where we will have a fairway that Ukraine will follow in the future, providing security in the future and the states Independence. There are not so many ways. In the most generalized form, we can only consider two: technocratic - the

establishment of the total power of technology over people in all the manifestations of the organization of our lives; technological - when the level of world outlook and spirituality of human society under the influence of knowledge and development of information technology should gradually become such that the internal possibilities of the person to open the use of new, yet unknown ways of harmonious coexistence of man with nature through the use of safe for the biosphere of the Earth and society of means. And, apparently, this is a matter for the near future, since the technocratic way has appeared for the development of the world and Ukraine, in particular, catastrophic [7].

8. Alternatives to innovative development

Prophecy of scientists and specialists here is more than threatening. Already in the next 100 years the average temperature on Earth could rise by five degrees Celsius, which will cause melting glaciers and permafrost will increase the intensity of floods and devastation of areas of inland regions, billions of people will be left without land and sources drinking water, etc. Thus, it is clear that alternative innovative development of Ukraine for the next ten years there will be a permanent increase in consumption of resources of Earth's biosphere, which does not give it opportunity to recover, and as a result, the number of industrial accidents and disasters quickly grow. Already, the general pollution of the environment of the biosphere

penetrates and destroys the human body at the genetic level, making its changes in the processes of disease and mutation. In connection with this, I remember a drawing: an old woman is sitting on a chair with two heads and knitting needles. The child with a face is crawling and asking: "Granny, and why people were so afraid of radioactivity before?" This is a black humor, the consequences of which we owe to the Chernobyl accident. It struck the people of Ukraine big grief and yet give a great experience, forcing us finally realize that nature - and very lively complicated system that for disrespectful attitude towards themselves adequately meets, droughts and disasters. We are more clearly aware that the further pursuit of the excessive development of our needs at the expense of outdated technology and industrial technologies leads Ukraine to a disaster. Building on their use of complex security systems seems to be all the more ridiculous [8].

9. Information and communication security

Undoubtedly, the information paradigm of development gives us the opportunity to radically change the situation and create conditions that can put the signs of protection on the path to degradation, provide preferences for the introduction of new environmentally sound technologies. However, it is known that from the point of view of the systemic view, the information (management) component is energetically weak, but

organizationally it causes processes that involve significant (energy, human, material, financial, etc.) resources. So, only one bit of information switches, say, the red light of the light-emitting diode on the green and gives commands to transport streams or complex technological systems to move. The functioning of any technical system is ensured by the input of information (which defines the purpose) and provides a controlled process of transformation, obtaining information (on the results of activity) on the output - energy or substance with new parameters.

Consequently, information constitutes the information-targeted basis of any activity. Destroying of its entirety or distortion of the basis of information is always and everywhere a negative impact on the results of the operation of any system, so now everywhere actualized problems of protection in the process of computerization and communication as stamped technology a strict condition for the formation of rules for the use of global information and communication networks, which requires today a special need for a coherent public policy. By virtue of its nature, information penetrates everywhere and is a property of matter. It accumulates knowledge about the world and the life of society through the history, is a all-pervading resource of development and at the same time a system-creating factor. Information provides all processes of social life, enriches and harmonizes relations in all areas of life. But due to the uncertainty of many of its

parameters, and especially in terms of computer technology, the ability to convey a sense of the usual definition of classical jurisprudence is not always possible, as required conceptualization of our actions in dealing with problems that arise in the process of Ukraine's integration in the globalized economy and information - communication environment. In particular, in the field of information and communication security, which today becomes a general scientific problem of the development of a modern innovation world?

Today it (paradigm) in conditions when the international community is going through communication information revolution that generated the appearance of new computer and ICT and information intelligence and human resource development was particularly world makes the need for a new legal writing "Scores" of the harmonious development of all scientific and educational, socio-economic and cultural structures and international mutual relations that would meet the technological requirements of the modern epoch of the new world, which G. M. Makluev called "a new galactic "[9].

10. The main threats

Regarding the main information and communication threats to the security of innovative processes in Ukraine, in our opinion, they can be precisely defined and even classified into classes: violation of the insider's, often confidential, information - involves obtaining information by users or processes in spite of established access rules; violation of the integrity of the information -

presupposes complete or partial destruction, non-recruiting, modification, imposition of false information; violation of the availability of information - involves the loss (partial or complete) of the work of the system, blocking access to information; the loss of controllability of the information processing system - characterizes the violation of procedures for identifying and authenticating users and processes, giving them authority, exercising control over their activities, refusing to receive or forward messages. All this leads to the need for careful action in the policy of state support for the implementation of the information and communication function. The main thing here, of course, is solving the security problems of information and communication activities when implementing the latest ICT. Not everyone can imagine how serious this is in terms of the geopolitical reality of the present. Only some fragments of the problem we saw, for example, when discussing the procedures for electronic declaration of the strengths of our voters and most of the problems accumulated in the information and communication sector of Ukraine, which are usually systemic and chronic.

