

IS THE EU STRATEGIC COMMUNICATION GOOD ENOUGH? WHY DOES THE WAR IN UKRAINE PROVE THE NEED FOR A MORE COMPLEX APPROACH TOWARDS DISINFORMATION?

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***Summary:** One of the most debated subjects in security studies is related to the hybrid war and disinformation. As the means of communication expanded due to the internet, new threats were identified because information can be used in good faith to inform and educate, can be a great resource for study, and the pandemic showed exactly how on-line resources can sustain education in extreme times, but it can be also used to misinform or disinform. It can be used by states or non-states actors to create turmoil in other states. The war in Ukraine started in 2014 in Donetsk and expanded in 2022 with a full military intervention of the Russian forces. In-between we witnessed the rise in disinformation. The article explores starting from the war in Ukraine the multidisciplinary implications of disinformation, and possible solutions in addressing this phenomenon.*

***Keywords:** security, disinformation, war in Ukraine, European security, Strategic Communication*

Introduction

Communication is more than a discipline, it is an art. Knowing what to communicate and how to do it at the right time requires strategy, consistency, and specialists. But when it comes to combating disinformation, a good strategy is not enough because the means of transmitting disinformation vary from one country to another, one subject to another, and one region to another. The conflict in Ukraine proved that in Central and Eastern Europe the information used to generate

low and they must promote information at the level of understanding of the general population.

A third solution regards the EU funds, as better targeted communication policies regarding project implementation must be developed in EU projects. A standard article in the press does not represent communicating efficiently.

Finally, EU must communicate better its policies, domestic and foreign, as it must combat the information warfare, but also the sometimes disloyal behavior of the states.

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