

ppi 201502ZU4645

Publicación científica en formato digital

ISSN-Versión Impresa 0798-1406 / ISSN-Versión on line 2542-3185

Depósito legal pp 197402ZU34

CUESTIONES POLÍTICAS

Instituto de Estudios Políticos y Derecho Público "Dr. Humberto J. La Roche"
de la Facultad de Ciencias Jurídicas y Políticas de la Universidad del Zulia
Maracaibo, Venezuela



Vol.40

N° 74

2022



Narratives vs Ideology: new Dimensions of the Formation of National Unity in Ukraine

DOI: <https://doi.org/10.46398/cuestpol.4074.19>

Tetiana Syvak *
Olena Rachynska **
Viktoriia Popova ***
Viktoriia Koltun ****
Nataliia Grynychuk *****

Abstract

The aim of the article is to justify innovative approaches for ensuring the self-sufficiency of the social system and the integrity of society. The article is based on the interdisciplinary approach and such general and special scientific methods: analysis, synthesis, functional, axiological, comparative, generalization, system analysis, modelling. It has been concluded that a narrative approach has to be used to ensure the consolidation of the nation and the establishment of consensus between institutionally different subjects of public administration. The types of narratives have been singled out: meta-narrative, strategic narrative, narrative, counter-narrative; and the structure of the narrative has been offered: process from the object's position, from the subject's position and as a synthetic narrative. The authors have substantiated strategic communications as technologies of narrative dissemination and have developed their concept. The authors of the article have proved that strategic communications ensure the synchronization of

* Doctor of Science of Public Administration, Docent, Professor of the Department Public Management and Administration, State University of Telecommunications, Kyiv, Ukraine. ORCID ID: <https://orcid.org/0000-0003-4319-9825>

** Candidate of Sciences in Public Administration, Ph.D. in Public Administration, Leading Specialist of the Department of Political Corruption Prevention, National Agency on Corruption Prevention, Kyiv, Ukraine. ORCID ID: <https://orcid.org/0000-0003-0974-0534>

*** Deputy Head of the Division of Methodology of Resource Payments, Rent and Local Taxes and Fees from Legal Entities of the Unit of Administration of Resource Payments, Rent and Local Taxes and Fees from Legal Entities, Tax Administration Department, State Tax Service of Ukraine, Kyiv, Ukraine. ORCID ID: <https://orcid.org/0000-0003-3210-1802>

**** Doctor of Science of Public Administration, Professor, Head of the Department of Regional Policy, Educational and Scientific Institute of Public Administration and Public Service, Taras Shevchenko National University of Kyiv, Kyiv, Ukraine. ORCID ID: <https://orcid.org/0000-0001-8432-873X>

***** Candidate of Science in Economy, Ph.D. in Economy, Docent, Associate Professor of the Department of Regional Policy, Educational and Scientific Institute of Public Administration and Public Service, Taras Shevchenko National University of Kyiv, Kyiv, Ukraine. ORCID ID: <https://orcid.org/0000-0002-8516-2417>

narratives and their coordination with the national idea and government actions in the process of information and communication activities of the state.

Keywords: ideology of the state; narrative; consolidation of society; ideological management; strategic management.

Narrativas versus ideología: nuevas dimensiones de la formación de la unidad nacional en Ucrania

Resumen

El objetivo del artículo es justificar enfoques innovadores para garantizar la autosuficiencia del sistema social y la integridad de la sociedad. El artículo se basa en el enfoque interdisciplinario y en tales métodos científicos generales y especiales: análisis, síntesis, funcional, axiológico, comparativo, generalización, análisis de sistemas, modelización. Se ha llegado a la conclusión de que hay que utilizar un enfoque narrativo para garantizar la consolidación de la nación y el establecimiento de un consenso entre sujetos institucionalmente diferentes de la administración pública. Se han señalado los tipos de narrativas: metanarrativa, narrativa estratégica, narrativa, contranarrativa; y se ha revelado la estructura de la narrativa: proceso desde la posición del objeto, desde la posición del sujeto y como narrativa sintética. Los autores han fundamentado las comunicaciones estratégicas como tecnologías de difusión narrativa y han desarrollado su concepto. Los autores del artículo han demostrado que las comunicaciones estratégicas garantizan la sincronización de las narrativas y su coordinación con la idea nacional y las acciones gubernamentales en el proceso de las actividades de información y comunicación del Estado.

Palabras clave: ideología del estado; narrativa política; consolidación de la sociedad; gestión ideológica; dirección estratégica.

Introduction

The problem of consolidation of society is current for all countries of the world. In Ukraine it has been actualized during the last years, although it permanently emerges and manifests itself in the most radical and revolutionary way, which forms certain historical milestones and stages of development of the state. National unity. Because the state, as a universal political form of organization of society, is defined by the presence of

sovereign power, the ability to implement its powers on a certain territory through a system of specially created governing bodies.

The state carries out political, economic and ideological leadership of society, and also the management of public affairs. It is ideology that serves as the connecting link that contributes to the consolidation of the nation, its socio-economic and cultural development, and only the state can provide a good ideological management through the development and implementation of national strategy.