All of this, in the end, allows us to realize to the full extent that in the natural process of reflecting the problems of defining human freedoms and their rights to information it is not always necessary to match two categorical notions of universal values - "freedom" and "necessity",

"freedom" and "responsibility". As evidence suggests, in the field of information and communication activities of man, society and state, always must be achieved their reasonable relationship for the sake of security of existence. It has traditionally been present in our culture, but has significantly changed with the development of ICT, and objective and subjective factors constantly prevent us from linking them in the coordinates of the requirements of the general information and communication function of the state.

We note the high relevance and inexhaustible interest of the scientific community in this area of activity - the importance of information and communication activities, its impact on the development and socialization of society written a lot of scientific works. At the same time, attempts have been made to answer all the questions about the nature of information as a phenomenon of being long overwhelmingly exciting.

Today, we see how our government does not respond when it does not fully understand the meaning of the notions of "information policy", "information security" or "information and communication function" in the full sense of the term, does not respond in time to the challenges of scientific and technological progress. adequately on such key issues as: who in our world and in the world has the information as a resource to whom he needs, where and at what price it can be purchased, which in general conditions of trade, did not realize and

did not feel personal from The validity of this is for everyone - and the authorities, and citizens, and society [10].

11. Guarantee of human security

In conditions of war and constant terrorist threats, the state today should focus on solving many issues of security of a person, to create an effective system for managing its security in general. The information and communication revolution led to a revolution in the military affair - it provided opportunities to bring it into a tangible sphere of society, to virtualize many of the constituent wars, at least to organize a prewar period, to prepare for strikes without a normal threatening period, and in some cases, and the whole military campaign is carried out virtually. It has already been proved that only using information and communication networks and systems for storing and processing information, possibly without involving a single soldier, take measures that result in complete subjugation of the economy and policy of the enemy.

Guaranteeing the safety of people creates the prospect of peaceful future of Ukraine as a sovereign and independent, democratic, social, legal country. The state, through the reformation of political-legal relations, urgently needs to define and secure the formation of national security features as constituents subordinated to the goal of preserving the peace and territorial integrity of Ukraine, making it legally defined as the goal of the development of a citizen of the state and society.

In domestic politics, this trend can

be traced, for example, in the significant expansion of the powers of law enforcement agencies and special services in combating violations in the use of ICT protection of intellectual property, as well as in incidents involving dissent of citizens, and in the foreign policy sphere - in diplomatic activity, in promoting ideas (sometimes amateur), for example, in relation to the controlled management of information exchange processes in global networks. Today, information and communication networks and technologies have become a strategic resource for the development of any country, demonstrating a global strategy for the formation of the world market of information resources and services. That is why the conceptual content of informalism, the very practice of the formation of a new information civilization by all researchers is now largely considered through informatization of society and the functioning of global and information and communication infrastructures. Even under conditions of incomplete understanding of the methods of processing large amounts of information in the process of transforming knowledge into capital, humanity at a hurried pace modernizes and commercializes the global information and communication environment, increasingly submits it to fulfill its needs, not only for the development of a global commune The media, and establishes the foundations of a new information economy of knowledge, is looking for new methods for the realization of their ideas in the

political, economic and military spheres.

Conclusions

The global trends of the first period of the XXI century make it clear that under such conditions further formation of a new type of states, societies, their policies, economics, military affairs and, of course, science and education will take place. On this basis, the foundation of a fundamentally new economy (knowledge-based economy) is taking place today, and the basis for the competitiveness of

countries is the ability to accumulate and rational use of fundamental knowledge - information on the basis of which create new breakthrough technologies of the high level (high-tech) Under such conditions, the knowledge and ability of students of technical universities (non-taxed) become more and more active, which will be increasingly involved in the management of tangible and intangible resources of society, in particular development and tradition of reproduction of scientific and technical potential of the country.

