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**MEDIA VIRUSES AND THEIR USE AS INFORMATION WEAPON**

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***Research methodology.*** *The article uses general scientific methods of analysis, synthesis, simulation, prediction, comparison. However, the applied tools have been used, including methods: historiography, analytical and typological method; comparative method; structural and problem-themed; theoretical.*

*Specifically to analyze the history of the birth and development of technology media viruses we have used methods of analysis, synthesis and comparison, as well as the base - the method of historiographical analysis. Assessing the state of the art of technology creation and distribution of media viruses general scientific methods have been used such as analysis, synthesis, comparison. In the applied aspect analytical methods typological, comparative, structural and problem-thematic and theoretical have been applied. To determine the opportunities and prospects of media viruses in modern wars online network general scientific methods of analysis, modeling, forecasting have been used, and at the application level problem-structural and thematic methods have been used.*

***Results.*** *Presented in the article studies revealed the content and nature of media viruses spread as tools specific messages and meanings that can be effective information weapon in social online networks. On the example of Ukraine-Russian information-psychological confrontation it reveals the advantages (large-scale audience reach) and disadvantages (complexity in the management process and unpredictability) of the technology and identified promising areas of theoretical and applied research aimed at improving the researched technologies and the use of algorithmic approach to the creation and management of this process has been suggested.*

***Novelty.*** *Analyzing the facts of the use of technology of media viruses as information weapon, it was found that the difficulty in managing such projects is in their belonging to the circle of the so-called weakly structured management decisions. On this basis it was suggested to apply the so-called System toolkit to support management decisions that will make it possible to transfer these processes into the algorithms plane.*

***Practical Significance.*** *The research results and recommendations provided in articles are important tools to further improve the planning and implementation of information processes within the information-psychological conflicts in the online network environment. Particularly innovative approaches and improving methods of creating and running a media virus will be an important part of the information security of Ukraine in the context of protection against foreign influences.*