

### **Ukrainian self-identities mental maps in the context of informational war**

Basic mental maps 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 [11].

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 [11].

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 [11].

Basic mental maps of the national identity are not only mutually determined by the cognitive basis 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].

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.

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;10].

National interests is an important mental map 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 [11].

It should be admitted that an important factor in both positive and negative effects on mental maps of national identity, the information security of the country and the nation, is information confrontation. Information confrontation is also an highly aggressive and destructive 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 [11].

Acuity of the Ukrainian information war with Russia outlined the undeniable relevance of mental maps 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 national ideal's mental maps in the context of informational war 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, respondent's 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;9].

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