

Наукове періодичне видання

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ТА ПРИВАТНОГО ПРАВА**

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РОЗДІЛ 4

АДМІНІСТРАТИВНЕ ПРАВО І ПРОЦЕС; ФІНАНСОВЕ ПРАВО; ІНФОРМАЦІЙНЕ ПРАВО

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THE ROLE OF SOCIAL ENTREPRENEURSHIP IN PROVIDING PERSONAL SAFETY IN MEDIA SPACE

The article focuses on the problem of information inequality and information illiteracy in Ukraine which caused a real damage of the information space and even sovereignty of the state. It has been established the connection between information safety and the level of information literacy of citizens. It is shown that social entrepreneurship in this case is one of the best ways to provide prudent consumption of media content and to draw public attention to the vulnerability of individuals from disinformation, manipulation and other negative media influences and dangers.

Key words: social entrepreneurship, information illiteracy, media influences, information space, media education.

У статті розглядаються проблеми інформаційної нерівності та інформаційної неграмотності в Україні, котрі спричиняють справжню руйнацію інформаційного простору та навіть суверенітету держави. Встановлено зв'язок між інформаційною безпекою та рівнем інформаційної грамотності громадян. Акцентовано, що в цьому аспекті соціальне підприємництво є одним із найкращих способів забезпечити розумне споживання медіа-контенту та повернути увагу громадськості до проблеми вразливого стану людей, що потерпають від дезінформації, маніпуляцій та інших негативних медіавпливів та небезпек.

Ключові слова: соціальне підприємництво, інформаційна безграмотність, медіавпливи, інформаційний простір, медіа освіта.

В статье рассматриваются проблемы информационного неравенства и информационной неграмотности в Украине, которые вызывают разрушения информационного пространства и даже суверенитета государства. Установлена связь между информационной безопасностью и уровнем информационной грамотности граждан. Акцентировано, что в этом аспекте социальное предпринимательство является одним из лучших способов обеспечить разумное потребление медиа контента и привлечь внимание общественности к проблеме уязвимости людей, страдающих от дезинформации, манипуляций, негативных медиа влияний и опасностей.

Ключевые слова: социальное предпринимательство, информационная безграмотность, медиа влияние, информационное пространство, медиа образование.

Formulation of the problem. The media space becomes a part of the social space and provides the idea that people are belonging to the system of media by a consumption of media content. Development of information society radically changes the political, social and other spheres of humanity, and therefore requires a clear regulation in information area. Nowadays media become so-called “the fourth branch of power” which has real influence on social, political and even economic life. That’s why there appear such

definitions as “information arms” and “information warfare”. For instance, nowadays Ukraine faced with a problem of information aggression on the East of Ukraine. This problem becomes real, first of all, because of low level of media literacy in Ukraine. Citizens of Ukraine become victims of propaganda and disinformation in media space.

Unfortunately, state bodies of Ukraine even now don’t see the huge damage which caused by such illiteracy. So, the real way to solve this

social problem is to get into collaboration in the sphere of media education social entrepreneurs. Also there are some good examples of such social activity in Ukraine. The best of them is “Media literacy programs for citizens” supported by the Ministry of Foreign Affairs and International Trade Canada (DFATD Canada), in partnership of three organizations: Academy of Ukrainian Press, IREX and StopFake. The aim of this project is to enhance the stability of citizens before the destabilizing force of impact of false information. Support of such projects would be very appropriate, especially nowadays. But such projects are often short-lived because they don’t have a permanent source of funding. That’s why we believe that social entrepreneurship is the best way to solve the social problem of low level of media literacy.

Analysis of recent studies and publications.

The issues of social entrepreneurship and its role of solving social problems are dedicated to the work of many well-known scientists. Some aspects of them were reflected in the scientific works of Jan-U. Sandal, Malin Gawell, Bengt Johannisson, Jerr Boschee and others. But in spite of this, this problem of investigation requires further scientific analysis, especially in the context of ensuring the information safety of the person.

The aim of the article is to study the role of social entrepreneurship in the solving of the information safety problem which is mainly caused by low level of media literacy in Ukraine.

Presentation of main results. There was constant expansion of the national information space in Ukraine which has gained immense proportions in the recent few years. This process caused victimization of Ukrainians and various kinds of deviation in their behavior. Especially typical characteristic of domestic media has recently become such phenomenon as propaganda. The antagonism and ignorance to the problem of how to check the veracity of the sources of its own media field are the main factors that cause information victimization – the process of becoming a victim made by destructive information. Moreover, the need of modern person to hear media reports with too emotional messages causes the formation of a qualitatively new type of dependence – dependence of media or “media addiction”.

