Media Anti-Discriminatory Practices in War Conditions

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Abstract

With the beginning of the full-scale military invasion of the Russian Federation into Ukraine, the media sphere became one of the priorities of the national struggle. In the conditions of a hybrid war, the Russian Federation actively used the media space for propaganda, inciting inter-ethnic enmity and forming electoral support among the population. However, with the beginning of a full-scale military invasion, propaganda and the creation of fake news were significantly activated, however, the official media resources of Ukraine by the formation of truthful and unbiased information, as well as the development of information policy. The fight against prejudiced attitudes towards Ukrainian refugees and forcibly displaced persons, attitudes towards the war and the political situation in Ukraine, psychological rehabilitation, and support for forcibly displaced persons both in Ukraine and abroad became new challenges. These priorities became the basis for the formation of an information policy on anti-discrimination measures in Ukraine and the international arena. The study developed a model for assessing priorities and a practical algorithm for their implementation in the face of new challenges. The research methodology is based on conducting a sociological survey to form a table of parameters of the results of factor evaluation. Based on the assessment, a priority function is formed, which can be displayed by implementing a graph-correlation model. The developed proposals have practical relevance in terms of searching for new forms of implementation of anti-discrimination policy in the media space in modern global challenges.

Keywords: Media resources, anti-discrimination, war, volunteering

Introduction

With the beginning of the full-scale military invasion of the Russian Federation into Ukraine, the issue of media support and protection of Ukraine in the media space

became acute. Unfortunately, until 2014, the media space of Ukraine was maximally filled with Russian mass media, social networks, and other media resources. With the beginning of the anti-terrorist operation, an information campaign began, aimed at limiting propaganda and informational intrusions into the information space of Ukraine. However, since 2014, there have been numerous of pro-Russian media platforms and mass media that were aimed at propaganda, disinformation of the population, spreading fakes, discrimination, and inciting aggression. Such an information policy was aimed at forming the public opinion that would be loyal to or support the occupation regime. However, the reluctance of the population of Ukraine to accept such information, the availability of free information sources that allowed receiving information that was confirmed by facts, conducted analysis, determined the losing positions of engaging media resources on the territory of Ukraine. With the beginning of full-scale military aggression, despite the actions of the Russian Federation in the information space, the population of Ukraine did not accept the unreliable information that was spread through pro-Russian media platforms and their influence on Ukrainian society decreased. Some of the information resources were banned on the territory of Ukraine due to propaganda and dissemination of false information. Among the channels of the information war, it is appropriate to identify television, print mass media, radio, social networks, Telegram channels, You-Tube channels, and bloggers. Despite the significant financial resources that the Russian Federation spends on supporting propaganda, the Ukrainian community in the conditions of martial law was able to accumulate efforts and intercept the information space. In addition, more than 8 million refugees who moved to other countries, primarily Western and Central Europe, became ambassadors of true information about military operations in Ukraine and were also able to convey a true understanding of the causes and consequences of the military invasion of the Russian Federation. However, the issues of tolerance, which are especially acute during military conflicts, have great practical importance, and informational work should be carried out with the aim of forming a true picture of the situation in Ukraine.

The purpose of the article

The purpose of the article is to determine anti-discriminatory practices in the media space, which are caused by global challenges to develop practical recommendations for avoiding discrimination in the media resource during a full-scale military conflict.

To achieve the goal of the study, the following tasks were performed:

- theoretical approaches and methodology of building effective anti-discrimination systems in conditions of global challenges were analyzed,
- the unique practical experience of Ukraine in the implementation of anti-discrimination processes in the conditions of a full-scale military invasion was analyzed,
- the best anti-discrimination practices in the face of global challenges are defined,
- a model of the formation of anti-discriminatory practices in the media space was developed and mathematically substantiated, considering the challenges of martial law.

