PRINCIPLES OF RESEARCHING VETERAN POLICY AND ITS EXPLANATION

Horchikova A. O., Smus A. H., Zubarets A. V.

INTRODUCTION

The study lays down the theoretical and methodological foundations of the study of veterans' policy and its coverage in the information space. The purpose of the section was to identify key theoretical approaches and methodological tools that will allow for a comprehensive analysis of the problem under study.

We have considered a number of theoretical concepts that allow us to understand the complex relationships between the state, veterans, and society. In particular, the theory of social responsibility of the media emphasizes the duty of the media to act in the interests of society, covering veterans' problems objectively and impartially. The theory of framing allows us to analyze how the MEDIA forms a certain idea of veterans and veterans' policy, influencing public opinion. The theory of agenda-setting shows how the MEDIA determines which issues are considered important for society, and the theory of the social construction of reality explains how our understanding of reality, including veterans' problems, is formed through social interactions, including communication in the media.

To achieve the goal of the study, a set of methodological approaches was defined. In particular, the document analysis method will be used to analyze regulatory legal acts and official documents. In-depth interviews are planned to study the experience of veterans and their needs. The content analysis method will be used to analyze media content, which will allow for a quantitative and qualitative assessment of coverage of veteran topics.

The choice of these theoretical and methodological approaches is justified, since they allow for a comprehensive study of veteran policy both from the point of view of its formation and implementation, and from the point of view of its reflection in the information space. The combination of qualitative and quantitative methods will ensure the receipt of comprehensive and objective data.

1. The essence and main components of veterans' policy

The essence of veteran policy is the formation and implementation of a set of measures aimed at social protection, support, rehabilitation and

reintegration into society of persons who have the status of a war veteran, members of their families and families of deceased (deceased) war veterans[1]. It is a component of state social policy and reflects the level of responsibility of the state to its defenders.

Veteran policy is a system of legal, economic, social, medical, psychological, educational, cultural and other measures implemented by the state and society in order to ensure a decent standard of living, social adaptation and comprehensive development of war veterans, members of their families and families of deceased (deceased) war veterans[2].

Objectives of veteran policy:

• Ensuring comprehensive social protection of veterans and members of their families: This goal involves the creation of a system of guarantees and support that ensures a decent standard of living for veterans and their families, taking into account their special needs. Social protection includes material support, benefits, medical care, housing and other types of assistance.

• Creating favorable conditions for the successful adaptation and reintegration of veterans into civilian life. This goal is aimed at facilitating the smooth transition of veterans from military service to civilian life, overcoming psychological and social difficulties associated with returning from war. It includes psychological rehabilitation, professional retraining, assistance in employment and social adaptation[3].

• Guaranteeing equal opportunities for veterans in all spheres of public life: This goal involves creating conditions under which veterans have equal access to education, healthcare, employment, social services and other areas of life, without discrimination and prejudice.

• Forming a culture of respect, gratitude and support for veterans in Ukrainian society: This goal is aimed at raising public awareness of the contribution of veterans to the defense of the country, forming a positive image of a veteran as a defender and patriot, as well as encouraging support for veterans and their families.

• National commemoration of the fallen (deceased) war veterans and preserving the historical memory of their feat: This goal involves honoring the heroism and sacrifice of veterans who gave their lives for Ukraine, preserving the memory of their feat for future generations, supporting memorial sites and organizing commemorative events.

---

[1] Кривошей В.М. Формування та реалізація державної політики у сфері соціальнопсихологічної адаптації учасників бойових дій. дис. ... канд. наук з держ управл: 25.00.02 / Інститут підготовки кадрів Державної служби зайнятості України. Київ, 2020. 272 с.

[2] Закон України «Про соціальний і правовий захист військовослужбовців та членів їх сімей» № 2011-XII (2023) (Україна). https://zakon.rada.gov.ua/laws/show/3551-12#Text.

[3] Кореньков О. «Ісламська держава: наймасштабніша битва сучасності». 2022. 312 с.