Information which is distributed in the modern information space including media space as a major part of it, can be unreliable or veiled. That’s why there is a permanent threat of neg-

ative information influence on society, which in turn can cause spreading of deviant behavior and even victimity of society.

There is an interesting idea, proposed in Facebook’s plan about counteracting fake news by creating professional fact-checking organizations: “Those organizations can choose which stories they would like to assess and, if their investigation deems the article to be a hoax or containing false information, it will be marked as “disputed” whenever it appears on the social network” [1].

The destructive impact of information also can become the cause of the riots. These factors greatly influence the socio-political situation in the country. The new generation that comes on the change, is very dependent on the absorption of daily news from the media. For these reason information victimized people, in fact, have suffered psychological violence and information-psychological aggression in the media space.

For instance, the current social concern about media aggression between children is a consequence of the lack of media education in secondary schools. In this aspect, information literacy is a prerequisite for critical evaluation and analyzing of information received from the media. Also it develops the ability to distinguish reliable information and resist the psychological pressure on the Internet which person can avoid by using basic media literacy skills.

It’s important observation that social entrepreneurs are leaders in media education in Ukraine in comparison with state institutions. Their activities are more supported by governments of other countries than their own. In this situation social entrepreneurship is a tool for prevention of destructive media impact.

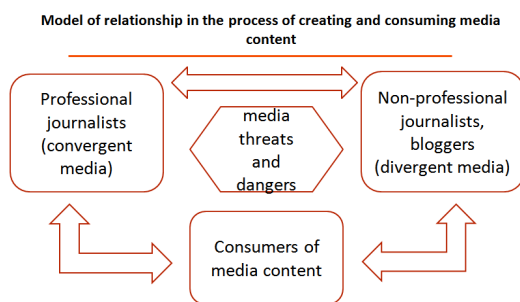
But firstly we should consider theoretical basis of social entrepreneurship in general. Social enterprises are a new innovative way of running a business with a social aim, where the profit is not shared between the owners of the capital but reinvested either in their members or used for a wider interest [2, p. 47]. Social entrepreneurship is the art of simultaneously pursuing both financial and a social return on investment, so-called double bottom line [3, p. 87].

As Jan-U. Sandal says, successful social entrepreneurship represents a significant change in the social sector, brings about an increase of quality of life for everyone without any discrimination, a more just society, and a strengthened and developed democracy [4, p. 23]. It is worth agreeing

with the thought that one answer might be that it is a new activity aiming at a production of utilities that benefit not only stakeholders in one's own societal sector but also stakeholders in other sectors of society, and that this production is linked to stakeholders in other societal sectors [5, p. 74].

To sum up, social entrepreneurship is a form of commercial entrepreneurship, where property, income and wealth are using for the concrete social aim. And it's become a contribution to more open and honest civil society.

Also it's important to define a model of relationship in the context of appearance and spread of content which causes destructive media impact. We propose the simplest view of it, which is also available for understanding by media consumers and can be used at media education courses:



Role of media education realized by social enterprise is difficult to overestimate. There are some of general ideas included in this activity:

- providing prohibition of “hate speech” by enhancing the moral and ethical level of society;
- achieving tolerance in society, especially towards children and young people;
- increasing personal confidence in media space;
- teaching ordinary people (non-media activists) to separate the true information from disinformation,

manipulative techniques by establishing and identifying those destructive media impact;

- promoting the development of freedom of expression and the formation of social media sources;

- supporting activity of local media sources, especially with a focus on those, which are near the border or territory of local conflicts;

- encouraging of activity in the media space, including exposing disinformation by citizens using reference to the primary source (to establish outsourcing of the process of fact-verification by population of the country);

- drawing state bodies' attention to the potential and real problems in the media space, especially the aspects of counteracting destructive dangers, threats and influences in media space.

The absence of legal definition of “social entrepreneurship” in Ukraine makes a lot of aspects of the implementation such activities uncertain. So, we should define which kind of entrepreneurs can legally do this activity. Identifying the most suitable legal form of a social enterprise is the first step to realize social changes in society.

According to the Ukrainian legislation the most popular of these forms are: Limited Liability Company, private enterprise, non-governmental organization (NGO) with the status of a legal entity and Charitable Foundation. Last two legal forms are most spread nowadays, examples of which we have already mentioned.

Conclusions. Media education as a discipline is a key element in preventing destructive media influences on the human psyche. In the information society, media education is an urgent need, which needs to be introduced along with patriotic upbringing. We believe that media literacy is the core of information-psychological confrontation, which should be supported, especially within the framework of social entrepreneurship.

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