STATE POLICY IN THE FIELD OF STRATEGIC COMMUNICATIONS IN THE MODERN SYSTEM OF INTERNATIONAL SECURITY: EUROPEAN INTEGRATION DIMENSION

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Abstract

In the article, features of modern formation of the state policy in the field of strategic communications in the international security system are studied. It was determined that today issues of ensuring security and economic stability through establishment of effective cooperation with European and world leaders are relevant for Ukraine. The main signed agreements between Ukraine and partner countries in the direction of cooperation in the security sphere have been analyzed. Features of some agreements were singled out, which distinguishes them from each other. The basic principles of formation and implementation of strategic communications in international security are allocated. Based on the analysis of security agreements, the main obstacles and shortcomings in the state policy system in the direction of development of strategic communications have been formed. The conceptual scheme of the state policy mechanism in the field of strategic communications in the international security system was proposed.

Keywords: *Public Policy, Public Administration, Europeanization, International Security, State Security, Security Strategies, Risks, Crises, Public Communications, Communication Strategies, Digitalization.*

JEL Codes: *H73.*

Introduction

In today's reality, the international security system is undergoing appropriate transformations due to dynamics of global processes, spread of hybrid threats, cybercrime, and increase in the use of communication technologies in armed and political conflicts. In this aspect, strategic communications act not only as a tool for interaction between the state and citizens or partners, but also as means of protecting national interests, forming positive image and brand of the state at the international level.

During this period, issues of forming effective state policy in the field of strategic communications during military conflicts and information wars, which affect the change in political polarization in the geopolitical space, are becoming especially relevant. Instable geopolitical space due to massive spread of fake

news, manipulation of public opinion in democratic countries, and campaigns to undermine trust in institutions show that today the information space is a key front of modern international confrontations. Taking into account the above, the state policy should be aimed at development of strategic communications and meet challenges of the time with integration into the overall system of ensuring national security. This policy, in addition to classical methods, should include coordination of information influences, development of communication strategies that can counteract negative narratives, strengthen society's resilience to information attacks and promote consolidation in times of crisis. In this regard, the study of the state policy in the field of strategic communications in modern international security system is a scientifically and practically axial task.

Literature review

This topic has been the subject of research by many scholars. Articles by Pegan A. et al. (2025); Mishra D. (2024) examine public communication and strategic planning using the EU as an example and analyze strategic communication for SD initiatives based on artificial intelligence, considering the specifics of combining technology, policy and public engagement to achieve the SDG's. Van Halm Jahan. (2007); Ribeiro D. et al. (2025); Marhasova V. et al. (2024) analyzed the strategic action plan and provided relevant recommendations to the steering committee on scientific communications and public policy, assessed the state of information security of online public services, and analyzed modern mechanisms of public administration in ensuring the national security context.

Parasidis Efthimios (2025); Kränzle E. (2024) investigated the impact of war on public health through the analysis of bioethics with international relations and national security policy, analyzed the national security policy using the EU example. Bagatell Juan Carlos Montero (2024); Rischmoller Julio Cesar Vidal et al. (2024); Nwagboso C. I. et al. (2024) investigated state innovations and current trends in the security policy, assessed the state policy in the context of

ensuring citizens' security using the plitogenic hypothesis approach, and analyzed challenges of the state policy in the security sector management system. Amicelle A. et al. (2023); Can A. (2022); Jakubek P. et al. (2023) focused their research on the analysis of possibilities of reconfiguring the state policy, ensuring security, and the role of managerial control in the system of ensuring economic security of state institutions.

In works of these scientists, much attention is paid to information provision of the state security, which is a component of the foreign and domestic policy. However, today, modern instruments of the state policy in the field of strategic communications, taking into account geopolitical situations in the world, require consideration that is more detailed.

The article is aimed at studying features of the state policy in the field of communications in modern international security system, taking into account the European integration dimension.