Literature review

Issues of discrimination are of great relevance in the context of global development. Global challenges, such as population displacement, formation of new centers of gravity, economic and social challenges, and transformations of society form prerequisites for the distribution of the population according to social, gender, economic and other factors. This distribution also determines the forms of development of discriminatory processes in undeveloped civilizations. Military actions in the center of Europe - a full-scale military invasion of the Russian Federation into Ukraine - became new challenges to discrimination. Russia's information policy was aimed at creating the image of a Nazi state with radical nationalist beliefs. Such an information war was aimed at creating support for military aggression in society. As a result, prerequisites were created for discrimination of the population based on nationality, and numerous of states recognized the actions of the Russian Federation in Ukraine as genocide of the Ukrainian people. Therefore, it is appropriate to turn to the question of the role of the media space in the formation of discriminatory and anti-discriminatory processes. To conduct the research, it is advisable to conduct an analysis of the latest research and publications devoted to the topics of discrimination and the role of media resources in its prevention.

One of the interesting research of the processes of discrimination was the project "Black Day to Freedom", which is the result of ethnographic research. The project explored the impact of globalization processes and social movements of people in search of identity. The object of research is refugees, and their adaptation to new social formations: with new traditions, cultures, lifestyles, religions, etc. The project explores the possibilities for the practical application of informal multicultural education to study refugee identity processes through art processes, namely the

works of migrant artists and the themes of their works. The project involves familiarization with the works of migrant artists who reflect their experiences within the framework of the processes of informal education of the indigenous population:

- lack of national and cultural identity,
- adaptation difficulties,
- gravitation to the homeland,
- discriminatory attitude of the indigenous population.

The study of the practice of informal multicultural education in the context of supporting the expression of the identity of refugees is a unique project and scientific research that allows, through artistic processes, to recognize of socio-economic and socio-political processes and cause-and-effect relationships of discrimination related to migration processes as one from the main problems of the modern globalized world [Hardaker, G. and Sabki, A. (2007)].

Cultural and media spaces are important in the processes of social development. Marketing campaigns, advertising and promotions are created by businesses to drive growth. The main request of marketing campaigns is the requests of consumers and the formation of opportunities for their satisfaction. Discrimination processes are a negative phenomenon in modern society. So, the social demand for today is anti-discriminatory processes, which can be part of the marketing policy of social advertising. The anti-discrimination policy should become the basis of the formation of both social advertising and business advertising because the social responsibility of business is one of the priorities of ensuring competitiveness and image in the market. Numerous research determine the interrelationships of the factors of ending social discrimination, pronounced individualism, and technological opportunities. Research into the processes of "smarter" marketing, which determines anti-discriminatory priorities, is based on predictive analytics of a global nature and the use of social promotion mechanisms, such as social network resources, websites, and electronic communications. Innovative marketing strategies should close the way for hidden social discrimination, which can be ensured through a critical assessment of the advertising industry, public monitoring, and analysis of consumer interests [Grodzinsky, F., Gumbus, A. and Lilley, S. (2013)].

Many advertising materials contain hidden gender discrimination, as described above, such advertising cannot be accepted by society, but hidden advertising continues to use such technologies. Gender discrimination is one of the most widespread in the world and has a global character. Gender discrimination in the media space is the result of social phenomena, but the social task of media resources is to ensure anti-discriminatory measures. Public condemnation of gender

discrimination confirms the maturity of society and its development. Such an information policy contributes to the psychological health of both individuals (women and children) and the nation as a whole [Martin, S.P. (2016)].

Racial discrimination is another type of discrimination that is widespread in the world and is relevant in the context of globalization. Several research are devoted to issues of the level of remuneration, and the level of income of the population of different races. Paying for labor on different continents and in different countries is a topical issue of many scientific research and journalistic articles. In the face of global competition, a race-based labor market is unfair. It is important to highlight this problem in the media to focus attention on it and work on it. By analyzing regression processes in wages Agesa, J., Agesa, R.U. and Lopes, C. examined the impact of global competition on the racial wage gap for workers in different industries at different points in the income distribution. The study highlights the issue of analyzing the cause-and-effect relationships of racial discrimination and processes of media support for anti-discrimination processes [Agesa, J., Agesa, R.U. and Lopes, C. (2011)]. Processes of racial discrimination and their coverage in media resources are continued in the work of Georgiadou, A. Processes of discrimination at the macro and meso levels in EU countries are analyzed, anti-discrimination policy in media resources [Georgiadou, A. (2019)]

