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**Advertising Campaigns an Essential Factor
of the Public Administration Democratization**

**Kampania Reklamowa Jako Istotny Czynniki
Demokratyzacji Administracji Publicznej**

Abstract:

In the context of the implementation of the policy of democratization in the field of public administration, advertising communicology plays a strategic role. Under advertising communicology it's necessary to understand "coded in sounds, colors, texts", addressed message to citizens as potential consumers of public-management services, and the answer to it. Advertising communicology in the sphere of public administration forms certain social stereotypes, standards and values of the implementation of state policy, ensuring appropriate socio-cultural transformation in society. Technologically, it is introduced with one goal - to achieve the desired reaction of the public, which responds to the message, from the part of state authorities. In this respect it is said that advertising communicology, including the design of advertising plans, should be based on the organization of a clearly structured process of convincing of the public in the democratization of the activities of public authorities.

Keywords:

Public administration, advertising communicology, democratization, public authorities, community, behavior of citizens.

Streszczenie:

W kontekście wdrażania polityki demokratyzacji w administracji publicznej kampania reklamowa odgrywa strategiczną rolę. Zgodnie z komunikacją interpersonalną w kampanii reklamowej konieczne jest zrozumienie „zakodowanych dźwięków, kolorów, tekstów”, skierowanych do obywateli jako potencjalnych konsumentów usług administracji publicznej. Kampania reklamowa w sferze administracji publicznej tworzy pewne stereotypy społeczne, standardy i wartości w zakresie wdrażania polityki państwa, zapewniającą odpowiednią transformację społeczno-kulturową w społeczeństwie. Technologicznie wprowadzono ją w jednym celu - aby osiągnąć pożądaną reakcję opinii publicznej, która reaguje na informacje pochodzące od władz państwowych. W związku z tym mówi się, że kampania reklamowa, w tym projektowanie planów reklamowych, powinna opierać się na organizacji jasno zorganizowanego procesu przekonywania opinii publicznej w aktywność demokratycznych działań władz administracji publicznych.

Słowa kluczowe:

Administracja publiczna, kampania reklamowa, demokratyzacja, władze publiczne, społeczeństwo, zachowanie obywateli.

Rationale for the research topic.

Advertising communicology, at the level of the activities of public authorities, is a specific sphere of mass communications between public authorities and various audiences, with the aim of actively informing, expressing and pragmatic influences on them, which must ensure the solution of the main, most pressing problems of the development of society, thereby guaranteeing the democratization of the public administration system.

In the framework of this study, first of all, it is expedient to clearly identify the role of advertising communicology in the activities of public authorities, in the processes of implementing of the policy of democratization. Its main functions include:

- social (with the help of advertising of their activities, public au-

thorities affect on the majority of society)

- psychological (any form of information strategically affects on the psychology of the public).

With this in mind, advertising communicology in the field of the formation and implementation of a policy of democratization includes the dissemination of information, in any way, through any, acceptable means for the public with a purpose of ensuring of the maximum attention to the activities of public authorities in the context of solving of certain problems, as well as maintaining interest in it.

In this regard, P. Jones identifies the following main characteristics of advertising communicology in the field of the formation of a policy of democratization, among which:

- one-sided orientation (from the state authority directly to the target audience);
- uncertainty from the point of view of the effect (feedback in advertising communications has a probabilistic, uncertain character)
- public nature (advertising communicology is aimed at a large audience, interaction mechanisms are clearly regulated by law)
- visibility and ability to persuade (advertising appeals allow to effectively represent the object of advertising, and their repeated repetition contributes to the greatest conviction of the public) (European Court of Human Rights. ECHR 294, 2013).

The basic functions of advertising communicology, in implementing of the policy of democratization, include:

- information and communication to satisfy the public interest in obtaining relevant information;
- value-regulative (formation and consolidation of various groups of the public)

Proceeding from this, it is an instrument for the formation of “standards, norms and styles of social behavior of citizens” adjusting their value and semantic aspects in relation to the state. Consequently, advertising communicology “occupying the niche of the

informer, the regulator of social interaction” (Park, 2013, p. 259), directed on that it is possible to “burn” people more emotionally with by affairs of the state.

Presentation of the material.

Advertising communicology as a model for ensuring a policy of democratization includes the following main elements (Figure 1.):

1. The source is the starting point (public authorities), from which the advertising appeals to the target audience are distributed.
2. Message (circulation to the state authorities) - a set of information that determines the content of advertising and the processes of its implementation.
3. Communication channels - information from the source to the recipient (target group) is transmitted through the appropriate channels (types of information dissemination) - radio, television, periodicals, posters, screens, etc., “from mouth to mouth”.
4. The recipient of information (the target audience is the public).
5. The recipient (the public).

