Dear readers!

In the middle of the 20th century, social theorists substantiated the information society model as describing profound social transformations in various countries of the world. They proceeded from the fact that an increasing number of people were involved in the production and use of socially significant information, as a result of which the basic patterns of human behavior changed, labor productivity increased and the growth of the economies of individual countries and the world as a whole was stabilized. After all, the principles of public policy and power have changed. At the same time, the social weight of intellectuals, as producers of meaning and new knowledge and disseminators of social and scientific information, increased.

Subsequent social studies within this model have attempted to record the presence and clarify the nature of relationships between knowledge, information, and social processes. As a new social phenomenon or technology enters mass use, the number of research objects and subjects of consideration increases. A radical change in social conditions or the status of a country is also characterized by a surge in information society research. Thus, the Russian-Ukrainian war, a significant part of which is information operations, formed a whole research trend related to the study of the influence of various information tools on the mass consciousness.

It is clear that this issue of the "Skhid" journal dedicated to the information era, network society and new forms of identity, contains a whole block of articles on the topic of information war and information tools of influence.

Thus, Ukrainian philosophers **Marina Kolinko** and **Halyna Petryshyn**, researching the political communication of wartime conditions, show how the behavior of social subjects changes with the help of information media and network communications and their ideas about order, justice, and morality are destroyed under the influence of the propaganda technologies of an aggressive state.

Socio-philosophical analysis of the phenomenon of media culture in the context of information war is done by **Iryna and Bohdan Lomachynski**. Revealing the functions of media culture, they show that its fundamental difference from traditional cultures lies in the level of technical equipment - it allows the reproduction of media culture products for almost all of humanity, acting as a regulator of its mass consciousness. The authors highlight the need to introduce state programs for the development of digital and media education as an effective mechanism for countering today's informational challenges.

The study of Ukrainian historian **Ruslan Kutsyk** is devoted to the study of such an informational tool of influence as a caricature. Tracking this element of satirical graphics in the columns of the world's most famous newspaper "The Times" and its separate supplement "The Sunday Times" on the topic of the Russian-Ukrainian war, he determines the content trends of the Times caricature, which shape world public opinion and evaluate the course of this war and its significance for the world community.

The topical issue of historical falsifications as an element of information warfare is raised in their article by well-known Donbas researchers **Gennady Hayko, Volodymyr and Vitaly Biletsky**. Applying the historiographical method and interpreting the facts of the creation of historical misinformation as a manipulation of public consciousness, they present a specific case of historical research on the discovery of the Donetsk coal basin and prove that the falsifications of the USSR and Russia regarding the history of the first discovery of coal in the Donbass that continue practically throughout the entire period of industrial development of the region and until today are an example of information warfare against Ukraine.

Our Nigerian authors **Chinedu A. Nwamara, Emeka Williams Etumnu** continue the topic of falsifications, but already in terms of influence on the electorate. In particular, they present the results of a sociological study that investigates the extent to which the mass media use their agenda-setting function in the fight against electoral fraud compared to electoral violence in Nigeria. The results of this survey revealed that the Nigerian electorate as a whole has a high reliance on the media to combat electoral irregularities and fraud. The authors consider constant coverage of this problem in the mass media and the help of international organizations as a way to overcome this.

An article by **Yevhen Maliuk**, a specialist in social communications, is devoted to separate methods of information dissemination. He examines the history of the distribution of pirated content and methods of combating it using the example of video games. The ambivalent influence of the phenomenon of piracy on sociocultural processes in societies, especially those that radically changed their social structure at the end of the 20th – beginning of the 21st century, is shown. The author proceeds from the fact that piracy arose on the basis of the absence in transformed societies, the so-called "copyright culture", allowed individual economic actors to get rich illegally and quickly, but at the same time acted as a massive display of technical intelligence, a creative impulse to create their own video content in these societies and the formation of relevant regional markets, and also contributed to the development of many technical talents currently working on digitalization of socio-economic processes around the world.

While war events and illegal methods of dissemination and falsification of information, production of destructive and illegitimate information content have such a negative impact on society that they call into question the further full existence of humanity, research strategies aimed at

learning about the world, preserving humanity and nature in these circumstances are especially valuable. The study of the philosopher *Maryna Prepotenska* is devoted to the analysis of such strategies for the study of the information phenomenon of trees and biomorphism. Summarizing various narratives about the tree and its life-affirming potential, she simultaneously shows that the restoration of European cities destroyed during the Second World War took place in the unity of the revitalization of urban architecture and living nature, and the harmonious development of cities today is possible thanks to such unity. An overview of the facts of restoration, preservation and multiplication of natural zones in the de-occupied cities and villages of Ukraine, which is one of the symbols of the invincible spirit of Ukrainians, was made.

Another positive research strategy is presented in the work of the economist *Lyubov Zharova*, who, based on the analysis of the current Ukrainian economic and political situation and existing challenges, substantiates the concept of a fast state, which will be based on the socio-economic development of the state on the basis of the maximum promotion of entrepreneurial activity, such that should create a synergistic effect, when the introduction

of business opportunities will stimulate the creation of new jobs, the growth of incomes, and the spending of the population, which in turn will cause the opening of new enterprises and the development of existing ones. The central, new idea of a fast state is to concentrate not on raising taxes, but on reducing them as much as possible and filling the budget due to the growth of entrepreneurial activity. It is emphasized that the reconstruction of the state in the context of a fast state will be based on the principles of finding one's own innovative trajectory of development, and not on the adaptation of best practices focused on the catch-up nature of such development.

We are sure that the panorama of the presented angles of studying the problems of the information society will be a worthy contribution to the research treasury of Ukraine, which is courageously competing with the enemy in its present and preparing for the future Victory, restoration and development. Science is obviously an integral component of these epochal processes.

Issue Editors