Problems of social inequality, poverty, and social injustice are often considered within the framework of neoliberal political concepts. Social-democratic perspectives and their presentation in media resources determine, along with social justice, the possibility of social transformations with civil processes: rallies, riots, acts of disobedience, etc. Conceptual analysis of neoliberal political ideologies determines the priority of socio-economic factors in modern society. The socially responsible policy of media resources refers to solving the problems of structural inequality, poverty, and social injustice [Creaney, S. (2014)].

An important issue is the definition of the relationship between the public, private and public sectors in the fight against discrimination. The role of the state as a subject of the formation of services for the population in the processes of development of social responsibility is analyzed. One of the elements of social responsibility is media support for the strategy of combating discrimination in its various manifestations. The joint work of the private, public, and public sectors can ensure the formation of value guidelines that can be transmitted through media resources. Among such value orientations, it is important to note the fight against various manifestations of discrimination [Bogg, D. (2011)].

Separately, it is expedient to determine the issue of discrimination in the field of social services provision. Social services are the basis of the formation of normal life activities and the standard of living of the population. Health and education processes must be free of any element of discrimination. Some authors studied the processes of building educational processes and the system of providing health care services to ensure the most effective process of social security and social equality. Issues of combating racism in social spheres at the international level are considered separately because global cooperation involves not only equal approaches to social security, but also requires an analysis of the specifics of social spheres in different countries, and the formation of different approaches to overcoming social problems. Therefore, the processes of combating discrimination should have both a standardized character and determine the uniqueness of approaches to different countries and levels of social development [Iheduru-Anderson, K.C. and Wahi, M.M. (2020)].

Discrimination in business is an interesting but understudied issue. Analyzing business development processes, the leading role of competitive advantages is determined. Ensuring competition is one of the priorities of the business. However, a socially responsible business can form competitive conditions only by considering anti-discrimination processes. Economic discrimination can manifest itself as economic wars, blocking certain goods, introducing tariffs, gas blackmail, etc. Such discrimination is reflected not only in socio-economic processes but can also be used as an element of political influence and hybrid aggression. Public opinion and opposition in media resources to such manifestations are important. The consequence of such irrational actions in the media sphere was the scaling of migration processes in the European Union, which, in addition to the direct search for the causes and consequences of such processes, also determine informational attacks on the processes of European integration [Schierup, C.-U. (2003)].

The analysis of business processes also identified the problem of discrimination in the corporate management system. The relevance of the processes of socio-political activity of transnational corporations determines the participation of corporations in anti-discrimination processes through the formation of a tolerant corporate policy. The role of mass media in the formation and development of corporate social responsibility processes has been determined in numerous of research. Several research are devoted to the creation of media frames in host countries. The influence of corporate social responsibility factors on anti-discrimination processes was determined by conducting a content analysis of publications of leading mass media dedicated to the problems of discrimination in the workplace. Cluster analysis made it possible to determine the role of corporate diplomacy of large European transnational corporations. The result of the study was a confirmation of the

hypothesis that corporate communications can contribute to anti-discrimination processes. Corporate communications of transnational corporations are implemented in media platforms as an element of corporate diplomacy [Marschlich, S. and Ingenhoff, D. (2022)].

