

Nazar M.M., Mescheryakov D.S.

Cognitive constructs of Ukrainian self-identity in the context of informational confrontation

Mental map of the national ideal as the core of the national self-identity performs one of the main features in the psychological development of human beings. Basic cognitive constructs of the national identity are not only mutually determined by the mental map of the national ideal, but also affect the formation of national interests. The latter ones, as value-oriented related constructs of the national identity, have their own hierarchical system that is built up in order of importance of existing functionality in relation to the implementation of the national ideal. Information confrontation is a competition of social systems (countries, blocs of countries) in the information area about the impact on certain areas of social relations and control of sources of strategic resources, in which one group of participants of the competition receives the benefits they need for further development.

Key words: cognitive constructs, national identity, national ideal, information confrontation.

Basic cognitive constructs that form Ukrainian self-identity and create central cognitive approximate filter of perception and evaluation of reality that can and must be the basis of effective functioning of both information security and information expansion: at the level of a single individual and at the level of the entire Ukrainian nation. Staying at the center of national self-identification (both as a process and as a result), the mental map of the Ukrainian national ideal is the referential core of its representatives through which the understanding of boundary values of the nation, its purposes and reasons of existence comes and makes a distinction "Ukrainian - non-Ukrainian - anti-Ukrainian" that is relevant at this historic moment for achieving tasks and possibilities of individual contribution to the development of their nation, etc. The corresponding mental map is the key to comprehension of the number of the basic cognitive constructs that define a Ukrainian identity in general.

The reveal of the mental map of Ukrainian national ideal is carried out through personal structures, genetically and psychologically involved into national identity. The key point represents here a proper understanding of personality as a form of existence of the human psyche, which represents integrity capable for self-development, self-conscious and subjective self-regulation, this form has a unique and inimitable inner world.

Mental map of the national ideal as the core of the national self-identity performs one of the main features in the psychological development of human beings.

Basic cognitive constructs of the national identity are not only mutually determined by the mental map of the national ideal, but also affect the formation of national interests. The latter ones, as value-oriented related constructs of the national identity, have their own hierarchical system that is built up in order of importance of existing functionality in relation to the implementation of the national ideal. Strategic national interests lay foundation for strategy management system of national security, define the main goals and areas of management. Strategic national interests occupy the highest level in hierarchy of national interests [5][7][10].

Tactical national interests are specified strategic national interests that require implementation within the short term that is an instrument of embedding strategic national interests in life, their implementation. It is about achieving the immediate goal, solving immediate problems. Unlike the strategic national interests, tactical national interests are much more specific, at the same time more flexible, allowing variation within the strategic national interests. Tactical national interests forming a mechanism of national interest priority, ranking them in order of importance.

This process should be based on the following postulates: the only and entire Ukrainian nation, and independent, self-sustained/governing, unified state (it is vital/critical to be included to the Euro-Atlantic and European systems of the Western world). Implementation of tactical interests occurs within the strategic national interests and aims to ensure the latter.

Operational national interests are a set of national interests whose implementation allows immediate impact on achieving specific deviations from the tactical and strategic national interests.

It has become of particular importance the elaboration of the concept of spheres of Ukrainian national interests and capabilities of its mass integration into mental map of the Ukrainian nation [3][11].

The degrees of priority are:

- The priority national interests are such national interests that prevail at the given stage of historical development, due to the objective needs of society and its striving for progressive development. They require immediate means to implement them (for Ukraine it is to keep peace in the primacy of territorial integrity, winning of the war for the preservation of sovereignty, economic stabilization, elimination of corruption, etc.);
- The potential priority national interests are such national interests, which under certain conditions can become a priority. National interests which are not a priority, but are there in a number of priority shall be deemed as potential priority national interests (for example, joining its territory of Kuban, Ryazan, Voronezh, Kursk regions to Ukraine);
- The common national interests are other national interests, which are not within the scope of priority and potentially priority national interests (sustaining Ukrainian forests, clean streets, good roads, etc.) [6].

At the present stage of Ukrainian development in the most general, naturally not exhaustive plan there can be highlighted the following national interests: internal stability, which has a high capacity for work and the integration of public institutions, the balance of interests of all social groups; protection of sovereignty, territorial integrity and inviolability of frontiers, preventing interference in the internal affairs of Ukraine; NATO membership; restore the status of the state that has nuclear weapons; formation of Ukraine as a legal state that protects national interests in any part of the world via all lawful levers; economic prosperity, satisfaction of material needs, development of skills for effective economic development; software development and functioning of Ukrainian as the state language in all spheres of social life throughout Ukraine, guarantee the free development, use and protection of other minority languages in Ukraine; effective functioning of national security; building professional patriotic Army; strong pro-Ukrainian civil organization of paramilitary militia on the Swiss model; priority universal democratic principles in the development of the state, national harmony and national consciousness of the people; ensuring the constitutional rights and freedoms of man and citizen; the development of a strong effective government; maintaining ecologically healthy environment; development of spiritual, moral principles, intellectual capacity, strengthening the physical health of the Ukrainian nation; creating favorable conditions for the expanded reproduction of the population; Euro-Atlantic integration of Ukraine into European security and political, economic and legal space; development of equal and mutually beneficial relations with other states in the interests of Ukraine; formation of a national strategy, including the national ideal, national purpose, national idea, national needs, values, national interests, eventually national ideology; strengthening of Ukraine as a regional leader; creating a positive international image [6][9][13].

