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SYSTEMIC TRENDS OF THE MEDIA ENTREPRENEURSHIP UNDER THE CONDITIONS OF THE OF MILITARY CONFLICTS ESCALATION

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СИСТЕМНІ ТРЕНДИ МЕДІЙНОГО ПІДПРИЄМНИЦТВА В УМОВАХ РОЗГОРТАННЯ ВІЙСЬКОВИХ КОНФЛІКТІВ

The article is devoted to studying modern trends in the development of media entrepreneurship in the conditions of the escalation of military conflicts and the spread of new national, ideological, and political formats through mass media. The specifics and directions of the influence of the country's economy on the order of military operations, their intensity, and targeting are revealed.

Considerable attention is paid to the behavioral component of the country's ideology and the formation of relevant behavioral trends, which are created under the influence of the destruction of generally accepted norms and values, the shock actions of the enemy's army, national humiliation, as well as the regulatory focus of individual events that occurred on the fronts.

Considered features of salience and priming, which, taken together, act as an essential weapon and a significant addition to budget allocations and foreign aid, which comes to both supporters and opponents of the corresponding political and economic course of the country. The connection between the economic and military components of the modern process of armed confrontation is identified at the level of the horizontal dimension (goods, service) and vertical (offer, method, seller, economic function).

The article examines the current problems of the formation of systemic trends in media entrepreneurship in the context of the deployment of large-scale military conflicts, the strengthening of the technology of the weapons being used, and significant changes in the

behavior of ordinary citizens as a result of the conduct of powerful information companies in mass media. It is noted that modern scientific literature only partially covers new aspects of international economic relations, but more is needed. At the same time, its separate components of such actions (arms market, media/information management, behaviorization of economic and political space, geopolitics, parasocial interaction, and features of military budget formation) are widely represented at the global, international, and local levels. It is noted that the modern ideology of conducting military operations and its corresponding "fitting" into the concept of economic neoclassicism has several significant differences compared to those dominants considered relatively stable in the second half of the 20th century but have undergone fundamental changes in today's conditions. However, taking into account the nature and duration of active geopolitical changes, the author also substantiated the new qualities of the modern model of military operations, which, as of this time, include: the deformation of the media rules, norms, and values that existed until recently, the loss of their international status by individual mass media, the destruction of critical elements self-determination, possible national humiliation of the participants in the conflict. It has been proven that media entrepreneurship plays a significant role during military operations, not only because of the material support of the military resistance in the form of the provision of weapons, equipment, and quartermaster services but also directs significant financial flows, media information, business consulting, etc. Notable additions should be considered in implementing new psychological terminology: salience, semantic priming, and heuristics. Using the approaches of B. Pine II and J. Gilmore revealed the features of the modern economic offer on the media market, which, in their opinion, has both a horizontal and a vertical character of identification, which in the conditions of hybrid warfare can significantly affect the material condition and technological equipment of one or another opposite side. It is predicted that traditional forms of production organization (specialization, cooperation, combination, concentration) in the modern military economy should be significantly modified and replaced by more modern ones (platformization, hubization, localization, clusterization). It was noted that the digitization of the production of complex military equipment and the corresponding personnel training for the effective conduct of hostilities should play a significant role in forming a new disposition of forces. It is noted that individual authors' provisions were based on the example of Ukraine and Israel, the nature, structure, and genesis of development of which largely coincide.

Статтю присвячено дослідженню сучасних трендів розвитку медійного підприємництва в умовах розгортання військових конфліктів та поширення нових національних, ідеологічних, політичних форматів засобами мас медіа. Розкрито особливості та напрямки впливу економіки країни на порядок військових дій, їх інтенсивність та адресну скерованість. Приділено значної уваги біхевіористичному компоненту ідеології країни та формування відповідних трендів поведінки, котрі створюються під впливом руйнації загальноприйнятих норм і цінностей, шоків дій армії противника, національного приниження, а також регуляторного фокусування окремих подій, що сталися на фронтах. Розглянуті особливості салієнтності, праймінгу, котрі, разом узяті, виступають важливою зброєю і суттєвим доповненням до бюджетних асигнувань та іноземної допомоги, котра надходить як до прихильників так і противників відповідного політичного і економічного курсу країни. Виявлено зв'язок між економічною і військовою складовими сучасного процесу збройного протистояння, що ідентифікується на рівні горизонтального виміру (товар, послуга) та вертикального (позиція, метод, продавець, економічна функція).