The task of veterans' policy is to create an effective system of social guarantees and benefits for veterans, provide accessible and high-quality medical and psychological care, promote professional retraining and employment of veterans, provide housing for veterans in need, support veterans' organizations and initiatives, inform society about the problems and needs of veterans, and ensure proper commemoration of the memory of deceased (deceased) veterans[4].

Principles of veteran policy:

• Humanism and respect for human dignity. This principle is based on the recognition of the high value of life and the dignity of each veteran. It provides for respectful treatment of veterans, ensuring the protection of their rights and freedoms, and preventing any forms of discrimination or humiliation. Veteran policy should be aimed at supporting the physical and psychological well-being of veterans.

• Social justice and equality. This principle provides for ensuring equal rights and opportunities for all veterans regardless of their social status, place of residence, age, gender, ethnic origin, religious beliefs, or other factors. The state must guarantee the availability and equal distribution of resources and services aimed at supporting veterans.

• Targetedness and an individual approach. This principle provides for the provision of support taking into account the individual needs of each veteran, his personal circumstances, state of health, social status, and other factors. Veteran policy should be flexible and adapted to the needs of specific individuals, ensuring a personalized approach to each veteran.

• Comprehensiveness and systematicity. This principle involves the use of a comprehensive and systematic approach to solving veteran problems, covering various areas of life, such as social protection, medical and psychological rehabilitation, education, vocational retraining, employment, housing, cultural and sports rehabilitation. Veteran policy should ensure coordinated interaction between various state bodies, public organizations and other stakeholders.

• Partnership and interagency interaction. This principle involves active interaction and cooperation between state bodies at different levels, local governments, public organizations, veteran communities, business, volunteers and other stakeholders in the development and implementation of veteran policy. Effective communication and coordination of efforts are key to achieving positive results[5].

---

[4] Волонтери проєкту «Як ти, брате?» посіб. «Тактична комунікація для ветеранів та їхніх родин». 2023. 32 с.

[5] Veteran Hub «Як налагодити співпрацю з ветеранами й ветеранками». 2024. 65 с.

• Transparency, accountability and openness. This principle involves ensuring openness and accessibility of information about veteran policy, its goals, objectives, implementation mechanisms, results and use of budget funds. State bodies must be accountable to society and the veteran community for the implementation of veteran policy. It is important to provide feedback to veterans and take into account their opinions and suggestions[6].

Directions of veterans' policy:

• Social protection. This direction covers a set of measures aimed at providing material support and social guarantees for veterans and their family members. It includes the payment of cash assistance (one-time, monthly, etc.), the provision of benefits for paying for utilities, the provision of preferential travel on public transport, medical care (including the provision of medicines and medical products), sanatorium and resort treatment, the provision of housing (including preferential conditions for obtaining mortgage loans) and other types of social support provided for by law.

• Medical and psychological rehabilitation. This direction is aimed at restoring the physical and mental health of veterans, overcoming the consequences of combat injuries and psychological disorders. It includes the provision of medical care (diagnosis, treatment, rehabilitation), psychological support and counseling, treatment of the consequences of combat injuries, including physical injuries and psychological disorders such as PTSD, prosthetics and orthotics, provision of medical products and technical means of rehabilitation.

• Education and vocational retraining. This area is aimed at promoting the professional development and integration of veterans into the labor market. It includes promoting education at various levels (vocational and technical, pre-university, higher), providing opportunities for professional qualification, retraining and advanced training, organizing vocational training and retraining courses.

• Employment and entrepreneurship. This area is aimed at supporting veterans in finding work and starting their own business. It includes assistance in finding a job (employment advice, organizing job fairs, helping to establish contacts with employers), assistance in starting your own business (business planning advice, providing grants and soft loans, supporting startups).

• Housing. This area is aimed at providing veterans with housing, in particular those who need it. It includes providing housing (on a first-come, first-served basis), preferential terms for obtaining mortgage loans, and compensation for housing rental costs.

---

[6] Волонтери проєкту «Як ти, брате?» посіб. «Тактична комунікація для військових». 2023. 40 с.