Results

Changes that are currently taking place in the geopolitical space can affect global processes of the economic, financial and political situation, which in the long run forms a new order of forces. Within the framework of state-building, strategic communications should be considered as a certain set of purposeful measures of the state to form and disseminate information, which are aimed at influencing public opinion and external audiences to achieve national interests in the field of international security. If we consider strategic communications in Ukraine, we should highlight certain features that are associated with military operations on the territory of the state. In this aspect, it is necessary to highlight features of the state policy of Ukraine, namely:

• formation and development of national strategic communications aimed at reducing the impact of disinformation and propaganda aimed at undermining stability of the Ukrainian society;

• considering the Euro-Atlantic integration (NATO and EU) in international standards of strategic communications, especially in terms of information support and management;

• development of digital technologies, which requires introduction of new mechanisms

for using strategic communications based on the use of digital channels, big data, monitoring of social networks, etc.

In general, the policy in the field of strategic communications in Ukraine is implemented through relevant state authorities: the National Security and Defense Council (coordinates the state policy in the information space); Office of the President (forms the main official narratives in the international arena through the press office, international media); State communication centers (implement programs on media literacy, responding to fake messages, etc.). These state structures are the main ones that implement the policy of strategic communications, but there are others that perform their functions to one degree or another. The state policy in the field of strategic communications is implemented based on the use of relevant principles (Fig. 1).
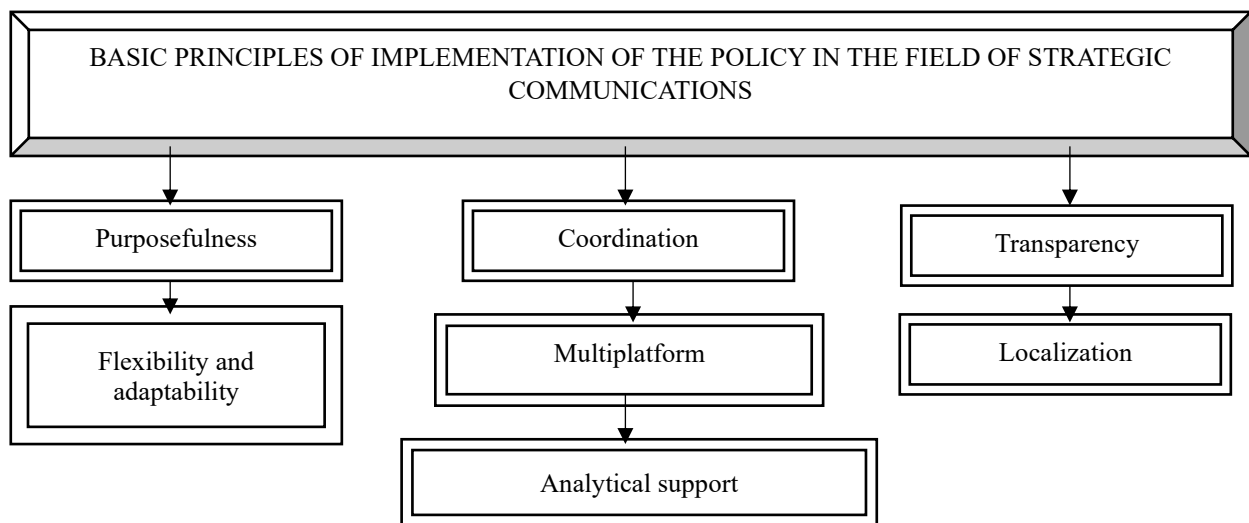

Figure 1. Basic principles of implementation of the state policy in the field of strategic communications

*Source: systematized by the authors.

The principle of purposefulness determines the key orientation of the audience (external and internal), channels for broadcasting information flows.

The principle of coordination characterizes consistency between all participants in the process, which avoids discrepancies in information flows.

The principle of transparency determines compliance with facts, the use of reliable sources of information, which in turn increases the level of trust among counterparties.

The principle of flexibility and adaptability characterizes the ability to quickly respond to new threats and promptly respond to them, which minimizes their impact.

The principle of multiculturalism allows you to adapt information flows for different regions, taking into account their specifics and perception of information.

The principle of analytical support allows you to use metrics, research, surveys, monitoring effectiveness of the influence of information flows on public opinion.

