

Development and Security of the State,
Citizens and Business Entities in the
Modern World:
Challenges and Perspectives

Collective monograph

Prague – 2021

UDC 004; 314/316; 32-34
JEL D6, D7, E4, H1, H7, H8, I3, K1, K3, Z3
DOI <https://doi.org/10.46489/DaS>

Recommended to publish by Scientific Council of Lviv University of
Business and Law
(*Protocol No 2, 30 Sept 2021*)

*This monograph was performed in framework of registered R&D topics:
International legal and socio-political determinants of integration,
globalization and global prosperity (SRN 0121U111334); Legal,
organizational and financial support of economic security of the state
and business entities (SRN 0121U112285); Ways to ensure innovation,
management efficiency and economic security of enterprises (SRN
0121U112288); Socio-economic principles of the national economy and
business development (SRN 0121U112289)*

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Development and Security of the State, Citizens and Business
Entities in the Modern World: Challenges and Perspectives: Collective
monograph. Czech Republic, Prague: Oktan Print, 2021.

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PECULIARITIES OF MONETARY FORMS USED BY THE STATE IN THE CONTEXT OF SOCIAL TRANSFORMATION

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DOI: <https://doi.org/10.46489/DaS.8>

Abstract. Money always played a significant role in establishing and existence of any state, ensuring the stable development of its social, political and economic systems. The article aims to prove that at the current developmental stage of society, the powers use money as a tool of economics and as a political influence tool. With this view, the authors analyzed money design in some post-Soviet countries to find any signs or images used to create a specific belief (required by the emitter) in people. We based our analysis on the information about the design of the banknotes currently in use, taken from the official websites of the National Banks of the Republic of Belarus, Georgia, the Russian Federation and Ukraine.

The analysis shows that money is one of the most efficient propaganda tools characterized by a long-term influence. In a stable political environment, the states use the money to propagate. However, under social and political instability conditions, they use the money to the adverse economic situation. At the same time, the powers should consider the inflation rates and the inclination of people to use specific nominal values, which allows forecasting the periodicity of design modifications and prevalence of the banknotes with a specific par value.

Keywords: Money, propaganda tools, political environment, economic situation.

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INTRODUCTION

Money and its use for the entire existence of our civilization have been occupying an important place in the life of virtually every player from a person to a state. The latest events in the world that are connected with the intensification of globalizing socio-political and economic processes let us say that under current conditions, the use of money has been transforming itself and reaching beyond its traditional functions. In particular, the main goal of this article is to research the peculiarities of the use of money as a political instrument. In order to speak about the use of money in modern terms and its transformation, let us put the main perceptions concerning it briefly.

Historically money has always been treated ambiguously. A negative attitude towards money co-existed with its worshipping and endowing with mystical powers (Alisov, 2006). As early as in 1st century BC, Roman historian Sallustius appealed to him to cancel money (Mashkin, 1948). Later, during the development of utopian Socialism, a number of its representatives suggested that the social structure should be changed utilizing a monetary reform, i.e. to get rid of all problems in modern society, a non-monetary (in its modern understanding) exchange should be organized (Tuhan-Baranovskyi, 1994). At the current stage of social development, some attempts were also undertaken to refuse the use of money. Nevertheless, finally, history proved the objective economic necessity for the existence of this social phenomenon.

Traditionally, when studying money, researchers agree that its essence is complicated, and because of that, they make a conclusion that the world economic thought is unable to give a clear and complete definition of this notion (Savluk, Moroz, Lazepko, &

in, 2011). When defining the essence of money, almost all researchers start with the functions performed by money, in their opinion. However, it is worth mentioning that there is no unilateral understanding of either the number of money functions or their meanings in modern economic studies. The analysis of scientific literature on the issue of money shows that researchers

tend to distinguish a minimum of one (winner of the Nobel price F.A. Hayek believes money performs only one function, i.e. exchange (Hayek, 1996) and up to seven functions (Russian researcher, professor A. Kosoy analyzes seven monetary functions including a measure of value, price scale, means of circulation, payment, accumulation, means of value storage and the function of global prices (Kosoy, 2002).

