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The Network Society Functions in the Conditions of Political Crisis

Funkcjonalność Społeczeństwa Sieciowego w Warunkach Kryzysu Politycznego

Abstract:

The article analyzes the networking features in a political crisis. In the paper investigated ways of interaction between civil society and authorities through the process of building a social network management and generalized features of Crisis Management in predictable and unpredictable crises.

Keywords: Networking, social network, interaction between civil society and authorities, political crises.

Streszczenie:

Artykuł analizuje cechy społeczeństwa sieciowego w kryzysie politycznym. W artykule zbadano sposoby interakcji między społeczeństwem obywatelskim a władzami poprzez proces budowania zarządzania siecią społeczną i zbadano ogólne cechy zarządzania kryzysowego w przewidywalnych i nieprzewidywalnych kryzysach politycznych państwa.

Słowa kluczowe:

Sieć, sieć społeczna, interakcje między społeczeństwem obywatelskim a władzą, kryzys polityczny.

Problem definition.

Networking is one of the key concepts of the interaction in the modern information world between civil society and the government.

Modern development of technologies allows much faster exchange of information and people to interact with each other, regardless of frontiers, and social networks have become a common communication platform for all members of humanity. Such type of communication over the network connections is called networking. Civil society through networking has been able to organize themselves, without the help of the state and to form such a network of NGOs that play an active role in the political life of the country and initiate reforms, shape public opinion on socially important issues and influencing power. In particular, Ukraine used in networking organization volunteerism, volunteer battalions, territorial and public self-control. It's a new phenomenon in the life of the country, so authorities should take into account these trends and guide them in a constructive direction for a democratic European state.

Relevance of the research networking features due to their practical importance in contemporary politics and government to develop models of construction of network connections and communication in the political crisis. The basis of the principle of lace networking communications, providing rapid exchange of information and mobilization of civil society to interact with the government, in an unstable political environment could be one of the ways out of the crisis.

Analysis of networking in the political crisis will help organize and highlight key approaches to the process of interaction between government and society.

The goal of research. Analyze and synthesize networking features under a political crisis.

Analysis of recent research and publications.

Various aspects of networking, political systems, political communication, problems of interaction between society, government re-

searchers investigated such as T. Belsky, V. Kovalevsky, D. Kislov, S. Sitnik, N. Yakovleva and others.

The concept of networking is formed only in the national scientific community. In Ukraine today separately develop several areas of research networking in the field of public administration. The first trend is characterized by the union of networking concepts and political networks. According to scientists S. Sitnik, one argument in support of the main purpose network is the communication, and the lace form of interaction is mutually beneficial for all participants. Because many studies regarding political communication in some way affect the question of political networks that ensure the interaction of civil society and the authority. The second approach considers networking as a platform for civil society formation using modern technology and new media, including social networks. The third approach eliminates all of the networking of the public administration, leaving the scope of economic relations and business.

Key findings of the research.

Development of new channels of information exchange, data rate, formation of public opinion through social networking online, giving new impetus to the restructuring of the entire system of public relations in government.

Networking is a professional network relationships built on personal contacts to resolve issues at various levels, from the personal to the interstate. The underlying theory of “six handshakes”, which states that any two people on Earth are separated by an average of only five levels of mutual friends (and, accordingly, the six degrees of separation). This theory was proposed by American psychologist Stanley Milhremom and Jeffrey Travers. Put forward their hypothesis was that everyone on Earth indirectly familiar with any other person on the planet through a chain of short mutual friends. People interact with each other much easier to solve the issue through personal contacts or the recommendation (Butovchenko 2016).

Search for common ways of solving problems provided communication. In public administration communication concept that un-

derlies the development of networks, or in other words networking, is an integral part of relationships authorities and civil society, acquiring new forms and formats for public participation in the process of developing and implementing public policy and has especially in the political crisis.

