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INFORMATION SECURITY AND SAFE MEDIA USE

Modern digital technologies provide extraordinary opportunities for saturating the media space with information products of any form and type. However, it also has its negative consequences, which can lead to a threat both to an individual and to society as a whole. Currently, such phenomena as fakes, propaganda with a negative connotation, etc., are common. The main ways of disseminating false information are social networks; fake accounts of famous people, television and radio broadcasting channels; personal messages or in groups such as Viber, WhatsApp, Telegram, and other messengers.

In the conditions of intensive development of the media space, when information flows are growing in a changing social environment, the information security of young people, particularly students, as a social group that is most vulnerable to the risks of the information society, is relevant.

Do students have sufficient awareness of the importance of information security? How do they face these risks and threats in an era when the Internet is at hand all the time and available to all age groups?

When consuming information that circulates in the media space, young people practically do not have the opportunity to verify an extremely large number of sources of information for relevance and reliability. This actualizes the issue of social and psychological comfort of the individual in the information environment and determines the importance of studying the value of the concept of information security in the minds of information consumers who constantly collect, accumulate and use it.

There are a lot of options for defining the concept “information security” in the scientific literature. The associative field of the concept “information security” makes it possible to distinguish various thematic groups, in particular: the sphere of personal information protection; the sphere of mass media / social networks; the field of technology; the sphere of state information security; social sphere; psychological security; sphere of copyright protection [1].

Information security is a state of protection of the information environment of society, which ensures its formation, use and development in the interests of citizens, organizations, and the state. The information environment is understood as the sphere of activity of subjects related to the creation, processing and consumption of information. Information security is the current state of protection of the object against information threats, which is determined by the level of damage that can be caused to the existence, functioning or activity of the object in the event of the realization of these threats due to: use of incomplete, untimely and unreliable information; implementation of negative information influence; illegal use of information technologies; unauthorized distribution and use of information, violation of its integrity, confidentiality and availability.

Speaking about the concept “information security”, most researchers associate it with several operational processes, in particular: collection, storage, processing, transmission. The main tasks of information security are: ensuring the availability of information; ensuring the integrity of information; ensuring confidentiality of information; ensuring the reliability of information; ensuring the legal significance of information presented in the form of an electronic document; ensuring untraceability of user actions. Determining the content of information security skills, scientists divide them into three groups: functional, communicative and critical thinking skills. The functional skills include: securely store and access data; archive and reserve documents; determine the nature of information security threats in the computer system; understand and determine copyrights when uploading one’s own documents to the Internet; register on sites that require personal identification. The content of communication skills includes: the ability to evaluate and choose between electronic means of communication (e-mail, messenger, social networks, forums, blogs, wikis, etc.) and traditional means of communication, digital means of communication always raise the issue of openness of information; the ability to effectively use the possibilities of telecommunications to achieve personal or professional goals.

The main mechanism for countering false, distorted, unverified information is increasing the media literacy of young people, which allows to protect against disinformation influences and help maintain information security. Media literacy includes components such as critical thinking, media orientation, media consumption, and media design. Four

key critical thinking skills are identified that allow students to assess problematic situations regarding their information security, anticipate unexpected situations and avoid catastrophic mistakes, namely: the ability to apply knowledge and understand the progress of the task; the ability to analyze alternative information and judgments; the ability to synthesize various sources of information; the ability to evaluate information regarding its relevance and safety. The formation of critical thinking skills ensures safe and responsible use of networks for free access, creation of information and exchange of information and knowledge in all linguistic, cultural and social groups.

The development of abilities and skills in the field of conscious media consumption, knowledge of rules of critical and effective selection, use of media information will contribute to the preservation of mental health and adequate personal development of a young person [2].

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