These principles can be expanded and supplemented depending on certain situation, taking into account peculiarities of development of strategic communications. Taking into account current state of rapid economic and political changes, measures to manage information resources and search for ways to counter information aggression, cyber threats, etc., are of paramount importance. In these conditions, communications face new threats that are associated with negative consequences of digitalization, which is a tool for influencing information flows and their veracity. Therefore,

the state faces issues of ensuring necessary level of the information protection, formation of the effective communication policy of the state, which creates an image in the international arena. It should be noted that the Europeanization significantly increases the need to comply with certain rules and norms to ensure information flows and strategic communications. Compliance with many requirements requires the authorities to create a new format of the communication policy, which takes into account new challenges and threats from both external environment and internal risks.

However, formation of the effective mechanism of the state communication policy requires availability of effective tools for its implementation. Today, given difficult economic and political situation in Ukraine, there is no such mechanism, since the security situation requires other stabilization measures. Today, in formation of the state policy within the framework of ensuring international security, there are a number of problems that affect effectiveness of these processes, namely: personnel fragmentation, inconsistency of the legislative framework, resistance and skepticism among the audience, limited resources, disinformation of the enemy, the problem of assessing effectiveness. In the context of changes in power and absence of the effective judicial system, in modern state policy there is a problem of personnel fragmentation, which is associated with a low level of competence of specialists in strategic communications and frequent redistribution of responsibility between different bodies.

In development of strategic communications, there is no unified legislative framework for regulating these issues, which affects effectiveness of public administration and decision-making. Limited resource capacity (financial, technological, personnel) significantly narrows possibility of covering the information space in the border areas and in the territories of temporary occupation, thereby reducing the

impact on public opinion. Given the transition period and transformation of public opinion, part of the population is not ready or resists the vector of strategic communications due to historical distrust of distance and manipulation of facts.

Development of digitalization and reduction of restrictions on the publication of information resources leads to the increase in disinformation, emergence of fakes, bots that can influence formation of public opinion on certain issues. It also requires development and implementation of appropriate mechanisms to control these information flows and reduce the impact of these digital tools by increasing trust in the authorities.

Taking into account significant number of introduction of the latest technologies and approaches to the use of information resources, the state needs to develop technologies for protection of information and possibility of influencing public opinion in response. In terms of this, today it is quite difficult to assess effectiveness of introduction of technologies by companies and social behavior, which complicates managerial decision-making and formation of a strategic vision of future development of the enterprise. Current challenges and development prospects for Ukraine are primarily related to the need to integrate international experience and participate in joint exercises (NATO StratCom Centre of Excellence, EU), which will improve effectiveness of the international security in current conditions. Introduction of AI-based technologies will increase automation of processes, speed up managerial decision-making by accelerating processing of information data. The need to include directions of strategic communications in the general strategy of the state development.

In the opinion of EU countries, NATO is the foundation of the European security, but the issue of the role that the EU should play in European defense is somewhat debatable (Fig. 2).

Figure 2. Perceptions of the EU as a security actor

Source: Dennison S. et al. (2018).

With the beginning of russia's full-scale invasion of Ukraine, a number of agreements were concluded as part of ensuring cooperation with EU countries and international security measures that contributed to development of strategic communications (*President of Ukraine*). Thus, a number of security agreements between Ukraine and the EU countries were posted on the official website of the President of Ukraine. Thus, the Agreement on Security Cooperation between Ukraine and France was signed (16.02.2024) for the period of ten years. The main theses of the agreement provide for implementation of measures to support independence and sovereignty of Ukraine in the international arena, comprehensive military and civilian support (*Official website of the President of Ukraine)*, In February 2024, agreements were signed with Denmark, Italy, Canada on cooperation in the field of international security and support for Ukraine in the struggle for independence. In January 2024, the same agreement was signed

between Ukraine and the United Kingdom (BULLETIN, 2024).

The concluded Agreements are aimed at ensuring security of Ukraine and participating countries from aggression by other states. However, despite the general vector of implementation of agreements, there is a certain difference between them. Agreements between Ukraine and the United Kingdom are aimed at creating the response mechanism, which includes assistance in the defense industry, cybersecurity, sanctions against the aggressor. Therfore, they are more focused on humanitarian support, investment and training of the military for protection (*Official website of the President of Ukraine*; Torda P. (2023)).

Cooperation with the United States provides for agreements in the field of the defense industry, assistance with air defense, missile defense. If we consider security agreements with EU countries, they are aimed at general areas of the peace support and differ depending on the

country's capacity (investments, weapons, humanitarian support).