В статті розглянуті актуальні проблеми формування системних трендів медійного підприємництва в умовах розгортання масштабних військових конфліктів, посилення технологічності зброї, що викоритовується та істотних змін у поведінці пересічних громадян внаслідок проведення потужних інформаційних компаній у засобах масової інформації. Зазначено, що в сучасній науковій літературі лише частково висвітлюються нові аспекти міжнародних економічних відносин, однак цього замало. Разом з тим окремі його складові таких дій (ринок зброї, медійний /інформаційний менеджмент, біхевіоризація економічного і політичного просторів, геополітика, парасоціальна взаємодія, а також особливості формування військового бюджету) доволі широко представлені на глобальному, міжкраїновому та локальному рівнях. Зазначено, що сучасна ідеологія ведення бойових

дій та її відповідне "вписування" в концепцію економічної неокласики має цілий ряд суттєвих відмінностей щодо тих домінантів, котрі вважалися відносно сталими у другій половині ХХ ст., проте зазнали принципових змін в умовах сьогодення. Однак, з огляду на характер і тривалість активних геополітичних змін автором були обгрунтовані й нові якості сучасної моделі військових дій, які станом на цей час, охоплюють: деформацію існуючих донедавна медійних правил, норм і цінностей, втрату окремими ЗМІ їх міжнародного статусу, руйнування ключових елементів самовизначення, можливе національне приниження учасників конфлікту. Доведено, що медійне підприємництво відіграє під час військових дій надзвичайно важливу роль не лише з огляду на матеріальну підтримку військового супротиву у вигляді надання зброї, обладнання, інтендантських послуг, а й скеровує у відповідне русло значні фінансові потоки, медійну інформацію, консультування бізнесу тощо.

Key words: behavioral basis, media enterprise, salience, semantic priming, platformization, "cold system," military conflict, media framework analysis.

Ключові слова: біхевіористичний базис, медіа-підприємство, салієнтність, семантичний праймінг, платформізація, "холодна система", військовий конфлікт, аналіз медіа-фреймворку.

FORMULATION OF THE PROBLEM

In the current conditions of the development of globalization processes, the emergence of local contradictions and, as a result, hybrid military conflicts is becoming an increasingly common phenomenon, which is preceded by a long-heated debate in the mass media. Usually, the "sponsors" of confrontations are individual dictatorial regimes and their government structures, party blocs, some international organizations, and particular business groups. Because of this, a corresponding new motivation appears for the expected absolutely non-diplomatic measures, the main goal of which may be direct military action. So it is no coincidence that the change in political rhetoric in the national media and the resulting new moods of the country's electorate, or even of entire country coalitions, have a significant impact on the parity of relations, both within individual states and in global economic and political environments.

In different years, the causes of international military conflicts could be: ethnic factors, including language disputes, the struggle for available resources (in the conditions of globalization, this trend has weakened somewhat but still has not ceased to be relevant), different interpretations of significant historical events in society, cyclical fluctuations in the economy, a high degree of internal and external confrontation between dictatorship and democracy, between the rich and the poor, between religious denominations and fundamental sectoral changes in the economy, politics, law, which constantly entailed the use of weapons as a last argument. Of course, the conflicts raging in the modern world only sometimes look motivated because of the traditional model of Euro — American Atlanticism. The Russian Federation can be considered a

typical example of such an escalation of conflicts with its neighbors. Therefore, it is not surprising that in the conditions of conducting active hostilities, not only the possibility of using high-tech weapons but also the financing of their purchase, the provision of training for specialists to use them, and the use of international experience are usually brought to the fore. However, in our opinion, all this should be based on a clear ideological foundation, the main mouthpiece of which is the media, the proper financing of which is no less important than the use of modern weapons.