At the same time, most researchers tend to distinguish five functions of money, namely the following: a measure of value, means of circulation, means of payment means of accumulation and the function of global prices. As we see, the majority analyzes money based on its economic nature (Kiduell, Peterson, & Blekuell, 2000; Kiduell, Peterson, & Blekuell, 2000; Miller, & Van-Hauz, 2000; Fridman, & Shvarts, 2007; Rendal, 2017). This allows stating that money as a complex socio-cultural and economic phenomenon keeps getting more complicated under modern conditions. At the present stage of human civilization development, money in its traditional manifestation and objectification form is being used by different players, particularly states, as a political instrument.

The article aims to prove that at the current developmental stage of socio-economical and political interactions in the society, the powers use money not only as a tool of economics but also as a propaganda tool. The use of money as a propaganda tool dates back to ancient times. At the same time, to provide a more systemic and substantiated description of money at the present stage of our social development, it is worth paying attention to the main conceptual moments and defining what propaganda as a notion means and which fundamentals it exists on.

The research is carried out based on statistical data of the National Bank of Ukraine, the Republic of Belarus, Georgia, the Russian Federation for 2019 (see Table 1,2,3,4), as well as on the calculations of the authors, based on the use of the set of economic and statistical analysis methods.

The material in this research is presented in the following order: the introduction is followed by a brief theoretical synopsis of the essence of propaganda as a socio-cultural phenomenon.

The next chapter describes the communicative and propagandistic functions of money based on the analysis of images on the banknotes of some post-Soviet countries. Then the analysis of statistical data for the cash circulation in Ukraine and the Russian Federation is given. The result of the analysis of the propagandistic role of money is illustrated by the valid and fake banknotes and coins of the Russian Federation. The last chapter provides some conclusions of the research and recommendations concerning their use in practice.

RESULTS

1. The essence and nature of propaganda

Propaganda as a phenomenon is social and can be used only in a society. Propaganda is predominantly connected with the power and aims at its "soft reigning", which, unlike rude or direct use of pressure, acts by tempting the subordinates and making them wish to act according to the intentions of the propaganda transmitter.

The notion of "propaganda" originates from Latin "pro", i.e. "for", "in favour" and "paganus", i.e. "a pagan, layperson, peasant, plain, illiterate", "propagatio" means "distribution" (Dvoretzkiy, 1976). It can be stated that propaganda as a means to distribute and establish an alternative order in society has been used for many thousands of years. As an example, we can name the Code of Hammurabi prepared by order of this Babylonian king in about 1780 BC. It included some statements that can be considered to be propaganda, for instance, the one stating that this code "was written to provide the reign of justice in the country, to destroy the unlawful and angry, to prevent the strong from suppressing the weak... to promote well-being in the country" (Struve, 1950). Some works of Indian Brahmans also contained certain recommendations concerning the use of propaganda (Kalyanov, 1959; Boesche, 2003).

The Sermon on the Mount by the founder of Christianity, Jesus Christ, serves as a striking example of the use of propaganda too. With Christianity becoming wide-spread, propaganda turned into a tool of the faith advocates, which can be

supported by such historical evidence as to the speech by Pope Urban II at the Council of Clermont that is considered to be an epitome of propaganda leading to crusades (Brandedzh, 2019) and being constantly used for the entire period thereof (Schwerin, 1937).

Later propaganda as a notion and a type of activity under this name was used by the Catholic Church, whose frame Ignacio Loyola created the Society of Jesus to promote Christianity in the Muslim world and sent missionaries to Brazil, India and Japan. However, after the beginning of Reformation, the activity of the order was oriented to combat it. On June 22, 1622, Sacra Congregatio de Propaganda Fide (Sacred Congregation of Faith Propaganda) was created (Guilday, 1921). A bit later, in 1627, the College of Propaganda (Collegium Urbanum) was founded to prepare priests and distribute Catholicism.

