

War Media Trauma during Russia Invasion in Ukraine: New Challenge for Media and Informational Literacy Education

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Theoretical background. The concept of media traumatization have been repeatedly described after terrorist attacks, technological disasters, and other traumatic events covered by the media. The influence of the media as a trigger that worsens the condition of victims has been noted since the 1980s (McFarlane, 1986) for TV viewers (Hamblen, 2015). Mass media can play a leading role in helping to reduce individual and national traumatic reactions, based on understanding the internal connection between violence and trauma (Ross, 2005). Trauma is considered as a critical concept for understanding modern visual media by art critics and cultural scholars (Broderick & Traverso, 2010; Meek, 2011). The concepts of trauma pop culture as the experience of the pain of others in various forms of modern media mediation, including comics, performances, and computer games, are used (Ataria et al, 2016). Researchers of media practices in social networks regarding the viewing and reposting of videos of traumatic events confirm the statistical significance of these factors on the formation of users' post-traumatic stress disorder (PTSD) (Abdalla et al, 2021). However, media traumatization remains one of the least researched components of the development of war PTSD for the civilian population, particularly among minors (Morina, 2018).

Objectives. The main purposes of our research were to measure the level of traumatic stress of Ukrainians during war and evaluate the role that media impacts at stress experience for develop a new component into informational literacy education.

Methods. We conducted two surveys. The first was:

1. A national level survey about psychological well-being of the adult habitants of cities and towns with populations of (50,000 thousand or more in the Ukraine during August 2022 (N=1,000).
2. A survey with educator and student participants that we conducted remotely during September-October 2022 (N=455). We used the media trauma intensity scale (MTIS) and modified the Impact of Event Scale - Revised (IES-R) (Weiss, & Marmar, 1996).

Results and discussion. As reported by 85% of the participants, the most traumatic experience was the depiction of destroyed homes . That was followed by death (61%), children in war situations (49%), and violence and discrimination (35%). When examining their answers, it was appparent that 47% of respondents demonstrated high levels of PTSD symptoms and were atrisk for developing a pathological reaction. The research showed that media content was a contributing factor to the stress experience during war and had a high impact on media consumers' PTSD symptoms. Media trauma intensity in terms of PTSD symptoms showed a small difference between psychological reactions on real traumatic events and media covered ones. This impact must be appropriately recognized in news media production.

Conclusion. The traumatic impact of war media is a new challenge for informational literacy education, suggesting that the topic of health protection must be included in the media literacy curriculum both for school teachers and for journalism students.

Keywords: *public health, psycho trauma, war, media impact*