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COMMUNICATION POLICY AS THE SOURCE OF CITIZENS' TRUST

ABSTRACT

The article focuses on the national dimensions of the EU communication policy in Sweden, Finland and Denmark. The cornerstone of the EU communication policy is the dialogue with citizens about the policies and the future of the EU. It is based on openness, transparency and accountability which greatly contribute to building citizens' trust in the authorities' activity. EU communication policy is realized through e-governance, language policy and the policy in the sphere of mass media. The aim of the article is to analyze the experience and best practices of top 3 EU countries (Sweden, Finland and Denmark) in terms of the assessment of national policies in the field of ICT and digital skills of citizens in the sphere of communication policy. The hypothesis is that these states being the leaders as to citizens' digital literacy have introduced efficient channels of involving citizens in the decision making process.

Key words

communication policy, e-participation, language policy, participatory democracy

1. Introduction

Exploring the problem of the role of communication in the development of nations and peoples, Karl Deutsch concluded that "...the communication process is the basis of the cohesion of societies, cultures and even individuals" (Дойч,

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