Analyzing the activity of the Society of Jesus to promote faith, we can be stated with confidence that the propaganda concept itself, meaning the distribution of information in the shape of a particular ideology to rule over specific territories, originates from the activity of Sacra Congregatio de Propaganda Fide because it was this organization that developed efficient methods of promotion of Catholicism in friendly, neutral and hostile environments.

In the historical periods that followed, propaganda was used quite seldom though the mechanisms of information distribution typical to it were constantly applied all over the then civilized world.

The development of new communication mechanisms, including radio and newspapers, intensified the process of information reaching its audience and, consequently, increased the intensity of the use of propaganda to get across an ideal alternative to the existing one.

The late 19th and early 20th century was the time of global socio-political cataclysms that led to an increased need for the states to get information to their people. It was this period when fundamental research and theoretical works were published on the issue of propaganda. They include Gustave Le Bon's "The Crowd:

A Study of the Popular Mind" (Lebon, 2010) and Gabriel Tarde's "L'opinion et la foule" (Tard, 1998). They became the basis for the theory of propaganda and its further research and practice of implementation in the activity of states.

World War I and the urgent necessity for the states to bring required information out to people resulted in special propaganda authorities in some countries. For instance, in Great Britain in 1917, the Ministry of Information was created to implement systematically certain propagandistic tasks. However, as historians state, the activity of this ministry "played a cruel joke with the British because the hopes given by propaganda remained unrealized, heroes of the war were left without their promised houses and land, and as a result, propaganda got to be associated with lies and the Ministry of Information was dismissed" (Pavlov, 2018). However, it was this ministry that was a role model for propaganda mechanisms in other countries. Furthermore, it is also worth mentioning that in this period, propaganda lost its neutral status and got some negative connotations resulting from disinformation and psychological war against the morale of the enemy (Pocheptsov, 1999).

The generalized experience of the first "industrial" use of propaganda was described in work "Propaganda Technique in the World War" by Harold Lasswell (Lasvel, 1929). One of the first research works directly devoted to propaganda was "Propaganda" by Edward Bernays (Berneys, 2015), where the author laid the fundamentals of the communicative theory of propaganda.

Systemic analysis shows that scientific research of propaganda, its nature and application manifested themselves in the works of representatives of five main approaches to its understanding, including the following: ideological, psychological, culture, communicative and technical.

Representatives of the ideological approach stated that propaganda is "in reality more than communication of ideas designed to persuade people to think and behave in the desired way. Propaganda is intended to persuade people to do things that bring some profit to the persuader either directly or indirectly", this is another method to show an individual what his or her

interests are and what ways there exist to ensure the fulfilment of their desires (Klanfer J., 1939). This approach was the basis of Ulyanov-Lenin's activity to use propaganda to build Communism (Lenin, V. I., 1902; Lenin, V. I., 1920).

Representatives of the psychological approach considered the human mind to be the primary goal of propaganda that the latter must influence. The propaganda tools included various instruments to influence the human mind, namely implementation or activation of certain emotions, creation of specific narratives, and affects and control of attention. Propaganda is "a repetition of the provisions concerning human feelings and instincts" and "an attempt to transfer a recipient to a specified opinion using simple images and slogans that facilitate thoughts and play with prejudices and emotions". Within this frame, propaganda was studied by L. Faragò (Farago, L., 1958), M. Janovits (Daugherty, W. & Janowitz, M., 1958), R. Wright (Daugherty, W. & Janowitz, M., 1958). Among those who are developing this approach at the modern stage are S. Macdonald (Macdonald S., 2007) and V.D. Solovey (Solovey, V.D., 2007) with his concept of psychological war

Representatives of the cultural approach towards propaganda think that some of its most effective tools are myths, images, and symbols that help create the picture of the world required by the transmitters. The most prominent representatives of this approach are S. Ross (Ross, 2002) and J. Stanley (Stanley, 2015).