However, according to Article 15 of the Constitution of Ukraine, no ideology can be recognized by the state as obligatory and, conversely, public life is based on ideological diversity (The Constitution of Ukraine, 1996). Therefore, occurs a dilemma: how to ensure the proper level of ideological governance in Ukraine in the absence or even abandonment of state ideology. An analogue or substitute for the state ideology must be found that would ensure the formation and implementation of the national ideology and consolidation of the society around this process. Some steps in this direction are laid down in the same Constitution of Ukraine.

According to the amendments made in 2019 (law Ukraine No. 2680-VII, 2019) to the Constitution of Ukraine, including Article 112, the President of Ukraine is the guarantor of the implementation of the strategic course of the state to obtain full membership of Ukraine in the European Union and the Organization of the Euro-Atlantic Treaty, which is a priority at the current stage of the country's development.

Thus, the aim of the article is to justify innovative approaches and new measures for ensuring the self-sufficiency of the social system, which is Ukrainian society, and its unity for the formation and implementation of strategic goals of the state, which can become a theoretical basis for the improvement of ideological governance in Ukraine.

1. Methodology of the study

In the process of writing the scientific article a number of general and special scientific methods of research was used. The article is based on the interdisciplinary approach, in particular the results of scientific research on the theory of state and law, linguistics, philosophy, ideology, narratology, communicative science and public administration. In order to investigate and clarify the common and distinctive figures between ideology and narratives and their modern understanding, the methods of analysis and synthesis were used.

With the help of the functional method and system analysis we were able to examine the philosophical and ideological value of the narratives in

the state-making process, as well as to identify their place and role in the process of achieving the strategic goals of the state. The axiological method made it possible to justify the importance of the ideological management of the state as a valuable core that consolidates the society and ensures the non-conflictual dissemination of the basic ideas for corriguing and constructing the social behavior of the society.

The comparative method and the method of analogy made it possible to reveal the peculiarities of the use of narratives in the sphere of security and defense and to adapt them to the ideological management of the state. Methods of generalization and modeling were used to develop the concept of strategic communications as a technological component of the support for the narratives.

2. Results and discussion

2.1. Ideology vs. Narratives: general and distinguishing in the context of the maintenance of ideological state management

During the period of its existence every society produces, develops and maintains its own system of spiritual values - philosophical (attitudinal, religious), ideological, ethical, artistic, etc., which the state must regard as objective factors and direct state, especially ideological management at their preservation and multiplication. When the state does not take into account general spiritual values, which the society shares, it can lead to opposition or conflict and strengthen the confrontation between the society and the state. To avoid such conflicts, as well as to ensure cooperation between the state apparatus and the society, the ideological component must be intensively developed.

The state ideology is a whole systematic totality of ideas, values and beliefs that are the basis for the consensus formation of society by uniting individual groups of the population, the basis for notification and assessment of people's attitude to reality and state, the basis for determining the goals of socio-cultural development at a particular historical stage (Public administration, 2018). Ideology plays a leading role in state creation, because in this process it is defined as a totality, a set of theoretically grounded ideas, principles, norms, regulations, ideals, goals, which are however perceived by both citizens and the state apparatus.

Ideology in the state-making process is a combination of ideas, beliefs, a system of views shared by the majority of society to unite around a common goal, aimed at the consolidation of sovereignty and economic independence, national security, territorial integrity of the country, etc. (Public administration, 2018).

Ideology as a whole is: a mental construct generated by national, collective, individual consciousness; an intellectual product produced by ideocracy, which is “materialized” in political programs, scientific, publicist works, mass media, and in verbal rhetoric, etc; a public integrator and coordinator in the centrally aimed consciousness of certain social groups. As the state is the integrator and coordinator of social being, so ideology is the coordinator and integrator of the conscious and worldview fields, which interact and interdepend on the needs, interests and values of human life (Muzychenko, 2012).

The main task of ideology is to explain how these or other phenomena became what they are; to determine the directions of development of these phenomena (a guide to action) to achieve the determined strategic goals. Therefore, the state ideology should be based on national values that define objects, phenomena and their properties that satisfy the needs of an individual, the society and the state in safe existence and progressive development (Horbulin, 2016). National values are conceptual, ideological foundations, consoling factors and important living principles in the process of ensuring efficient social development.

It should also be noted that the existence of the state and the nation must be viewed through the prism of its valuable core, which consolidate society: national security, spiritual welfare, virtue, the system of international relations, patriotism and social justice (Horbulin and Kachynskyi, 2005), morality, religion, mutual tolerance, peacefulness, goodwill, charity, family (Hai-Nyzhnyk and Chuprii, 2014), human rights and freedoms, social justice, material welfare of the Ukrainian people, national security, natural resources, etc. (Syvak, 2019). These values must fulfil the consolidating role of the society and be the basis for the formulation of national goals and in the process of developing a national development strategy.

National goals are key tasks set by the state for the creation of a model of a better state of every person, society and country. Ideology is formed in different ways, determined by the political regime of the state. This determines the tools and technologies used to achieve strategic goals, mechanisms of influence on society, etc. Thus, democratic and totalitarian political regimes use different information and communication technologies, mechanisms and methods of influence on society.

