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WAYS TO IMPROVE INFORMATION AND COMMUNICATION MECHANISMS FOR THE FORMATION OF A POSITIVE IMAGE OF PUBLIC AUTHORITIES IN UKRAINE

Summary. The formation of a modern system of public administration in Ukraine requires adequate information support from the state authorities. The development of new communicative forms and methods of interaction between the authorities and the population, on the one hand, and the availability of public response, on the other, should stimulate a positive image of politicians and support for democratic transformation of the country as a whole. The image of state authorities, including the image of central executive bodies, is evaluative. The level of assessment of the image of public authorities by citizens may vary in accordance with the socio-political, economic and cultural conditions of society. The article identifies the main tasks of communication units in public authorities. Proposals for improving the information and communication mechanisms for the formation of a positive image of public authorities in Ukraine are presented. Specific proposals for the development of information and communication mechanisms for the formation of a positive image in the field of interaction between government and the media are proposed. The peculiarities of using the components of the information and communication mechanism of forming a positive image of the professional activity of the managerial staff are systematized. The most important task of government management is to master modern approaches to the collection, processing and effective use of information, methods and tools for its updating. The timeliness and urgency of making and implementing public administration decisions to support the socio-economic growth of the state and improve the social welfare of the population and the country as a whole will depend on the solution of this issue. It is determined that the improvement of information and communication mechanisms for the formation of a positive image should take place in four main areas, in particular: expanding the system of public relations; increasing the interaction of state power and mass media; improving the mechanism of providing public services; optimization of the personnel mechanism.

Key words: state power, positive image, information and communication mechanisms, public, mass media.

The problem statement. The formation of a modern system of public administration in Ukraine requires adequate information support from the state authorities. The development of new communicative forms and methods of interaction between the authorities and the population, on the one hand, and the availability of public response, on the other, should stimulate a positive image of politicians and support for democratic transformation of the country as a whole. A society that develops during information transformations, like any political reform, can only be successful if there is sufficient information and communication support to convince public authorities that certain actions are needed to implement social change.

Thus, the process of political modernization of power that Ukraine is currently carrying out should be accompanied by a system of measures aimed at creating a positive perception of decisions and programs implemented by the public, that is, it is necessary to create an internal image of the state. First, it is necessary because the authority of the authority's remains quite low, because citizens are disappointed with the activities of politicians and do not believe in the promised changes. In addition, the internal image of the state directly affects its external image and perception of other countries in the international arena.

This highlights the need for a more detailed scientific search for effective means of shaping the image of public authorities, which has a stimulating, active impact on society and can act to address issues related to political modernization.

Overview of recent research and publications. Issues of formation and development of the theory of image of state bodies as a category of public administration science, in their works researched and developed by such scientists as: R. Voitovich [1], K. Glushchenko [2], I. Kolosovska [3], S. Kolosok [4], V. Kornienko [5], J. Padafet [8], I. Panteley-chuk [9], M. Pakhnin [11], C. Seryogin [14], S. Storozhev

[15], I. Panteleychuk [10] and other. However, despite the available research, in the context of the rapid processes of globalization, European integration of Ukraine and the development of the information society, the need is urgent not only to analyze the genesis of such concepts as "image", "political image", "image of public authorities", "image of the civil service", but also in the formation of objective criteria for measuring the effectiveness of ways to improve the image, including its political variety.

The purpose of the study (task statement). The purpose of the work is to identify current trends and patterns of formation of information and communication mechanisms of state bodies in Ukraine to improve existing and create new approaches to the formation of a positive image of public authorities.

Research results. A strategic issue for the Ukrainian state is the establishment of an effective system of public administration, which is a prerequisite for successful implementation of public administration functions, provision of high quality administrative services, proper cooperation with civil society institutions and Ukraine's accession to the world community as a legal, social and democratic country [15].

Ukraine, with all the contradictions and conflicts that arise at the stage of development of the global information society, needs to develop a coherent strategy in the field of public policy using modernized information and communication mechanisms based on the new paradigm of social development and its modern value-oriented principles. At the same time, the implementation of the communication mechanism in the system of public administration and in the state in general, which is especially important in a pluralistic society, becomes crucial. Therefore, communication is the main "energy engine" that ensures the continuous operation of the entire system and performs strategic tasks to ensure the realization of a certain goal [13].