Representatives of the communicative approach towards propaganda assumed that its basis is different types of communication and means include different kinds of messages. The communicative approach, initiated by E. Berneys (Berneys, 2015), started its upward movement with the publication of H. Lasswell's work in 1948, in which he presented a five-step communication scheme (Lasswell, 1948). His ideas were further developed in the works of such researchers as C. Hovland with his study of the influence of films and mass media upon the beliefs of the audience and masses (Schramm, 1997), Paul Lazarsfeld (Lazarsfeld, 1968) with his conclusions that society is

an object of information influence and mass media spread senses, thoughts and estimations that public opinion leaders transmit, and W. Lippman (Lippman, 2004) with his ideas that stereotypes substitute political reality in the public conscience and the role of mass media that carry out communication with society representatives is decisive for the formation of such stereotypes.

Representatives of the technological approach towards propaganda studied it as an accumulation of various techniques and technologies. This approach seems to be initiated by the founders and supporters of the Third Reich and was described in the works of such representatives of the latter as Adolf Hitler with his idea of state administration in "Mein Kampf" (Gitler, 2003), Alfred Rosenberg (Rozenberg, 2003)

and Josef Goebbels (Goebbels, 1970; Goebbels, 1978; Goebbels, 1983). The whole amount of technological instruments used in Nazi Germany was studied (Gogun, 2016) and analyzed by the Institute of Propaganda Information (McClung Lee, A., & Briant Lee, 1939).

The technological approach was developed in the works of such researchers as A. Huxley (Huxley, 1962), who differentiates the leading propaganda technologies including repetition, cover-up and rationalization, J. Ellul (Ellul, 1973) with his stress on the creation of prescriptions for certain actions, participation, valid for the propagandist via a set of learned reflexes at the stage of sub-propaganda with their further activation at the stage of active propaganda, which is nowadays widely used in the fields of advertisement and religion.

As we see from everything stated above, propaganda is quite complicated and possesses complex instruments, so only the understanding of provisions of all the above approaches allows realizing this phenomenon. At the same time, in the most generalized view, propaganda is a concept objectified in the system of activity designed to spread knowledge, values, and information to form certain opinions, beliefs, and emotional states and influence people's behaviour. This activity includes all possible tools, methods, and means of rendering information, which helps the transmitter reach its objective.

2. Money as means of communication and propaganda

The issue of money as a means of communication is not new for science. There is a vivid discussion in economic literature concerning the information function being performed by money. Some authors state that using the information function of money, commercial players can estimate the real condition of the state economy and forecast its economic and social development, plan the activity of an enterprise or individual under the conditions of ambiguity (Evtuh, 2006). Without analyzing this approach, let us state that some authors, particularly the Nobel Prize winners F. A. Hayek (Hayek, 1948) and M. Friedman (Milton & Milton, 1980), support the idea that the information function is performed not by money but by prices, and the system of prices is a carrier of market information.

In general, taking into consideration the present state and types of money circulation, we agree that money performs the information function in the economic mechanism of state functioning. We also share the idea that money can be considered to be an economic mirror (Phillips, 1997). However, we would like to draw readers' attention to another aspect of the information function of money, namely keeping the population informed about socio-political events in society.

Money as a type of mass media has been in use practically from its coming into existence. All sovereigns that possessed power and made coins tried to render the information to their subordinates about this power by coining their own portraits or emblems of city-states.

This practice got most widespread in the Russian Empire because the size of the country allowed keeping the population informed timely about political events, for instance, change of emperors, only by producing new coins. The analysis of the Russian Empire coins, their images and inscriptions (Latyish, 2019) lets us distinguish several types of information that were spread with their help and was political, including the following: a) information concerning the personality of the emperor; b) information about political happenings in the Empire (in particular, military activities and their results); c) information

concerning socio-cultural events in the country (games taking place); d) information about events necessary for the state.

Later, with our civilization developing, the tendency to inform people about important events with the help of money kept growing. This can be proven by analyzing some coins produced in the Middle Ages, especially in the golden age of the Popes and early modern period with the coins of the empires that used to exist then.

