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**INSTITUTIONAL EU ACTIVITIES TO ENSURE THE
COMMUNICATION OF THE EUROPEAN INTEGRATION
OF UKRAINIAN SOCIETY**

Summary:

The European integration policy, the transformation of modern media and historical democratic traditions contribute to the activities of numerous non-governmental organizations (NGOs) in European region, collaborating with local organizations in Ukraine. The areas of cooperation are: the protection of human rights to freedom of expression and media independence and pluralism, the protection of journalists' professional activity, the right of access to information by European standards, the right to development of public radio and television, the right to free and non-discriminatory access to the Internet and so on.

Key words:

Ukraine, European Union, integration, NGO's

The analysis of political cooperation with international organizations, NGOs and government agencies in Ukraine makes it possible to make a theoretical and practical conclusions about the actual and potential role of NGOs in the democratization of the political institutions of the state, on the effectiveness of NGO influence on political decision-making, execution of missions representing the interests of the general public. NGOs have become experts in legislative procedure, parliamentary observers of hearings and initiate judicial proceedings on violations of human rights and freedoms.

Ukrainian NGOs, focusing on European standards, act as alternative mobile system of political relations and information that adequately respond to the new political, social-cultural and economic realities.

"Public" NGO essence of a political nature, defines the goals and tasks of: the struggle for freedom, equality, justice, independence from public authorities; create a new type of social communications, which should embody the idea of political and cultural diversity in the information society.

The system combines Ukrainian NGO institutions, the aim of which is involved in building national information society for European principles; establishing the rule of law, based on the principles of human dignity, freedom of communication; recognition of transnational networks associated progressive components of modern development.

Given the nature and purpose of the NGO in Ukraine, we can offer comparative classification of international and national institutions¹:

International NGOs and communications

1. International organization of general competence – is the International Federation of Information and Documentation, the Union of International Associations, International Association "information for development", Information Society Institute, International Union of Communication Studies, European Centre for Parliamentary Research and Documentation, International Institute of Communications and more. The purpose of their activity is to ensure international relations in the field of information and communication in civil society, NGO participation in the formulation of international policy in this area, the organization of international research on communication problems, forming public opinion on the strategy of development of civilization.
2. International organizations have special competence aimed at solving problems in international relations in different fields of international communication, ensuring dialogue axis "state power – the private sector," association of specialists to develop professional standards, organizing broad NGO representative contacts on the international arena.

International organizations' special competence, in turn, is divided into:

- advocacy (organization of free speech, human rights and the fight against censorship, in particular the 19th article – the International Centre for Combating Censorship);
- Media (specialized organization dealing with the cooperation of the media):
- Journalism – International Federation of Journalists, the European Union Association of Science Journalists, the European Institute for the Media, the European Association of journalists;
- Broadcasting organization – the European association of commercial television, the European Broadcasting Union, the European Council commercial television;
- Organization of print media and advertisements – Women's journalistic service – EU Press Union, the Union of Associations of newspapers editors, advertising European triumvirate, European Association of Advertising Agencies;

¹ O.A. Korniyevsky, *Public associations in the national security system*, Kiev 2010.

- Organization of public service broadcasting and news agencies – BBC, "Channel 4", "Sveriges Radio" fuel assemblies, ARD, RTL +, HUP / UHP;
- organization of information and communication services (cable, satellite, telecommunications, multi-media, network and Internet connection) – International Council for cable connection, the International Organization of Space Communications, International Association of mobile satellite communications, European Commission post, telegraph and telephone services, multimedia European Forum, the European Audiovisual Observatory, European Union operators of cable connection, the European Association of Information Services, European Space Agency, the Association of Information Management;
- organization of Christian Communication – International Association of Catholic radio, audiovisual and Internet services, World Association for Christian Communication, the European Association of Christian visual media, the International Union of the Catholic Press, the European Baptist Press Service, International Christian teleradiotovarystvo;
- organization of scientific, analytical and applied research specialized in the fields of information relations (International Union for research communication of scientists from the Institute of Information, European Association of Development of the Research Information Technology, International Association "information and intelligence", the European Council of Scientific Information).

The history of political and social activities of NGOs in the field of information and communication originates in the 19th century, when the first international organizations – International Telegraph Union (1865), Universal Postal Union (1874), the International Federation for Information and Documentation (1885), the Union of International Associations (1907), were created the responsibility of which included problems of cross-border exchange of information, regulation of traditional and new media, conducting applied research and the organization of international cooperation in the information sphere.

International Federation for Information and Documentation (IFIs) is one of the oldest non-governmental organizations, operating through political and social debate on topical issues of international information exchange at annual conferences and congresses of representatives.