• Cultural and sports rehabilitation. This direction is aimed at promoting social adaptation and psychological recovery of veterans through involvement in cultural and sports events. It includes involving veterans in participating in cultural events (visiting theaters, museums, concerts, exhibitions), organizing sports competitions and training, organizing recreation and health improvement (in sanatoriums, rehabilitation centers, recreation camps).

• Interaction with veteran organizations. This direction is aimed at supporting the activities of veteran organizations and involving them in the development and implementation of veteran policy. It includes financial and organizational support for veteran organizations, involving veteran organizations in the development and implementation of veteran programs, creating platforms for dialogue and cooperation between state bodies and veteran organizations.

• Memory and honor. This direction is aimed at preserving the memory of fallen (deceased) veterans and honoring their feat. It includes commemorating the memory of deceased (deceased) veterans at the state and local levels, supporting museums, memorials and other memorial sites related to the history of veterans, publishing books, films and other materials dedicated to veterans[7].

Mechanisms for implementing veteran policy include legislative activity – adoption of laws, resolutions, programs and other regulatory legal acts regulating the veteran sphere; activities of state bodies – functioning of specialized state bodies responsible for the implementation of veteran policy (for example, the Ministry of Veterans Affairs of Ukraine); budget financing – allocation of funds from the state budget for the implementation of veteran programs, interaction with public organizations, involvement of public organizations in the provision of services to veterans and the implementation of veteran programs; international cooperation – exchange of experience with other countries in the field of veteran policy.

It is important to note that veteran policy should be dynamic and adapt to the needs of veterans and the medians in society. An effective veteran policy is the key to a dignified life for veterans and a media appreciation of the country's defense capability.

2. Information space as a factor in shaping public opinion about veterans

The information space plays a crucial role in shaping public opinion about veterans. It is a kind of mirror that reflects and interprets events related to the war and its consequences, influencing how society perceives veterans,

---

[7] Волонтери проєкту «Як ти, брате?» посіб. «Поговори зі мною». 2023. 37 с.

their needs and role in society. Let us consider in more detail the role of various information channels.

Media, such as television, radio, print and online publications, are a powerful tool for shaping public perceptions of veterans. The way they are portrayed in the media – as heroes, victims, people with psychological problems, successful businessmen, etc. – influences the formation of stereotypes. For example, if the media constantly focuses on the problems of PTSD in veterans, this can create a stereotype in society that all veterans are psychologically unstable and potentially dangerous. On the other hand, if the media tell stories of successful adaptation of veterans to civilian life, this contributes to the formation of a positive image[8].

The media determine which topics related to veterans are important to society. If the media actively cover problems with obtaining benefits, this draws attention to this problem and forces the authorities to react. For example, active coverage in the media of problems with queues for obtaining UBD status or with medical care for veterans has led to the fact that these issues have become the subject of discussion in society and in government offices, which has contributed to the search for solutions. The media can provide a platform for expressing different points of view on the problems of veterans – the veterans themselves, their families, government representatives, experts, public figures. This contributes to a deeper understanding of the issues and the search for compromises. For example, publishing interviews with veterans who have different experiences and different views on ways to solve their problems allows society to see the multifaceted nature of the situation and avoid simplified ideas.

Mass media is an important source of information about government programs and initiatives aimed at supporting veterans. It is important that the publication of information about medians in the legislation on veteran benefits or about new vocational retraining programs helps veterans take advantage of their rights and opportunities[9].

As for social networks, they provide veterans with the opportunity to directly share their stories, problems and needs, bypassing traditional MEDIA. Veteran communities on Facebook or Telegram allow veterans to communicate with each other, receive support and exchange information.

Social networks allow for the formation of public opinion directly by citizens, including veterans. This can lead to the formation of powerful public pressure on the authorities to solve the problems of veterans.

---

[8] Вірджинія Круз «Терапія ПТСР для військових. Як повернутися до нормального життя». 2024. 128.

[9] Красильщиков А. «Соціальна адаптація звільнених у запас військовослужбовців (проблеми та досвід їх вирішення в Україні та зарубіжних країнах)». 2023. 125 с.