Analyzing indicators of the global security market, we can say that by 2034 it will amount to about 398 billion US dollars (in 2024 - 169.55 billion US dollars). Therefore, in the period 2025-

2034 the average annual growth rate will be about 9%. Important driving aspects of the security market are considered to be intensification of the global security threats, including terrorism and cyberattacks, and increasing awareness of the security relevence (Fig. 3).
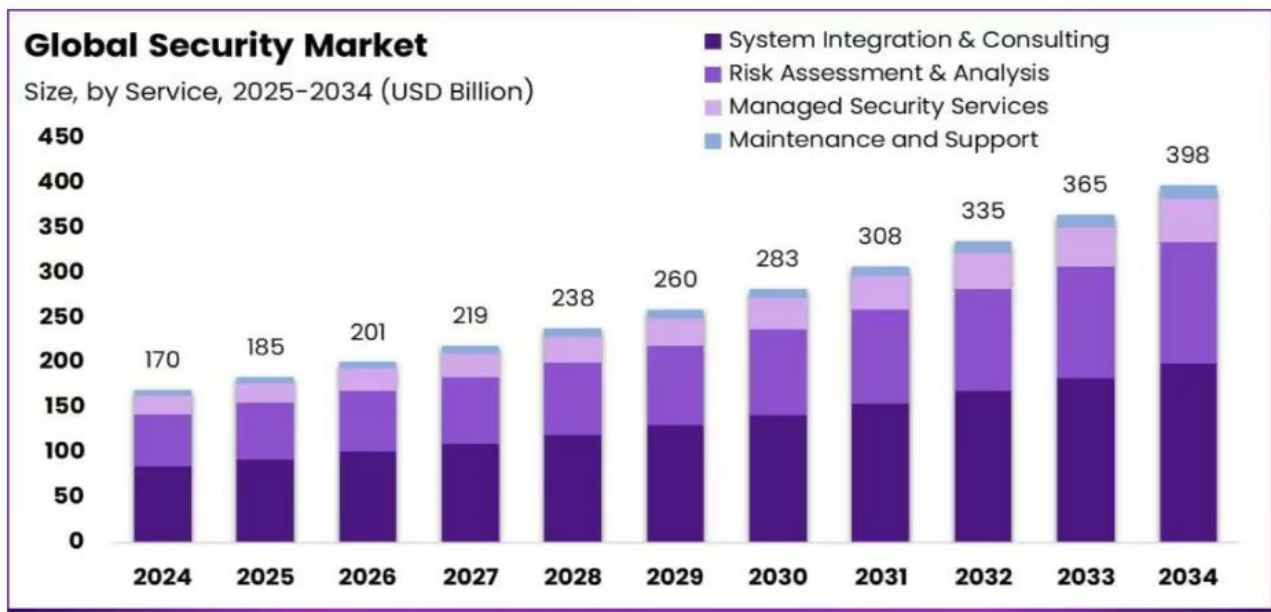

Figure 3. Global security market, 2024-2034

*Source: Market.us. (2025).

The scientific community claims that EU countries have different perceptions of possible threats and ensuring national security. In order for EU member states to create the coordinated defense and security policy, it is necessary to clearly identify their fears and threats. For example, Slovenia, Austria, Hungary, Bulgaria, Greece, Malta and Italy are concerned about uncontrolled migration to them. Greece, Malta,