After coming into being an organized society (this organization could be of different forms, e.g. settlements, cities, states), it possessed quite a limited number of information communication tools. Initially, the most widespread was gathering people in someplace and rendering the information to them, which was necessary for the transmitter. Later together with gatherings, such informing tools began to be used as leaflets that could be either official (leaflets with extracts from rulers' decrees) or unofficial character (satirical pamphlets). With time passing, keeping the population informed with the help of periodical issue of leaflets was established almost in all big cities and became the pilot version of newspapers. Further information development was connected with the invention of the radio and telecommunication, which greatly facilitated the necessary information.

At the same time, rulers and states also used the money to render necessary information, in other words, its outer appearance and form. Several reasons explain this fact, including

- money was coined once (at least, rulers tended to think so), and the information it carried was the most important and “eternal”;
- money was used all over the territory of the state and sometimes beyond its borders, which enlarged the territory and audience to be informed;
- money had an official character, which made their information official and authentic.

2.1. Information concerning images on banknotes

The reasons as mentioned above to use the money to render information necessary for the emitter remain functional at the current state of our social development. Intensive use of money with the coined information contributed to its constant perception and memorization. The most vivid illustration of this trend can be received by analyzing the images on banknotes in such post-Soviet states as the Republic of Belarus (table 1), Georgia (table 2) and Ukraine (table 3).

Table 1.

Description of images on the banknotes of the Republic of Belarus

Republic of Belarus		
Nominal value	Image on the obverse	Image on the reverse
5 rubles	Belaya Vezha in Kaminets, Brest Region	Collage (a piece of a leather belt, a wooden wheel, wooden citadel Berestya)
10 rubles	Transfiguration Church in Polotsk, Vitebsk Region	Collage (sign of Franciscus Scorina, cross of Euphrosyne of Polotsk, a piece of ornamentation)
20 rubles	Rumyantsev-Paskevich Residence in Homyel	Collage (a lyre, the Gospel Book of Turov, ancient town of Turov, pieces of carvings)
50 rubles	Mir Castle in Mir, Grodno Region	Collage (a lyre, laurel branches, a feather, paper, a musical staff)
100 rubles	Radziwill castle in Nesvizh, Minsk Region	Collage (a violin, a tambourine, zhaleyka wind instrument, and symbols of folk holidays: a Christmas star, a goat, "Batleyka" theatre)
200 rubles	Maslenikov Regional Museum of Art in Mogilev	Collage (a golden key and a seal of Mogilev, tiles, a piece of forged lattice)
500 rubles	The National Library of Belarus in Minsk	Collage (a feather, an inkwell, book covers, a fern leaf)

Source: National Bank of the Republic of Belarus

Table 2.

Description of images on the banknotes of Georgia

Georgia		
Nominal value	Image on the obverse	Image on the reverse
1 lari	Niko Pirosmani, an outstanding Georgian painter of the 20 th century	Panorama of Tbilisi, the capital of Georgia
2 laris	Zacharia Paliashvili, a Georgian composer, teacher, public figure	Building of the Tbilisi Zacharia Paliashvili Opera and Ballet State Theatre founded in 1851
5 laris	Ivane Javakhishvili, a Georgian historian, member of the Academy of Sciences of the USSR (1939), one of the founders of the Tbilisi University named after him	Ivane Javakhishvili Tbilisi State University, the oldest and the most prominent educational institution in Georgia, science and cultural centre. It was founded in February 1918 (banknote of 1995). A painting by Niko Pirosmani (banknote of 2006, 2016)
10 laris	Akaki Tsereteli, a prominent Georgian poet and public figure	Mother's portrait by David Kakabadze
20 laris	Ilia Chavchavadze, a Georgian writer and public figure	Sculpture of Vakhtang Gorgasali
50 laris	Queen Tamar from Bagrationi dynasty	Astrological sign of " Sagittarius " from the Georgian miniature manuscript of the 12th century
100 laris	Shota Rustaveli, a 12-century Georgian poet, one of the outstanding representatives of medieval literature	7th century bas-relief of biblical plot "Daniel in the Den of Lions" from Martvili Cathedral of Assumption of the Virgin Mary (banknote of 1995) The National Theatre of Opera and Ballet (banknote of 2006, 2016)
200 laris	Kakutsa Cholokashvili	Panorama of Sukhumi, city

	(1888–1930), a Georgian prince, military leader, one of the leaders of August 1924 rebellion, a national hero of modern Georgia	on the eastern coast of the Black Sea, the capital and the biggest city in Abkhazia, which is considered to be an autonomy within Georgia by most countries of the world
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Source: Free encyclopedia. Information concerning the banknotes currently in use.