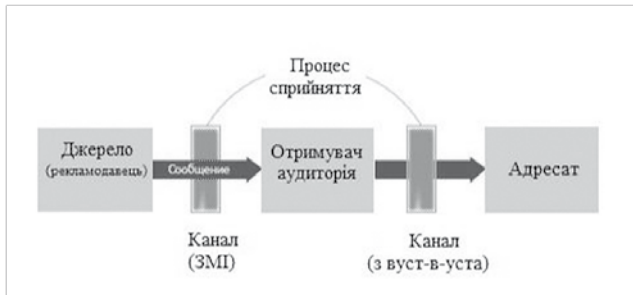


Fig. 1. Model for ensuring a policy of democratization

In this respect, advertising communicology as an important part of ensuring a policy of democratization is called upon to provide various effects in civil society, among which:

- formation of citizens’ awareness in certain issues of state policy;

- dissemination of information to citizens about the features and advantages of public authorities in the adoption of public-management decisions;
- development and change of the image of communicative perception of the activities of public authorities;
- association of the image of power with specific feelings and emotions;
- creation of collective norms of support, or mistrust towards the institutions of public authorities;
- a radical change in the type of behavior of citizens, as a result of obtaining relevant information.

It is also worth to point on the fact that the influence of advertising communicology has a strategic character, which manifests itself through its effects, which have a long-term character. It will be mainly talk about the fact that advertising communicology strengthens, in a certain way, public activity regarding its participation in the processes of formation and implementation of state policy. In this context, the question of the basic requirements that are put forward to advertising communism in the implementation of the policy of democratization is arise:

- truthfulness (public authorities, as well as the relevant institutional structures ensuring the implementation of their communicative policy, are obliged to provide truthful data that are the object of their advertising)
- humanity (publicizing the activities of public authorities should promote the development of anthropocentric principles, human development, and not call for violence, hostility) (Lapasaran, 2006, p. 40-41);
- competence, which is provided by using the latest achievements of economic science, psychology, medicine, design, information technology, etc.

Compliance of the above stated requirements is an important component of the process of organizing and implementing adverti-

sing communications, at the level of interaction between government bodies and the public, which will ultimately ensure the effectiveness of the democratization policy. To ensure such a result, from the point of view of G.A. Shcherbicha, it is advisable to adhere to such criteria:

- the type of customer of advertising communication (public, or public authority);
- target audience (the public);
- geographical segment (local, regional, national, international communication);
- the subject of advertising activities (services, ideas, projects, programs, strategies, laws, etc.);
- means of transmission of advertising communications (radio, television, the Internet, the press, etc.) (Chichanovsky 2009, p. 125-126).

The implementation of these criteria necessarily involves the involvement of the number of participants of the advertising communicology, on which its effect is designed for, and also those who directly influence its content, that it is effective and guarantees an appropriate level of democratization of the functioning of the public administration system.

Therefore, it is expedient to single out such types of advertising communicology, depending on the number of its participants:

- internal communication (communication of a person with himself, that is, reflection of certain socially significant events in the life of society)
- interpersonal communication (including only two people)
- communication in small groups (number of participants from 3 to 9 people);
- public communication (approximately, from 10 to 100 participants, where an active communicator and a passive audience are already clearly distinguished)
- organizational communication (more than 100 participants,

form of texts, symbols and images are represented.

Structural element of the model of advertising communicology, objectively, are the relevant barriers and filters as a variety of warnings and restrictions that is accompany the process of transferring and receiving information, which, sometimes, can lead to the blocking and even to the cessation of its transmission. It is also worth to point on the certain filters which, often, state authorities can use when submitting relevant information. These are the peculiar barriers that they put forward for adjusting, and sometimes limiting, the adequacy of the context of its perception. The main criterion for the introduction of such filters is certain value systems (moral, religious, social settings), which are managed, both by the subjects of the information supply and by its recipients.

Conclusions.

So conducted by us analysis of advertising communicology allowed to clearly identify its functional role in the policy of ensuring the democratization, classified structure, stages, levels, trends that indicate the maximum synchronization of procedures of government bodies on the way of meeting the needs and interests of the public. In this way, it raises the question of individual typological features of implementing the policy of democratization, which is defined by the procedures of the advertising communicology and implemented within the respective national systems of public administration.

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