Today there is a contradiction between the available forms of communication society and the authorities when the company is already well organized with the help of modern digital technologies, creates social networks gain access to information with unprecedented speed and accordingly responds to challenges, and the government, which is unable to promptly solve the pressing issues of social development, which in turn increases the tension in the society, and as a result leads to an increase in crisis and eventually leads to political crises such as Government crisis, a constitutional crisis and political crisis. Therefore, research networking process and to draw its features into a political crisis provides an opportunity to develop effective anti-crisis measures involving public. Formation of network connections active members of civil society, representatives of government and business in today's information society becomes widespread.

In particular, S. Sitnyk (Sytnyk, The network) believes that the spread of network forms of interaction leads, on the one hand, the existing information technology system that more adequately meet the new organizational, economic and social realities and becomes a tool for creating a new system of governance. On the other social factors that contribute to increased public demands to government activities; shifting the government solve the growing social problems. The processes are characterized by high frequency of contacts of the government and the public. Network approach to public administration is conditioned by factors such as the complexity of the relationship between different social groups, high level of public needs and expectations, a significant decline in public confidence in central government.

According to the author, to ensure the implementation of lace forms of interaction, including networking, would be best to use common communication platforms such as social networks.

Today, social networking is one of the largest platforms in which the interaction of civil society and government, built a working network of relationships and there is political communication. In this case we can speak about social networking.

Social networks are the centers of formation and development of civil society in which citizens are active in supporting their ideas, new knowledge and capabilities feedback from the authorities. This interaction stimulates the search for new ways of communication with the power to control the activities of officials and public administration reform (Lyashchemko 2016, 120-128).

This view finds support in modern research. Thus, T. Belska (Belska 2014 p. 200-208) points out that civil society in social networks organized a public debate, such as providing information publications counteracting negative media (the media), in professional journals, discussing social and political events in Ukraine and abroad. Social networks help civil society in Ukraine structured not only by political parties and other public organizations, but also through informal associations on the web. This allows citizens to truly participate effectively in the political life of our country.

Unlike social networks, some scientists, including S.Sitnik (Sytnyk, The network) believe that the future of public administration for the government network (Networked Government), who initiated the formation of public-private network (Public-Private Networks) and manages a network (Government by Network). The main characteristics of the network of government include the ability to make innovative solutions and quickly establish new contacts, to make selective selection of the network; capacity for strategic thinking and flexibility.

According to the author, lace government is part of a network of public services and must meet the demands of society on urgent needs and interests. This in turn requires coordination and openness of government policies and ongoing monitoring of public inquiries.

Supports the view (Sytnyk, The network) that in this model the government must carry out the functions of network management by organizing and coordinating the process of coordination between

en key stakeholders networks. Under these conditions, we can talk about networking management, the functions which coincide with political networks and ensures that social networks are involved in this process

However, the essence of social networking, such an approach is quite fragmented and self-organized formation because trace its organizational structure, usually almost impossible. This is unacceptable when it comes to management, because the interaction of government and society takes the form of networking management, associated with the implementation of policy and service provision where the government plays a key role. Authority failure to understand the nature and essence of social networking identify the main actors can lead to failure of the state.

Price errors or failures in times of stability are typically wasted time and resources spent in vain. Price mistakes in the political crisis may increase in proportion to the depth of the crisis. In terms of a system crisis, the cost of failure is a loss of statehood and independence. Therefore it is extremely important for the government to understand their responsibility for the safety of the country and use every opportunity to stabilize, which is networking.

Exploring the question of the political crisis in the context of networking features, the author notes that the depth of the current political crisis in Ukraine completely fall within the same system crisis.

In particular, according to D. Kislova (Kislov, Public protest), system crisis is a dynamic process of transformation changes the basic components of an appropriate system which results in a transition from a historically due to configuration or other termination of its existence in the quality system. The main contradiction, which can occasionally cause a system crisis in the country, is inadequate capacity of the regulatory mechanism of public administration. It is influenced by changes in the intensity of internal processes that ensure the preservation of the configuration structure of government action or environmental factors, including military and political or economic nature.

Systemic crisis thus alters the interaction between civil society and government and distorts the system of relationships in a society that is changing the process of networking.