Unfortunately, social networks can also be used to spread disinformation and manipulations about veterans, which can lead to the formation of negative stereotypes and prejudices. The spread of fake news about crimes committed by veterans can create a negative image of all veterans in society.

It is important to note that different information channels interact with each other and influence each other. For example, information that has appeared on social networks can be picked up by the media and disseminated to a wider audience[10].

The information space is a powerful factor in shaping public opinion about veterans. It is important that coverage of veteran topics is objective, balanced and ethical, contributes to the formation of a positive image of veterans and increases public awareness of their problems and needs. It is necessary to counteract the spread of disinformation and manipulations that can negatively affect society's attitude towards veterans.

3. Approaches to covering social problems in the information space

There are several theoretical approaches to the coverage of social issues in the information space. They help to understand how the media influence our perception of social issues and how public opinion is formed. It is important to consider these approaches when analyzing the coverage of social issues in the information space. These theories often overlap and complement each other. They help us better understand the complex influence of the media on our society and individual perception of the world[11].

Agenda-setting theory. This theory was pioneered by Maxwell McCombs and Donald Shaw in the 1960s. Their study during the 1968 US presidential election showed a correlation between which issues were covered by the media and which issues were considered important by voters.

This theory states that the media have the ability to influence which issues are considered important to the public. By covering certain social issues, the media make them more visible and relevant to society.

It is important not only to determine what the media talk about, but also how they do it. What attributes of the problem are emphasized, what emotions are evoked, what solutions are proposed. If the media focus on the problems of obtaining the status of UBD for a long time, this not only makes this topic important, but also forms an idea of the bureaucratic obstacles and inefficiency of state institutions. And if the mass media emphasize the positive experience of psychological rehabilitation of veterans, this contributes

---

[10] Волонтери проєкту «Як ти, брате?» посіб. «Як ти?», 2023. 44 с.

[11] Горбунова В. В., Карачевський А. Б., Климчук В. О., Нетлюх Г. С., Романчук О. І. Соціально-психологічна підтримка адаптації ветеранів АТО : посібник для ведучих груп. Львів : Інститут психічного здоров'я Українського католицького університету. 2016. 96 с.

to the popularization of seeking psychological help and reducing the stigma associated with mental disorders. It is worth noting that the formation of the agenda is influenced not only by the media, but also by other objects, such as politicians, public organizations, experts.

Increased media attention to the problems of providing housing for veterans can lead to the fact that this problem becomes a priority for the authorities and will be solved faster than other problems.

The theory of the agenda is also related to the theory of social responsibility of the media. The media, when setting the agenda, should take into account the interests of society and adhere to the principles of objectivity and balance. For example, if the media pays excessive attention to negative aspects of veterans' issues, this may contradict the principles of social responsibility[12].

Framing theory. Although the concept of framing has been used in various fields, in the context of the media it was introduced by Erving Goffman in his work "Frame Analysis" (1974). He studied how people organize their experiences and understand situations using "frames" – schemes of interpretation. This theory was later developed by researchers such as Robert Entman. This theory describes how the media present information, forming a certain idea of an issue. Framing can affect how the audience understands the issue and which solutions they consider acceptable.

The media can emphasize conflicts between veterans and the authorities, veterans and society, or within the veteran community itself (for example, different views on ways to solve problems). The media can also pay attention to state spending on veteran programs, creating the impression that veterans are a "burden" for society. This can negatively affect attitudes towards them.

At the same time, the media tell stories of veterans who have successfully adapted to civilian life, started their own businesses, and become public figures. This frame contributes to the formation of a positive image of the veteran and inspires others. They also emphasize the needs of veterans for medical, psychological, and social support, which mobilizes society and the authorities to provide assistance[13].

Framing is closely related to agenda theory. By choosing a certain frame to cover a topic, the media actually determine how the audience will think about this topic, that is, they influence the second level of the agenda. For example, if the media consistently uses the "problem" frame when covering

---

[12] Гульбс О., Кобець О. Соціально-психологічна реабілітація учасників бойових дій. Психологічний журнал. 2021. №7. С. 100–106.

