



# Informational and Communicative Support of the Activities of the President of Ukraine

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**Abstract:** Since Ukraine gained independence, the level of trust between citizens and government has undergone dramatic changes. The determination of citizens to become the driving force of social change is increasingly beginning to emerge. The growth of the knowledge economy, the empowerment of people through social media and the emergence of transnational civic networks have made the public more and more a powerful participant in solving state domestic and foreign affairs. For today, the process of improving the organizational and legal mechanisms of state-civil communication has not found a proper solution and still remains relevant for Ukraine. The purpose of the paper is to explore the essence of information and communication support for the activities of the President of Ukraine. The theoretical and methodological background of the article was the following general scientific and special methods: systematic approach and semantic analysis. The result of the study is suggestions for resolution of the main problems of introduction of electronic governance in the system of public administration and proposing the main ways to overcome the problems of e-government in Ukraine.

**Keywords:** State-Civil Communication, Public Authority, Proper State Management, Social and Civil Potential

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## 1. Target Setting

According to the Article 102 of the Constitution of Ukraine, "The President of Ukraine is a guarantor of state sovereignty, territorial integrity of Ukraine, observance of the Constitution of Ukraine, human and civil rights and freedoms" [1]. From this implies the importance of the effectiveness and efficiency of the communicative support of the President of Ukraine in the implementation of social initiatives". The effectiveness of the social initiatives of the President of Ukraine by a large extent depends from establishing an effective dialogue with civil society institutions and with each citizen of the country, separately" [2].

## 2. Analysis of Recent Research and Publications

Issues devoted to the information and communication support of the activities of the state bodies as one of the main indicators of the development of Ukraine as a democratic, social and legal state were investigated by: David Held,

Ditland Scholl, Patnam, Robert D., Goncharova O. M. [4], Kuchabsky A. G., Bazhinova O. A., Romanenko E., Romat E. V. [3], Boyck, Carles and Daniel N. Posner, Simon G. A., Kozakov V., Cheban A. I. [6]. But despite a large number of scientific advances, this problem remains insufficiently highlighted.

## 3. The Purpose of the Article

It is to consider and analyze the main channels of information and communication support for the activities of the President of Ukraine.

## 4. Presentation of the Main Research Material

The mechanisms for making state decisions are in constant motion and require extensive information support for direct contact with the public [3]. At the initial stages, the main purpose of the information support of the President of Ukraine is reporting of the real facts that the President's social initiatives have been transformed into improving the

quality of life of the people, affecting almost every citizen of the country. This, in turn, updates the issue of the use of various communication tools in order to ensure the interaction of power with the public.

In this study, it is proposed to consider channels of information and communication support of the activities of the President of Ukraine as software hardware and information exchange systems, which provide operations for collecting, producing, accumulation, preservation, processing and transfer of information from administration to the population for the purpose of interpretation of managerial decisions and informing of groups of the external and internal public [4]. In this aspect, the channels of information and communication support are considered in terms of the use of separate technologies, processes and operations.

The potential of information and communication channels for the promotion to the public and civic participation is extremely important. For example, the Internet can facilitate the mobilization of interest groups and communities that represent the interest, reducing the cost of communication. The Internet and related technologies greatly facilitate the communication process, as well as the integration of thoughts and ideas of members of the public and other stakeholders. In addition, digital technologies provide a platform for communicating of people who can connect with each other, regardless of their physical location.

Consequently, the reduction of transaction and communication costs, as well as the change of society, under the influence of the general use of information and communication technologies, ensures such a structure of channels of information and communication support of the activities of the President of Ukraine that could ensure the democratization of the transformation of interaction between citizens and state bodies.

Access to digital information can lead to the participation of citizens in the discussion of socially important decisions and their ideas and interests through on-line channels (for example, discussion groups and emails). The Internet can potentially provide the widespread, low cost of communicative communication opportunities of the President with the public. The Internet, as one of the most popular mass communication channels, gives the President of Ukraine a real opportunity to ensure the effectiveness of public services, strengthening of democratic political discourse and promoting of the public sector.

Over the last decade, the government has made particular efforts for the developing of government portals and providing online services. The modern concept of e-government relates to the current potential of the civil service and to the practice of providing public services, which makes the activities of the President of Ukraine more effective and better utilizes communicative resources and achieve good governance. Information and communication technologies contribute to the articulation of individual and group values and the interests of state authorities and citizens.

However, today the state of introduction of electronic governance elements can be characterized as unprotected.

The main problems of implementing of e-government in the system of public administration are as follows:

- "The absence of a national system of indicators (parameters) of evaluating the state of e-governance;

- Lack of common standards and operating regulations of the functioning of electronic document flow systems with the using of electronic digital signature, as well as a conduction of state information management resources adapted to international ones;

- Imperfection of the legal and methodological base that enables the state authorities and local authorities self-government, citizens and business entities to operate in the information society;

- Bed legislative regulation of the issue of provision administrative services and appealing of citizens to state bodies authorities and local governments through the Internet;

- The absence of an integrated national information system resources and information interaction between public authorities and local self-government bodies;

- Limited access of citizens and business entities to information resources of state authorities and bodies Local Government;

- Low quality and insufficient number of administrative services provided to citizens and business entities with the use of electronic means;

- The imperfections of the existing Governmental portal, the websites of the authorities government and local governments that do not provide an interactive mode of operation and provision administrative services in the one-stop mode;

- Limited capacity of electronic document management systems bodies of state power and bodies of local self-government;

- The lack of uniform formats and protocols of electronic digital signature;

- Low level of awareness of civil servants representatives of local self-government and citizens on the substance and the benefits of e-government;

- Slow processes of informatization of libraries, archives, museums, which may lead to a deepening of the informational inequality" [5].