Spain and Portugal are concerned and agitated by issues of international crime. Great Britain, France, Spain, Germany, Denmark and Belgium are concerned about possible threats of terrorist attacks. Estonia, Romania, Lithuania, Poland and Finland are concerned about issues of Russia's actions and the likelihood of interference in domestic politics, etc (Fig. 4).
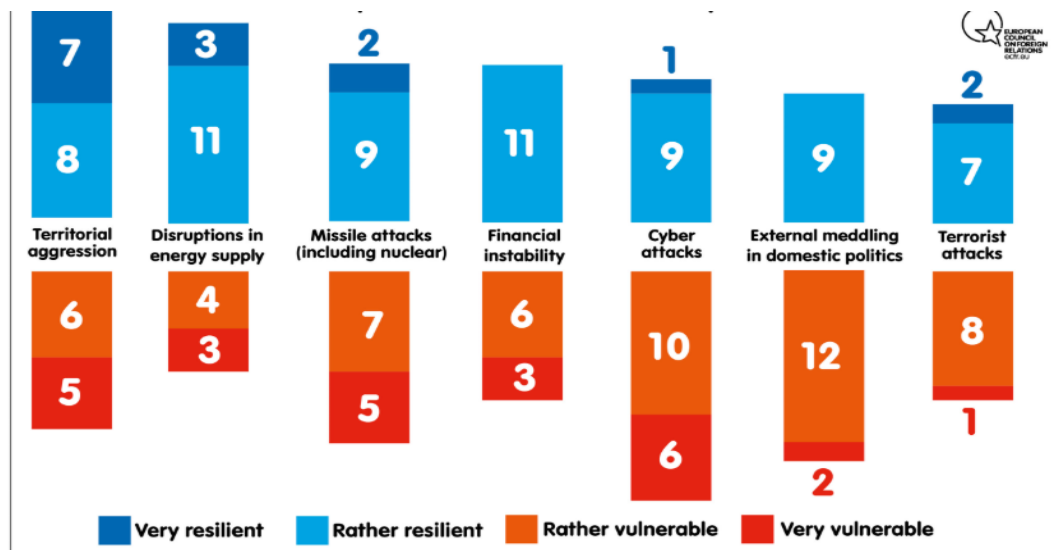
Figure 4. Perceptions of vulnerability and resilience against security threats (number of EU countries)

Source: Dennison S. et al. (2025).

For formation of effective state policy in the field of strategic communications in the international security system, these aspects of the agreements should be taken into account in development of these areas. In general, the algorithm for implementation of strategic communications within the framework of international security in Ukraine can be presented as follows (Fig. 5).

Figure 5. Stages of implementation of strategic communications in the state policy

Source: systematized by the authors.

At the first stage, current geopolitical situation and the international environment are assessed, key threats (informational, military, economic, etc.) are identified. Conducting the analysis of risks to the international and national security of the country in the context of war and post-war recovery is an important task for Ukraine, as it determines necessary measures to counter these threats. The next stage is to establish the goal of forming strategic communications based on definition of clear goals, their consistency with the national policy in the field of the national security and European integration.

When the goals are formed, it is necessary to determine the target audience on which the information influence will be exerted regarding implementation of strategic communications. The target audience is divided into external and internal. The domestic audience includes citizens of Ukraine, business, and society. The external audience is represented by the government and society of partner countries, various international organizations, and foreign media. After determining the target audience, it is advisable to analyze and model narratives to identify partners and competitors, to assess the information field regarding competitive strategies and behavior of counterparties in the use of communications within Ukrainian society and formation of the image of the state in the international arena.

At the fifth stage, the type of the communication strategy is chosen depending on the target audience and existing challenges and threats. The following types of communication strategies are most often chosen: explanatory (which is aimed at explaining the Ukraine's policy and its positions on international positioning); image (which is aimed at creating a positive image of the state in the international arena); adaptive (aimed at flexible response to changes in environmental factors); cooperative (based on establishing effective interaction between partners and coordination of actions to achieve maximum effectiveness of cooperation).

To implement strategies, the state must decide on channels of strategic communications, which can be diplomatic platforms, social networks, state media, analytical publications, etc. These are tools on the basis of which the state

implements communication strategies to ensure international security. Use of strategic communications institutions (Ministry of Defense, National Security and Defense Council, Ministry of Foreign Affairs of Ukraine, etc.). At the seventh stage, more specific tactical plans are being developed, implementation of which will lead to achievement of the main strategic goal of ensuring international security. At this stage, scenarios for responding to external threats are also built, which allows minimizing their negative consequences when they occur.

The next eighth stage consists in implementation of strategic communications in the system of ensuring international security through the launch of companies, various events, coordination of actions between the state and non-state actors of the process. Public figures who can lobby interests of various parties have effective influence on public opinion. To support the state in formation of its positive image in the international arena, these can most often be political leaders, philanthropists, and heads of large corporations.