[13] Гордієнко Є. П. Залучення ветеранів України до підприємницької діяльності через бізнес-модель франчайзингу. International Scientific-Practical Conference Global marketing: analysis and challenges of our time: Conference Proceedings, May 16-17th, 2019. Batumi, Georgia. P. 72–75.

veteran issues, this not only makes the issue important (the first level of the agenda), but also shapes the perception of veterans as a "problem" group (the second level of the agenda).

The theory of social reality construction was pioneered by Peter Berger and Thomas Luckmann in their work "The Social Construction of Reality. A Treatise on the Sociology of Knowledge", published in 1966.

This theory explains how people create and maintain a shared understanding of the world, that is, social reality. It argues that reality is not something objective and independent of us, but rather is the result of social processes and interactions.

The theory of the social construction of reality describes the process of creating social reality through three main stages:

• Externalization (external expression). People create the world around them through their activities, both physical and mental. They create institutions, language, symbols, values, and norms. This is the process of "bringing" the inner world outside. For example, the creation of language is an externalization of the human ability to communicate.

• Objectification (objectification). The products of their activities created by people (institutions, language, symbols) become objective, that is, they exist independently of individual individuals. They are perceived as something external and imposed, as "external reality". For example, a language created by many generations exists independently of the newborn child who learns it.

• Internalization (assimilation). People assimilate the objectified reality through socialization. They learn to perceive the world as it is accepted in their society, they assimilate existing norms, values and knowledge. This is the process of "assimilating" the external world and transforming it into a part of the internal world of the individual. For example, a child, learning a language, internalizes the system of meanings and rules that exist in its linguistic environment.

The theory of the social construction of reality is of great importance for understanding how society functions and how individual consciousness is formed. It shows that reality is not something given in advance, but is constantly created and mediated in the process of social interaction[14].

This theory is also subject to criticism. Some critics believe that it places too much emphasis on social factors and underestimates the role of biological and individual factors. Other critics believe that it leads to relativism, that is, to the denial of the existence of objective reality.

---

[14] Козігора М. А. Прояви симптомів моральної травми у військовослужбовців та цивільного населення під час війни. Науковий вісник Херсонського державного університету: наук. збірник. Серія «Психологічні науки». Херсон. 2022. Вип. 2. С. 20–27.

Despite criticism, the theory of the social construction of reality remains an important and influential theory that helps to understand the complex processes of forming social reality.

Let's look at the theory of social construction of reality using the example of a veteran to better understand how it works in a specific context.

Imagine a person who has returned from war and received the status of a veteran. Berger and Luckman's theory allows us to analyze how the perception of this person and his role in society is formed.

If the media constantly broadcasts the image of a veteran as a "hero who needs respect," this image is objectified and internalized by both the veterans themselves and society. This can lead to positive consequences, such as increasing the level of respect for veterans. However, if the media focuses only on negative aspects, such as PTSD and social maladjustment, this can lead to stigmatization and make it difficult for veterans to reintegrate into society.

Thus, the theory of social construction of reality shows that the status and role of a veteran are not something natural and unmediated, but are the result of complex social processes in which both the veterans themselves and society as a whole participate. The media play an important role in this process, forming and spreading certain ideas about veterans.

Theory of social responsibility of the media. It is difficult to name one specific person who would "start" this theory in its entirety. It was formed gradually under the influence of various researchers and thinkers throughout the 20th century. However, several key figures and events can be identified that contributed to its development. In particular, this is the United Nations Educational, Scientific and Cultural Organization (UNESCO) through its research and recommendations on the role of the media in society. The Commission on Freedom of the Press (Hutchins Commission) in the USA (1947) also played a role. This commission, headed by Robert Hutchins, published a report in which it criticized the American press of that time for insufficient attention to social needs and called for a more responsible approach to journalism. The Hutchins Commission report is considered one of the starting points for the formation of the theory of social responsibility of the media[15].

The media is like a loud voice in society. They tell us about news, events, and various problems. The theory of social responsibility of the media says that this voice should not only be loud, but also intelligent and responsible.