ANALYSIS OF THE LATEST RESEARCH AND PUBLICATIONS

The general aggravation of military conflicts in the world and the active confrontation of individual communities gave birth to a whole series of new trends influencing the state of the modern world, which from now on is no longer limited to its military, political, economic, and social movements, but is also identified mainly by several ideological principles that are not only changing people's behavior through numerous media systems, and act as a powerful catalyst for further technological movements of a global society. That is why the stated problems should be considered not only because of the scale of production but also the position in the arms market (K. Hartley, J. Anderson), which turned out to be characteristic of the beginning. In the 21st century, it was also necessary to consider the achievements of media management (L. Mitchell, R. Merton, G. Gissen). However, because of the formation of a modern conglomerate of military, economic, political, and social sciences, which was quite successfully used in his doctoral dissertation by the Canadian researcher R. Mangat should note that in today's

conditions, the information trend of media plays a vital role.

PURPOSE OF THE ARTICLE

The article's purpose is a systematic analysis of the leading trends in media entrepreneurship in the context of the deployment of military conflicts in global and local environments.

OUTLINE OF THE MAIN MATERIAL OF THE RESEARCH

War and geopolitics. A well-known researcher, one of the founders of the Institute of International Relations of France, D. Mouazi, characterizing the most atypical geopolitical model of Russia, quite rightly notes: "This country is full of fear, humiliation, and hope at the same time, and all three emotions are mixed into a powerful amalgam of feelings and urge" [1, p. 145]. Long before the start of Russia's military operations against Ukraine, this French researcher quite vividly described the transformation of its national model, which included:

- a complete change of norms and values, rejection of the utopian idea of socialism and communism, and orientation towards capitalism, liberalism, and democracy;
- shock loss (in the 1990s) of international status;
- the destruction of three vital elements of self-determination: government, empire, and army;
- national humiliation was accompanied by fear, xenophobia, and pyrrhic victory in Chechnya, Moldova, and Georgia [1, p. 149]; The fierce confrontation between Ukraine and Russia reached its peak in 2022.

Modern military actions are often equated with a so-called hybrid war, within which the informational, media and economic components are difficult to overestimate. The psychological feature is also particularly noticeable, the negative effect of which can be more impressive than the use of guns. This brings the mentioned problem to a new level of polystructural research, which results in the identification of events, costs, productions, and, what is significant, public reactions to military actions and the resulting significant losses in the economy of both the aggressor country and the state on which such aggression is directed.

Behavioral basis of media entrepreneurship in the conditions of military operations. Media business during military conflicts plays a crucial role because it allows you to support/ignore the dominant ideology of the struggle, clearly distinguish moral trends and determine their usefulness or harm, direct financial flows in the transformation of society, and victories or defeats on the fronts, etc. As a result, the content of television and radio broadcasts significantly changes due to the combination, according to H. Gissen, of content, forms, and genres [2, p. 15]. However, the author mentioned above does not refer to the dominant ideology, which dominates not only in the pre-entry phase of a military company but also in implementing larger-scale military plans. The researcher of economic psychology V. Lioba, went much further. The terminology used by the author is quite versatile and multifaceted and most likely belongs to the categories of information and security policy. In particular, we are talking about the regulatory focus on salience (expressiveness),