The totalitarian state achieves the implementation of its ideology through the mechanisms of state pressure, fear, violence and propaganda, while the ideology of a democratic state takes into account the multi-layered and multi-syllable relations between society and the state and is implemented through social and state mechanisms of consensus building, reconciliation and harmony (Karlova, 2013).

The essence of ideology is the commonality of goals aimed at preservation, multiplication and development of national values and interests, as well as purposeful activity for their implementation. In view of the fact that the Constitution of Ukraine forbids state ideology, we can consider another approach

to the formation of a national idea, namely the use of a narrative approach in the ideological management of the state.

The narrative in scientific discourse has appeared recently, its emergence is connected with the rapid development of instruments and technologies of influence on society and mass consciousness. The term “narrative” resembles (lat. *narrare* – story, narrative) from literary studies as a new methodology and theory of literary creation (intertextuality, neorhetoric, receptive aesthetics), are focused on the artistic discourse as an exceptional mega-system with author-reader code, metatextual potential, national and cultural constants (Rymar, 2014).

It is considered as a manner of narration, presentation of facts and events in the author’s work depicted in a certain informational product. In the world science happens “narrative turn”, which characterizes the infiltration of narratology into other disciplines - psychology, politology, sociology, theology, public administration, etc.

It was most widespread in the context of the development of the concept of strategic communication during the last two decades. The narrative is an ideological component of strategic communications. After all, strategic communication is a way of implementing the strategic goals of a social subject (state) through the transfer of non-material resources of influence on the object (society) through the distribution (reorientation) of resources of influence, which is achieved by means of narratives.

The goal of strategic communication is to influence the motivational structures of target audiences (targeting groups of society), and the result: subconsciousness – consciousness – behavior of certain groups of society (Syvak, 2019). The function of strategic communications lies in the distribution of benefits in the physical space at the expense of the conversion of resources of influence. They are closely connected with the mission, insight (vision) and value of a social subject and contribute to strategic positioning (DOD Dictionary, 2017; Paul, 2011; Steyn and Buttschi, 2006).

This concept should be understood as a way of reassuring and persuading target audiences to understand and accept the stated goals, policies, or lines of development: allies and supporters – to act together; neutral audiences – to accept the new “rules of the game,” or to remain neutral; opponents and supervisors – to convince them that there is the possibility and power to win them. That is to say, it is a tool for public politicizing the policy and goals of the subject of strategic communication, namely the state.

The so-called meta-narratives (grand-narratives) are important for the state as a narrator. A meta-narrative is a construction, a scheme, a set of understandings, ideas, symbols, it is not a specific text, but a coordinate system in which communication between the state and the society is carried out, although there are always separate texts in which the grand-narrative reveals the earliest and fullest. The meta-narrative is not only a way of organizing available information from the past, but also a way

of determining what is important in history and what is not, the actual content of the historical narrative (Kazakov, 2015). For the state such a grand-narrative is the vision of the future and the national development strategy, which contain global strategic goals, time parameters, ways and resources to achieve them.

The term “narrative” in modern scientific journals is interpreted as:

- an analytical construct used to summarize a group of events into a single history (Stevenson, 2003);
- a distinctive national gene, in view of the similarity of their function, as genes transfer information through generations with a high degree of probability, so the nationalities have similar features (Wilson, 2005);
- meta-speech, for approval of which in target audiences the whole purposeful activity of the state with the help of strategic communications is directed (Horbulin, 2016);
- the axial content element of all the information activity of the state and its approval in the target audiences (internal and external), on which the activity of all communication capabilities of the state is headed (Dubov, 2017);
- the means to which political actors are given to construct the meaning and significance of “great politics” – both internal and external, both governmental and corporate, community, etc. (Ozhevan, 2016);
- a short, comprehensive written presentation of the situation and the goals of the state, which can act by itself as the main context of strategic planning directives or be used to support the creation of specific culturally shaped histories, which will be perceived by individual audiences and contribute to their unification (NATO Strategic Communications handbook, 2015).

Fundamental principles of narrative, as the subject of narratology, determine its ability to impart knowledge and influence human consciousness, as well as to effectively explain its “history” in a language accessible for perception and comprehension by the target audiences.

On the basis of the above-mentioned characteristics and for the purpose of their separation, we can point out their essential differences. The principal difference between the nationality and the ideology lies in: purposefulness of the sphere of influence on society, particularly on target groups of society (depending on the goal of the campaign); its implementation mainly in the format of dialogue with the aim of forming common values; Close communication with official strategic documents of state institutions and transmitting information through open official communication channels.

The requirement of mandatory synchronization of communications with the actions of the subject of influence (the state); in the use of official, transparent, understandable to the subject of influence (the public) means and tools to achieve the specified goals.

We can also identify the joint features of ideology and narratives, in particular: content – a set of ideas formed on the basis of the consolidation of national values, which is aimed at the consolidation of society; process – the impact on society and the ideological basis: narrative, persuasion, and encouraging; aim – influence on the motivational structures of the society to achieve its own strategic goals. This gives grounds to consider ideology and narrative equally important in the context of ensuring ideological governance of the state.