Can identify common features of networking in a crisis in which the interaction between civil society and authorities is antagonistic:

- polarity of the principal positions of power, opposition protests and other structures on the internal and external problems of development;

- the total opposite of values in the most control systems;

- vagueness, ambiguity, limited or outdated, archaic management mechanisms in the diversity of the legal framework, leading to sharp contradictions and legislative orgy;

- indifferent major population groups to the legislative and executive governance, a loss of confidence in the ruling and the opposition political parties because of the incompatibility of values with the values of the general population;

- the transformation of political debate in political shows that are not looking for ways to the truth, but rather lead to even greater uncertainties, ambiguities, deadlocks, hopelessness, etc. (Kislov, Public protest).

Networking in such circumstances has certain features which should take into account state leaders to develop anti-crisis strategy. First, in a crisis there is an exchange rumors and unverified information, which is usually emotionally charged and may result in the formation of social groups, generating protests and create protest movements such as demonstrations, strikes, riots, etc.

Second, the process of networking external factors and the role of the media, such as inappropriate information policy, the lack of a clear strategy and untimely informing the public in terms of external aggression, leading to outright propaganda and information dominance of foreign players, undermining the socio-political situation, forcing panic, increasing dissent. So we can talk about full-fledged information war, and aggravation of political and socio-economic contradictions can transform a revolutionary crisis that is leading the country to the brink of social catastrophe.

A special difficulty for authorities during this period is not only an assessment of the real situation, but also structuring information depending on the type of crisis. One should be public information to cover official position, explain the situation, overcoming panic in society and the other - will be closed, in order to maintain stability and prevent threats (Kovalevskiy, Political communicationas). Here networking management is the best alternative to the bureaucracy of public administration.

The way out of the crisis begins with an analysis of the situation and distribution crisis in predictable and unpredictable. This is quintessential to determine the type, nature and content of communication and response develop models of interaction with society senior officials. For the foreseeable crises unfolding in certain phases, provides training algorithm concept of communication to maintain stability in society. In terms of unpredictable crises important factor is time and resource availability, especially human, to develop different scenarios for rapid response in terms of rapid change and uncertainty (Kislov, Public protest).

Given the unpredictability of crisis, communication actions under such circumstances aimed at realizing three goals: neutralizing (blocking) the flow of negative information at any stage of its emergence and spread of correction of negative information and dissemination of alternative information (Yakovleva, Features of politica communication).

Also, we consider it appropriate to point out that the social network community leaders put forward their opinions, the key players who can act independently or to order some of these groups, which in turn increases the possibility of unforeseen developments.

Specifics of communication in social networks allow more informal and open response between all network participants. Under crisis people have more confidence in information from social networks than traditional media, find like-minded people and form associations to further dialogue or confrontation with the authorities (Sosnin, Myhnenko, Lytvinova 2011, p.220).

Society in crisis be clear and understandable answers and holistic vision of government and actively exchange information through modern communication channels, creates a system of relationships - networking. Therefore, the authorities must not only know the features of networking management, and actively integrate into the general social network for joint coordination and operational management of a political crisis.

Conclusions.

Thus, networking during political crises has several features and different from what is happening in the conditions of a stable political system.

The very concept of networking is not quite new in the public administration. In our opinion, social networks, political network management networking, networking is all the different aspects of the process - the interaction between civil society and authorities. That is the interaction of all subjects of the political system in which civil society and government communicators appear as producing information for each other, develop communication channels and ensure the stability of the political system.

In a crisis, this process takes some features that depend on the classification and characteristics of the crises that fall into predictable and unpredictable.

Features of networking in terms of political crises are as follows: 1) authorities should be communicative algorithm developed scenarios and interaction of all stakeholders, taking into account the different types of crises; 2) use all available communication channels to ensure timely public information; 3) civil society may require government transparency, openness and dialogue to resolve common problems.

Features of networking in the political crisis should be clearly informed of all stakeholders, which is possible due to theoretical and applied analysis of their situation and opportunities in specific terms that require further research.

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