

13. Sanders, K. B. (2020). British government communication during the 2020 COVID-19 pandemic: learning from high reliability organizations. *Church, Communication and Culture*. 5(3). 356-377.

**KARPOV, Viktor**  
**HUMBERTO NUNO DE OLIVEIRA**

**UKRAINIAN-PORTUGUESE COOPERATION IN PUBLISHING**  
**A BOOK ABOUT MILITARY AWARDS OF UKRAINE**

In the hallowed halls of history, where tales of valor and noble pursuits echo through time, phaleristics stands as a captivating testament to the indomitable spirit of nations. As we embark on a journey through the world of Ukrainian military decorations created for the war, we find ourselves enveloped in the rich tapestry of a culture that has thrived for centuries, leaving an indelible mark on the annals of heraldry and military traditions.

Despite the short time of its development in the independent state, Ukrainian phaleristics has become the subject of considerable attention of both scientists and politicians, as it reflects the state's value guidelines of social development and the process of formation of the military organization through symbols.

For a large portion of its recent history, Ukraine has been fighting the uncompromising war for state sovereignty and territorial integrity of the country, for the will and freedom of the Ukrainian people and every citizen, a war against unprovoked aggression of the Russian Federation.

The war has prompted the civilized world to create an international coalition to support Ukraine in achieving peace, and Ukrainian society to rethink its own historical experience, to search for the origins of national military identity as the basis of stability and strength of society.

In this context, phaleristics appears as the moral basis of the Ukrainian code, a symbolic system that affirms the supremacy of the spirit of justice and courage.

Soldiers of the Armed Forces of Ukraine walk the thorny path towards the desired and important Victory through fire and death, losses and hopes in order to have their own independent state. All the hopes of Ukrainians to be a free people rest on their shoulders. The awards are a celebration of their heroic journey as warriors – the winners and defenders of good, freedom and the desirable peace.

The skill of commanding troops, the heroism during hostilities and the success in the combat tasks performance, the significant personal contribution to the high level of combat capability of the troops maintenance, the high results in combat training, the exemplary performance of military duty, love for the Motherland, indomitable spirit and preservation the lives of comrades-in-arms are the main professional criteria for honoring soldiers.

Our book «Military decorations of Ukraine for the War» invites readers to delve into the captivating realm of military medals that adorn the chests of Ukraine's heroes and defenders, during this past two long years, although the war started in 2014, we must remind. These symbolic emblems, meticulously crafted and steeped in historical significance, tell a profound history of the nation's struggles, triumphs, and unwavering resilience. In this publication, the awards, cultivated by war, of the Armed Forces of Ukraine are presented, imitating the centuries-old phaleristic traditions of the liberation armies of Ukraine.

And of course, the symbolism of the awards reflects the historical progress and spiritual wealth of the Ukrainian people, and traditions that was passed down from generation to generation as a guide in the original aspiration to independence. The Scythian sword, the princely insignia of Ancient Rus and the Grand Duchy of Lithuania, the Cossack cross of Zaporizhzhya Sich, the state coat of arms of the Ukrainian People's Republic make up the symbolic basis of the awards. The development of Ukrainian phaleristics studies showed that it rests on a solid historical state tradition.

Sometimes war also unites. A seemingly strange proposition that in this case is absolutely true. Never having met in person, the authors, all historians and researchers, two Ukrainians, the other Portuguese (though with various connections to Ukraine), began their correspondence and discussed the plan for this work early in the course of the Russian Federation's war of full scale invasion of Ukraine that began in February 2022.

Having published a previous works on the subject, the Ukrainian colleagues were challenged by its Portuguese colleague to revise, update and expand his work.

Our passion united us to the universe of the Armed Forces, to Phaleristics and, certainly, to Ukraine. Starting from such solid premises, it was easy to establish the plan for this work.

The growing importance of the military world in Ukraine, strongly driven by the Russian invasion of 2022, has translated, on the phaleristic level, into a true revolution. The authors could not fail to make it known at a time when, for the most unfortunate reasons, Ukraine has become a daily presence in homes all over the world.

This phaleristic revolution, the continuation of a rich tradition which started with the first Ukrainian independence at the beginning of the 20th century, has been finding, with the continuation of the war of aggression, a fertile field of evolution, like a laboratory, which has been adapting itself to the needs of reward felt at various levels.

Although names are not present here it is important to remember those who stood at the origins of the creation of this system of honours and, of course, those who approved in such a difficult time for the Ukrainian nation. Their work is worthy of respect, it is really amazing to see, during so harsh times, how was it possible to create so many varieties in such a short time and to fulfil the needs of the Armed Forces of Ukraine on time.