In simple terms, this theory states that the media not only has the right to say whatever they want (freedom of speech), but also has an obligation to think about the consequences of their words and actions for society as a whole.

---

[15] Кореньков О. «Ісламська держава: наймасштабніша битва сучасності». 2022. 312 с.

The media tell about the real problems that veterans face after returning from war: post-traumatic stress disorder (PTSD), difficulties with employment, problems with adaptation to civilian life, the need for medical and psychological assistance. This helps society to realize the scale of the problems and support veterans.

Television, radio and the press show the stories of veterans who have successfully integrated into society, started their own businesses, become public figures or achieved success in sports. This inspires other veterans and destroys stereotypes about them as "broken" people. The media disseminate information about state and public programs to support veterans, about the possibilities of receiving medical care, psychological rehabilitation, legal advice, professsional retraining, etc. This helps veterans to get the necessary help.

However, there are also negative examples. The media portray veterans only as "victims of war" or as "aggressive and uncontrollable" people. This creates a negative stereotype and makes it difficult for them to integrate into society. Journalists focus only on individual cases of offenses or suicides among veterans, ignoring positive examples and the overall picture. This creates a distorted image of veterans.

Communication theory is an interdisciplinary field of knowledge that studies the processes of transmission and exchange of information between different subjects (individuals, groups, organizations, systems). It examines how messages are formed, transmitted, perceived and interpreted, as well as the impact of these processes on behavior and interaction.

It is difficult to name one person who would "start" communication theory, since its development occurred gradually thanks to the contributions of various scientists from different fields of knowledge. However, several key figures and periods can be distinguished that played an important role in the formation of this theory. Even in ancient Greece and Rome, the art of eloquence (rhetoric) was studied, which can be considered one of the first steps towards the formation of a theory of communication. Aristotle, Cicero and other ancient thinkers studied the principles of effective public speaking, the impact of language on the audience and the structure of persuasion. With the development of mass media (newspapers, radio, cinema), there was a need to study their impact on society. An important role in this period was played by such scientists as Harold Lasswell, who proposed one of the first models of communication ("Who says what, through what channel, to whom and with what effect?"), and Paul Lazarsfeld, who studied the influence of the media on the formation of public opinion. The development of cybernetics and information theory contributed to the formation of more accurate and formalized models of communication. Claude Shannon and Warren Weaver developed a mathematical theory of communication that

described the process of transmitting information as the transmission of a signal from a source to a receiver through a communication channel with possible interference (noise).

In the second half of the 20th century, the emphasis of the media shifted from the technical aspects of communication to the social and cultural. An important role was played by the research of Marshall McLuhan, who argued that "medium is the message", that is, the channel of information transmission itself has a significant impact on its perception. Also important are the works of Jurgen Habermas, who studied the role of communication in the formation of the public sphere and democratic society.

Let's consider the theory of communication on the example of interaction with a veteran to understand how it works in real life. Let's imagine a situation where a journalist interviews a veteran about his war experience.

In our case, both the journalist and the veteran are communicators. The journalist is the source of questions, and the veteran is the source of information about his experience.

The journalist encodes his thoughts and intentions in the form of questions, using language, tone of voice, facial expressions and gestures. He may use certain frames (e.g., "heroism," "suffering," "adaptation") to frame his questions.

The veteran encodes his memories, emotions, and experiences into the form of answers using language, tone of voice, facial expressions, and gestures. He may use certain self-presentation strategies to create the desired impression.

The communication channel in this case is oral speech (interview), which can be recorded on audio or video media. If the interview is published in written form, the text becomes the channel. It is important to consider that each channel has its own characteristics and affects the perception of the message. For example, a video interview can convey more emotions than a text publication.

The journalist decodes the veteran's answers, trying to understand their medium, emotional subtext, and intentions. He may interpret the answers according to his own ideas and stereotypes[16].

Audiences (readers, viewers, listeners) decode interviews published in the media based on their knowledge, experience, values, and beliefs. They may perceive information differently, depending on their individual characteristics and context.

