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PUBLICZNA SIEĆ KOMUNIKACYJNA W ADMINISTRACJI PUBLICZNEJ

PUBLIC-CIVILIAN COMMUNICATIVE NETWORK AS A PHENOMENON IN PUBLIC ADMINISTRATION

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Streszczenie

Już przez długi okres Ukraina nie jest w stanie całkowicie odwrócić niebezpiecznych tendencji rosnącej nieufności społeczeństwa do działań władz państwowych. W szczególności dotyczy to obietnic władz co do poprawy i rozwoju technologii informacyjno-komunikacyjnych, wykorzystywanych zarówno w działaniach władz państwowych, w działalności specjalistycznej, jak i w codziennym życiu zwykłych ludzi, które nie są w pełni spełniane. Publiczna sieć komunikacyjna jest jednym z głównych kierunków stymulowania wzrostu gospodarczego, zatrudnienia, rozwoju konkurencyjności co w konsekwencji przyczynia się

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do przewyciężenia "cyfrowej izolacji", zarówno społecznej, jak i geograficznej. Bez publicznej sieci komunikacyjnej praktycznie niemożliwe jest podejmowanie decyzji zarządczych, przekazywanie informacji zwrotnych i korygowanie celów i etapów działalności organów państwowych.

Słowa kluczowe: publiczna sieć komunikacyjna, wzrost gospodarczy, modernizacja polityki państwa, technokratyzacja administracji publicznej, wzmocnienie mechanizmów i kanałów państwowo-cywilnej sieci komunikacyjnej

Abstract

For many years, Ukraine is not entirely able to reverse the dangerous tendencies of growing distrust of the public to the activities of state authorities. In particular, the promises of public authorities regarding the improvement and development of information and communication technologies that are used both in the activities of state authorities, in narrow circles of specialists, and in everyday life of ordinary people are not fully fulfilled. The state-civilian communicative network is one of the main directions of stimulating economic growth, employment, expansion of competition and, as a result, contributing to overcoming "digital isolation", both social and geographic. Without the state-civilian communicative network it is virtually impossible to execute management decisions, to make feedback and to correct the goals and stages of the activity of state authorities.

Keywords: public-civilian communicative network, economic growth, modernization of the policy, technocratization of public administration, strengthening of the mechanisms and channels of the state-civilian communicative network.

Relevance of research topic

Both managers and subordinates should be able to navigate in the basic principles, ways of using the state-civilian communicative network and productive use of them.

Taking into account a certain technocratization of public administration in Ukraine, the primary functions of the state-civilian communicative network lose their strategic and functional potential, as they mainly concentrate on the processes of the current informing of the public and the establishment of operational communications with the media. Within the framework of domestic practice, the main reason preceding this is the lack of legally regulated mechanisms for ensuring bilateral information exchanges, which to a certain extent would block the decline in the quality of government-management decisions and the implementation of state policy.

Formation of the problem.

In the framework of the modern communicative practice of the institutes of public authority it is necessary to proceed from the expediency of introducing modern means of the state-civilian communicative network (Romanenko, 2014, p. 55). Important attention in this context should be given to the openness of the process of discussing many of the public issues concerning the public, as well as the need to reconcile the global image of the civil service, state institutions, in general, with the institutional image of a particular agency, a combination of external, directed on society communication, and internal, directed on their own employees.

Presenting main material.

Today, there is no single state-citizen communication network in the state administration of Ukraine. There are several levels and registries that differ in such parameters as the subject and object, the purpose, the nature of communication. In this regard, it is worthwhile to highlight, first of all, government communications, in which the government as a legitimate democracy emanation, informs citizens about those political events, strategic directions of development that he considers important (Byrulo, 2016)

We believe that, with the accession of Ukraine to the World Trade Organization and the strengthening of integration processes in the world economy, our state has long and urgently needed the modernization and legislative consolidation of the developed system of state policy for the implementation of the state-civilian communicative network.

Communicative network in public administration creates conditions and determines not only the economic potential of the country and the quality of life of its citizens, but also the role and place of this country in a global society, the scale and prospects of its social and political integration with the rest of the world.

Moreover, by ensuring the openness, accessibility and transparency of the state-civilian communicative network in public administration, the activities of the authorities will be able to solve three extremely important tasks for themselves and society:

- restore citizens' faith to the official authorities;
- create unfavorable conditions for corrupt society;
- ensure the implementation of the constitutional rights of citizens in the information sphere (Articles 32 and 34 of the Constitution of Ukraine) (Constitution of Ukraine, 1997).

