

УДК 35.351

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при Президентіві України

**ФОРМИ І МЕТОДИ ЗАПРОВАДЖЕННЯ
КОНВЕНЦІОНАЛЬНОЇ КОМУНІКАТИВНОЇ СТРАТЕГІЇ
РЕАЛІЗАЦІЇ ФУНКЦІЙ ДЕРЖАВНОГО УПРАВЛІННЯ**

***Анотація.** Досліджується конвенціональна комунікативна стратегія (ККС) у контексті реалізації функцій державного управління. Доводиться потреба запровадження ККС у практиці роботи органів влади на основі ґрунтовних теоретико-методологічних підходів.*

***Ключові слова:** державне управління, функції державного управління, конвенціональна комунікативна стратегія.*

Зарицкая И.П. Формы и методы осуществления конвенциональной коммуникативной стратегии реализации функций государственного управления

***Аннотация.** Исследуется конвенциональная коммуникативная стратегия (ККС) в контексте реализации функций государственного управления. Доказывается необходимость осуществления ККС в практике работы органов власти на основе фундаментальных теоретико-методологических подходов.*

***Ключевые слова:** государственное управление, функции государственного управления, конвенциональная коммуникативная стратегия.*

Zarytska I.P. Forms and methods of the conventional communicative strategy implementation on the way of the public administration functions realization

***Annotation.** The conventional communicative strategy (CCS) in the context of public administration functions realization is investigated. There is proved the necessity of implementation of the CCS into the practical activities of power bodies on the grounds of theoretical-methodological approaches.*

***Key words:** public administration, public administration functions, conventional communicative strategy.*

The problem statement at the general view and its relation with important scientific or practical tasks. Foreign countries' experience proves the fact that every state works out a conventional communicative strategy (CCS) of its own, depending on the general national tasks. The common is that not only communication establishment is considered important, but also important is an

ability to communicate, understanding how to realize ideas on the vision of the state and society interrelation. The aim of the conventional communicative strategy is determined by the impact on the activities optimization of power bodies on the national and regional levels, globalization processes, other countries' experience, its implementation into practical activities, and absence of own prediction scenarios of the public administration functions process optimization itself.

In the national science of public administration, there are numerous researches of the questions of communication at the aspect of constructing interrelations between the state and society, and also targeted state impacts on the situation and development of social processes and relations with an aim of achieving goals, and the state functions realization. Really, these researches concern particular forms, methods, kinds of communications. However, they are not analyzed in the context of convention, conventional strategy, moreover, the conventional communicative strategy. The latter, according to the definitions of foreign specialists of 1960ies, influences the society state, at which its trust, open communication, direct population's participation in the process of taking executive and legislative decisions, and also gaining consensus on strategic questions is both the public society's value and the institutionalized state procedures.

Analysis of the latest researches and publications, where the solution of the problem is initiated, and which serve as grounds to the author. The literature analysis demonstrated that the CCS definition is based on the understanding of communicative strategies: *conventional* – agreement, conducting treaties in a conflict situation or a treatment/convention support; *conflict* – revealing discrepancies, emphasizing discrepancies by communication parties with an aim of rising a conflict or supporting, spreading the already existing conflict; *manipulative* – *seizure of the notional communicative space with an aim of forcing one's own communicative strategy to a communication party and,*

correspondingly, one's own vision of reality [1].

Methods and forms of communicative relations are grounds for the CCS practical implementation [2-5]. Also, as a general factor, there serves a vision of the role and importance of the institutional communication in the public administration system, which foresees such a relation, which, with the help of messages from the administration, turns citizens from passive recipients of decisions into active motivated participants of decision making process and its fulfillment [6-7].

The latter is very precisely stated in the articles of the Laws of Ukraine: “On the Main Grounds of the Informational Society in Ukraine Development for 2007-20015” [8], “On the Access to Public Information” [9], “On the Public-Private Partnership (Vidomosti of the Verkhovna Rada of Ukraine (VVR), 2010, # 40, ar. 522)” [10], “On Information” [11], “On Printed Media (the Press)” [12], “On Television and Radio Broadcasting” [13], “On Information Agencies” [14], “On the Preparation and Realization of Investment Projects on the “Common Window” Principle” [15], “On the State Secret” [16], “On Telecommunications” [17], “On State Support of Mass Media and Social Protection of Journalists” [18], “On Advertisement” [19], “On Electronic Digital Signature” [20], “On Electronic Documents and Electronic Documents Circulation” [21], etc. The sense of these Laws deals with the following: definition of the rights and duties of the parties; control role of the state and impact on illegal activities of citizens. All of this foresees a whole range of agreements; their making, settling and fulfillment, which is a sense of the conventional communicative strategy. In fact, the CCS should be applied to all the public administration functions.

Accordingly, **the previously unsolved parts of the general problem** are sorted out, i.e.: characteristics of the forms and methods of the CCS implementation of public administration functions realization on the basis of analysis of foreign experience, national legislation and research of power

bodies' sites conducted by the author. That is the reason for **formulating the aim of the article**: to characterize the main forms and methods of the CCS implementation of public administration functions realization on the basis of analysis of foreign experience, national legislation and research of power bodies' sites conducted by the author; to define the main problematic points concerning the CCS implementation in Ukraine.

The aim and tasks of the article are as follows: to characterize the main forms and methods of the CCS implementation of public administration functions realization on the basis of analysis of foreign experience, national legislation and research of power bodies' sites conducted by the author; to define the main problematic points concerning the CCS implementation in Ukraine.

Description of the main research material with complete groundings of the obtained scientific results. Many foreign researchers correlate the conventional communicative strategy with the state strategy, which determines the direction of power balance change of social layers at a definite stage of the historical development. Basing on the strategic tasks, the state: supports the social order; regulates its citizens' activities; creates conditions for the development of personal initiative; protects security, legal freedom and property of everybody; boosts development of some definite traces in the society, etc.