Table 3.

Description of images on the banknotes of Ukraine

Ukraine		
Nominal value	Image on the obverse	Image on the reverse
1 hryvnia	Volodymyr the Great, Prince of the Rus from Rurik dynasty. The Grand Prince of Kyiv (979–1015), ruler and christianizer of Kievan Rus	The city of Volodymyr (Kyiv)
2 hryven	Yaroslav the Wise, Prince of the Rus from Rurik dynasty. The Grand Prince of Kyiv (1015–1018 , 1019–1054)	The Saint Sophia's Cathedral in Kyiv, a monument of Ukrainian architecture and monumental painting from 11-18 th centuries, one of rare buildings kept from the times of Kievan Rus. One of the most important sacred places for Christianity in Eastern Europe, the historical centre of Kyiv metropole
5 hryven	Bohdan Khmelnytsky, Ukrainian military political and state figure. Hetman of Ukraine (1648–1657).	A church in the village of Subotiv, Chyhyryn district, Cherkasy Oblast, built in 1653 (1656) by order of Hetman Bohdan Khmelnytsky as his family vault
10 hryven	Ivan Mazepa, Ukrainian military political and state figure. Hetman of Ukraine (1687–1704) and (1704–1709)	The Kyiv Pechersk Lavra, an orthodox monastery complex in Kyiv, Ukraine. One of the biggest Christian centers on eastern Europe.

		A prominent monument of history and architecture
50 hryven	Mykhailo Hrushevskiy, a Ukrainian historian, political and public figure. The Head of the Central Rada in the Ukrainian People's Republic (1917–1918).	The Central Rada building (Kyiv)
100 hryven	Taras Shevchenko, a Ukrainian poet, writer, play-write, painter, public and political figure. National hero and symbol of Ukraine	The Dnipro river and a kobzar with his guide boy
200 hryven	Lesya Ukrainka, a Ukrainian writer, translator, cultural figure	The Lutsk castle and a flying stork
500 hryven	Hryhorii Skovoroda, an outstanding Ukrainian philosopher, mystic, theologian, poet, teacher, perhaps the composer of liturgical music	The Kyiv Mohyla Academy, the highest educational institution in Ukraine, founded in 1615
1000 hryven	Volodymyr Vernadskiy, a Ukrainian academician and philosopher, natural historian, founder of geochemistry, biogeochemistry and radiogeology, biosphere theory, cosmism. A member of St. Petersburg Academy of Sciences (from 1912), professor of Moscow University	The national Academy of Sciences of Ukraine

Source: Free encyclopedia. Information concerning the banknotes currently in use.

2.2. The analysis of image

The following peculiarities should be pointed out in the modern practice of using money to render information. Money is used in the most intense way at the initial stage of its emitter or when it is necessary to highlight a certain event. Most states coinage their national symbols, important places, outstanding institutions or portraits of national heroes, researchers or figures of culture on their money. It can be explained by the fact that, when appearing on the political map of the world, each state tries

to identify itself somehow and show its differences from other countries if it has emerged on a vacant territory, or prove its achievements and success of their own people or dominant ethnic group if this country has come into being after disintegration of a previous state or separation from another one.

2.3. Statistic data of cash flow

When studying the efficiency of rendering information to people, the stability of monetary unit and abundance of a banknote in circulation are to be taken into consideration. Monetary unit stability allows determining the need to change banknote design and, consequently, the information it bears. Banknote abundance helps determine, which banknote value is the most widespread and, as a result, which is going to be used most often. The state can select the banknote of the most abundant nominal value to render the most important information. Let us study the abundance of Ukrainian banknotes and the importance of their graphic information for the development of Ukraine.

