

**BONDARENKO Viktoriia,**  
PhD in Law, Associate Professor,  
Professor at the Department of  
Language Training, Lviv State  
University of Internal Affairs (*Lviv,*  
*Ukraine*)

## **PROFESSIONAL COMMUNICATION IN THE CONTEXT OF INFORMATION AGGRESSION**

The modern world is experiencing a period of intense information turbulence. The flow of messages spread through digital platforms often contains distorted or openly manipulative information. In the context of Russia's full-scale war against Ukraine, language takes on special significance as a tool for protecting national identity and a factor in the stability of society. Therefore, the issue of professional communication in the context of information aggression goes beyond linguistics, encompassing aspects of security, ethics, and psychology. In this regard, modern scholars emphasise that language becomes an integral part of strategic communication, shaping public perception, trust, and social cohesion. The ability of professionals to communicate clearly, ethically, and responsibly is crucial in countering misinformation and fostering societal resilience.

### ***Information aggression as a challenge to professional communication***

Information aggression is a systematic influence aimed at distorting reality, undermining trust, and demoralising society. Under such conditions, language becomes not only a means of communication, but also a tool of confrontation. Professionals whose activities are related to public communication (journalists, teachers, lawyers, civil servants) must possess a high level of linguistic culture, critical thinking, and media literacy. They shape the information space and are responsible for the accuracy, impartiality, and ethics of their statements. In recent studies, this phenomenon has been associated with the rise of hybrid warfare and cognitive manipulation techniques. Information aggression targets the psychological dimension of communication, exploiting linguistic ambiguity, emotional triggers, and cultural stereotypes. Therefore, professional communicators need advanced competencies in discourse analysis, ethical judgment, and digital communication management.

### ***Language as a factor in information security***

The information security of a state is impossible without linguistic security – the ability of society to recognise and neutralise harmful meanings spread through the media. Linguistic manipulation is often carried out through emotionally charged vocabulary, euphemisms, the substitution of concepts, and the repetition of destructive messages. Professional linguistic culture acts as a barrier against such influences. A clear command of terminology, logical construction of statements, and the ability to conduct a reasoned dialogue are elements of information protection. The role of linguistic security has expanded significantly with the evolution of digital media ecosystems. The use of artificial intelligence in text generation, deepfakes, and targeted advertising campaigns

intensifies the threat of semantic distortion. Consequently, linguistic awareness should be viewed not only as an educational or cultural issue but also as an element of national resilience and cybersecurity policy.

### ***Developing critical thinking and media literacy***

In the education system, professional communication should be closely linked to the development of critical thinking and media literacy. Students should be able to distinguish between facts and opinions, analyse sources of information, identify logical flaws and propaganda techniques, and construct their own statements in a responsible and reasoned manner. Teachers can use interactive methods such as media text analysis, debates, project tasks, and the creation of their own information materials. Empirical studies show that training in critical media literacy significantly increases learners' resistance to misinformation. Integrating these practices into language education encourages students to develop reflective thinking and ethical responsibility. Furthermore, collaboration between linguistic and psychological experts contributes to a more comprehensive understanding of manipulative communication patterns.

### ***Practical ways to improve the effectiveness of professional communication***

1. Introduction of training modules on the topics of 'Language and Security,' 'Ethics of Communication,' and 'Media Literacy in Professional Discourse.'

2. Development of interdisciplinary approaches combining linguistics, psychology, law, and communication studies.

3. Promotion of positive language practices – establishing a culture of dialogue, respect, and deliberation in speech.

4. Use of digital technologies to train language skills in real communication situations.

Additionally, universities and professional institutions should implement continuous development programs focused on ethical standards of digital interaction. Workshops, simulation-based learning, and virtual case studies can enhance participants' abilities to communicate effectively under conditions of information pressure.

### ***Conclusions***

Professional communication in conditions of information aggression is becoming an important factor in national security. Not only the effectiveness of communication but also the stability of the state's information depend on the level of linguistic culture and the ability to think critically. Professional language should perform not only the function of transmitting knowledge but also the function of protection – to be the bearer of truth, trust, and ethical responsibility. Ultimately, strengthening professional communication requires a synergy of education, policy, and technology. Investing in media literacy, ethical communication education, and digital transparency can ensure that professional language remains a powerful safeguard against manipulation and disinformation.

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