2.2. A Directive Approach to Ensuring Consolidation of Society

The steady development of the state can only be ensured if individual social groups are consolidated around the achievement of vital state goals. Consolidation is a crucial factor in the self-preservation and development of the nation, which integrates the state and the society. However, national consolidation is not static, its maintenance is a dynamic process that requires the use of appropriate technologies, tools and methods of interaction between institutions of the civil society and the state (Petukhova, 2015).

Integration of social processes among individual groups, communities, institutions, power and the state is aimed at shifting positions and ideologies, improving the social and economic state and properties of the system of interrelations and interactions in society, the nation and the state, as well as, most importantly, focusing on long-term goals. It is worth paying attention to the need for the formation of long-term strategic goals of state development, which certainly, has the most important importance in the process of ensuring consolidation. Because in practice, the consolidation of society is not possible without joint interest, a common goal and the unity of actions.

It is advisable to look in detail at the narrative and its varieties. Formulation of long-term strategic goals can be ensured by a meta-narrative that will enable us to formulate a long-term vision of the state's development, perhaps, for a 30-year perspective. The strategic narrative, as a lower-order narrative, is the basis for working out a strategy for the development of the state in the 10-15-year perspective, which must have specific strategic goals. It is the narratives that are necessary for the indirect provision of cooperation and understanding between the narrator (state) and the society in achieving specific strategic goals.

Regardless of the affiliation to a certain culture, people learn the ideas and meanings of this culture and make sense in the form of assimilation

of various narratives and stories, which are retold by various narrators (Ozhevan, 2016). A significant number of such histories became myths and the basis of religions, ideologies and related folk beliefs and, accordingly, meta-narratives, pan-narratives or grand-narratives. The special positioning of meta-narratives, in relation to which the other narratives are derivative subnarratives, related in that they are central elements of a “global cultural narrative schema capable of guiding and explaining knowledge or experience” (Olcott, 2011).

Thus, the difference between different types of narratives lies in their functional composition, i.e. the role they play in the implementation of the national idea and their place in the so-called narrative scheme. For a global, conceptual explanation of ideology we use meta-narratives (grand-narratives), which are static within certain time limits and clearly associate with the vision and strategic goal of development of the state, society and the nation. Strategic narratives are tools of the strategic level, which, first of all, have to explain how to achieve the global goal, interpret various situations through certain ideological ideas. Narratives are tactical level tools, the purpose of which is to explain certain situations of the modern (everyday) level, the interpretation of events and circumstances that occur daily in society.

For a detailed understanding of the essence of narratives in the process of achieving strategic goals, it is worth referring to the experience of those institutions that actively use this approach, in particular NATO. In “White Paper. Narrative development in coalition operations” (White paper, 2014), the narratives are characterized through the so-called “narrative arc”, which is explained by the diversity of theories about the forms and structures of different types of narratives.

The trajectory of the arc is composed of participants (society and power authorities), actions (activity of power authorities), and communications, which run in one direction until the result is obtained, which characterizes the end of the narrative. The narrative trajectory involves the use of the narrative landscape, a metaphor for describing complex narratives that prevail in a particular social, political and economic environment at a particular historical stage of development. These statements must complement one another, and not oppose or contradict, respond to the expectations of interested parties and take into account their cultural, personal, role, religious and medical-structural specificities.

The subject of narratology is the fundamental principles of narrative, which determine its ability to impart knowledge and influence human consciousness. It is based on four basic approaches: from the position of the process the narrator (the narrator is the state and the public authorities); from the position of the object, that is, the events about which the story is told; and from the synthetic position, which combines the previous two:

the narrator and the events. The main value of narratives is their ability to disseminate the main ideas without conflicts, to organize, corrige, construct the behavior of actors on the basis of commitment to certain integral systems that form the basis of ideology.

For the state, the narrative is a method, technology and tool for “imposing” on the public an officially sealed set of norms, rules and behavior patterns that are documented in the relevant officially sealed document - the state development strategy. That is, the narratios are the tools by which the state articulates its interests and values. Therefore, the narrative is the semantic core of the state communications for ensuring national consolation, which is based on good beliefs, reality and communicating actions.

The state’s narratives are aimed at forming a “picture of the world”, i.e., its intellectual (virtual) copy, which is formed according to the laws of human consciousness activity; it has different forms of existence depending on the needs of reality awareness (Lipkan and Popova, 2016). “The picture of the world” as a global image is formed in the process of people’s contact with the natural environment and other members of society, is realized in language, art, music, rituals and various social and cultural stereotypes of behavior.

The conceptual picture is a system of concepts (special units of mentality), which are important psycho-mental coordinates that define the limits of collective national consciousness and collective unawareness, the concept sphere of the nation. We can include axiological principles that determine the priorities of the spiritual life of the nation among the main factors that create the integrity of the concept sphere of the nation.

For determining the methodological basis of the narratives, it is important to define the structure and approaches to its creation. It should be noted that the use of narratives is a controlled process, which must be carried out by the state and its institutions to achieve the specified strategic and ideological goals in the form of grand-narratives and specific goals in the form of narratives and messages, etc.

