



– обобщение идей ученых, которые непосредственно изучали определенную проблему;

– исследование специфических подходов к решению конкретной проблемы профессионалами-практиками, которые не только разработали, но и реализовали на практике свои идеи;

– анализ концепций в сфере определенной научной и практической деятельности украинских ученых и практиков;

– изучение научных трудов зарубежных ученых и практиков [1, с. 18–19].

Выводы. Подытоживая вышеупомянутое, можем констатировать, что под методологией научного исследования проблем деятельности МВД Украины в условиях реформирования правоохранительной сферы следует понимать совокупность особенных познавательных средств (принципов, приемов и методов познания, форм организации и проведения научного исследования), благодаря которым решаются исследовательские задания относительно усовершенствования деятельности МВД Украины в условиях реформирования правоохранительной сферы государства. Методологическая основа исследования состоит из трех уровней: философского (фундаментальной методологии), общенаучного и конкретно научного, которые включают принципы, приемы и методы познания, формы организации и проведения научного исследования.

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MEDIA VICTIMIZATION ISSUE: PARADOX OF MODERN SOCIETY

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Summary

The article presents the problematic issues of the mass information victimization and the formation of media addictions. Some trends are forming in the field of prevention of negative media effects on the person through close cooperation between the public and voluntary sectors. Specified directions of the introduction of new methods of prevention victimization in the information society on a national level; in this fact, the formation of media addiction is one of the key causes of information victimized people. It justifies the need of media education and media literacy which is one of the leading destinations on the formation of a safe media space in the context of information-psychological confrontation.

Key words: media addiction, media impact, information victimization, level of victimization, information and psychological impact.

Аннотация

В статье излагаются проблемные вопросы массовой информационной виктимизации и формирования медиааддикций у человека. Формируются тенденции в области предупреждения данных отрицательных воздействий на личность путем тесного сотрудничества государственного и общественного секторов. Конкретизированы направления по введению новых способов предупреждения и профилактики информационной виктимизации общества в общегосударственных масштабах; акцентировано, что формирование медиааддикций – это одна из ключевых причин появления информационно виктимизированных личностей. Аргументирована необходимость внедрения медиаобразования и распространения медиаграмотности, что является одним из лидирующих направлений по формированию безопасного медиапространства в контексте информационно-психологического противостояния.

Ключевые слова: медиааддикции, медиавоздействие, информационная виктимизация, виктимность, информационно-психологическое воздействие.

Statement of the problem. There was constant expansion of the national information space in Ukraine which has gained immense proportions in the recent few years. This process caused victimization of Ukrainians and various kinds of deviation in their behavior. Especially typical characteristic of domestic media has recently become such phenomenon as propaganda. The antagonism and ignorance to the problem of how to check the veracity of the sources of its own communications media field are the main factors that cause information victimization. The need of modern person to hear media reports with too emotional messages causes the formation of a qualitatively new type of dependence – dependence of media or media addiction.

The main purpose of the article. In the article analyzed the person who suffered from the information

victimization due to a media addiction, the interaction between the concepts of “victimization information” and “media addictions”.

Status of research. Problems of victimology and its latent nature considered in a number of scientific papers of scientists as V. Tulakov, D. Rivman, O. Butyrina. The issue of media influence was also investigated by L. Drozdyk, D. Bryant, S. Thompson. At the stage of the forming new information society caused new types of victims.

Basic material. Information which is distributed in the modern information space including media space as a major part of it can be unreliable or veiled. That's why there is the permanent threat of negative information influence on society, which in turn can cause spreading of deviant behavior and even victimity of society. The destructive impact



of information also can become the cause of the riots. These factors greatly influence the socio-political situation in the country. The new generation that comes on the change, is very dependent on the absorption of daily news from the media. For these reason information victimized people, in fact, have suffered psychological violence and information-psychological aggression in the media space.

Studying victimization as a phenomenon, V. Tuliakov distinguishes three main spheres: social (victims' statute characteristics and behavioral deviation of safety standards), mental (pathological victimity, fear of criminality and other anomalies), moral (interiorization of victimological norms and rules of victim and criminal elements, identifying themselves as victims) [1]. According to the D. Rivman, victimization is a negative social phenomenon and vulnerable behavior of the definite person [2, p. 41].

Understanding the issues outlined above primarily requires a definition of "media space". The sociologist P. Bourdieu, for instance, noted that the media space is treated as a combination of means of social communication that affect the public consciousness [4, p. 239]. Traditionally, media space includes television, radio and printed sources (magazines, newspapers etc.). But now "new media" which include online platforms, blogs, microblogs, online publishing, social networking and others is contained at this list. This kind of media has similar characteristics with a traditional media except for one – the possibility of immediate return (interactive) audience reaction.

Relevance of new media has been proven, in particular, during the events in Euromaidan: social networks and new media – the first and one of the most important technologies in the organization and communication there [5, p. 114]. Based on the above, the means of media communication is appropriate to the TV, radio, print sources and "new media". Media space is an intermediary and carrier of information and public communication. It potentially or actually is victimizing the population through the use of psychological techniques to communicate and "correct" perception. So, the media is a tool that influences the level of information victimity.