The statistic data under analysis were found on the official website of the National Bank of Ukraine concerning the structure of hryvnia cash flow as of September 10, 2021 (table 4).

Table 4.

Generalized survey of Ukrainian cash flow

Banknote nominal value			Coin nominal value		
Banknote nominal value	Amount in circulation (millions of pieces)	% of total amount of cash in circulation	Coin nominal value	Amount in circulation (millions of pieces)	% of total amount of coins in circulation
1 UAH	441,7	14,06 %	1 kopeck *	2 433,3	18,0 %
2 UAH	176,3	5,8 %	2 kopeck *	1 394,4	10,3 %
5 UAH	206,8	6,9 %	5 kopeck*	1 845,8	13,6 %
10 UAH	156,2	5,2 %	10 kopeck	3 946,7	29,2 %
20 UAH	136,8	4,5 %	25	1 607,7	11,9 %

			kopecck *		
50 UAH	167, 7	5,6 %	50 kopecck	1 270,1	9,4 %
100 UAH	345,8	11,5 %	1 UAH	708,9	5,2 %
200 UAH	723,2	24 %	2 UAH	266,0	2,0 %
500 UAH	592,2	19,7 %	5 UAH	45,0	0,3 %
1000 UAH	65,3	2,2%	10 UAH	17,7	0,1 %

*Denominations of 1, 2, 5, 25 kopecks from 2021 are not a means of payment.

Source: official website of the National Bank of Ukraine.

The analysis of the table above proves that the most widely used banknotes are those with the nominal value of 1, 100, 200 and 500 hryven. Consequently, regarding the images on these banknotes the following can be stated.

2.4. Analysis of the banknote images

Volodymyr the Great (St. Volodymyr) is one of the most prominent political figures in Ukrainian history. He was the Grand Prince of Kievan Rus and ruled from the city of Kyiv, the capital of modern Ukraine. In the world history he is also known as the christianizer of Kievan Rus, on whose territory modern Ukraine exists now as an independent state. Volodymyr the Great is canonized by the Catholic and Orthodox Churches as Equal to the Apostles. With the help of his image on the banknote with the least nominal value Ukraine positions itself as a successor of Kievan Rus and the state from whose territory the Christianization of the Slavic peoples began and Christianity as one of the global religions got spread.

The banknotes with the nominal value of 100, 200 and 500 UAH bear the images of such national Ukrainian figures as Taras Shevchenko, Lesya Ukrainka and Hryhorii Skovoroda. These historical figures are the most well-known in the world and in their lifetime made a significant contribution to the establishment and distinguishing of the Ukrainian nation among other Slavic peoples.

At the same time it is worth mentioning that in modern socio-political environment some states use money for

propaganda in its negative meaning. The Russian Federation can be mentioned as an example because it uses the design of its national currency quite actively to promote and fix its political encroachments.

2.5. Example of using money images for propaganda

Analyzing the above-mentioned tendency of the Russian Federation it should be stated that for the latest fifteen years this state has been establishing a totalitarian power on its territory and positions itself as a successor of the Soviet Union, thus aspiring to enlarge its territory to the borders of the former state. It can be proven by the large amount of military conflicts provoked by it on the territory of post-Soviet republics. In particular, the most bloody and evident conflicts that have been taking place till now are those with Georgia in 2008 that resulted in the occupation of a part of its land, and the one with Ukraine that led to the loss of control by Ukraine over the Republic of Crimea and a part of the territory of Donetsk and Luhansk Oblasts. These statements can be proven by the following data.

The statistic data and information concerning the design of banknotes currently in circulation have been taken from the official website of the Central Bank of the Russian Federation. Taking into account the economical state and stability of its currency the new design of banknotes was introduced in Russia in 1997, 2001, 2004, 2010 and 2014. There were no significant changes in the rendering of political information on the banknotes. The situation changed in 2014 when the Russian Federation occupied a part of the Ukrainian territory and the Republic of Crimea. This was the time when banknote design was modified and new banknotes were introduced. It happened in 2015, 2018 (banknotes with nominal value 100 rubles), 2017 200 and 2000 ruble-banknotes were introduced). The new banknotes with nominal value 100, 200 and 2000 look as shown in add.1.