Separately, it is appropriate to consider the role of social media in anti-discrimination processes. Some research determines the role of social media in communication with relatives in the countries from which they left. Of course, the role of such resources is very great not only in establishing communications but also in positioning the country in the international space, according to anti-discriminatory concepts. It is appropriate to determine the consequences of such research [Sepehr, S., Carlson, J., Rosenberger III, P. and Pandit, A. (2022), Byström, K. and Kumpulainen, S. (2020)]:

– interactive social context,
– social media reflexively contribute to the formation of a pragmatic narrative,
– acculturation and results of interaction with the native country through the platform of social networks,
– ethnic marketing practices regarding the use of social networks as a channel for communication,
– political engagement with immigrants before and after migration to reduce the potential for cognitive dissonance,
– expanding the understanding of potential results in social networks in the areas of anti-discrimination processes.

Separately, it is advisable to consider the advertising role of social networks in anti-discrimination processes. We are talking about the formation of value guidelines and their use in advertising. Based on a sociological survey, the mechanism of influence of the value of advertising in social networks on the reaction of consumers was determined, which affects, in particular, the processes of combating various kinds of discrimination [Yang, P., Li, K. and Ji, C. (2022), Thanomsing, C. and Sharma, P. (2022), Bron, M., Van Gorp, J. and de Rijke, M. (2016)].

Today, the processes of social positioning of opinion leaders have gained a lot of attention. In particular, the study of the role of Elon Musk's statements on the formation of American public opinion confirmed the theory that opinion leaders significantly influence social processes. The influence of personal communications of influential entrepreneurs on social networks is examined through least squares path modeling and an independent t-test to analyze the results of a sociological survey on the influence of opinion leaders. The results showed that opinion leaders can exert a direct influence on a part of society and form value priorities, which can be used in a fight against discrimination [Rudeloff, C. and Damms, J. (2022)].

The analysis made it possible to determine the directions of media resources that are involved in the processes of anti-discrimination work:

- media,
- social networks,
- official sites,
- opinion leaders,
- official presentations, positioning,
- cultural projects.

Among the main areas of discrimination that can be investigated were identified:

- racial discrimination,
- gender discrimination,
- wage discrimination,
- economic and social discrimination.

The results of the literature review determine approaches to the formation of media policy priorities in the field of anti-discrimination; however, it is advisable to develop this research considering new global challenges.

Methodology

The article analyzes the models of ensuring anti-discriminatory practices by examining, systematizing, and highlighting the relevant information of the research work of leading scientists. Trends and dynamics of global challenges are analyzed. Through modeling, the role of global challenges in the processes of building media communications is determined, which allows structuring the cause-and-effect relationships of the media space and social development. The analysis of the best practices of Ukrainian media resources in the fight against information warfare within the framework of full-scale military aggression made it possible to determine the KPI of the implementation of information projects and evaluate the role of media resources in the fight against global challenges and discrimination. A sociological survey was conducted to determine the factors of the media's fight against discrimination. 50 people took part in the survey, including representatives of non-profit organizations of Ukraine who worked with forcibly displaced persons, aided the armed forces of Ukraine and territorial defense forces, worked on the information front, developed information strategies, advertising materials, created photo and video content to ensure truthful coverage of the events of the full-scale military aggression of the Russian Federation against Ukraine. Among the interviewees are

representatives of non-profit public organizations, and volunteers who represent the geography of Ukraine from the western regions to the contact line in the south and east of Ukraine. In total, the respondents represent 10 non-profit organizations. The developed survey questionnaire was distributed among volunteers by e-mail in the form of a Google form. The answers were grouped, evaluation and ranking were carried out based on the results of a sociological survey. Confirmation of survey results is guaranteed by conducting a correlation analysis of the results and eliminating critically low and critically high indicators of surveyed respondents. By heuristically confirming the hypotheses of the interdependence of factors influencing media resources, a model of the formation of anti-discriminatory practices in the media space, considering the challenges of martial law, was built and mathematically substantiated.

Results

As a result of the conducted research, it is proposed to evaluate the best practices of information support through the domestic media resources of Ukraine in the fight against propaganda during the full-scale military aggression of the Russian Federation against Ukraine.

To conduct the research, a questionnaire was developed with questions to determine the importance of each factor. Respondents were asked to determine Leverage from 10 to 1 and Consequence from 10 to 1 for each factor.

