

KURILOVA Yuliia,

*Associate Professor of the Foreign
Philology and Translation Department
Kyiv International University*

SKYBA Oksana,

*Senior Teacher of the Language Training
Department,
Kyiv Institute of the National Guard of
Ukraine*

MITIGATING INFORMATION AGGRESSION

In an era dominated by rapid digital communication, information aggression has emerged as a significant challenge in professional and social interactions. Information aggression refers to the deliberate or unintended use of aggressive communication tactics, such as misinformation, disinformation, cyberbullying, or manipulative language, to dominate discussions, influence opinions, or create conflicts. Mitigating information aggression requires a multi-faceted approach that combines technological solutions, regulatory measures, and individual awareness to foster a respectful and informed communication environment.

Information aggression manifests in various forms, including online harassment, misleading narratives, sensationalism, and emotional manipulation. It often thrives in digital spaces, where anonymity and rapid content dissemination amplify its impact. The psychological and societal effects of information aggression include increased polarization, stress, and a decline in trust in information sources. Recognizing the mechanisms through which information aggression operates is crucial for developing effective mitigation strategies [3, p.59].

One of the most effective ways to counter information aggression is through technological advancements. Artificial intelligence (AI) and machine learning algorithms can help detect and flag aggressive or misleading content. Social media platforms and news aggregators have started employing automated fact-checking systems and content moderation tools to minimize the spread of harmful information. Additionally, digital literacy tools, such as browser extensions that provide context and verification prompts, empower users to critically assess the information they encounter.

Governments and regulatory bodies play a crucial role in

mitigating information aggression by implementing policies that promote transparency, accountability, and responsible digital behavior. Stricter regulations on the spread of misinformation, legal consequences for cyber harassment, and requirements for media outlets to uphold journalistic integrity are essential steps in reducing information aggression. Moreover, collaboration between governments and tech companies can lead to the development of ethical guidelines for content moderation and algorithmic accountability [2].

Promoting media literacy and critical thinking skills is fundamental in combating information aggression. Educational institutions and organizations should integrate digital literacy programs that teach individuals how to identify reliable sources, analyze biases, and recognize manipulative tactics. Awareness campaigns on social media can also help users understand the dangers of misinformation and the importance of respectful discourse. Encouraging healthy online communication and fostering empathy can reduce the prevalence of aggressive interactions.

Individuals and organizations must cultivate ethical

communication practices to create a more constructive information ecosystem. Professionals in journalism, academia, and digital media should adhere to high ethical standards when disseminating information. Encouraging transparent reporting, fact-based discussions, and respectful dialogue can help curb the negative effects of information aggression. Additionally, fostering a culture of accountability, where individuals take responsibility for the accuracy and impact of their statements, is crucial in mitigating aggressive communication [1, p. 559].

Mitigating information aggression requires a collaborative effort among technology developers, policymakers, educators, and individuals. By leveraging technology, enacting regulatory measures, enhancing media literacy, and promoting ethical communication, society can create a safer and more respectful information landscape. As digital communication continues to evolve, proactive steps must be taken to ensure that information serves as a tool for enlightenment and collaboration rather than division and hostility.

References:

1. Barlett C., Witkower Z., Mancini C. Saleem M. Breaking the link between provocation and aggression: The role of mitigating information. *Aggressive Behavior*. 2016. Vol. 42(6). P. 555–562.
2. Cohen J. We're living in the age of rage. I'm a psychoanalyst – here's what we need to do to calm down. URL: https://www.theguardian.com/society/2024/sep/15/all-the-rage-why-anger-drives-the-world-josh-cohen?utm_source=chatgpt.com (дата звернення: 13.02.2025)
3. Радутний О.Е. Поняття та ознаки інформаційної агресії на законодавчому рівні в кримінально-правовій сфері. *Інформація і право*. 2015. № 2(14)/2015. С. 58–63.