2.3. Structure of the narrative

Narratives of all levels have a certain structure, which has several approaches. For all of them, in comparison with other types of narrative and text, there is a common feature - they do not show the exact course of events and facts with chronological accuracy. Their main purpose is to make the real picture easier to understand, giving them the properties of a fascinating, understandable narrative for the appropriate target audience.

At the time of broadcasting/spreading of narratives, their comprehensibility by a target audience is important. Narratives

consolidate their meaning behind the objects and connect it with reality and understanding (Terebkov, 2011), as well as denote perceptions and attitudes, create expectations, interests and form and correlate the behaviour of certain groups of society.

Narratives require a certain algorithm for its construction, the purpose of which is ambivalent in the ideological management of the state. On the one hand, it allows you to formulate a narrative depending on the sphere of its use (a certain field), target audiences (groups of society on which the informational influence is exerted), the goal of the narrative process, etc, and on the other hand - to identify the functions of those or other statements, publications, messages, to analyze the convictions of the narrator (state), clearly establishing its goal.

There are several approaches to the creation of the narrative in the scientific literature (Zhenett, 1998; Mandziuk, 2017; Bhatt, 2000; Labov, 1972; Ochs and Capps, 2001), the range of interpretations of which is mainly centered on the narrative texts. Generally, we can consider the narrative for achieving the strategic goals of the state in four aspects: as a process – the narration (communication process of the state), from the position of the interests of the object – the recipient of the narration, the recipient (targeting groups of individuals), from the position of the subject – the narrator (the authority or the state as a whole), synthetic narrative:

1. As a process, the narrative (narration) assumes that the story (informing) deals with one selected strategic goal, topic, problem, and has the form of logically connected chains of a certain coordinate system, which have no contradictions between the causes and effects and no inequalities between the specified task and the result obtained. Under such conditions, it is not the content that is important, but the form and process of creation.
2. The narrative from the position of the object (recipient, addressee of the narration) is defined by such features: a detailed study, research of target audiences, by targeting of objects of information influence: social, value, educational, intellectual and cultural awareness, ability to absorb, comprehend, perceive the message. Under such conditions, the development of the algorithm depends not only on the purpose of the narrator, but also on the capacity of perception of its appropriate target audience with a possible assessment of the impact on her, her perception and understanding.
3. The narrative from the subject point of view (the narrator) - it is mediated indirectly by the narrator himself/herself. Under such conditions, the emphasis is placed indirectly on the image of the narrator, who can be a politician, the head of an institution, an organization, a government body, etc., and who has the right to

know the terminology, understand the essence of changes, have a comprehensive view of the situation, problems or the state, which characterizes his image, determines the way to achieve results.

4. The synthetic/synergetic narrative is the most effective and is based on modeling the dynamic, hierarchical, and adaptive structure of all existing initiatives. Its adequacy and efficiency lie in the fact that within its limits a unique form for a specific situation and target is constructed, an idea is formed, a meaning is given, a new meaning, the so-called narrative landscape is created.

The peculiarities of forming the image of the narrator, the process of narration, the recipient of the influence and the links between them that create the corresponding narrative matrix are of great importance in the process of creating the narrative. The designated steps and compositions of the algorithm for creating the narrative will contribute to a smooth choice of the thematic interval by the recipient and identification of the numerous conventions used in the messages.

The state's narratives are basic constructions, which are defined by higher-order narratives (strategic, meta-narratives, visions), define the dynamics of strategic and tactical narrative, establish the initial and desired situation and problem, and the process of transition from the problem to its solution, i.e. achievement of the goal; cognitive (ideological) structure, which allows to form a new "picture of the world" of the society and understand the status and vectors of development; forms of communication understandable for the perception of different groups of society information about the causes and desired results, ways of explaining the complex social, economic, political processes, problems and goals in order to facilitate their solutions and involvement in this process.

Describing the peculiarities of the use of narratives in the context of the improvement of ideological governance of the state, it is worth mentioning another peculiarity. In particular, about the use of counter-narratives to deconstruct the concepts of opponents. It is important for Ukraine in the process of conducting hybrid war and opposing the ruinous narratives and informational interventions of the Russian Federation as the aggressor country. The process of information war, in which Ukraine is, clearly demonstrates the activity of the narratives and counter-narratives in the virtual and informational space.

This indicates the usefulness of their use in informational, virtual and cognitive wars, where a war of narratives - opposition to views - takes place. The goal of such wars is to influence mass awareness. Thus, the goal of information warfare is to form an informational "picture of the world" of the current year, which is formed with the help of news (newspapers, television, Internet).

The goal of virtual war - the formation of a virtual “picture of the world” that has a longer lasting effect and influences the understanding of the world as a whole - is realized in books, movies, serials, monumental, symbolic art, etc. (Pocheptsov, 2019a). The difference between the informational and the virtual space lies in the implementation of tactical and strategic influences, because the virtual space is a cognitive sphere: religion and ideology, i.e., certain sacred values that unite groups of society, generations, etc.