The problems of the global order, the system analysis of international relations, interaction of international governmental and non-governmental organizations, the expansion of cross-border cooperation and international exchange of information are resolved within the Union of International Associations (CMA), founded in 1907 in Brussels. CMA contributed to the creation of historically significant institutions like the League of Nations (1920), the International Institute of Intellectual Cooperation (1925), the first University of International Relations (1928). Constant contacts with influential, non-governmental

institution currently support more than 400 international organizations and associations (ECOSOC, UNESCO, ILO, etc.) in consultative status with AGR; AGR in studies involving known experts on international issues from 37 countries.

Devoted to communication problems such modern research and international projects as AGR, the program studies global issues and human resources (international information exchange, global information society); project implementation mode of direct access through the global network, which is seen as a significant step to ensure the international community about the dynamics of the political processes in the international system that meets the needs of global initiatives and community; research of alternative and new forms of international cooperation (networking organizations), use in their work opportunities between organizational networks, especially with the use of complicated information systems (multimedia communications, teleconferencing, virtual offices); conducting comparative analytical monitoring of the psychosocial problems of perception information society ideology and more. Research in priority areas of international information policy, in particular, contain fundamental analysis of the dynamism of these problems, as well as conceptual and terminological conclusions about the information factors in the development of civilization.

A significant influence on policy decisions in the field of international information relations makes the international non-governmental institution Organization 19th Article – International Centre for combating censorship (Article 19), established in 1986, ensure the fundamental rights and freedoms of the mass media in the modern world. The objective of the organization is to influence the governments of states to comply with their obligations under the International Bill of Human Rights; the spread of international standards of freedom of expression and pluralism for implementation in national law and political practice of governments; promoting the fight against censorship, including it in the framework of the universals of international organizations; continuous monitoring of violations of the right of the freedom of expression; influencing the public opinion and supporting the victims of censorship.

Strategy of the 19th article in Central and Eastern Europe is aimed at transforming the political institutions of the "new democratic wave" based on the rule of public interest, providing individuals with the right of free expression, dissemination of ideas and information across borders, using both traditional and new communication tools.

The program for CEE envisages cooperation at international and national levels, with the participation of non-governmental institutions and includes projects such as "Open Civil Society", "The main principles of expression during elections and referendums in countries in transition", "Rights, freedoms and responsibilities of mass media in democratic society." Since 1994 Organization of article 19 has been implementing these projects in Albania, Bosnia and Herzegovina, Bulgaria, Croatia, Czech Republic, Moldova, Romania, Russia, Slo-

vakia, Ukraine and the Baltic States. The basic ideas and program principles of the international cooperation of national governments, intergovernmental and non-universal in Europe, were outlined in the reports and decisions of the international conferences of Article 19 in 1993-2000, which resulted in the introduction of political sanctions on countries where violations of fundamental rights and freedoms were found.

Consultative Status of the International Centre to combat censorship of intergovernmental organizations such as UNESCO, Council of Europe, the EU, makes part of the organization in the parliamentary hearings on the problems of European politics, court proceedings of the European Court of Human Rights, the international project monitoring the Internet, where daily recorded by region countries and violations of the right to communication. The activity of Article 19 is based on close cooperation with famous international governmental and non-governmental organizations that facilitate international standards of freedom of expression as a prerequisite for civil society.

The political strategy of the International Institute of Communications (IIC) to implement leading UNESCO program "Information Society for All", the formation of regional and national policies in the field of information and informatization, creation of media business based on new technologies, promote new foreign economic course of the EU for the 21st century. IIC, initiating dialogue and cooperation in all areas of communication – mass media from print to the Internet, to provide a mechanism for international cooperation and international and regional partnerships.

The main goal of the IIC is to ensure access to organizational information resources; analysis and discussion at the regional level of ethical, economic, legal and sociocultural challenges of the information society; implementation of new international rules and progressive practices in international information exchanges; promote the development of information networks and distance education at local, regional and international levels and more.

IIC's sphere of influence extends to 70 countries. The regional branch of the IIC work in the UK, France, Germany, Italy, the USA, Canada, Japan and Australia. After IIC's initiative such projects as "Telecommunications Forum" (issue of liberalization of telecommunications and telecommunication services market); "New Service Forum" (expanding the range of universal information services), "AC / DW Project" (the development of e-commerce), "Global Telecom Women's Project" (gender issues in the information society), "Intermedia Special Reports" (research communications and their impact on the public consciousness), "ICI on-line" (online services from e-government to e-public) were implemented in European regions. The implementation of IIC's projects intensified the political circles of the European countries, the interests of transnational corporations, industrial groups, as well as affected the investment policy in the information sector of the European region.

The European NGOs specialized competencies focus on a wide range of issues of the European level, thus creating the architecture of information relations in the region, stimulating the processes of liberalization and competition, developing an effective policy on new information technologies and services, enabling to solve the current issues of political and social development of European countries.