semantic priming (activation of specific information), heuristics (affect as information), and the so-called "cold system", which is a particular structure for processing data that reacts relatively slowly, but thoughtfully and balanced. And all this is activated by abstract considerations about the stimulus [3, p. 399]. Of course, in the conditions of the activity of military operations, the importance of the channels of information submission, the variety of their segmental characteristics, the construction of the ideological component, and the economic basis increase significantly. A major role in these dynamic processes belongs to the media, whose influence on the conditions of conducting military campaigns is potent. The famous British specialist in media psychology D. Giles is convinced that the development of parasocial relationships is quite important [4, p. 96—97] and the use of media framework analysis (Media Framing Analysis) [4, pp. 142—143]. Therefore, it turns out that traditional approaches to the study of the influence of the media on the behavior of the population of one or another country are pretty dynamic and change over time depending on the permanent components of the media business, which has long since ceased to be an internal factor of the economic system of one or another state but has turned into a powerful and emotional-behavioral hub with its laws, formal and informal structures and a powerful influence on people's behavior. It is this feature that the well-known Western researcher A. Ross draws attention to who supplemented the list of industries of the future proposed by him with many focused objects (air, land, sea, space, and cyberspace). As proof of his correctness, the scientist describes a virus attack on Ukrainian computers by the relevant services of the Russian Federation. Further, from now on, the military aggression of this country against Ukraine turned out to be quite natural. The scientist also predicts that in the future, the cyber-industrial complex of most post-industrial states will turn into a war with programs. Instead, digital data will be the raw material: [5, p. 173].

Economic neoclassicism and the modern ideology of war. It has always been considered that the conduct of hostilities is a high-cost affair both for the aggressor and the one on whom the high activity is directed. Usually, the victory of one of the parties turned into significant post-war complications not only for it. In addition, contributions and other types of military payments were added, which did not always compensate for the expenses incurred. However, an important financial trend of the war has always been and remains the military budget, as well as the media budget directed at propaganda and agitation, the developer of which, according to L. Mitchell [6, p. 33] is a media, with the corresponding dominance of television in the 1980s-2000s and the predominance of the Internet at the beginning. In the 21st century, of course, filling the budget after the start of the war required a significant correction in terms of raising taxes, redistributing payments, limiting spending on secondary purposes, etc. A specific role was also to be played by the issuance of military bonds, which, even after the war's end, according to R. Merton [7], remained an essential tool for the recovery of the affected economy. In percentage terms, the state's expenses for waging war ranged from 2—3% of GDP in the pre-war period to 15—25% during active hostilities.

Table 1. Military users of Twitter from among the individual states of the world

State	Owner Twitter	Users Twitter . million (April 2018)	Population (July 2017)	Share of users from the population, %
Australia	@AustralianArmy	35.2	23.2	0.15
France	@armeedeterre	145.0	67.1	0.22
Canada	@CanadianForges	90.6	35.6	0.22
United Kingdom	@BritishArmy	220.9	64.8	0.34
USA	@USAArmy	1254.2	326.6	0.38
India	@adgpi	5478.5	1281.9	0.43
Israel	@IDFSpokesperson	884.2	8.3	10.7

Source: Mangat R. Tweeting Strategy: Military Social Media USE as Strategic Communication. Theses and Dissertations, Waterloo, 2018.

In modern scientific literature, economics is increasingly associated with psychology. Therefore, the demarcation of the trends of each of the sciences and their singular integration usually leads to a new understanding of political, social, military, and other conflicts, which are based not only on conditional "national justification", but also on a mental knowledge of historical conflicts. To this, it is worth adding the so-called economy of impressions with its numerous differences, which B.J. Pine II and J. Gilmore identified at the appropriate levels:

— economic offer: raw materials, goods, services, impressions,

transformation (horizontal dimension);

— economic offer: economic sphere, economic function, nature of the offer, key features, methodical supply, seller, buyer, and demand (vertical dimension) [8, p. 316].

Unlike the military conflicts that took place during the 20th century. What is happening in Ukraine in 2022 has significantly changed our perception of the forms of conducting military operations (hybrid war, traditional military operations), the dominance of ideological stamps that have been forming for more than one decade, the active technologization of weapons, the threat of using nuclear weapons, and the expansion of the theater of war actions, the growing influence of donor countries on state support (primarily the USA, Great Britain, and European Union states), the unbalanced reaction of international institutions to the course of events, which in many cases became limited. In some cases, the destructive nature of the declared goals became quite noticeable.