However, a number of problems caused by political, socio-cultural, communicative, legal, organizational, educational factors hampers the formation of a positive image of public authorities in Ukraine. The current image of public authorities in Ukraine is characterized by a lack of public confidence and requires an intensive search for new forms of interaction between government and society, which would help strengthen the capacity of public authorities to establish dialogue and quality relations with various social groups [10].

Dialogue plays an important role in resolving conflicts, harmonizing public relations and reaching national consensus. The main tasks of communication units of the public sector of power, the proper implementation of which will contribute to the formation of a positive image of public authorities, are systematized in figure 1.

The development of high-quality information and communication mechanisms in Ukraine is further complicated by the fact that the issues of interaction between state institutions, local governments, mass media and the public are "scattered" in many legal acts, some of which are decisions of the Cabinet of Ministers. In view of this, important communication tools (public consultations, public expertise, etc.) apply only to the executive sector.

The issue of establishing cooperation between the public and the authorities, especially in the activities of central executive bodies, can be partially solved by developing such information and communication mechanisms that would form a positive image of public authorities and would be based on the principle of mutual responsibility. That is, the government undertakes to be open, to make its political decisions public, and to ensure their transparency and accessibility to the public, to hold consultations in the development and implementation of public policy, and to establish and develop public dialogue. In addition, civil society institutions play an effective and proactive role in the development of public policy and can monitor the activities of public authorities [2].

In addition, the formation and further development of the model of improving information and communication mechanisms for the formation of a positive image of public authorities in Ukraine should take place in four main areas:

– expanding the system of public relations;

– increasing the interaction of state power and mass media;

– improving the mechanism for providing public services;

– optimization of the personnel mechanism;

– expanding the system of public relations.

Currently, the issue of citizens' trust in the activities of public authorities is acute due to the declining level of their use of information and communication technologies and the inefficiency of mechanisms for their functioning [13]. The use of information and communication technologies in the work of public authorities makes it possible to create conditions for strengthening the participation of citizens in the political life
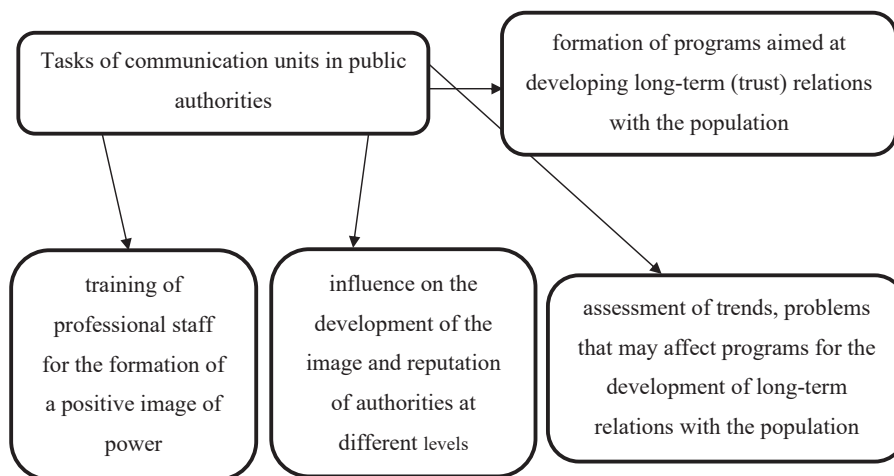

Figure 1. Tasks of communication units in public authorities

Source: author's development

of the state, intensification of public activity and formation, development of e-democracy, especially through:

– effective use of modern information and communication technologies to ensure the participation of citizens and independent organizations in the creation and implementation of public policy, including public support for pilot Internet projects;

– formation of methodological and practical bases of communicative culture of authorities in the process of development of a new style of public administration;

– the use of the media to organize a discussion platform where citizens can defend and defend the public interest.

The formation of a unified system of information and communication activities for state institutions of Ukraine and ensuring comprehensive coordination of its components in state bodies, involves the adoption of a number of government decisions that will contribute to the formation of a positive image of public authorities. Other proposals for further improvement of information and communication mechanisms for the formation of a positive image of public authorities in Ukraine are presented in table 1.

