

serves as a cornerstone for promoting mental well-being in conflict-affected populations [1].

In the crucible of war, the specter of panic attacks looms large, casting a shadow over the mental well-being of individuals and communities. Yet, amidst the chaos and uncertainty, there exists a glimmer of hope – a testament to the resilience of the human spirit.

In closing, let us remember the resilience and strength inherent in the human psyche – a beacon of hope amidst the tumult of war. As we forge ahead, may we remain steadfast in our commitment to promoting mental well-being and building a future where peace and tranquility prevail.

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THE INFLUENCE OF DIGITAL DIPLOMACY ON THE POLITICAL PICTURE OF UKRAINE

Digital diplomacy is an important tool in modern Ukraine, which is used to change the country's political landscape. It consists in the strategic use of digital technologies in order to increase the effectiveness of foreign policy and communication at the international level. Digital diplomacy transforms traditional approaches to diplomacy, providing new opportunities and changing ways of interacting with other countries and the public. Scientist M. Holmes defined digital diplomacy as the evolution of traditional diplomatic practices in the context of the digital era. It includes the use of social networks, electronic communication, big data analysis and other digital tools to communicate with the public and other countries. Ukraine, facing geopolitical challenges, uses digital diplomacy to activate its international presence

and solve problems at various levels. It uses social networks to communicate with the world, cyber diplomacy to ensure cyber security and cooperation with international partners online. Digital diplomacy provides an opportunity to quickly respond to events, influence global public opinion and expand external influence. However, it is important to take into account the challenges of digital diplomacy, such as cyber threats and excessive dependence on information technologies. Ukraine studies this topic in the context of modern challenges and opportunities, which reflects the importance of understanding the impact of digital diplomacy in the context of global changes. The use of digital tools can become a strategic asset for diplomacy and increase Ukraine's influence in the world.

Digital diplomacy, as the latest direction in international relations, has manifested itself in the era of rapid technological development. The concept of digital diplomacy arose in the 1990s and 2000s, when e-mail and the first websites began to be actively used for communication in diplomatic processes. In the period from the 2000s to the 2010s, there was a significant increase in the use of social networks, which opened new opportunities for open exchange of information and dialogue between countries. Also, this period was characterized by the emergence of big data analysis in the diplomatic sphere, which allowed countries to collect and analyze information to make informed decisions. During the years 2010-2020, the world saw an increase in the number of countries using digital tools to influence the global level. The use of cyber diplomacy, or the use of cyberspace to achieve political goals, has become a necessity in the face of cyber threats and war. Ukraine, which is in a complex geopolitical environment, felt the need to adapt to digital realities. Starting from the early 2000s and the introduction of electronic services, Ukraine actively developed its digital diplomacy, especially in the conditions of geopolitical challenges in the early 2010s. The current stage, from 2020 and later, is characterized by an even greater integration of digital technologies into the diplomatic process. Artificial intelligence is used in data analysis and event prediction. Much attention is paid to cyber defense and interaction with the public through online platforms. The general evolutionary path of digital diplomacy shows the need for constant adaptation to changes in the technological environment and global challenges, providing countries and international organizations with new opportunities for foreign policy and international cooperation.

This article examines the important role of digital tools in ensuring effective communication and shaping the image of countries on the world stage. First, it is worth noting the growing influence of social networks on diplomatic dialogue. Today's leaders actively use platforms such as Twitter, Facebook, and Instagram to communicate directly with the public and the global community. This opens up new channels for expressing countries' positions and influencing global public opinion. The second aspect is the possibility of prompt response to events and crises. The ability of diplomats to instantly express their positions or highlight official statements through social networks allows them to effectively influence the course of events and manage the country's image in real time. In addition, digital platforms are becoming an arena for conducting international dialogues and negotiations. They provide an opportunity to discuss important issues, interact with representatives of other countries and international organizations without space and time limitations. However, it is important to remember that the growing influence of social networks in diplomatic relations creates new challenges, in particular, in relation to cyber security and the spread of disinformation. It is important for states to be high-tech and at the same time protect against digital threats. In general, social networks and digital platforms are defining a new format for international communication, allowing diplomats to communicate effectively with the world and influence the global agenda through innovative technologies. In the context of digital diplomacy, the issue of cyber security becomes extremely important as states become heavily dependent on information technology. Considering Ukraine's role in this aspect, several key aspects can be highlighted. First, Ukraine, being in a state of full-scale war, is actively implementing measures to protect its cyber infrastructure. The development of own cyber capabilities and cooperation with international partners is a strategic direction for ensuring cyber security. Second, Ukrainian diplomacy actively uses cyber tools for interaction and communication in the online environment. However, with the rise of digital capabilities come new threats such as cyber-espionage and cyber-attacks.

This article explores the importance of digital media in ensuring effective communication and shaping the image of countries in the world. First, it should be noted the growing influence of social networks on diplomatic dialogue, where today's leaders actively use such platforms as Twitter, Facebook and Instagram to communicate directly with the public. This opens up new ways to express countries' positions and influence global public opinion. The second aspect is the ability to

quickly respond to events and crises through social networks, which allows effective management of the country's image in real time. In addition, digital platforms become a platform for international dialogues and negotiations, providing an opportunity to discuss important issues and interact with other countries without restrictions. However, the growing influence of social networks also creates new challenges, in particular in the field of cyber security and disinformation. The readiness of states to protect their cyber infrastructure and counter digital threats is important. In the context of digital diplomacy, Ukraine is actively working to protect its cyber infrastructure and use digital tools to strengthen its position in the international arena. Digital technologies facilitate effective diplomatic communication and conduct important events in a virtual format, which has become a key tool for cultural diplomacy. They expand the possibilities of promoting national culture and attracting attention to cultural initiatives. Digital tools are also an integral part of crisis management, ensuring a quick exchange of information and an effective response to crisis situations, for example, a pandemic. In general, digital technologies not only provide Ukraine with access to the global information space, but also actively influence the formation of international reflection and expand the circle of partners in solving political tasks. Ukrainian digital diplomacy faces significant difficulties, such as the lack of a strategic vision and personnel problems. Insufficient attention is also paid to political and cyber security, which complicates the situation in this area. The low level of digital literacy of the population and the lack of effective communication on global platforms create challenges for digital diplomacy. The analysis of the received information emphasizes the need for further research in the field of digital diplomacy and international influence of Ukraine. It is important to investigate the effectiveness of political initiatives, communication strategies and the impact of educational programs on the digital literacy of the population. Such aspects will become the basis for the development of strategies and initiatives for effective international influence.

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