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**Information and communication language policy model of regional development and territorial integration in modern Ukraine: behavior approach of the problem**

***Abstract.** We analyze the information and communicative language model of regional development and integration of all regions in modern Ukraine. The author argues that linguistic and political problems, which worsened in the mid-1990s. Associated with changes in domestic and foreign policy of the state language policy. At the heart of these changes, according to the author, are: linguistic, political, cultural, ideological, information pressure of Russia and other former parent an independent Ukraine; Soviet and emerging national consciousness, low political culture; Polar reluctance of politicians to communicate, negotiate, compromise of the issues, and lack of protection of information and communication space state.*

***Key words:** information and communication problems, language policy, regional development, territorial integration, modern Ukraine, the cultural behavior of politicians and citizens.*

Regional development and territorial integration have always been and currently are very topical issues, based on the solution of which the language policy of information and communication and cultural component stand. Around these problems broke socio-political debate concerning regional development, social and territorial integration, behavior of politicians and their political communication culture and ideology.

The purpose of the article: to analyze the information and communication, cultural, linguistic and political and other issues of regional integration, to develop its own model of language policy of regional development.

To integrate regional communities into a single Ukrainian family it is necessary that on the territory of Ukraine was not studied the history of the former metropolis, but of the Ukrainian people; communication distributed not in Russian, but Ukrainian language in all regions of the state, especially in the East and South, as communication, according to L. Vasilieva - is publicity, inter-culturality, dialogic, consensus and cooperation, which is aimed at business negotiation activity [2, p. 145]. Only on this basis one must look for ways of understanding and consensus between all the communities that will unite Ukrainian society in the political nation and create information-communicative model of language policy. Other information-communicative model of language policy will lead to the collapse of the Ukrainian state. This can happen when the resource, according to V. Nabrusko will continue to remain in private hands, and "national TV" will be governed by "managers", who do not understand the Ukrainian language" [6, p. 146].

That is, information-communicative model of language policy is a form of cultural relations between the regions of modern Ukraine, which: a) establish ethnic and between-political relations in all spheres of social and political life of Ukrainian society, as well as cooperation and mutual understanding between regional communities and contribute to the national development of the state; b) will recreate such language policies that satisfy legislative, educational, informational, cultural and other development of communities, who live in a particular region of the country; help avoid misunderstandings and confrontations that arise in linguistic and political sphere on the stages of socio-political development of Ukrainian society [1, p. 236].

In accordance with this model of communicative language policy should be considered in several areas: legislative, educational, information and communication, behavioral, rational, constructive, and others. In particular, a rational method directed to this decision, based on fractional values and goals [1, p. 134]. Using behavioral method, which foundations were laid by American and other scholars, including G. Almond, S.

Verba, E. Downs, A. Campbell, P. Lazarsfeld, A. Marsh, N. Nye, Simon G. et al., we pay special attention to the study of political behavior as of politicians and citizens, their culture, the influence of various factors on the political process. The political behavior, some aspects of which were examined by V. Bebik, V. Severynyuk, L. Herasina et al., is to understand the conscious or subconscious actions related to electoral behavior of citizens, their influence on politics and politicians biographical data, roles, motivations, attitudes, decisions, actions, and others [1, p. 125].

In this regard, the main drivers of the communicative nature of language policy are individuals, personalities, politicians, groups, communities, society, government and others.

Political communicators inform Ukrainian citizens not only of the process and the result of political decisions, but of the members of their discussion. Interaction of Ukrainian politicians and Ukrainian community and move from information to genuine communication is their main task, which can not be implemented in full as a state policy in the information which can not be implemented in full as a state policy in the information field is not systemic, topical information and solve problems hampered.

Without an active information and communication policy, which applies to all areas and sectors of social and political life of the country, it is impossible to effectively implement the language policy, which is part of the national, cultural, ideological, and other policy consensus in independent Ukraine. In particular, the ideology is the science of ideas that began to emerge in the Renaissance, or the system of ideological perceptions of the world and political behavior of individuals [1, p. 210-212].