During communication, various types of noise can arise that hinder the effective exchange of information:

[16] Чапляк А. П., Романів О. П., Надь Б. Я. Основні напрямки реабілітації учасників бойових дій. Матеріали учасників конференції. 2018. С. 59-61. 54.

• Physical noise. Poor sound during recording of an interview, interference on the communication line during online broadcasting.

• Psychological noise. Emotional state of the veteran (e.g., anxiety, fear, pain), journalistic bias, audience stereotypes.

• Semantic noise. Misunderstandings between the journalist and the veteran due to different meanings of words or the use of professional jargon.

Cultural noise. Different cultural contexts that affect the interpretation of information.

Feedback is an important part of the communication process. It allows communicators to understand how their message was perceived by the audience. In the case of an interview, feedback can be the audience's reaction to the publication (comments, reviews, discussions on social networks). The veteran can also provide feedback to the journalist by expressing his opinion on the interview.

Example. A journalist asks a veteran, "How do you deal with PTSD?" The veteran replies, "I try to live a normal life."

How the journalist frames the question, how the veteran responds, how the interview is published, and how the audience perceives it all affect how public opinion about veterans is shaped. If the interview is conducted with respect and sensitivity, it can contribute to a better understanding of veterans' problems and foster positive attitudes toward them. If the interview is sensationalized or stereotyped, it can reinforce negative perceptions of veterans.

Thus, communication theory helps us understand the complex interactions between veterans, the media, and society, and the importance of ethical and responsible reporting of veteran issues.

CONCLUSIONS

In the section, we created a theoretical basis for the study of veteran policy and its coverage. Here are the main conclusions we reached:

What is veteran policy and what does it consist of? Veteran policy is a set of actions of the state and society to support war veterans, their families and the families of deceased veterans.

It includes: laws and regulations. Legislation that defines the rights, benefits and what the state guarantees to veterans. It is important to check whether these laws are complete, effective and meet modern needs; social support. Various programs, payments, benefits and services to provide veterans with everything they need: medical care (including psychological), training and work, housing, cash assistance, rest in sanatoriums, etc.; psychological assistance and adaptation. Measures that help veterans restore psychological health, overcome the consequences of war and get used to

peaceful life; patriotic education and memory of heroes. Measures that form respect for veterans in society and preserve the memory of the dead; cooperating with other countries. Studying and using the experience of other countries in supporting veterans.

We understood that a good veteran policy should be comprehensive, thoughtful and take into account the needs of different veterans.

The way the media, the Internet and social networks talk about veterans has a great impact on what society thinks about them. Information affects: creating an image of a veteran. The media create a certain image that can be both positive (hero) and negative (a person with problems); highlighting important problems. The media show which problems of veterans are most important for society; forming attitudes. Information affects how society treats veterans, evoking different emotions; influencing the actions of the authorities. If veterans' problems are talked about a lot in the MEDIA, the authorities can start solving them faster.

We saw that the way the media talk about veterans directly affects their adaptation in society and respect for them.

To understand how the media reports on veterans, we use the following theories: framing, which helps us understand how the media presents information and how this affects its perception; agenda-setting, which explains how the media determines which topics are important for discussion; social reality construction, which helps us understand how the media creates representations of social phenomena, including veterans; social responsibility of the media, which reminds us that the media must report on important topics honestly and responsibly; and communication, which examines how information is transmitted and received.

SUMMARY

This section investigates the nuances of veteran policy in Ukraine, focusing on the methodological approach to its representation within the information ecosystem. A central objective is to enhance communication efforts and foster a positive portrayal of veterans. The study conducts an analysis of digital resources including the Ministry of Veterans Affairs of Ukraine's website, online portals of non-governmental organizations working with veterans, the "e-Veteran" platform, and various media content targeting veteran audiences. The research primarily examines the presentation of information relating to veterans and assesses the impact of media dissemination on public awareness concerning veteran policies, rights, benefits, as well as their needs and challenges. The paper outlines media guidelines to ensure ethical and professional reporting on veteran-related issues and suggests strategies for improving communication among

governmental institutions, non-governmental organizations, and media outlets in the realm of veteran policy.