1. Increasing the interaction of state power and mass media.

The determining factor in creating the image of civil servants is information and communication activities. With the growth of the global information market, the media have become the main center in which a large number of socio-political events take place, a wide range of messages accumulates and a mechanism for influencing personal public awareness is formed. In view of this, public authorities use the media and related computer and information technologies to image the public.

Creating the image of various government agencies, the media form a stable reader and audience preferences, thereby influencing the development of social values. Insufficient or complete lack of awareness of citizens about the activities of public authorities is the cause of misunderstanding of public policy, the emergence of negative stereotypes in the perception of power. Information and communication activities and mass media are the main means of communication, which allows to implement political ideas and improve the image of state institutions [10].

Thus, the media are part of the development of information and communication mechanism for the formation of a positive image of public institutions. Orderly and coordinated actions of mass media representatives, meaningful and modern programs for timely coverage of current socio-political and state events in society create a positive image of a public institution. This process can be defined as the implementation of tactical and strategic steps, which include:

– planning, development, organization, justification and implementation of information and communication strategy;

– search and identification of key and priority aspects of further development of information and communication strategy;

– raising the "image" of the public authority because of using the most effective tools of political communication.

In addition, it is necessary to determine the level of public distrust and apathy to the work of public administration,

Table 1

Proposals for improving information and communication mechanisms for forming a positive image of public authorities in Ukraine

The name of the proposal	Proposals for improving information and communication mechanisms for forming a positive image of public authorities in Ukraine
Conducting a comprehensive analysis of public opinion	Introduction of modern algorithms for constant analysis of public opinion regarding the actions of all government agencies, using such forms of information and communication technologies as involvement of professional sociological services; development of anonymous questionnaires; conducting online surveys, monitoring letters and complaints of citizens. Based on the results of public opinion polls – the adoption of the relevant public administration decision, which should be published in the media
Improving the system of publishing information on public inquiries	Improving the system of "hotlines", "mailboxes", public receptions, where citizens can provide information about all the negative facts in the activities of public authorities and make suggestions to address shortcomings. Introduce mandatory publication of the results of responses to citizens' appeals by placing relevant materials in the media, on the Internet, on information stands, in public premises
Independent expert regulation of public authorities	Creating conditions for the effective activities of Public Councils under public authorities, to include in their activities influential and competent experts in relevant fields of knowledge, in order to eliminate problems and shortcomings in the activities of public authorities
Widely and more accessible information of the population	Taking measures to ensure transparency of the public sector reform process and informing the population about its relevant plans and achieved results
Promotion of social advertising for different categories of the population	Creation of a number of plots for social advertising of public authorities, developed for different categories of the population, taking into account such questions as has the main goal of a particular public authority been achieved? What are the results of socially significant activities of government agencies? Is the provision of management services of high quality?
Widely placement of advertising and information materials	Placement of advertising and information materials on the websites of public authorities
Conducting discussions on making socially significant decisions between society and government	Regularly conducted consultations by educated specialists of public authorities, as well as representatives of the public, journalists of "round tables", participation in programs on radio and television to understand further ways to develop joint relations with the population
Creating conditions for organizing and holding regular meetings of citizens and authorities	Creation of a mandatory and regular system of communication of state institutions with the public, holding meetings with the target audience, representatives of public organizations, representatives of popular media, organization of live broadcasts with the possibility of feedback, etc.

Source: author's development

formed in the public understanding due to insufficient development of effective information and communication mechanisms [11]. Thus, for the development of information and communication mechanisms for the formation of a positive image in the field of interaction between government and the media, it is necessary to form specific proposals (table 2).

Accordingly, citizens now demand regularity in the work of state institutions in order to ensure the legitimacy and openness of their policies to carry out numerous reforms, which depends in part or in full on the process of interaction between government agencies and the media. An important part of this process is the support of citizens for the activities of state bodies at the central and local levels, which is ensured, in particular, through effective cooperation between local authorities and the media, in the development and transformation of Ukraine's democratic system and implementation of many reforms [6].

2. Improving the mechanism for providing public services.

One of the promising areas of development of service management mechanisms is mobile access to receive them. Currently, the conditions have been created for the efficient provision of administrative services, there are significant opportunities for telephone reverse technology "mobile government".