The final ninth stage includes monitoring and coordination of actions for the systematic analysis of effectiveness of the implemented strategies. Most often, the source of this information is analytical reports, sociological surveys, and media analysis. Based on results of these reports, the management makes management decisions on further implementation of the security strategy. If goals and objectives are achieved, then coordination of actions will be aimed precisely at maintaining and developing positions. If monitoring results indicate the decrease in effectiveness of implementation, in this case, it is necessary to determine at what stage the failure occurred, and make appropriate adjustments. If the strategy does not work in general, then it must be revised from the very beginning. Even if the strategy is implemented and the planned indicators are achieved, at certain intervals it is necessary to make appropriate adjustments, which include updating the state of strategic communications in the international security system. This is especially relevant given the experience of Ukraine and instability of the external security and economic situation.

Among the main threats perceived by Europeans as extremely important, it is worth highlighting: cyberattacks, external interference in domestic politics, and the collapse of the international institutional order (Fig 6).
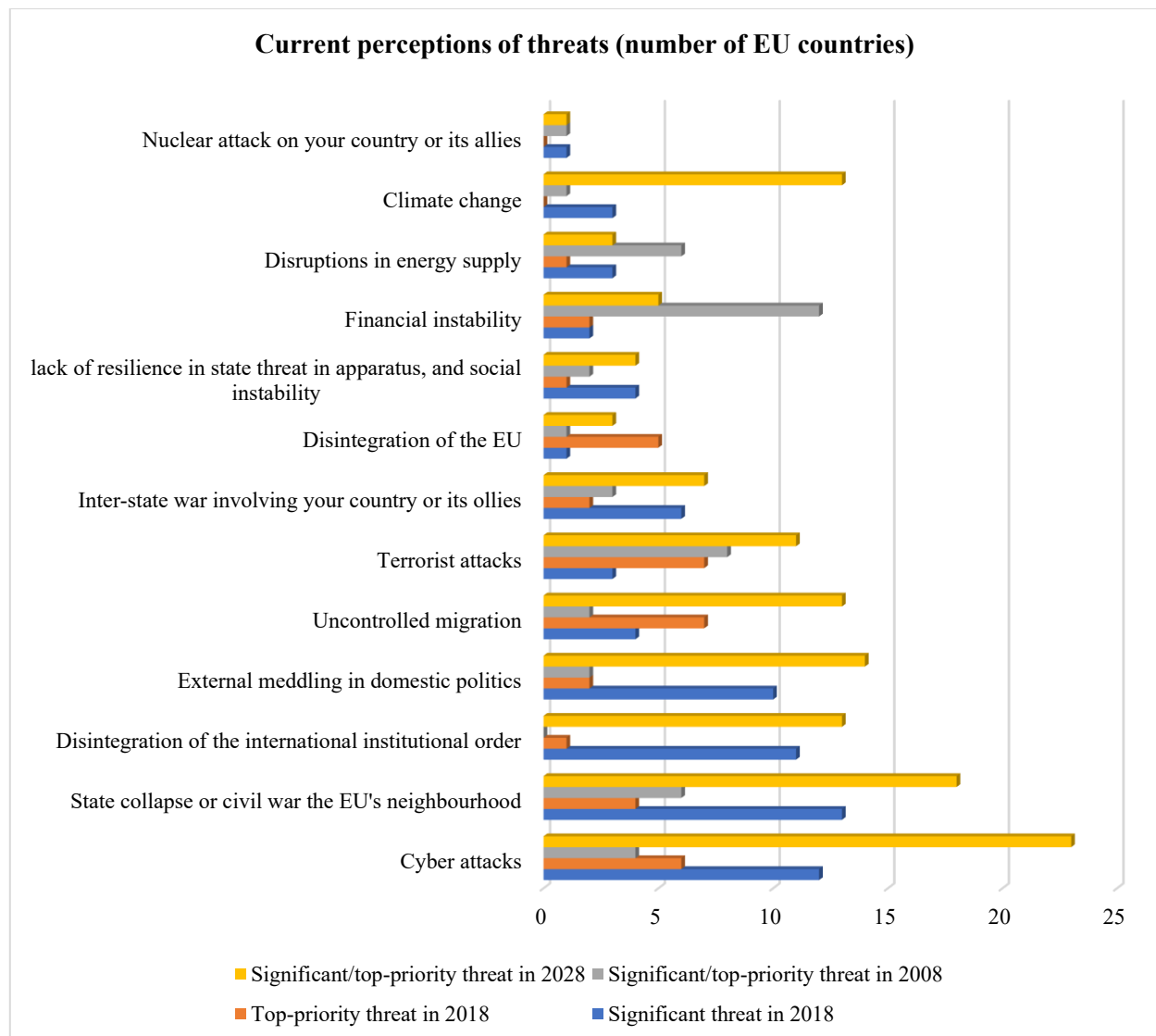

Figure 6. Current perceptions of threats (number of EU countries), 2008-2028
Source: Dennison S. et al. (2025).