As readers will be able to see throughout the book, it is a truly unique phaleristic experience in recent times, characterised by a richness that should be transmitted to future generations, as a tribute of homage and gratitude to the glorious combatants of the Ukrainian Armed Forces, in this war to defend the integrity of their Nation's borders. A type of war that many heralds thought extinct and buried in the history books, but that the Russian aggression has brought to everyday life.

It is, therefore, on the basis of these two elements: the phaleristic wealth of Ukrainian military decorations and the tribute to its Armed Forces, the *raison d'être* of this work that brings together three colleagues from the opposite ends of Europe that new technologies have brought together to produce it.

The profits from this edition, if any, will go to the Ukrainian Armed Forces which, in war or after victory, will need training to enable them to counterbalance the imperialist intentions of a neighbour who has never been satisfied with the separation and independence of the Ukraine.

Prepare to be captivated by the dazzling array of colors, shapes, and symbols that encapsulate the essence of Ukrainian identity. Let the pages of this book be a gateway to a world where courage is commemorated, sacrifice is honored, and the soul of a nation is immortalized through the time-honored tradition of Ukrainian Phaleristics.

This journey goes beyond the mere examination of metal and ribbon; it delves into the hearts and minds of those who earned these distinctions, shedding light on the sacrifice, bravery, and unwavering loyalty that define the recipients of Ukraine's prestigious decorations. Through a passion for preserving historical legacy, «Military decorations of Ukraine for the War» aims to be a comprehensive guide for scholars, collectors, and enthusiasts alike.

Our commitment to this project stems from a profound passion for Ukrainian history, cultural preservation, and a dedication to showcasing the intricate beauty of the Flourishing Ukrainian phaleristics.

The book is a genuine expression of our commitment to share the captivating history of Ukrainian phaleristics with a diverse audience. It is an opportunity to bridge the past and the present, Portugal to Ukraine, inviting readers to explore, appreciate, and connect with the profound cultural heritage embedded in Ukrainian Phaleristics.

Considering the war in Ukraine, the phaleristics of the Presidency, the Ministry of Defense of and the Commander of the Armed Forces of Ukraine has been visually and ideologically changed.

This awards are the highest form of honoring servicemen and citizens for outstanding services for the defense of the Motherland, protection of constitutional rights and freedoms of a person, state military construction, volunteering and public activities, as well as for other services to Ukraine and its people.

The newest symbols of Ukrainian awards are represented by the attention of the reader of the publication. In the publication, the inquisitive and curious reader will find words of honor and respect for the Ukrainian soldier who selflessly defends the independence of his own state and protects the freedom of the free world.

#### References

1. Oliveira, Humberto Nuno de; Lytvyn, Serhii; Karpov, Viktor (2024). Military decorations of Ukraine for the War / Condecorações Militares da Ucrânia para a Guerra. ACADEMIA FALERÍSTICA DE PORTUGAL, Lisboa. 171.

***BILOUS, Alina  
KLYMENKO, Liudmyla***

### **INTEGRATION OF ENGLISH INTO UKRAINIAN PUBLIC LIFE: A NEW LAW AND ITS IMPACT ON EDUCATION, BUSINESS, AND CULTURE**

Beginning in the 20th century, English has gained the status of an international language of communication, which has become a crucial factor in the development of global communications. English is used in business negotiations, high-level meetings, and the signing of key international agreements. Today, proficiency in English has become a necessary condition for a successful career and personal development, as well as an important component of professional competence. Due to globalization and the internationalization of business, English has become the language of communication for millions of people around the world. Given these factors, proficiency in English is not only a desirable skill but also a necessity for every professional seeking to succeed in today's world.

Particularly important is the situation in Ukraine, where, on June 4, 2024, the Verkhovna Rada adopted a new law, No. 9432, aimed at integrating the English language into various sectors of public life. This law designates English as one of the languages of international communication in Ukraine, emphasizing the importance of its learning and usage in the context of global processes.

The main provisions of the law include:

1. **Mandatory proficiency in English for civil servants:** The law requires civil servants in categories «A», «B» and «C», heads of local state administrations, military officers, police officers of middle and senior ranks, prosecutors, and employees of customs and tax services to have a mandatory proficiency in English. To meet this requirement, they will be obligated to take a free English language exam organized by the Ministry of Education.
2. **English in education:** Learning English will become mandatory at all levels of education, starting from preschool. Beginning in September 2026, English will be taught in younger preschool groups in a playful format, while in older groups, it will be taught as a full-fledged subject. As a result, English will become an integral part of the curriculum in schools and higher education institutions.
3. **Infrastructure:** Information at train stations, bus terminals, airports, and other public places will be provided in English, helping foreign tourists and businesspeople navigate Ukraine more easily and boosting the country's investment attractiveness.
4. **Cinema:** Up to 10% of foreign films in cinemas will be shown in their original language with Ukrainian subtitles. This will promote the popularization of the English language among viewers and enhance their language competence.