"Mobile government" can be called another step in creating e-government, which helped bring people closer to power. This allowed us to provide services to individuals and legal entities that use mobile communications. An important argument in favor of the development of such e-government is that access to the Internet is not possible for all citizens, and mobile phones are used by most people, which allows establishing contact with the maximum number of users of administrative services.

In almost all spheres of public life can be widely used so-called. "Mobile governments", through which citizens can pay for various services (including government), participate in opinion polls to improve the quality of customer service, participate in elections and monitor the process of their conduct, obtain background information, pay taxes, etc.

In general, "mobile government" can be widely used to establish bilateral relations between government and society. In order to improve communication with the community and increase the efficiency of management services, an SMS service, such as the service provided by mobile operators, may be introduced. The future operation of such services can provide a two-way flow of information: on the one hand, public authorities will provide useful information to citizens, in particular within administrative services; on the other hand, citizens will have the right to request administrative service centers to remotely obtain information or services. who do not require personal contact with government officials. If it is necessary to visit public institutions in person, consumers can, in any case, register in the electronic queue.

Today, many government agencies, including administrative service centers, have installed special terminals through which visitors can, by receiving a personal number, set the order of receipt of a service in electronic form. Unfortunately, this has significantly reduced queues in office buildings and citizens have to wait a long time. The problem of such a long wait can be solved by registering through the sms-service or mobile application. This allows the citizen to get the same number in the queue and come at a clearly defined time, without having to spend extra time to use a special terminal. Firstly, it will increase citizens' satisfaction with the quality of services, and secondly, it will reduce tensions in administrative service centers and allow administrators to work calmly.

In current's world, information and communication technologies have become a valuable infrastructure technology for public use, not just individual. Currently, the use of e-learning technologies is becoming a priority in education. E-learning introduces a number of innovations in the application of modern information and communication technologies based on multimedia.

It is important to remember that with the constant updating of information and communication technologies, it is difficult for every citizen to recognize and master a large flow of information without special skills in collecting, searching, summarizing, transmitting and storing information. That is why in the process of formation of modern information society, special attention should be paid to the practical application of information and communication technologies and the competence of civil servants to use them, because only a specialist involved in social change can increase the effectiveness of their public administration aspects [16].

The most important task of government management is to master modern approaches to the collection, processing and effective use of information, methods and tools for its updating. The timeliness and urgency of making and implementing public administration decisions to support the socio-economic growth of the state and improve the social welfare of the population and the country as a whole will depend on the solution of this issue.

The system of public administration uses electronic document management systems, and the representation of public authorities develops and improves the provision of services to citizens via the Internet. However, the implementation of

Table 2

Proposals for the formation of a positive image in the field of interaction between government and the media

Name	Proposals for the formation of a positive image in the field of interaction between government and the media
Effective implementation of information and communication activities	On the basis of a specific unit of the authority, to form a structure that will ensure the implementation of information policy, analysis and generalization of issues that negatively affect the authority of this authority, in order to plan and coordinate organizational and practical measures to create a positive image of the institution
Constant control over the provision of answers to citizens' inquiries	Constantly monitor citizens' requests regarding the content, form and directions of information transfer to the public through the mass media. Given the results of such monitoring, plan the preparation of relevant materials by the media
Improving the system of mass media	Improve the work of the system of departmental mass media / television and radio programs, which will make them useful and attractive to the public
Widely public awareness	Inform the public about the importance of PR activities. Such awareness should enhance the image of government agencies and, in particular, gradually increase the level of trust in public authorities and the authorities in general

Source: author's development

these steps requires, first, the appropriate knowledge of information experts in the field of document management and information flows.

These experts should be competent to implement information and communication technologies and information systems for the systematic restructuring and efficiency of socially important activities of government, which depends not only on their level of professionalism, but also on the ability to use modern automated control systems. Training courses for managers should be held regularly, taking into account the development of computer, office, organizational and communication equipment.

Analysis of the possibilities of using modern information and communication technologies in the implementation of information and analytical support of public administration, leads to the conclusion that the main "reserves" to improve its efficiency are concentrated in the ability to use all methods of analytical activities, become more reliable and reasonable [7].

At the same time, professional training of civil servants is impossible without the practical use of high quality and innovative information environment. In such an environment, the manager has significant prospects to obtain information, on the one hand, and on the other – he must be ready "… to quickly identify and process large amounts of information, mastering modern methods, techniques and technologies" [12].