The result of information victimity is the formation of a numerous negative social patterns such as the perception of information on an emotional, not rational level; distrust of government; the lack of a sense of safety in the country. According to research conducted by the Razumkov Centre in September 2014 the vast majority citizens of Ukraine believed in the threat of foreign military aggression against Ukraine (79.6%); often there was a threat from Russia (76.3%).

The fact that the media influence is drawn to the emotional, not rational perception creates significant barriers to study this phenomenon. The comprehension of the information victimization is complicated also because of latent victimity, the effects of which is possible to find out only at the stage where the process of victimity is directly acts on their victims.

We can assume that the information victimity has become widespread since the cases of frequent watching too emotional news broadcasts and films that predispose humans to sense rather than rational perception of reality. As L. Petrazhitsky said, emotions are the genetic basis of our psychics. Due to the interaction of individuals can be formed a new effect – the group "People's mind" with its "rules – laws" that determine motivation.

Today such threats are exist in the information and communication field:

- 1) Restrictions on freedom of expression and access to the information;
- 2) The distribution by media the cult of violence, cruelty, pornography, computer crime and computer terrorism;
- 3) Disclosure of the secret and confidential information of the State or such information which includes issues of the national interests of society and the state;
- 4) Manipulation of public opinion, particularly through the dissemination of false, incomplete or biased information [6, p. 45]. In particular, fixed that in the social network Facebook you can find whole groups (communities) of people who deliberately distribute panic and false information with the aim to create the image of an "invincible Russian army". Moreover, their messages were often reprinted in the Internet news media and sometimes were used even by traditional media [7].

Victimology also studies the characteristics of individual and mass

forms of expression the deviance, which is associated with crime and criminality by "one chain" [8, p. 24]. An indicator of this is not only a provocative or stimulation criminal circumstances which are created by victim, but also converting a potential victim on the real criminal. In particular, organizations in the UK that assess the level of victimity of people have found that half of the people who committed the crimes were positioned themselves earlier as their victims [9]. Also, we shouldn't make an exception for "media violence effect" and the influence of filmed violence on the consciousness or even subconscious of the recipient [10].

As for individual victimity, it's better to use the definition of D. Rivman. He defines it as the state of vulnerability of the individual caused by the presence of criminality and expressed in the objective (but not a fatal) human ability to become a victim of a crime [2, p. 42].

Ukrainian scientist A. Butyrina in her classification of victims identifies the victim of the retrystic activity: passive provocateur that is pushing the criminal to commit crimes by having some specific external indicators as a lifestyle, high availability and anxiety [11]. Analyzing this kind of victim it's should be noted that a separate analysis of an addicted victim is strictly required. There is an opinion that media is a way of spreading psychodrugs (information psychological messages) which can manipulate public consciousness [12]. Thus, in the context of this article we will consider the information victimization of media addictive personality.

The theory of the model of a media depending exists now. It's provides the notion that dependent on the individual from media in today's society will continuously grow. The degree of it is associated with socio-political factors in society and the level of social importance provided by the media as a source of public information. Thus, in critical situations (such as "Orange Revolution", Euromaidan, midterm elections of deputies in Ukraine in the District 205 in 2015 etc.), people are turning to the media as the main source of information and become unprotected from their influence. The level of individual media dependence and the intensity of media effects is closely related to the degree of an instability in society and the scale of



social importance provided for a media as a source of information [10].

Bryant D. notes that users actively choose TV shows and other kinds of media for fulfilling their individual needs [10, p. 155]. Information victimization is closely connected with the media addictions which arise due to the systematically revision of the same media sources. This notion means a perception of information messages from the particular channel, blog, social network community etc. Victimization is especially widespread in relation to the people who have any addictions. One of the main reasons of it is underlying to the fact that the mind of such a person is particularly vulnerable. This effect is especially observed in cases of information victimization.

So, every person has own subjective media area which he regularly uses. The individual is get used to the manner and method of presentation of the particular media so fast that messages from these sources can cause a stressful situation, resulting even aggression. For instance, if person regularly receives information of those media sources that promote the so-called "hate speech", she becomes an information victimized because her insight based not on facts but on the overly emotional media messages. Generally it's a sensory perception of the world when human mind depends on a level of media influence but not on the aspects of truth and tolerance of the content. The behavior of such media addected people is a good example of victims with the retrystic activity.

Conclusions. So, media addiction is a dependence on media sources that exist in the personal media area caused by a systematic human consumption of shifty content. As a result we offer to define a phenomenon of information victimization as the process of transforming a person or group of people who are consumers of information sources on the potential victim through a systematic influence on its consciousness by manipulative or destructive informational messages. Here worth attention an aspect of causation victimity: there is negative social phenomenon the nature of which is produced by the media and vulnerable behavior of a person as a result of the perception the information message from the trusted media source of these consumers.

To summarize an information victimity is inherently depends on the nature and the manner of presentation but can also occur people who don't have media addiction. However, the emphasis is exactly making on the people with media addiction as they make up an essentially risk group, a favorable basis for the information victimization. This situation is mostly depends on the systematically psychological media influence consumers consciousness. Thus, the result of media addictions is victimity deformation of personality.

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