The traditional idea of scientists and politicians about the nature and structure of military expenditures was more than once reduced to the fact that the entire financial ideology was usually based on the curve of production possibilities with the mandatory identification of bifurcation points "cannons or oil". Consumer behavior "Everything for the front" became classic. Everything for victory." Substantial funds were allocated under this narrative, active ideological support of the aspirations of the aggressor countries, and the formation of iconic military-political coalitions and groups became available. The trend was similar for the states that fought back against the aggressor. As a result, already in the second half of the 20th century. Several military blocs were formed worldwide, including SEATO, CENTO, and the socialist

Warsaw Pact, NATO, the first three of which did not last long. Perhaps also because unproductive spending in socialist states and whimsical ideology did not add to the stability and transparency of bloc unity, there was a difference in technologies.

The global digitization of all spheres of social life, which unfolded at the turn of the millennium, significantly changed humanity's perception of military technologies, government spending, communications, export/import of weapons and dual-purpose equipment, and ultimately, the powerful corporatization of the military complex with its hybrid model, which covered both traditional forms of development (specialization, cooperation, concentration, combination) and the latest (localization, clustering, creation of hubs and platforms, etc.). These forms entailed a fundamental renewal of the information saturation of a modern military serviceman and the availability of appropriate information media (Table 1).

The significant strengthening of the media component in various armies of the world is indicated by R. Mangat in his dissertation [9]. It follows from the above that the number of Twitter users is constantly growing, and the data clearly reflect this on the armies of the US, India, and China, most of whose digital indicators are not public. At the same time, the State of Israel is impressive, the high degree of militarization of which is fully correlated with the indicator of the share of users in the army, which is compared with the population of this country.

At the same time, it is worth noting that the mediatization of military conflicts plays a critical role in the objective coverage of the events taking place and the development of consolidated media-entrepreneurial structures (centers), some of which have already been formed in Ukraine.

CONCLUSIONS

Identifying the systemic trends of media entrepreneurship in the conditions of increased globalization is an essential task of identifying those crucial changes that are taking place in the modern economy because the management, and in some cases, the manipulation of the consciousness of society, significantly affects the structure and, most importantly, the validity of the assessment of the rapidly changing situation on the global arms of the arms market. An important research tool should be a systematic analysis of the leading trends in

media entrepreneurship, which has its specificity and purposefulness in the conditions of active military operations. Geopolitics significantly affects the processes stated above, within which there is a complete deformation of norms and values, loss/acquisition of new status, the transformation of vital elements of self-identification (empire, government, army), fear, and xenophobia. On the other hand, there is a behavioral trend that involves a new type of combination of content, forms, genres of media products, and the manifestation of the so-called "cold system," which is nothing more than a unique structure for processing information depending on the audience, including military. The specified trend represents the diversification of the segmental characteristics of data, the construction of a new economic composite, and the corresponding social foundation of media entrepreneurship, which naturally leads to an increase in the number, scale, and forms of the receipt of financial resources.

In the course of full-scale military operations, the budget deficit increases significantly, and the foreign debt increases; there is a reduction in all (except for the military) spheres of production, inflation, and other processes and phenomena characteristic of military conflicts are significantly increasing. In the conditions of hybrid wars, supply and demand changes, services revaluation, and sectoral and horizontal transformations are added to them.

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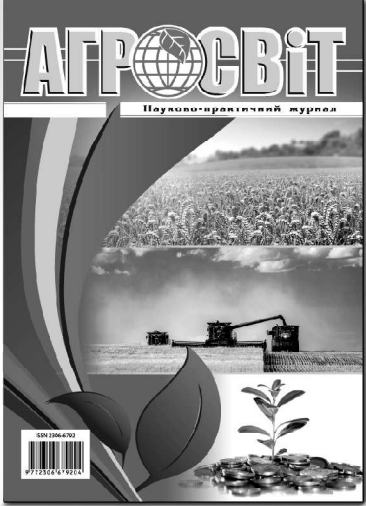
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