That is, a civil servant must have an appropriate information culture, which must be inherent in the entire information society. Therefore, the issues of deepening professional knowledge, skills of the authorities needed to perform their duties, providing quality public services aimed at human and civil rights through individualization of education, improving the quality of further education, giving preference to training in professional programs of European sample, etc. [12].

Systematization of the features of the use of components of the information and communication mechanism for the formation of a positive image of the professional activities of management, presented in figure 2.

In addition, for the effective implementation of the components of the formation of a positive image of the professional activities of management, presented in figure 2, it is necessary to improve the personnel mechanism in the context of the use of information and communication technologies (table 3).

Thus, the improvement of information and communication mechanisms for the formation of a positive image should take place in four main areas, in particular: expanding the system of public relations; increasing the interaction of state power and mass media; improving the mechanism for providing public services; optimization of the personnel mechanism, which will contribute to:

– wider public awareness of the tasks and results of the work of public authorities;

– positive attitude to public administration decisions and actions;

– growing in the minds of the population the authority of the government and trust in it;

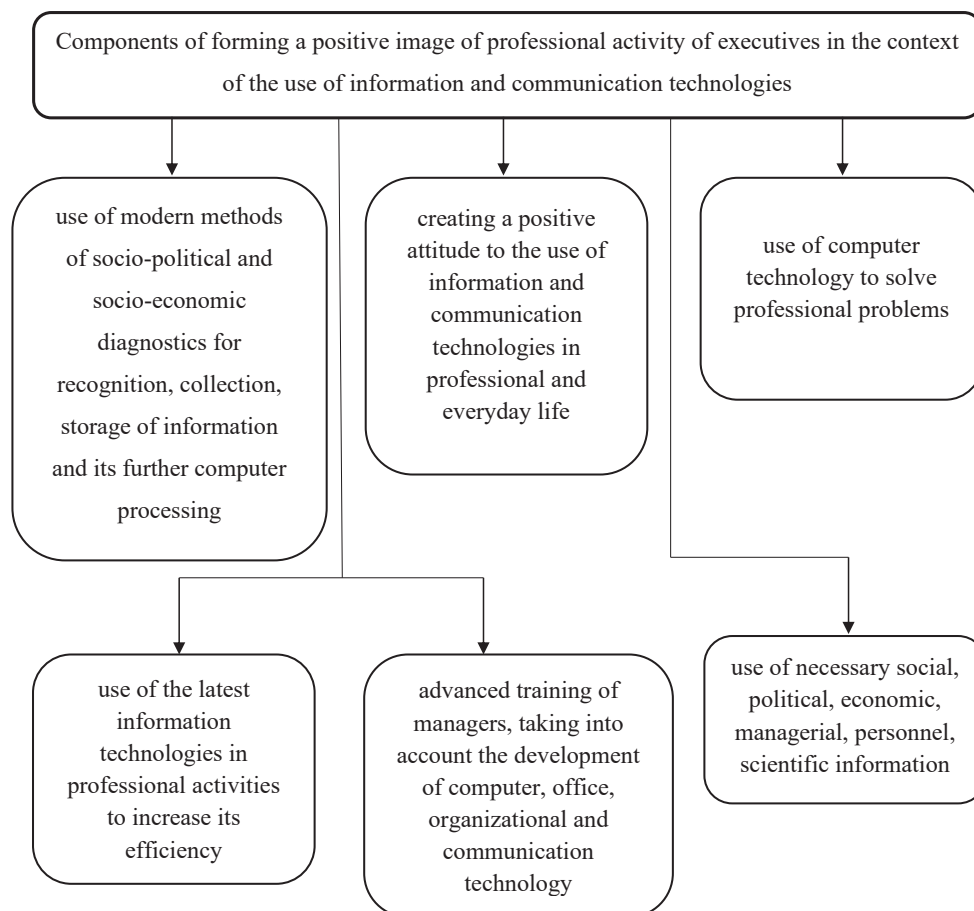– reducing public resistance and leveling the negative stereotype of public authorities;

**Figure 2. Components of forming a positive image of professional activity of executives
in the context of the use of information and communication technologies**