National interests is an important cognitive construct adjacent national identity due to other (national ideal, national purpose and national idea)system of universally valid, recognized and perceived needs and national values, providing the conditions and means of their satisfaction and implementation.

It should be admitted that an important factor in both positive and negative effects on cognitive constructs of national identity, the information security of the country and the nation, is information confrontation.

Information confrontation is a competition of social systems (countries, blocs of countries) in the information area about the impact on certain areas of social relations and control of sources of

strategic resources, in which one group of participants of the competition receives the benefits they need for further development [6][12].

Information confrontation is also a rivalry of cognitive-oriented models of perception and relation to reality, the rivalry of national interests, and sometimes ideals that stand behind them and in the end the national identities of the totality of domestic and related cognitive constructs.

Acuity of the Ukrainian information confrontation with Russia outlined the undeniable relevance of cognitive constructs research of national identity and identification, disclosure of Ukrainian national ideal as representatives of their nation. This definition is determined by not only economic and social, but also religious interests, moral norms, ideas of humanism, patriotism and other ideological constructs. In this context, we can summarize that the main national ideal of Ukraine is unity, equality, freedom, historicity, potentiality and independence as well as that corresponding ideal correlate with the content of Ukrainian identity as the definition of its national "self-image" and belonging to an individual or group to this "self-image" [2][6][8].

Understanding of cognitive constructs of the national ideal in the context of informational confrontation let us fully realize the need for a more thorough study of the formation of the Ukrainian strategic national interests and national identity. It's can be done including developing of corresponding models: mental, Ukrainian identity, etc. Cognition, discovery and development of a national identity card mentality is not only vital issue of the Ukrainian political and ethnic psychology, but also provides the vital interests of the nation in terms of its fight for survival and establishment, approaching to an open military confrontation with the country-invader [1][4][10].

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Назар М.Н., Мещеряков Д.С.

Когнитивные конструкты украинской самоидентичности в контексте информационного противостояния

Ментальная карта национального идеала, как ядро национальной самоидентичности, выполняет одну из главных функций в психологическом развитии человека. Базовые когнитивные конструкции национальной идентичности не только взаимоопределяются ментальной картой национального идеала, но и влияют на формирование национальных интересов. Последние, как ценностно-ориентировочные конструкты национальной идентичности, имеют свою собственную иерархическую систему, которая создается в порядке значимости действующих функций по отношению к осуществлению национального идеала. Информационное противоборство – это соперничество социальных систем (стран, блоков стран) в информационной сфере по поводу влияния на те или иные сферы социальных отношений и установление контроля над источниками стратегических ресурсов, в результате которого одна группа участников соперничества получает преимущества, необходимые им для дальнейшего развития.

Ключевые слова: когнитивные конструкты, национальная идентичность, национальный идеал, информационное противостояние.

Назар М.М., Мещеряков Д.С.

Когнітивні конструкти української самоідентичності в контексті інформаційного протистояння

Ментальна карта національного ідеалу, як ядро національної самоідентичності, виконує одну з головних функцій у психологічному розвитку людини. Базові когнітивні конструкції національної ідентичності є не лише такими, що взаємно визначаються ментальною картою національного ідеалу, але і впливають на формування національних інтересів. Останні, як ціннісно-орієнтовні конструкти національної ідентичності, мають свою власну ієрархічну систему, що створюється у порядку значущості діючих функцій по відношенню до здійснення національного ідеалу. Інформаційне протистояння – це суперництво соціальних систем (країн, блоків країн) в інформаційній сфері з приводу впливу на ті або інші сфери соціальних стосунків і встановлення контролю над джерелами стратегічних ресурсів, в результаті якого одна група учасників суперництва отримує переваги, необхідні їм для подальшого розвитку.

Ключові слова: когнітивні конструкти, національна ідентичність, національний ідеал, інформаційне протистояння.

Nazar Maksym, Candidate of psychol. sciences
Назар Максим Миколайович, канд. психол. наук
Назар Максим Николаевич, канд. психол. наук
apartment@bigmir.net

Mescheryakov Dmytro
Мещеряков Дмитро Сергійович
Мещеряков Дмитрий Сергеевич
meoldom@gmail.com