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COMMUNICATION ETHICS IN INFORMATIONAL AGGRESSION CONDITIONS

In conditions of informational aggression, communication ethics is particularly important in the modern world where information is rapidly disseminated and can be used as a weapon. Professionalism and compliance with ethical standards play a key role in maintaining healthy communication. It is important to remember that any form of aggression can have negative consequences not only for individuals but also for organisations as a whole. Therefore, it is necessary to develop strategies to help maintain ethical standards in difficult situations.

The first step in maintaining ethics is to recognise your own feelings and reactions to hate speech. This ensures that you do not give in to provocations and remain calm. In its broad definition,

derogatory language includes any type of insinuation and allegation about members of a given social category that explicitly ridicules or insults them. One of them is hate speech, which represents an extreme, expansive and fast-spreading form of language discrimination [1, p.81]. The second important aspect is active listening. The ability to listen to your opponent helps you to understand his/her point of view and possibly reduce the level of aggression. Empathy also plays an important role in this process because it allows you to see the situation through the eyes of another person and better understand their feelings. A constructive approach to conflict resolution involves being open to dialogue and willing to compromise. In personal and professional lives of the individuals, they do experience situations, cases and instances, which enable them to feel stressed [2]. It is important not only to protect your own interests but also to take into account the needs of the other party. Training in ethics and communication principles should be an integral part of professional development. This will help to develop in employees the skills necessary to interact effectively under stress and aggression. Organisations can also implement codes of ethics to guide

them in difficult situations. Such codes help to establish clear rules of behaviour and maintain high standards of communication. Regular training and seminars on communication ethics can also help to develop staff skills. They help participants to understand the importance of ethical standards in communication and interaction with colleagues and clients. Such activities contribute to the development of critical thinking and the ability to analyse complex situations. In addition, trainings create space for the exchange of experience and good practice among employees. As a result, regular training fosters a more ethical and professional working environment. It is important to create a culture of openness and trust where everyone feels safe and able to express their opinion.

In conditions of information aggression, it is also necessary to take into account the influence of social networks and media. The evolution of the social media has nearly made the youths natives of the virtual world with a lot of them spending several hours of the day interacting with near and far friends [3]. Negative comments and trolling can spread rapidly and it is important to have a strategy to manage them. Responses to aggressive statements should be

thoughtful and balanced so as not to aggravate the situation. In conditions of information aggression, social networks and media play an important role in shaping public opinion. They can both facilitate the spread of misinformation and serve as a platform for constructive dialogue. Users often become victims of manipulation when information is distorted or presented in a favourable light. At the same time, social networks can be used to raise awareness of the problems related to information aggression. Effective media campaigns can help teach critical thinking and information analysis. However, due to the anonymity of the Internet, aggression and trolling have become a common phenomenon. It is important to develop media literacy skills to be able to distinguish between reliable sources of information. Social media can also serve as a place for support and solidarity among those who have been cyberbullied. Ultimately, the impact of media on society depends on how we use these tools. Responsible behaviour on social media can help create a safer and more ethical media environment. It is important to remember that professionalism in communication is not only compliance with ethical standards but also the ability to respond constructively to

negative situations.

As a result, communication ethics in the face of information aggression requires professionals to have a high level of self-awareness, empathy and willingness to engage in dialogue. Compliance with ethical standards not only helps to resolve conflicts, but also helps to create a positive image of the organisation. It is important to be able to express your thoughts clearly and concisely to avoid misunderstandings and conflicts. Active listening and empathy help to create an atmosphere of trust and mutual understanding. Under conditions of stress and pressure caused by information aggression, it is necessary to remain calm and professional. Using a constructive approach allows you to find solutions that will satisfy all parties. Effective communication not only helps resolve conflicts, but also strengthens working relationships. Effective communication in such situations is the key to successful professional activity and harmonious interaction.

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