References

1. Veteran Hub «Як налагодити співпрацю з ветеранами й ветеранками». 2024. 65 с.

2. Вірджинія Круз «Терапія ПТСР для військових. Як повернутися до нормального життя». 2024. 128.

3. Волонтери проєкту «Як ти, брате?» посіб. «Поговори зі мною». 2023. 37 с.

4. Волонтери проєкту «Як ти, брате?» посіб. «Тактична комунікація для військових». 2023. 40 с.

5. Волонтери проєкту «Як ти, брате?» посіб. «Тактична комунікація для ветеранів та їхніх родин». 2023. 32 с.

6. Волонтери проєкту «Як ти, брате?» посіб. «Як ти?», 2023. 44 с.

7. Горбунова В. В., Карачевський А. Б., Климчук В. О., Нетлюх Г. С., Романчук О. І. Соціально-психологічна підтримка адаптації ветеранів АТО : посібник для ведучих груп. Львів : Інститут психічного здоров'я Українського католицького університету. 2016. 96 с.

8. Гордієнко Є. П. Залучення ветеранів України до підприємницької діяльності через бізнес-модель франчайзингу. *International Scientific-Practical Conference Global marketing: analysis and challenges of our time* : Conference Proceedings, May 16-17th, 2019. Batumi, Georgia. P. 72–75.

9. Гусак О. Г. Світовий досвід вироблення державної політики щодо формування міжпрофесійної мобільності військовослужбовців. URL: file:///C:/Users/User/Downloads/DeBu_2008_1_75%20(1).pdf.

10. Гульбс О., Кобець О. Соціально-психологічна реабілітація учасників бойових дій. *Психологічний журнал.* 2021. № 7. С. 100–106.

11. Закон України «Про соціальний і правовий захист військовослужбовців та членів їх сімей» № 2011-XII (2023) (Україна). https://zakon.rada.gov.ua/laws/show/3551-12#Text.

12. Козігора М. А. Прояви симптомів моральної травми у військовослужбовців та цивільного населення під час війни. *Науковий вісник Херсонського державного університету: наук. збірник. Серія «Психологічні науки».* Херсон. 2022. Вип. 2. С. 20–27.

13. Кореньков О. «Ісламська держава: наймасштабніша битва сучасності». 2022. 312 с.

14. Красильщиков А. «Соціальна адаптація звільнених у запас військовослужбовців (проблеми та досвід їх вирішення в Україні та зарубіжних країнах)». 2023. 125 с.

15. Кривошей В.М. Формування та реалізація державної політики у сфері соціальнопсихологічної адаптації учасників бойових дій : дис. ... канд. наук з держ управл : 25.00.02 / Інститут підготовки кадрів Державної служби зайнятості України. Київ, 2020. 272 с.

16. Радзієвська В., Мішкова В. «Нормативно-правове регулювання забезпечення соціальних прав ветеранів війни (зарубіжний досвід). *Наука і правооохорона».* 2020. 54 с.

17. Чапляк А. П., Романів О. П., Надь Б. Я. Основні напрямки реабілітації учасників бойових дій. Матеріали учасників конференції. 2018. С. 59–61. 54.

Information about the authors:
Horchikova Anastasiia Oleksandrivna,
Senior lecturer, Acting Head of the Department
of Social Communications
Academician Stepan Demianchuk International University
of Economics and Humanities
4, Stepan Demyanchuk Str., Rivne, 33000, Ukraine

Smus Andrii Hryhorovych,
PhD in Social Communications,
Associate Professor at the Department of Social Communications
Academician Stepan Demianchuk International University
of Economics and Humanities
4, Stepan Demyanchuk Str., Rivne, 33000, Ukraine

Zubarets Antonina Volodymyrivna,
Assistant Professor at the Department of Social Communications
Academician Stepan Demianchuk International University
of Economics and Humanities
4, Stepan Demyanchuk Str., Rivne, 33000, Ukraine