European Forum Multimedia (EFM) is a new form of international cooperation between the public, business and industry as well as government institutions. It is an international organization with a network of e-headquartered (electronic platform) and new ways of working.

Priority activities of EFM are organizing a permanent network of contacts and a forum for information exchange between NGOs and political parties of European countries on the Global Information Society; ensuring European presence in global markets of multimedia and more².

The operation of the network of organizations as a new form of international dialogue demonstrates the global trend of structuring international organizations' modifications in their work under the influence of new technologies and refutes the anti-globalization statements, which can be seen in the doctrine of the information society and the new concept of international relations concerning political and social threat to national identity and self-sufficiency.

Globalization of social development, the overall trend of concentration and interaction of markets for new technologies (audiovisual, telecommunications, information technology, publishing, on-line), increased the competition among communication infrastructures (terrestrial, satellite, optical fiber, wireless), new types of information services (from TV to Internet telephony), consolidation of international cooperation and association for professional interests, the commercialization of non-governmental organizations formed a new kind of NGO as an institution that combines elements of the activity of non-governmental organizations and multinational corporations.

Transformation of forms and methods of the European Association of operators of cable connection (Essa) promotes the general interests of the organization and presentation (both NGOs and how TNCs) at the European level.

The association unites 29 members in 15 European countries (Austria, Belgium, Denmark, Finland, France, Germany, Ireland, Italy, Netherlands, Norway, Portugal, Spain, Sweden, Switzerland, United Kingdom) and in Israel, where there is an associated membership in transition of CEE and Baltic countries (Bulgaria, Czech Republic, Poland, Romania, Slovenia, Estonia).

The purpose in terms of information society and new technologies is international cooperation programs and projects for the development of a cable con-

² O. Andreev, *Non-governmental organizations (NGOs) as an institution of development and transformation of the world*, „Scientific vedomosti” 2010, No 13.

<<http://cyberleninka.ru/article/n/npravitelstvennye-organizatsii-npo-kakinstitut-razvitiya-i-pereustroystva-mira>> (01.11.2015); O.A. Корнієвський, *op. cit.*

nection, protection of the interests of cable connection at the regional and global levels, ensuring the free exchange of information between members, resolving commercial, legal and technical problems of the NGOs.

The Association actively influences the formation of a new European policy in the fields of telecommunications, audiovisual services, digital television, copyright and intellectual property rights in networks and systems, liberalizing the cable sector, makes recommendations and proposals for the regulation of cable communications for the European Commission, the relevant Directorates and EU working groups, participates in the European digital video broadcasting project (European Digital Video Broadcasting project) via network cable connection.

NGOs religious persuasion plays a significant role in the political system of Europe, including those whose operation is closely linked with the Catholic Church. The Catholic Church actively responds to changes in the modern world, takes into account the impact of global processes and new technologies in the development of the international community, particularly evident in the work of the International Catholic Association of Radio, Television and Audiovisual (UNDA), the European Christian Association of Audiovisual Media (CEVMA), Catholic Board multimedia (SAMISO), International Union of the Catholic Press (UCIP), Catholic interactive network (Network) and other public associations of Catholic European continent.

International Catholic Association UNDA (the original name - "International Bureau of Catholic Radio") was founded in 1928 in Cologne (Germany) initiated by media companies to consolidate and mutual assistance in Christian communication. UNDA symbolizes international information exchange, dissemination of the moral foundations of Catholicism on the waves of radio, television, through modern computer networks. The organization is one of three Catholic international organizations in the field of communication and information that are officially recognized by Vatican. UNDA represents 139 national and 26 international Catholic associations in various international organizations, including its representative function at the United Nations and its specialized agencies UNESCO, ECOSOC, UNDP, the European Union, International Centre to combat censorship (Article 19).

The main aim of UNDA is to spread the ideas of Christianity, spirituality and humanism via networks and systems of media communication; encourage informal dialogue at different levels (from global to national) to address peacemaking, intercultural communication, preservation of spiritual values; an effective system of communication to support international cooperation with

governments and non-governmental organizations; UNDA representation in the international arena³.

Political problems of information are the indispensable factor in international cooperation within such European specialized intergovernmental organizations such as the European Centre for Parliamentary Research and Documentation (ECPRD), which operates under the auspices of the European Parliament and the Parliamentary Assembly, European-language broadcasting union (EBU) European Telecommunications Satellite Organization (EUTELSAT), International Organization for mobile satellite communications (IMSC), the European Commission international postal, telegraph and telephone (RTTI), the European Space Agency, the European Patent office. Specialized international organizations embody the strategy of the main European institutions (CoE, EU) in a specified sector information of International Relations, perform mission representative, advocate an open forum for discussion of controversial problems of European information policy.

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