In case the state strategy strengthens its position in the world community, it is regarded as national, but in the opposite case as antinational. Hence, the state communication strategy is correlated with the categories belonging to management, namely: the way of organizational activities and administrative approaches, which are used for the achievement of organizational tasks and goals of the organization; an interrelated complex of long-term measures or approaches directed to the strengthening of life ability and force of the organization; collection of rules for making decisions, which lead the organization in the process of its activity.

It is the CCS that is based on the understanding of the communication process. The latter is considered completed when the recipient has confirmed his/her understanding of the sender's information. The following methods are considered as those of the CCS implementation: reverse connection, in the process of which it is found out how correctly the recipient has understood the information; attracting attention, notwithstanding the presence of other information sources; formulating of the message.

The analysis of the literature showed that information rendering methods are based on a definite algorithm, peculiar to all foreign specialists, i.e.: convincing description of the situation which demands interfering; demonstration of an attitude to it; explanation in which way this situation concerns the interlocutor and why the information is given to him/her in particular; production of a qualitative speech product by the sender of information; defining the channel by the sender of information; checking the reception of information by the recipient through the system of reverse communication.

Scientific applicable approaches to the CCS used by foreign authors are also based on the theory of communication. Summarizing showed that in the USA, public policy turns out to be connected not simply with the lobbying of their interests by separate social groups, but also with the production of communications system, where the conventional communicative strategy is a special task. As for Great Britain and Germany, constant communication connection between the authority and society is a proof of effective administration. In conditions of democracy, informative and transparent communication is of great importance for the maintenance of productive and strong relations between the executive, legislative, judicial powers and the voters. Finland: the state government and the society are mega communicative; the importance of a responsible dialogue increases; connection is targeted and checked; new partners and new forms of cooperation are necessary; the strategy

is constructed and realized by means of a dialogue. Australia and New Zealand: strive to construct connections between new thinking in practice and its realization in the sphere of public administration and civil society.

As for Ukraine, in major cases the accent is put on political communications and administrative procedures. That is the reason why the CCS gets no attention at all. Analysis of the power bodies' sites in Ukraine, conducted by the author, demonstrated, that there exist several directions of interaction between the state, subjects of public administration with the society, which need the implementation of the conventional communicative strategy [22, c.84-88]. Each of these directions implies defining the interaction parties legally.

The results of the research has shown that there have been used the following strategies at composing and planning the document on the regional development of the regions: administration, systematization, planning, resources allocation (each step has been worked out and written out by degrees); political, communicative strategy, cooperation, formation of new knowledge, abilities (there have been conducted active discussions, regular information, explanations have been given). The most acceptable are the following strategies: political, management. The rarely used strategies are: formation, communicative, interiorization, exteriorization. The conventional communicative strategy is not used at all. Its essence is in the application of technologies, which are directed to the management of a situation through the interaction and settlement of human behavior. Application of such a strategy demands a revision of both conceptual and practical approaches to the dialogue between the authority and public.

It is evident, that the application of the above described strategies is more tested in practice, scientifically grounded and easier used, as it precisely falls into administrative procedures. The implementation of the conventional strategy into practice meets some definite difficulties. All of them are connected with the two following aspects. Firstly, they are connected with the peculiarities of inner organizational management. Which concerns the improvement of the system of

professional training of public servants, formation of competence of public servants; public servants' fulfillment of the tasks of professional communicative activities in the public administration sphere, formation of new knowledge and abilities, creation of conditions for the personal initiative development, development of some or other moral trends in the society; solution of inner conflicts; formation and development of personnel potential, productive potential, formation of the systematically thinking intellectual elite; forecasting the changes in the inner environment. Secondly, the application of the above described strategies is connected with bringing in the public, the third sector and businesses to the realization of the regional development strategy. In fact, the question is the implementation of the conventional strategy into practice.

Conclusions. The forms and methods of realization of the public administration functions for Ukraine should be constructed on the scientific theoretical model sensible for the country. According to the point of view of the author of the article, the CCS can be viewed as a construction of the elements interaction system (construction of interrelations between the state and society), in which, at every stage, there happens an interaction of elements, problems of all the parties-participants are solved, and the needs of the whole society are satisfied. All of that acts without conflicts. The chain as follows: warning takes place – regulation of actions and behavior is held – instantly conclusions are made and corrections are introduced.

Perspectives of further investigation concern the elaboration of theoretical methodological approaches to the CCS construction of the public administration functions realization.

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Statement of the problem and urgency. In the national science of public administration, there are numerous researches of the questions of communication at the aspect of constructing interrelations between the state and society, and also targeted state impacts on the situation and development of social processes and relations with an aim of achieving goals, and the state functions realization. Really, these researches concern particular forms, methods, kinds of communications. However, they are not analyzed in the context of convention, conventional strategy, moreover, the conventional communicative strategy. The latter, according to the definitions of foreign specialists of 1960ies, influences the society state, at which its trust, open communication, direct population’s participation in the process of taking executive and legislative decisions, and also gaining consensus on strategic questions is both the public society’s value and the institutionalized state procedures.

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Conclusions and outcomes. The forms and methods of realization of the public administration functions for Ukraine should be constructed on the scientific theoretical model sensible for the country. According to the point of view of the author of the article, the CCS can be viewed as a construction of the elements interaction system (construction of interrelations between the state and society), in which, at every stage, there happens an interaction of elements, problems of all the parties-participants are solved, and the needs of the whole society are satisfied. All of that acts without conflicts. The chain as follows: warning takes place – regulation of actions and behavior is held – instantly conclusions are made and corrections are introduced.