

**TO AVOID WAR:  
TRUST AS A BET AND TARGET FOR INFORMATIONAL WAR**

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**Abstract.** *The article is devoted to the substantiation of the legitimacy of the use of concepts of trust and social becoming that was proposed by P. Sztompka in the context of the practice of media consumption. The purpose of this article is to outline the existing lack of trust as a social phenomenon in the Belarusian media space, which creates problems for the building of a culture of trust in the society as an alternative to a culture of mistrust and cynicism. The article is based on the approaches to the understanding of the concept of trust by P. Sztompka, Z. Bauman, L. Donskis, S. Žižek, etc. The issue of trust is considered in the context of information warfare that takes place in the media space and the main objectives of which are: 1) trust; 2) loyalty and 3) solidarity.*

*First, it is more likely to create and maintain trust, if there is the possibility of repeated communication when repeated relations are not incidental and happen regularly in the future. Secondly, loyalty is able to maintain trust when there is a low level of misunderstanding between the communication partners.*

*Loyalty to the source of information cannot be infinite, a situation of misunderstanding can strengthen the suspicion, which has all chances to be transformed into frontier line. Third, the solidarity serves as the advantages of common interests over private, as the possibility of mutual benefit. In the context of information warfare it can be shown by the example of the language: to preserve the credibility of the language as a socio-cultural value, to maintain loyalty to it and to expand the use as evidence of solidarity in practice and not in words.*

**Key words:** *culture, trust, media, information security, space, cultural identity, dependence.*

Full version of this article is available in Belarusian (see at the Russian and Ukrainian versions of IPJ website).