As we see, the banknotes show predominantly some objects from the occupied territory or their lookalikes. The reasons to choose this design and nominal value should be

clarified. This design is intended to make the population of the Russian Federation think that the occupied territory belongs to their country. The nominal value was selected on purpose too. Presently, with regard to the current economic state of the Russian Federation the structure of its cash flow is as follows.

We have analyzed the information from the official website of the Central Bank of the Russian Federation concerning the cash flow structure as of July 01, 2019.

Table 5.

Generalized survey of the cash flow in the Russian Federation

Banknote nominal value Total amount in circulation 5,893.8 million pieces		Coin nominal value Total amount in circulation 67,139.4 million pieces	
Nominal value	% of the total amount in circulation	Nominal value	% of the total amount in circulation
10 RUR	6 %	1 kopeck	11 %
50 RUR	9 %	5 kopecks	9 %
100 RUR	18 %	10 kopecks	38 %
200 RUR	3 %	50 kopecks	11 %
500 RUR	8 %	1 RUR	12 %
1000 RUR	26 %	2 RUR	6 %
2000 RUR	4 %	5 RUR	4 %
5000 RUR	26 %	10 RUR	9 %

Source: The table is prepared based on the information from the official website of the Central Bank of Russia.

As we see, the most widespread are banknotes with nominal value 100, 1000 and 5000 rubles. But it should be taken into account that 200-ruble banknotes were introduced only in 2017 and banknotes with nominal value 1000, 2000 and 5000, if real average monthly income is taken into consideration, are used not by the whole population of the Russian Federation.

2.7. Fake as a propaganda form

Quite regularly in the Internet one can find the design of new banknotes, which can be introduced by the Central Bank of Russia in the country, if the inflation rate is taken into account. Most of them also transmit a distorted political reality. The above

is illustrated by the banknotes with nominal value 300 and 3000 rubles, which so far are considered to be fake (add. 2):

Even before the events in Ukraine the Russian Federation also used the design of monetary units that rendered quite disputable socio-political information. For instance, in 2005 the Central Bank of Russia issued a commemorative coin in the series “Ancient towns of Russia” – Kaliningrad (add.3).

DISCUSSION

There are some reasons to think that the change of 100-ruble banknote design and introduction of 200-ruble banknotes are not accidental because these are those banknotes that circulate among the whole population, both the richest and the poorest. And in its turn it helps create the perception among people that the Crimea belongs to the Russian Federation.

So, it is possible to say that the information rendered by the state with the help of a specific money design is of great political importance for the former establishment and development. In order to keep the society better informed about a certain event or render the information concerning the state attitude towards this event, almost all countries of the world use such a type of money as commemorative coins. The design of such coins indicated clearly a certain event and its date. Most coins of this category serve exclusively as the items to collect but some countries issue commemorative coins for regular circulation. Nowadays virtually every country issues commemorative coins to celebrate certain events.

CONCLUSIONS

Taking into account everything stated above, the following conclusions can be made. At the present state of the development of human civilization money is not only a means of exchange that helps facilitating the exchange of goods but it can also be an efficient propaganda tool, i.e. an instrument to render some information necessary for the state and government to create certain political narratives.

In this aspect states should use this instrument because it allows involving the largest scope of their population. At the same time, when this tool is used by the state represented by its authorities whose competence includes the right to issue cash, such indices as the economic state are to be taken into consideration to foresee the intervals of changing the design and abundance of certain banknotes.

Annex:

Ann.1. New banknotes of Russian Federation with nominal value 100, 200 and 2000

Obverse	Reverse



Source: official website of the Central Bank of the Russian Federation.

Ann. 2. The banknotes with nominal value 3000 and 300 rubles



Source: News website

Ann.3. A commemorative coin in the series “Ancient towns of Russia” – Kaliningrad



Source: Data base of commemorative and investment coins of Russia.

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