The greatest danger is represented by cognitive wars, which also takes place in the informational space and is aimed at controlling mentality to influence decision making. Cognitive war is an influence on the higher level of mentality of the society (people), its thoughts, values that determine its behavior. Changing them, as well as interpreting physical events, results in a different type of social behavior (Pocheptsov, 2019b).

Cognitive (ideological) wars take place at the highest civilizational and religious levels, which are based on the non-conformity of basic values and become the reason of civilizational conflicts. Therefore, cognitive wars are an important part of the so-called hybrid wars. On the whole, we can define the narrative of the war as a humanizing mechanism of implementing the national idea, which contributes to its openness, constant improvement and development, taking into account the peculiarities of individual and group interests.

2.4. The initiative and state strategies: maintenance technologies

Narrative is the basis of communication between the state and the society, which contributes to the formation of national consensus and consolidation of the society in achieving strategic goals. Therefore, it is worth examining the specifics of their implementation at the level of the state, including the use of such technologies as strategic communications.

After all, strategic communications have an indirect connection with the vision of development and state strategies and should be an indispensable component at the highest level of management and the early stage of their development, for example, during crisis response or other measures, and must become an organic part of the process of developing state policy (Communication for Strategic Change, 2011) with the mandatory use of forecasting technology during the formation of national strategies (Tully *et al.*, 2017).

This is the process of synchronization and coordination of narratives, ideas, images, individual activities and actions within the framework of all related communicative activities (DOD Dictionary, 2017) of the state. They are also defined as technology, i.e. a certain totality of actions and activities that must be carried out in sequence, in an appropriate manner using specific tools and techniques, by the subject of public administration

in the information space to achieve the strategic objectives (Syvak, 2019).

In general, strategic communications, as a technology for delivering relevant messages to target groups of society, can bring regime, institutional, macrostructural changes in the state and change the public atmosphere and social attitudes. They have these characteristics and are aimed at:

- achievement of planned strategic effects, strategic branding - creation of new symbols and meanings;
- consolidation behavioural patterns (stereotypical behavioural reactions), i.e., controlling the behaviour of target audiences;
- implementation of a long-term development strategy;
- integration of stakeholders, i.e., involvement of all parties interested in the planned changes;
- coherence and synergy of stakeholders, i.e., synchronization of actions and narratives in the space and time of all subjects of the communication process. Strategic communications create a “conceptual umbrella” that allows various subjects in various spheres of activity to realize coherent activities;
- integration with actions, i.e., strategic communication transmits information not only as a message, but also by actions, i.e., communication by actions or inactivity takes place.

The principal difference between strategic communications in ideological management and other types of communications is in the planned involvement by the state of a large number of subjects in the interaction with society with the aim of influencing their behaviour. Therefore, strategic communication can be defined as a formative influence on the appropriate objects, on which the narrative is directed.

The place of the narratives in the process of strategic communications by the state can be visualized in the form of a concept (fig. 1). The concept of strategic communications was developed on the basis of “Understanding NATO Strategic Communications” (Understanding NATO Strategic Communications, 2014).

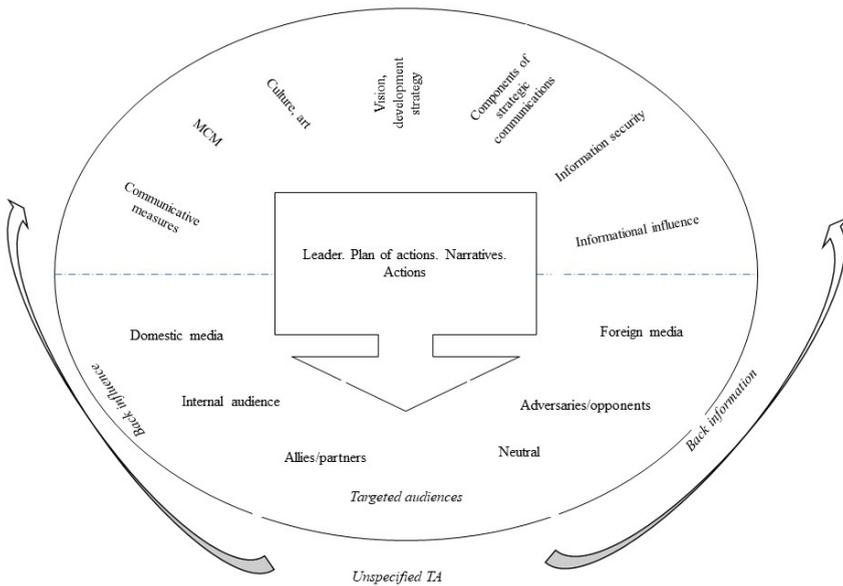


Fig. 1. The concept of strategic communications. Source: author's elaboration

The state, through rational use of its communication potential, i.e., through selection of the appropriate channel, device, method or component of strategic communication under the leadership of the national leader, ensures broadcasting of messages to target groups of society. The objects of influence are characterized by the diversity of society, which requires their targeting and identification in order to ensure the most favourable effect.

