

## FAKE NEWS AS A FORM OF INFORMATION AND PSYCHOLOGICAL OPERATIONS

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In today's conditions information has become a tool of manipulative technologies that are used in the conduct of information wars, so the relevance of the topic stems from the general need to form a strong structure of information security of Ukraine. The population must be resistant to information and psychological operations of the enemy, one of the forms of which is the spreading of fake news.

In their work "Information and Psychological Warfare Operations" authors V. Veprintsev, A. Manoilo, A. Petrenko and D. Frolov define the information-psychological operation as a complex of coordinated and interrelated actions of manipulation of information, which is performed according to a general plan with the goal of achieving and retaining advantage through the impact on information processes in enemy systems [1, p. 1].

Fake news is disinformation that spreads through social media, blogs or media outlets that are not fact-checking. The authors of the course "Basic rules of information security" propose the following classification:

1. Clickbait - news, the title of which does not correspond to its essence.
2. Propaganda – material, the meta of which is to mislead, impart or disbelieve certain beliefs.
3. Satire / parody – it is intended to play up and enrapture the audience.
4. Inaccurate journalism – material created on the basis of unverified information.
5. Outdated news - publications that support and promulgate stereotypes.
6. Theories of entailment – materials that promulgate conspiratorial unconfirmed theories.
7. Rumor mills are publications that propagate sensitivities and ploys.
8. Visible content – material accompanied by inappropriate photo and video content (stale, from other places, etc.) [2].

The goal of any of these categories of fakes is to create in the audience a real picture of the world, to deceive them and induce them to feel certain emotions.

Thus, fake news contributes to the spread of unreliable information for the purpose of influencing public knowledge, feelings and will of the general population to achieve certain military or political goals and is one of the forms of information and psychological operations.

### References:

1. Veprintsev V. Information-psychological warfare operations. - [Electronic resource] / V. Veprintsev, A. Manoilo, A. Petrenko, and D. Frolov. - 2005. - Access mode: <http://psyfactor.org/psyops/psyops4.htm>.
2. Basic Rules of Informational Security. - [Electronic resource]. - Access mode: <https://cybereducation.org/>