An integral part of the communication aspect of regional language policy is a triad: language, politics, communication. These three components of language policy are inseparable categories, but their heart is the language that is a model of political communication, that is, an instrument of expression and discourse, particularly linguistic and political.

However, we are interested in this communication, which will allow considering language policy as information and communication model of political reality. According to the language policy is seen as the primary and secondary model systems

of Ukrainian culture and politics in general, behavior which is manifested in the line of duty, and - during the elections.

Considering the linguistic and political space as a communicative mechanism, language policy is taken as a model display it. To analyze the behavior of the subject policy should, according to V. Severynyuk, consider the level at which it turns out - at the level of political activity, political participation or political alienation, as these concepts are structure category of "political behavior" [7, p. 118].

Thus, the behavior of policy or communities is based on their culture. It should be noted that there are several types of political culture - parliamentary, public, civic, electoral, political and others.

In the late 1980s and the first half of the 1990s the behavior of Ukrainian politicians, which, as noted by V. Severynyuk, should be considered for such types as individual, group, mass, electoral, collective, corporate (party, block, coalition ), etc. [7, p. 118] can be defined as more or less positive, as there was promoted the adoption of the Law "On Languages in the Ukrainian SSR", which declared the only official Ukrainian language in Soviet Ukraine, which was a major victory for the Ukrainian people.

In all other stages of Ukrainian independence of information and communication component of the regional language policy can be described as imperfect, inefficient and destructive, since it did not promote understanding between different political forces, the decision of linguistic and political problems that have emerged due to changes of linguistic and political vector from West to East.

The basis of this linguistic situation was verbal and symbolic behavior of some local politicians and pro-Russian political forces defending not national values and interests of the neighboring state.

No desire to solve linguistic and political cooperation and other issues reflected in the content and nature of linguistic laws, which were created by pro-Russian policies and their political forces [6, p. 144].

It should be noted that current information-communication situation is not much different from the one that was before the "Revolution of dignity". This is evidenced by

the situation that prevailed in the cities and towns bordering with occupied by the Russian troops territories of Donbass. Residents of the border area in fact still are “zombified” by Russian TV channels.

Ignoring language policy, the use of the media in their own interests, lack of protection of national values, and - good communication, understanding and cooperation channels between polar politicians and their political forces; imitation of regional development and territorial integration brought to power the opposition political forces. From that time is ticking fourth stage, which began in 2010.

However, it should be noted that the revolutionary gains of the Ukrainian people benefited not those who in the revolutionary events attained victory and put on own life, but those political forces which are currently continue to "perform" silent and non-action language policy "protecting" national interests, including cultural and linguistic predominantly by words. The specifics of this "protection" in the national democrats and pro-Russian political forces is that the first of these national values are supported through their silence and neglect [1, p. 265], others openly are fighting for the Russian national interests of Ukraine. What unites these two information-communication model that both the first and second political force publicly say what they want them to hear their voters and ordinary citizens, but in reality are quite different.

This model of communicative language policy continues to be implemented and currently, eastern and southern regions have implemented at the local level of communication in Russian and central and western rejected a linguistic experience of the former Russian metropolis and remained Ukrainian speakers. But to slow further spread in Ukraine of the Swiss experience, where every region speaks only own language, and the language of the neighboring canton does not want to study, national-democratic "Ukrainian" power in this sense does nothing because it "decided" rather to keep in contemporary Ukraine "Russian world". Therefore, in the Ukrainian information and communications home as owners feel themselves, according to V. Nabrusko, not domestic but foreign broadcasters, that border areas of Ukraine have long occupied [6, p. 145].

Conclusion. Finally, we note that such information-communication model of language policy will be fully put into practice when imposed on Ukrainian parliamentarians top decentralization policy at the constitutional and practical levels will be completed, which provides a self-governing administration, in particular, language and culture to all regions of Ukraine. The implications of this linguistic and cultural model of regional development again hushed governmental policies. To preserve national values and culture of the Ukrainian people, the territorial integrity of Ukraine, which still remained not caught and not annexed by Russia, offer their own information-communication model of language policy, which provides: the secure national information space from outside influences and information wars, which Ukrainian state undefeated in the past and undefeating and now.

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