

розробити і прийняти цільову програму поетапного створення нової економічної і правової моделі розвитку АЗП.

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### **THEORETICAL-LEGAL ASPECTS OF STATE'S INFORMATIONAL POLICY**

Today, Ukraine is making the transition from industrial to information society. Unfortunately, at the present stage no law has been adopted that would define the concept of state information policy of Ukraine. Accordingly, there is no single plan, single state position or strategy for the development of the information industry in the country. At the same time, it belongs to the strategic interests of any country and needs special attention, so today the study of the information policy of the state is relevant.

The implementation of state information policy should take place through a set of legal mechanisms and organizational measures, as a result of which a positive effect should be achieved: harmonization of the interests of person, society and the state in information activities; prevention of illegal dissemination, use and violation of the integrity of information. The current state of social development, as well as the situation in the Ukrainian and world information space, require strengthening the role of the state in ensuring access of citizens of Ukraine to operational, objective information, guaranteeing protection of the national information space from negative information influences [1].

In modern domestic research some theoretical and practical aspects of information policy are considered by V. Ivanov, O. Lytvynenko, A. Moskalenko, I. Sopilko, G. Pocheptsov, S. Chukut and others. Yu. Ivanchenko believes that the state information policy is a set of main directions and methods of state activity for obtaining, using, disseminating and storing information [2, p. 131].

The main directions of the state information policy are: 1) Ensuring everyone has access to information; 2) Ensuring equal opportunities for the creation, collection, receipt, storage, use, dissemination, protection, protection of information; 3) Creating conditions for the formation of an information society in Ukraine; 4) Ensuring openness and transparency of the subjects of power; 5) Creation of information systems and information networks, development of e-government; 6) Constant updating, enrichment and storage of national information resources; 7) Ensuring information security of Ukraine; 8) Promoting international cooperation in the field of information and Ukraine's entry into the world information space [3].

In our opinion, the state information policy is an important component of the country's foreign and domestic policy and covers all spheres of society. This industry must become holistic, conceptually verified and promising. It must be independent of temporal factors, personal preferences and perceptions. Like any other activity, the state information policy is carried out to achieve a certain goal.

According to I. Aristova, the main long-term goal of the state information policy of Ukraine is the formation of an open information society based on the development of a single information space of the whole state, its integration into the world information space, taking into account national characteristics and interests [4, p. 24].

State information policy should be based on the following basic principles: 1) openness – all major information policy measures should be openly discussed by society; 2) equality of interests – the policy equally takes into account the interests of all participants in information activities, regardless of their position in society and form of ownership (common to all “rules of the game”); 3) systematic – during the implementation of decisions to change the state of one of the objects of regulation must take into account its consequences for the state of others and all in the aggregate; 4) priority of the domestic producer – under equal conditions the priority is given to the competitive domestic producer of information and communication means, products and services; 5) social orientation – the main measures of the state information policy should be aimed at ensuring the social interests of the citizens of Ukraine; 6) patriotism – all measures for the development of

the information sphere should be implemented on the basis of protection of national interests; 7) the priority of law – the development and application of legal regulation has priority over any form of solving problems in the information sphere [5, p. 3].

Thus, the state informational policy should stimulate the growth of production of information, telecommunications, information products and services and at the same time effective demand for them. At the same time, the practical implementation of state information policy in modern conditions of social development requires a broad psychological campaign to support its basic tenets in public opinion, explanations of its social orientation, proof of its validity, and so on. It is always very much important to admit that protective policy of every country in the world, including, informational one, has to have the prevention of human rights violations as its key part [6, p. 585]. Nowadays, it is quite significant due to the pandemic conditions under which the global community has got one more reason for its internal differently directed changes to give a rather quick reaction for its further existence and development in conditions of the fight against COVID-2019 [7, p. 439].

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