Table 1 analyzes the directions of practical measures that have been applied since February 24, 2022, in the media space. The most relevant practical measures were selected, which had the highest evaluation of the interviewed respondents and are defined in the article as priority areas of research.

Table 1. Directions of practical measures of an anti-discriminatory nature in the media space with the beginning of a full-scale military invasion

Practical measures	Characteristic	Leverage from 10 to 1	Consequence from 10 to 1	Rank
Distribution of official information	Presentation and development of official information sources (official websites, Facebook pages)	10	10	1/10

Communication	Creation of channels for communication for persons forcibly moved abroad through social networks and messengers	9	8	2/8,5
Forming a favorable image	Forming a favorable image of the country in the international arena by spreading information about the struggle of Ukrainians against full-scale aggression	7	9	2/8
Protection of Ukrainians	Protection of Ukrainians abroad through official diplomatic missions, diasporas, and public organizations	6	7	2/6,5
Psychological rehabilitation	Presentation and promotion of psychological rehabilitation projects of Ukrainians affected by the war	6	6	2/6
Barrier-free access	Presentation and promotion of programs of rehabilitation, prosthetics, recreation of war victims and military personnel, creation of conditions for the development of barrier-free access and tolerant attitude of the population towards persons with disabilities	6	6	2/6
National idea	Formation of a national idea, patriotic spirit, unity of the population, a common goal, and its understanding by the citizens of the country	8	9	2/8,5

Source: developed by the author based on the results of a sociological survey.

Table 1 presents the main directions of practical measures in the media space, which are aimed at anti-discrimination. These indicators received a minimum rating of 6 as the arithmetic means of two rating parameters (Leverage from 10 to 1 and Consequence from 10 to 1). To determine the ranks of the indicators, a parametric table for determining the assessment results was developed - Table 2.

Table 2. Parametric table for determining the results of the evaluation of the directions of practical measures of an anti-discriminatory nature in the media space with the beginning of a full-scale military invasion.

Rank	Parameter range (Arithmetic mean)	Weight factor	Description
1	10-9	100%	The indicator is important for ensuring anti-discrimination measures in the field of media space, it plays a significant social role, the consequences of the implementation of such measures are a priority and ensure complex, systematic work in the direction of anti-discrimination policy in the conditions of military aggression
2	8,9-6	80%	The indicator is important for ensuring anti-discrimination measures in the field of media space, but it does not play a decisive role in the formation of public priorities, the consequences of the implementation of such measures are significant, but they cannot have a priority character without relationships with other factors
3	5,9-3	60%	The indicator is essential for ensuring anti-discrimination measures in the field of media space, it does not play a decisive role in the formation of public priorities, the consequences of the implementation of such measures are insignificant, but they can be used as additional measures
4	2,9-1	40%	Directions can be identified as promising in the case of further development and research, however, their low relevance does not determine them as a priority, so these measures can be identified as additional or discriminatory
5	less than 1	20%	Indirect ones are not considered due to low relevance

The parametric table for determining the results of the assessment of the directions of practical measures of an anti-discriminatory nature in the media space with the beginning of a full-scale military invasion allows you to select relevant results and determine the priorities of building a system of anti-discriminatory measures in the media space. Conducting a sociological survey allows you to determine the parameters for assessing relevance. With the help of a parametric table, each factor is assigned a corresponding rank from 1 (highest) to 5 (lowest) based on the specified parameters. This rank serves as a weighting factor for the function of evaluating the priorities of anti-discrimination measures in the media space. The developed

function of evaluating the priorities of anti-discriminatory measures in the media space can be presented in the form of the following formula - Formula 1.

