

The background of the book cover is a complex digital network. It features a dense web of glowing blue and white lines that resemble fiber optic cables or data connections. These lines radiate from a central, bright, glowing yellow and orange sphere, creating a sense of depth and connectivity. The overall color palette is dominated by deep blues, purples, and bright whites, with the central sphere providing a warm, high-contrast focal point. The lines form a grid-like structure that recedes into the distance, suggesting a vast, interconnected digital space.

**POSITION OF EXECUTIVE
AUTHORITIES IN THE MEDIA
SPACE:
THEORY AND PRACTICE**

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THEORY AND PRACTICE**

Monograph

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Review

The positioning of the authorities in the media space is an important process of building public confidence. The Ministry of Education and Science is a socially significant executive authority, whose activities affect, to one degree or another, all segments of the population. The main component of the media space is the mass media, which are divided into traditional (newspaper, radio, television) and new (Internet, social networks, blogs).

The paper considers the features of each type of media and the degree of their influence on the mass audience. Analyzing various concepts of the influence of the media on public opinion, as well as taking into account the growing role of the media in political processes, the work examines concepts such as mediaticization of politics and mediocracy. Particular attention is paid to the problem of the formation of a media image as the main source of formation among citizens of an idea of the activities of executive authorities.

The author also considers the problem of the image of higher education as a factor in educational migration. The paper examines the features of educational migration in several countries and the activities of education ministries in the process of educational migration.