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«X МЕЖДУНАРОДНАЯ КОНФЕРЕНЦИЯ ПОСВЯЩЕННАЯ  
ПРОБЛЕМАМ ОБЩЕСТВЕННЫХ НАУК»  
(27.07.2013 г.)**

**XII МЕЖДУНАРОДНАЯ НАУЧНО-ПРАКТИЧЕСКАЯ  
КОНФЕРЕНЦИЯ ДЛЯ СТУДЕНТОВ, АСПИРАНТОВ И МОЛОДЫХ  
УЧЕНЫХ  
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НАПРАВЛЕНИЙ В XXI ВЕКЕ»  
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### TRANSBORDER COOPERATION OF UKRAINIAN AND RUSSIAN: INFORMATION DIMENSION

The topicality of the problem includes some principal factors. There are 19 border administrative-territorial units in Ukraine. Along the longest state border with Russia there are four European regions and the fifth is creating now. It means that there is an important potential on the East border of Ukraine for transborder cooperation. "Ukrainian and Russian relationships have an information component. In the information sphere Ukraine and Russian Federation have a lot of in common for new relations on the strategic partnership level" [5].

That is why from the early beginning of the Commonwealth of the Independent States, the attention was paid to their information cooperation. In the one of the first CIS documents "Agreement about the cooperation in the field of information" (1999), in which the necessity in strengthen mutual understanding and trust between nations with the help of the freedom dissemination and information access and the common information space creation were claime. [6].

Such late documents are also known: the Perspective plan of the documents preparation and the Conception realization activities formation of the CIS information space (1998), the Conception of CIS information space formation (1996) with the changes and additions in October 2010. The main attention in the last document is paid on the problems of the common information space creation by the forces of state institutions. The main principles of the Conception highlighted the priority aims and interests of policy realization of the CIS information space formation on the intergovernmental level; the principles and organizational basis of the CIS members' cooperation in the field of information and telecommunication services development; mechanisms and conditions of the activities and programs realizations of the intergovernmental information exchanges development [3].

Thus, at the early beginning the CIS cooperation information aspect was paid a great attention. The scientists speak on the strengthen forces tendency in this field and outline the actual incompleteness of the formation process of the common CIS information space, which influences on the transborder cooperation. Researchers think that in the CIS framework more then 50 documents for the profitable cooperation in the field of information were drawn up and signed.

In the Agreements about European region creation "Dnieper", "Sloboda Ukraine", "Yaroslavna", "Donbass" less attention is paid to the information cooperation issue. Thus, the statute documents of the European region "Sloboda Ukraine" tells that "the authorities of state power have a possibility on their request to receive any information about European region activity and resolution of its coordination-consultative structures" [8]. In the documents of other East Slavic

European regions it doesn't mention, but in the cooperation Declaration between border regions of Russian Federation and Ukraine the attention is paid on the necessity of experience and information exchange only in the sphere of "sports and cultural activities, economical and tourist forums preparation and transport connection development" [1].

The definition "experience exchange" is treated without taking into account its information component. European tradition considers the dissemination of experience to be information dissemination about experience and the experience exchange considers to be practical steps, means training [9, p. 73]. Due to such understanding we can speak on experience exchange as information component, aspect of information cooperation. The information is necessary not only during activity preparation, but in activity cooperation in economical, political, social and cultural spheres and also in the field of international relations.

It is understandable that state authorities of different level of the both sides of the border is not the only subject of information support of East Slavic transborder cooperation zone, if to create the European regions common information space with a help of traditional and the newest information-communication technologies non-profit organizations and other nongovernmental subjects situationally join the transborder projects and program realization.

On the level of transborder cooperation the newest information-communication technologies are used for portal system usage, national portals with free access and national information centers creation. To receive necessary information the CIS Internet-portal and Information interregional border cooperation portal are used. The last one is an interactive model of public attraction to the projects and programs planning of the border cooperation and their realization in the border region conditions. It also creates the possibility for Ukrainian and Russian European regions to exchange the information among border cooperation structures, institutions of regional authority and municipal governments, educational institutions, population of border territory and non-governmental organizations and to inform all the members about the main development tendencies of the interregional border cooperation on the Russian, Byelorussian, Ukrainian, the CIS and the UN territories.