$$\int_n^\Sigma {}^i = \Sigma_n^i \quad \frac{i_1+i_2+\cdots+i_n}{n} \tag{1}$$

Where i – the evaluation factor, n – the serial number of the evaluation factor The results of the evaluation of factors influencing anti-discriminatory measures in the media space based on the results of a questionnaire survey, ranking according to the parametric table and the calculation of weighting coefficients can be presented as a graphical correlation model of the relevance of factors of anti-discriminatory measures in the media space – Figure 1.
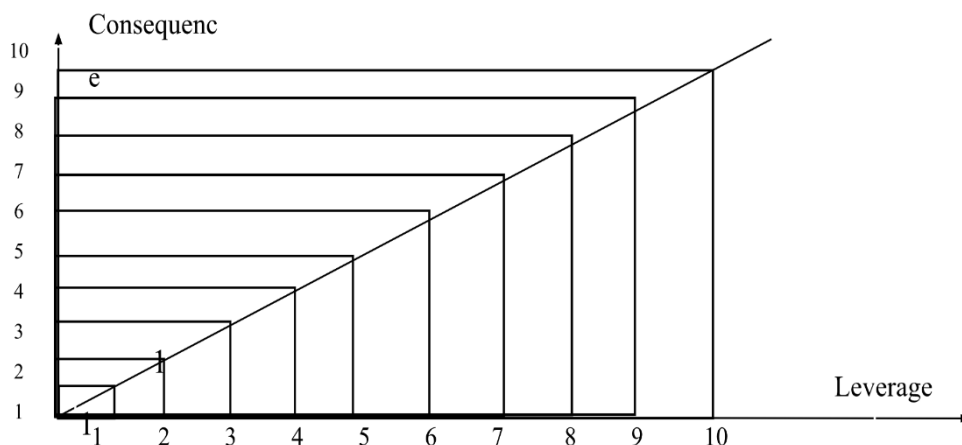
Figure 1. Graphic-correlation model of the relevance of factors of anti-discriminatory measures in the media space.

Source: developed by the author based on a sociological survey and evaluation of its results.

The graphic-correlation model of the relevance of the factors of anti-discriminatory measures in the media space can be used when assessing the impact factors. For this, it is advisable to use the following algorithm:
   – select respondents,
   – to form a set of factors for assessment,
   – conduct a survey of respondents,
   – consolidate and calculate the arithmetic average of the assessment results,
   – using a parametric table to determine the results of the evaluation of the directions of practical measures of an anti-discriminatory nature in the media space to determine the ranks of factors,

    –   with the help of a graphical correlation model of the relevance of factors, build a priority model for the practical implementation of anti-discriminatory measures in the media space.

Discussion

As a result of the research, a priority model was developed for the practical implementation of anti-discriminatory measures in the media space. The development of the model makes it possible to evaluate influencing factors at various stages of social transformations and to determine vectors of media work in accordance with current practical challenges. Interdependencies of relevant factors and resulting indicators (consequences) determine the formation of ranks. The evaluation rank is defined as a weighting factor for the formation of the function of influences on anti-discriminatory processes in the media space. The developed function characterizes the priority of factors, and the graph-correlation model clearly demonstrates the results, which helps to form practical measures of anti-discriminatory work in the media space according to the developed algorithm. The developed model is debatable, as it is based on the opinion of experts and the results of a sociological survey, which may indicate the subjectivity of the results obtained. However, the study carried out a correlational analysis of the results of a sociological survey, which allows ensuring the relevance of the results, and the method of selecting experts who have practical experience in the field under analysis ensures high accuracy of the results. The directions of further research will be the systematization of priority areas and the development of specific practical tasks in the field of anti-discrimination work in the media space.

Conclusion

As a result of the conducted research, the influencing factors on anti-discrimination processes were determined. With the beginning of a full-scale military invasion, the priority of the tasks of the media space changed significantly, which was reflected in the study. One of the directions was the formation of a truthful and unbiased information policy, which was able to provide information about the course of military operations, the values of Ukrainians, and the aggression of the Russian Federation. These tasks became the basis of the formation of anti-discrimination policies in the conditions of hostilities both inside Ukraine and abroad. It was these aspects that became the basis for forming a questionnaire for conducting a sociological survey and creating a priority model for the practical implementation of anti-discriminatory measures in the media space.

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