It is advisable to note that over time, the target audience may change, relevant tools or channels of public communication may lose their effectiveness, which requires their assessment and introduction of new methods and approaches. For formation of the effective state policy, it is necessary to develop appropriate mechanism to stimulate strategic communications in the international security system, taking into account the European vector of development (Fig. 7). The main goals of functioning of this mechanism include formation of effective system of strategic communications of the state, increasing resistance to information influences and creating a consolidated image of Ukraine in the international arena. To achieve the set goals, methods are used to determine effective implementation of strategic communications. In this aspect, functions of the state policy in the field of strategic communications include targeted management, coordination, stimulation and control over implementation.

The main measures for development of strategic communications include political and ideological ones, which form the state identity of the nation. Organizational and managerial, which allow coordinating interaction both in medium-sized countries between structural units of government and society, and between the state and partners. Socio-economic measures affect the standard of living of society, which, in turn, with positive changes, is the basis for trust in the authorities and support for corresponding changes and vector of development. Normative steam ensures functioning and protection of strategic communications, both in the national security system and in the international arena. It is the adaptability and effectiveness of the regulatory framework that allows the state to form positive image among partner countries, thereby increasing trust and economic interest in cooperation.
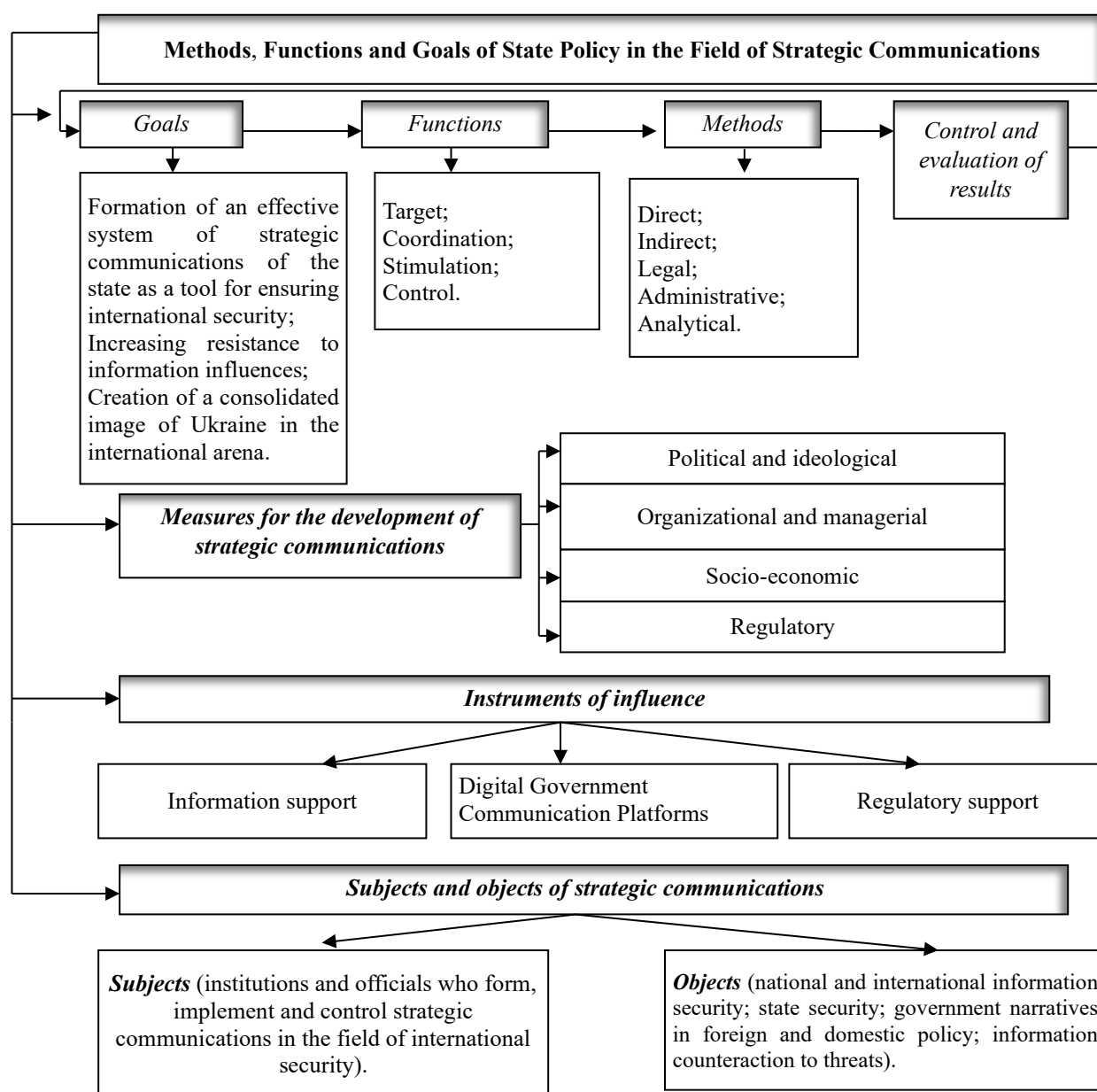
Methods, Functions and Goals of State Policy in the Field of Strategic Communications