Source: author's development

Table 3

Suggestions for improving the personnel mechanism

Suggestions	Directions for improving the personnel mechanism
Certification training	The organization of training courses on information and communication technology management should be carried out regularly, taking into account the constant development of computer, office, organizational and communication equipment, as well as innovations in the use of technical innovations in the practice of government
Staffing	Supporting the formation of a positive image of the government, including training, retraining and advanced training of its representatives in the field of information and communication technologies, depending on the degree of centralization of state processes
Transparency	Ensuring clarity and transparency in the activities of public authorities through the implementation of management on the basis of interactive software, using modern hardware and software
Professionalism	Formation of a high level of professionalism and responsibility in public administration, as a result of diversification of forms of information, providing feedback and greater opportunities for dialogue
Quality of service provision	Providing high-quality public services necessary for the performance of official duties and to ensure the legitimate interests, rights of citizens, through the widespread use of visual aids in the work of civil servants
Evaluation criteria	Development of transparent and clear criteria for evaluating the effectiveness of government officials based on the use of specially designed software that saves time

Source: author's development

– positive assessment of the work of public authorities because of establishing the relationship between public authorities and the public.

Conclusions. The important aspect of improving information and communication technologies to form a positive image of government is to optimize the staffing mechanism through the phased implementation of six main areas: regular organization of training courses on information and communication technology management, which takes into account the constant development of computer, office, organizational and communication equipment, as well as innovations in the use of technical innovations in the practical work of government; support for the formation of a positive image of the government, in particular the training, retraining and advanced training of its representatives in the field of information and communication technologies, depending on the degree of centralization of state processes; ensuring clarity and transparency in the activities of public authorities through the implementation of management on the basis of interactive software using modern hardware and software; formation of a high level of professionalism and responsibility in public administration as a result of diversification of forms of information presentation, providing feedback and greater opportunities for dialogue; provision of high-quality public services necessary for the performance of official duties of the authorities and to ensure the legitimate interests and rights of citizens, through the widespread use of visual aids in the work of civil servants; development of transparent and clear criteria for evaluating the effectiveness of government officials based on the use of specially designed software that saves time.

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ШЛЯХИ ВДОСКОНАЛЕННЯ ІНФОРМАЦІЙНО-КОМУНІКАЦІЙНИХ МЕХАНІЗМІВ ФОРМУВАННЯ ПОЗИТИВНОГО ІМІДЖУ ОРГАНІВ ДЕРЖАВНОЇ ВЛАДИ В УКРАЇНІ

Анотація. Формування сучасної системи державного управління в Україні вимагає від державної влади належного інформаційного забезпечення. Розвиток нових комунікативних форм і методів взаємодії органів влади із населенням, з одного боку, та наявність громадського відгуку – з іншого, повинні стимулювати позитивний імідж політиків і підтримку демократичного перетворення країни загалом. Імідж державних органів влади, зокрема й імідж центральних органів виконавчої влади, має оціночний характер. Рівень оцінки іміджу органів влади громадянами може змінюватися відповідно до соціально-політичних, економічних і культурних умов розвитку суспільства. В статті

визначено основні завдання комунікаційних підрозділів в органах державної влади. Представлені пропозиції щодо вдосконалення інформаційно-комунікаційних механізмів формування позитивного іміджу органів державної влади в Україні. Запропоновані конкретні пропозиції щодо розвитку інформаційно-комунікаційних механізмів формування позитивного іміджу у сфері взаємодії державної влади та засобів масової комунікації. Систематизовано особливості використання компонентів інформаційно-комунікаційного механізму формування позитивного іміджу професійної діяльності керівних кадрів. Найважливішим завданням управлінського персоналу органів влади стає освоєння сучасних підходів щодо збору, обробки та ефективного використання інформації, методів та інструментів для її оновлення. Від вирішення цього питання залежатиме своєчасність та актуальність прийняття і реалізації державно-управлінських рішень для підтримки соціально-економічного зростання держави і покращення суспільного добробуту населення та країни загалом. Визначено, що вдосконалення інформаційно-комунікаційних механізмів формування позитивного іміджу має відбуватися за чотирма основними напрямами, зокрема: розширення системи зв'язків з громадськістю; підвищення взаємодії державної влади та засобів масової комунікації; удосконалення механізму надання державних послуг; оптимізація роботи кадрового механізму.

Ключові слова: державна влада, позитивний імідж, інформаційно-комунікаційні механізми, громадкість, засоби масової комунікації.