Thus, in the European region "Dnieper" for the common information zone different information-communication technologies are used. To the specialists' opinion the opening of the Internet-studios in Chernihiv, Gomel and Bryansk allowed to change essentially the format of business communication and to raise the effectiveness of the heads of regions and National Coordinate Offices of the "Dnieper" European region cooperation. They assert that the Internet-studios became an information hinge which supported the common work of the administrative and commercial elites, educational and cultural workers, representatives of non-governmental organizations. These studios could increase the cooperation on the new qualitative level and "partly level the results of the former lost economical relations and organize a successful exchange of the trade-economical information" [2, p. 12].

If to take into the account the wide-spreadness influence of the traditional Mass Media technologies in the Ukrainian and Russian environment, the subjects of East Slavic European region give an important role for the press in the information



transborder cooperation support. As it is mentioned in the UN documents on the Mass Media functioning issue in the transborder space, the press is the oldest form of the local and regional Mass Media. There are two main formats of it: local and regional newspapers, where the attention is paid on news, reportages and comments on the local affairs (policy, culture and sport) and also local and regional magazines about entertainment and cultural activities. In the West Europe the local and regional newspapers and magazines are more financed by advertisements and less by sale and subscription [10, p. 5].

East Slavic European regions became more active in the sphere of Mass Media border regions cooperation. Thus, non-governmental organizations of Luhansk and Voronezh regions – East Ukrainian Center of the Community Initiatives and Regional Fund “Center of Mass Media Defence” in 2010 realized the project, called “Transborder Reportage”, the aim of which was to strengthen transborder information communications between their regions. The monitoring of materials, dedicated to the Mass Media Russian and Ukrainian relations in both regions and also the presentation and public discussion of the monitoring results were held, as well as the program of friendly journalists visits and the edition of the material collection due to the project results were realized.

It was found out in the research that the most of the publications about the events in the life of country-neighbour generally are positive. But the majority of the indexes differ from each other on the different sides of border. More of that, the description of the neighbour country events usually doesn't consist of deep analysis and expresses more the points of view of regional political elites than a real situation. There are no the alternative ideas and it doesn't allow to receive balanced information and to inform own position on issues. There are also different priorities and accents in separate issues (in Luhansk Mass Media the most popular are “reloading Ukrainian and Russian relations”, “language tolerance and Russian language propaganda”, “transborder cooperation” and “Russian investments in Ukrainian economics” and “the 65<sup>th</sup> anniversary of the World War II liberty”). “Mass Media publications about Russian and Ukrainian relations in Voronezh and Luhansk regions in the most cases aren't analytical materials. The most of publications has a description character and doesn't carry an important explanatory potential” [2, p. 20].

One of the wide-spread information-communication technologies, which is used in the East Slavic transborder regions is acting communication. Thus, in the European region framework “Yaroslavna” in 2011 different kinds of activities were held, which provided information integration process in region. Among them the most spread are social and economical activities – exhibition-fairs, open ceremonies; international political events – meetings, “round tables”; social and cultural events; festive events, connected with common holidays; entertainment activities.

One of the tendencies of the information activity transborder regions is the region image formation according to the aim and task of its development and aspiration of regional political elite. Border region has to identify itself with a definite level of social and economical development. As far as natural recourses and geographical position are often alike, the priority of the information becomes an economical potential, a presence of industrial and transport infrastructure, a

normative basis and state support activities of international investors and enterprisers, a stability of social and political background [2, p. 153].

As far as information support has a great importance in the border cooperation system, authoritative state institutions become to create web-pages, to organize publications with the aim to highlight the border cooperation and European regions development, to hold seminars, round tables, conferences, devoted to the transborder cooperation and European region development. They actively use traditional and the newest information technologies, informing European region general news and definite economical and investment proposals.

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