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НОВІ ПІДХОДИ ДО АНАЛІЗУ ПРОБЛЕМ ІНФОРМАЦІЙНО-КОМУНІКАЦІЙНОЇ ДІЯЛЬНОСТІ В УМОВАХ СУЧАСНИХ ГЛОБАЛІЗАЦІЙНИХ ВИКЛИКІВ

Анотація. Актуальність дослідження в тому, що сьогодні створення збалансованої інформаційно-комунікаційної інфраструктури управління державою, спроможної забезпечити формування, поширення, ефективне використання й захист ресурсів, багато в чому залежить від чіткого законодавчого визначення системи поглядів на виконання урядом інформаційно-комунікаційної функції. Мета дослідження — теоретичні та практичні аспекти нових підходів до аналізу інформаційно-комунікаційної діяльності в умовах сучасних глобалізаційних викликів. Завдання дослідження: використовуючи методологію системного аналізу та системного синтезу визначити проблему необхідності чіткого законодавчого визначення мети подальших дій; проаналізувати проблеми формування глобального інформаційно-комунікаційного простору. Наукова новизна дослідження – виявлення проблем інформаційно-комунікаційної діяльності в умовах сучасних глобалізаційних викликів та досягнення сталого розвитку суспільства. Результати дослідження: досліджено проблеми правової мови та розкрито нові підходи до проблематики інформаційно-комунікаційної діяльності; виявлено проблеми прав людини та необхідність систематизації норм права; розкрито інформаційну діяльність сучасної України в контексті глобалізаційних викликів; досліджено альтернативи інноваційному розвитку та виявити шляхи досягнення інформаційно-комунікаційної безпеки.. Висновок – сучасна держава повинна своєчасно реагувати на виклики науково-технічного прогресу, відповідати адекватно на ключові питання виявлення проблем інформаційно-комунікаційної діяльності в умовах сучасних глобалізаційних викликів. Головним тут, безумовно, є визначення мети, основних принципів та методів реалізації державою інформаційно-комунікаційної функції. Вона має бути спрямована на забезпечення загальнодержавних інтересів та захист природних прав і законних інтересів громадян (фізичних осіб), організацій (юридичних осіб) і всього суспільства в цілому за рахунок ефективного використання накопиченої інформації, сучасних інформаційно-комунікаційних комплексів і фахівців, знатних ефективно працювати в умовах глобальних викликів.

Ключові слова: інформаційно-комунікаційна діяльність, нові підходи, глобальний інформаційно-комунікаційний простір, правова мова, глобалізація, права людини, систематизація норм права

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НОВЫЕ ПОДХОДЫ К АНАЛИЗУ ПРОБЛЕМ ИНФОРМАЦИОННО-КОММУНИКАЦИОННОЙ ДЕЯТЕЛЬНОСТИ В УСЛОВИЯХ СОВРЕМЕННЫХ ГЛОБАЛИЗАЦИОННЫХ ВЫЗОВОВ

Аннотация. Актуальность исследования в том, что сегодня создание сбалансированной информационно-коммуникационной инфраструктуры управления государством, способной обеспечить формирование, распространение, эффективное использование и защиту ресурсов, много в чем зависит от четкого законодательного обеспечения системы взглядов на выполнение правительством информационно-коммуникационной функции. **Цель исследования** – теоретические и практические аспекты новых подходов к анализу информационно-коммуникационной деятельности в условиях современных глобализационных вызовов. **Задачи исследования:** используя методологию системного анализа и системного синтеза, определить проблему необходимости четкого законодательного определения цели дальнейших действий; проанализировать проблемы формирования глобального информационно-коммуникационного пространства. **Научная новизна исследования** – выявление проблемы информационно-коммуникационной деятельности в условиях современных глобализационных вызовов. **Результаты исследования:** исследованы проблемы правового языка и раскрыты новые подходы к проблематике информационно-коммуникационной деятельности; выявлены проблемы прав человека и необходимость систематизации норм права; раскрыта информационная деятельность современной Украины в контексте глобализационных вызовов; исследованы альтернативы инновационному развитию и выявлены пути достижения информационно-коммуникационной безопасности. **Вывод** – современное государство должно своевременно реагировать на вызовы научно-технического прогресса, отвечать адекватно на ключевые вопросы выявления проблем информационно-коммуникационной деятельности в условиях современных глобализационных вызовов. Главным здесь, безусловно, есть определение цели, основных принципов и методов реализации государством информационно-коммуникационной функции. Она должна быть направлена на обеспечение общегосударственных интересов и защиту природных прав и законных интересов граждан (физических лиц), организаций (юридических лиц) и всего общества за счет эффективного использования накопленной информации, современных информационно-коммуникационных комплексов и специалистов, способных эффективно работать в условиях глобальных вызовов.

Ключевые слова: информационно-коммуникационная деятельность, новые подходы, глобальное информационно-коммуникационное пространство, правовой язык, глобализация, права человека, систематизация норм права

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