Formation of a state-civilian communicative network in public administration will promote political structuring of society, strengthening of political parties, increasing of their responsibility to society for the consequences of their activities. At the same time, the process of implementing a state-civilian communicative network in public administration should not become another direction of corruption activity. Therefore, it is necessary to develop and adopt such legislative acts that would ensure transparency of funding for the implementation of the state-civil communication network in public administration, openness of the use of funds during the introduction of information and communication technologies.

Today, informatization of society has penetrated all branches and floors of power without exception. As V.S. Gritsevich, said that "in this aspect, we can talk about changing the priorities and goals of human life. In post-industrial society, the socialization of the goals and goals of human life, material production is transformed from the main subject into a subordinate kind of human activity, and the notion of productive forces requires at least a very serious rethink ... " (Gritsevich, 2012).

On the one hand, a high level of informatization of the activity of officials, including civil servants of the highest ranks, offers great opportunities for increasing the efficiency of their work (Pozhuyev, 2011, p.12). However, on the other hand, this idea is, to some extent, contradictory, because the lack of true traditions of democracy and parliamentarism in our society, rootedness at the level of ordinary consciousness of authoritarian attitudes and stereotypes, inadequate training of specialists capable of working in a competitive information state administration are threatened the formation of truly humanistic dimensions of informatization.

For Ukraine, this is a very complicated issue, since in previous decades, under conditions of state-regulated planned state administration, state leaders have become accustomed to their monopoly position and now they are not too much contribute

to increasing of the efficiency of work with citizens' appeals and their orders to the resolving of public affairs.

These changes fully correspond to the social and market reorientation of mechanisms and channels of civil influence on public policy in Ukraine in accordance with the directions of development of Ukrainian society and the formation of democratic standards for the functioning of state authorities.

Among the program provisions most important for the formation of a self-regulating state-civil communication network in Ukraine are:

- introduction in the general educational institutions of disciplines aimed on the formaton of the civic consciousness of students aimed, self-development and the development of civic influence on public policy in Ukraine;
- development and implementation of educational and professional training of bachelors on mechanisms and channels of civil influence on public policy in Ukraine as a factor of their readiness for public service;
- representation and increase of the influence of citizens on the formation of a system of mechanisms and channels of civil influence on public policy in Ukraine;
- interaction and constant dialogue of civil servants with citizens and public institutions;
- providing and maintaining the necessary level of public control over mechanisms and channels of civil influence on public policy in Ukraine;
- reation of effective mechanisms and program documents on the civil impact on public policy in Ukraine;
- implementation of regulatory standards for mechanisms and channels of civilian influence on public policy in Ukraine; development and implementation of standardizing benchmarks to ensure that the mechanisms and channels of civilian influence on public policy in Ukraine are in line with the needs and demands of the citizens-consumers;
- creation, within the structure of the Ministry of Information Policy, of the Resource Center on the organization of mechanisms and channels of civil influence on public policy in Ukraine;

- reorientation of the legal and regulatory framework on mechanisms and channels of civil influence on public policy in Ukraine on the standards of the European Union;
- use of components of innovation and creativity regarding the mechanisms and channels of civil influence on public policy in Ukraine;
- solving the issue of raising the level of knowledge of citizens about the mechanisms and channels of civil influence on public policy in Ukraine;
- the possibility of attracting international financial resources on a parity basis for more effective implementation of mechanisms and channels of civil influence on public policy in Ukraine;
- providing an atmosphere of trust in mechanisms and channels of civilian influence on public policy in Ukraine, through the creation and support of a positive image of civil servants to the public;
- initiation of changes in the corporate governance culture of civil servants, etc.

The above list is not exhaustive, which is conditioned by the rapid spread of changes in society.

Among the main, strategic goals of the consolidation and institutional strengthening of the mechanisms and channels of the state-civilian communicative network in Ukraine, we propose to consider the following:

- Strategic Goal 1: Sustainable growth of mechanisms and channels of civilian influence on public policy in Ukraine based on their innovative development;
- Strategic Goal 2: High quality mechanisms and channels of civilian influence on public policy in Ukraine;
- Strategic objective 3: Preservation and development of mechanisms and channels of civil influence on public policy in Ukraine.

Conclusions

As a result of writing the article we came to the conclusion that the principles of sustainable development must be included in all components of the processes of consolidation and institutional strengthening of the mechanisms and channels of the state-civilian communicative network. Constancy requires the integration and balancing

of economic, territorial, social and environmental goals of civic influence on public policy in Ukraine. The experience gained by European countries in the field of state-civilian communicative network in public administration allows to make some generalizations and conclusions. Modernization of the policy of formation of the state-civilian communicative network in Ukraine envisages "the creation of effective communicative units instead of the existing departments of interaction with the public, which in the West has not existed for a long time: citizens - taxpayers consider it unnecessary to spend joint funds on their own advertising" (Baxter, 2011, p. 18-19).

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