

# DISINFORMATION COUNTERACTION AND TARGET GROUP PSYCHOLOGICAL PROTECTION

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**Abstract:** *The paper presents an analysis of the threat of disinformation, presented through the prism of important national publications and the Annual Reports of the Secretary General of NATO. The experience in some European countries of dealing with the negative effects of misinformation and fake news is examined. As a result of the conducted analysis, a conceptual model for the organization and the accents in the activity of the departments and agencies in the conditions of disinformation impact is presented.*

**Key words:** *propaganda, disinformation, fake news, counteraction to disinformation, psychological defense.*