This model implies that the subject of strategic communications must be present in the field of vision of all the audiences, both identified and unidentified, because it is their reaction to the relevant information that can create both favourable and conflicting situations and conditions for achieving the strategic objectives. The synchronization of narratives and actions is necessary to create cooperative meanings and ensure the participation of all parties concerned. It ensures the coordination and ordering of spatially dispersed activities, even those that at first glance are not mutually interconnected and belong to different systems.

This approach will contribute to: improvement of the ideological component of the public administration process and information and

communication activities of the authorities; establishment of dialogue and consensus between institutionally different subjects of public administration (the state, authorities and society); achievement of national strategic goals; ensuring purposeful communication and coordination of activities in the system of power authorities. Thus, with the help of strategic communications the state functions as a single integral mechanism in cooperation with both the own society and other states and their citizens.

Conclusion

The lack and even the prohibition of ideology in Ukraine became a favourable ground for the strengthening of polar attitudes, ideas and values in the society. Developing and maintaining a state ideology shared by the majority of people is essential not only for solving conflicts and ideological oppositions, but also for achieving strategic goals. The valuable core of the existence of the state and the nation, which consolidates the society, is the adherence to, preservation and multiplication of national values, on the basis of which the strategic goals can be formulated in the form of a vision of state development and a national strategy.

The peculiar analogue of the state ideology is the narrative, which has the same methodological basis, namely a mental construct (a set of ideas, beliefs, a system of views) that forms a coordinate system, within the framework of which there is communication between the state and society for the purpose of uniting around a common goal aimed at reconciliation of sovereignty, national security, territorial integrity, etc. On the basis of the analysis of similar and different features between ideology and narrative it is established that they are equally important in the process of ensuring ideological governance of the state.

The narrative approach in ensuring the consolidation of society is manifested in the support of a dynamic process by the integration of individual groups, communities, institutions, power and the state in achieving long-term strategic goals. All types of narratives: meta-narrative, strategic narrative, narrative (story), counter-narrative, can be used to achieve strategic and tactical goals of the state and its institutions through the formation of a “national picture of the world”.

It is proposed the structure of the state’s narrative: process (narration), from the point of view of the object, the subject and as a synthetic narrative. This approach gives the possibility to differentiate the directions of use of the narratives for achieving strategic priorities of development, in particular during the conduct of information and cognitive wars using the information and virtual space.

The technological component of the narratives are strategic communications, which ensure their synchronization and coordination with the national idea and actions of the authorities within the framework of all related information and communication activities of the state. This enables the state, as a narrator, to make regime, institutional, macrostructural changes in the country and change the public atmosphere and social attitudes.

Bibliographic References

- BHATT, Ganesh. 2000. "A resource-based perspective of developing organizational capabilities for business transformation" In: Knowledge and process management. Vol. 2, No. 7, pp. 119–129.
- COMMUNICATION FOR STRATEGIC CHANGE: PRINCIPLES, PRACTICES AND PROSPECTS. 2011. Chatham House, London. Available online. In: <https://www.chathamhouse.org/events/view/177771>. Consultation date: 15/06/2022.
- DOD DICTIONARY OF MILITARY AND ASSOCIATED TERMS. 2017. Joint Chief of Staff. Available online. In: <http://www.jcs.mil/Portals/36/documents/Doctrine/pubs/dictionary.pdf>. Consultation date: 15/06/2022.
- DUBOV, Dmytro. 2017. "«Strategic Narrative»: to the problem of realization of the essential component of strategic communications in Ukraine" In: NISD analytical note under the President of Ukraine. Information strategies, No. 8. Available online. In: <http://www.niss.gov.ua/articles/2377>. Consultation date: 15/06/2022.
- HAI-NYZHNYK, Pavlo; CHUPRII, Leonid. 2014. "National interests, national values and national goals as structural factors of national security policy" In: Gilea. Vol. 5, No. 84, pp. 465–471.
- HORBULIN, Volodymyr. 2016. "Introductory speech by VP Gorbulin, Director of NISS Academician of the National Academy of Sciences of Ukraine" In: Strategic priorities. Politics Series. Vol. 41, No. 4, pp. 5–7.
- HORBULIN, Volodymyr; KACHYNSKYI, Anatoliy. 2005. "The National Security Strategy of Ukraine axiological dimension: the «risk society» to civil society" In: Strategic panorama. No. 2, pp. 13–27.
- KARLOVA, Valentyna. 2013. "Problems of formation of national ideology in Ukraine" In: Bulletin of the National Academy of Public Administration. No 4. Available online. In: <http://visnyk.academy.gov.ua/wp-content/uploads/2013/11/2010-4-4.pdf>. Consultation date: 05/06/2022.