Goals → *Functions* → *Methods* → *Control and evaluation of results*

Formation of an effective system of strategic communications of the state as a tool for ensuring international security;
Increasing resistance to information influences;
Creation of a consolidated image of Ukraine in the international arena.

Target;
Coordination;
Stimulation;
Control.

Direct;
Indirect;
Legal;
Administrative;
Analytical.

Measures for the development of strategic communications

- Political and ideological
- Organizational and managerial
- Socio-economic
- Regulatory

Instruments of influence

- Information support
- Digital Government Communication Platforms
- Regulatory support

Subjects and objects of strategic communications

Subjects (institutions and officials who form, implement and control strategic communications in the field of international security).

Objects (national and international information security; state security; government narratives in foreign and domestic policy; information counteraction to threats).

Figure 7. Conceptual aspects of the mechanism of the state policy in the field of strategic communications in the international security system

Source: systematized by the authors.

If we take into account strategic communications, then the main tools for influencing public opinion are information delivery, digital platforms of the government, and the regulatory field. It is through the information space that public opinion is formed and the state is positioned in the European space. Implementation of these conceptual principles of the mechanism takes place through the subject-object component, which is represented by various institutions and officials who form, implement and control strategic communications in the field of international security. The object component includes national and international information security, government narratives in the foreign and domestic policy, information counteraction to threats.

Conclusions

Thus, the state policy in the field of strategic communications in the field of international security includes a number of aspects that are aimed at forming appropriate public opinion, the image of the state in the international arena, which affects the trust of partners, effective implementation of measures on the European vector of development.

Today, in the context of military aggression for Ukraine, the issue of establishing effective communication strategies is an important task for positioning the state as a reliable partner among European countries. Reliability and transparency of the policy and business in the long term contributes to attracting investments, expanding sales markets, developing joint projects and programs to rebuild the economy in the post-war period.

Starting from 2022, the primary task for Ukraine has been to establish strategic communications in terms of ensuring the security situation. In this direction, a number of agreements were signed with partners, which provide for a wide range of mutual assistance to preserve integrity and sovereignty of the state. Implementation of the signed agreements provides for long-term cooperation with the EU countries and other foreign countries in matters of the country's defense capability, humanitarian missions, economic support and exchange of experience with leading experts in various fields.

For successful implementation of partnership agreements and formation of effective state policy in the field of strategic communications, it is advisable to introduce the appropriate mechanism that includes the subject-object component, methods, tools, goals and functions that ensure its implementation. For Ukraine, taking into account conditions of the security and economic situation, the primary task is to stabilize the crisis phenomena, to introduce effective methods and strategies for overcoming them for effective and rapid restoration of the country's economic and social development.

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