- KAZAKOV, Maksym. 2015. "Grand narrative in history" In: Education, science, knowledge. No 9. Available online. In: <https://commons.com.ua/uk/grand-narativ-u-istoriyi>. Consultation date: 15/06/2022
- LABOV, William. 1972. "The Transformation of experience in narrative syntax. Language in the Inner City" In: Studies in the Black English Vernacular. Philadelphia, United States.
- LAW UKRAINE No. 2680-VII. 2019. About Amendments to the Constitution of Ukraine (concerning the strategic course of the state for the acquisition of full membership of Ukraine in the European Union and in the North Atlantic Treaty Organization). Available online. In: <https://zakon.rada.gov.ua/laws/show/2680-19#n2>. Consultation date: 10/06/2022.
- LIPKAN, Volodymyr; POPOVA, Tetiana. 2016. Strategic communications: a dictionary. Kyiv, Ukraine.
- MANDZIUK, Oleg. 2017. "Approaches to building an analytical narrative framework of strategic communications" In: Reform of public administration and management: theory, practice, international experience. Odesa, Ukraine.
- MUZYCHENKO, Hanna. 2012. "The influence of ideology on the formation of state policy in the post-Soviet space" In: Scientific works. Politology. No. 163, No. 175, pp. 50–52.
- NATO STRATEGIC COMMUNICATIONS HANDBOOK (draft for use). 2015. Available online. In: <https://www.lymec.eu/wp-content/uploads/2017/09/TT-140221-NATO-STRATEGIC-COMMUNICATIONS-HANDBOOK-DRAFT-FOR-USE-2015-B1.pdf>. Consultation date: 05/06/2022.
- OCHS, Elinor; CAPPS, Lisa. 2001. Living Narrative. Cambridge, United Kingdom.
- OLCOTT, Anthony. 2011. "And Ye Shall Know Your Story" In: ISD Working Papers in New Diplomacy. Washington, United States.
- OZHEVAN, Mykola. 2016. "Global strategic war narratives: challenges and risks for Ukraine" In: Strategic priorities: scientific-analytical quarterly collection. Politics Series. Vol. 41, No. 4, pp. 30–40.
- PAUL, Christopher. 2011. "A Vision for Strategic Communication" In: Perspectives. Vol. III. No. 8. Available online. In: <http://www.layalina.tv/wp-content/uploads/2014/04/2011-Aug-Christopher-Paul.pdf>. Consultation date: 10/06/2022.

- PETUKHOVA, Olga. 2015. "Consolidation: essence and types" In: Investments: practice and experience. Public Administration Series. No. 3/2015, pp. 130-135.
- POCHEPTSOV, George. 2019. Cognitive war in social media, popular culture and mass communications. Kharkiv, Ukraine.
- POCHEPTSOV, George. 2019. Virtual wars. Fakes. Kharkiv, Ukraine.
- PUBLIC ADMINISTRATION. 2018. Terminological words. Kyiv, Ukraine.
- RYMAR, Nataliya. 2014. "Narrative strategies of artistic storytelling: theoretical and methodological analysis" In: Scientific Bulletin of the International Humanities University. Philology series. No 10 (1), pp. 70-73.
- STEVENSON, William. 2003. "Using Event Structure Analysis to understand planned social change" In: International Journal of Qualitative Methods. No 2, pp. 125-140.
- STEYN, Benita; BUTSCHI, Gerhard. 2006. "Theory on strategic communication management is the key to unlocking the boardroom" In: Journal of Communication Management. Vol. 1, No. 10, pp. 106-109.
- SYVAK, Tetiana. 2019. The institutionalization of strategic communication in the system of public administration of Ukraine. Kyiv, Ukraine.
- TEREBKOV, Aleksandr. 2011. "Narrative figuration as the basis of the existence of language in the concept of M. Heidegger" In: Omsk Scientific Bulletin. Vol. 96, No 2, pp. 81-84.
- THE CONSTITUTION OF UKRAINE. 1996. Available online. In: <https://zakon.rada.gov.ua/laws/show/254%D0%BA/96-%D0%B2%D1%80>. Consultation date: 05/06/2022.
- TULLY, Cat; RHYDDERCH, Alun; GLENDAY, Peter. 2017. "Strategic foresight can make the future a safer place". Available online. In: <https://www.chathamhouse.org/publications/twt/strategic-foresight-can-make-future-safer-place>. Consultation date: 05/06/2022.
- UNDERSTANDING NATO STRATEGIC COMMUNICATIONS. 2014. Available online. In: <https://www.stratcomcoe.org/about-strategic-communications>. Consultation date: 05/06/2022.
- WHITE PAPER. NARRATIVE DEVELOPMENT IN COALITION OPERATIONS. 2014. Version 1.0. *Multinational information operations experiment*. Available online. In: https://www.lymec.eu/wp-content/uploads/2017/09/Narrative-Tool-v1-0_20141113_Final_Final.pdf. Consultation date: 05/06/2022.

WILSON, David. 2005. "Evolutionary social constructivism" In: *The literary animal. Evolution and the nature Animal*. No. 29, pp. 20–38.

ZHENETT, Gerard. 1998. *Figures: works on poetics*. Publishing house im. Sabashnikovs. Moscow, Ukraine.



UNIVERSIDAD
DEL ZULIA

CUESTIONES POLÍTICAS

Vol.40 N° 74

*Esta revista fue editada en formato digital y publicada en octubre de 2022, por el **Fondo Editorial Serbiluz**, Universidad del Zulia. Maracaibo-Venezuela*

www.luz.edu.ve
www.serbi.luz.edu.ve
www.produccioncientificaluz.org