I believe that in order to overcome the above-mentioned problems of e-government, there should be processes in the state related to the coordination of actions in order to meet the public's needs as the main goal of the marketing management by creating and maintaining of a balance between resources of state authorities and ensuring the needs of the population. In the context of the use of information and communication technologies in the activities of the President of Ukraine, we can distinguish three interconnected sets of tasks:

- Tasks related to the activities of the President of Ukraine that are related with the meeting of the needs of the public;

1. Tasks relating directly to the activities of the President of Ukraine;

2. Tasks related to the activities of the President of Ukraine

in the external environment;

3. Tasks related to the creation of marketing systems for information and communication interaction of the President of Ukraine and the public and the selection of relevant marketing tools [6, p. 61].

One of the most important official information and communication platforms of the President of Ukraine is the site of the official Internet representation of the President of Ukraine. The site contains information about: location, postal address, communication numbers, official website address and e-mail; surname, name and patronymic, official communications numbers, e-mail address of the head of the body and his deputies, as well as heads of structural and regional subdivisions, the main functions of structural and regional departments, except when this information belongs to the information with restricted access; main tasks and normative-legal principles of activity; news; announcements of events; regulatory documents and so on.

The lack of legal regulation of Presidents communication with society communication in the state causes the temptation not to solve the communication problems. This opens up wide opportunities for insufficient provision by the executive authorities and local self-government bodies of public access to consultations and legal assistance [7, p.9].

An important element is that citizens can apply to the President of Ukraine with electronic petitions through a special section of the website of the Official Online Presidential Office of Ukraine. However, it should be noted that today, the most important issue of electronic petitions remains the trust of citizens to the institution of petitions. After all, both in the legislation and in the mechanisms of the website of the official Internet representation of the President of Ukraine, sanctions for the possible hacking, for example, curtailment of votes or reduction of their number, etc. were not regulated.

Of course, it should be noted that the Institute of Electronic Petitions today is one of the important criteria of "direct democracy" in the world. Creating of such an institution in Ukraine is important and necessary. Despite of all the shortcomings of the law, one should not forget that in Ukraine it is a newly established institution that has the ability to develop and improve.

It is worthwhile that the website of the Official Online Presidential Office of Ukraine is available in Ukrainian, Russian and English, is active and filled with sufficient information. Active work with mass media is being conducted for the discussion of the topical issues related to the activities of the President of Ukraine.

It is also important that independent organizations carry out a sociological survey of the visitors of the site about its work, its design, structure, etc., after which the results are analyzed over certain periods of time and are displayed for general familiarization. But such advanced feedback facilities have very few resources, almost no place is published, which measures have been taken on the relevant requests of citizens. For example, according to the Analytical Reference on the results of the State Committee for Television and

Radio Broadcasting monitoring of the information content of the official websites of the authorities in the first half of 2017, the site of the Official Online Presidential Office of Ukraine has the highest significance of the information transparency indicator (99.6%) [8].

However, along with positive signs, it is necessary to make certain general comments about the work of the site of the President of Ukraine related to the lack or publication of not fully information, the mandatory placement of which is regulated by regulatory acts [9].

I would also like to note some disadvantages, namely:

- The information recording system is not always updated regularly, contains information only about the part of documents that are in the possession of the authorities, for example, information about incoming and outgoing correspondence is often absent;

- Not everywhere there is a list and service numbers of communications managers of enterprises, institutions and organizations belonging to the sphere of management of executive bodies;

- The location of the information is not in the logical sections, which does not ensure the simplicity and convenience of access to it;

- Restriction of access to the posted information to users with visual and hearing impairments, etc [10].

Also, we do not have to forget about traditional, but quite effective channels of communication, the main of which are: radio, television, newspapers, service and magazines. The radio embraces a wide range of audiences and is a very convenient communication channel suitable for mobile people. In the morning, citizens listen to the radio when they go to work, go to the car, etc. As the well-known Ukrainian scientist E. A. Romanenko said: "Analyzing the content of system of communication of the President of Ukraine, its necessary to proceed from the fact that it provides multilateral orientation of interactions between state authorities; between public authorities and the public; between state authorities and political institutions; between institutes of civil society " [10]. Even if the radio is a mass media for transmitting information, it uses a simple spoken word, for the most part, to convey your message. Of course, radio, like any other communication channel, has its advantages and disadvantages.

## 5. Conclusions

Today, the crucial element for the development of information and communication support for the activities of the President of Ukraine is the initiation of discursive technologies for engaging with the public through, for example, the Annual Presidential Addresses to the people. We are talking about a certain hermeneutical-semantic filling of the problems that the country's leader operates and which, as a result, become the subject of discussion of the whole society. The adequacy of understanding of this issue by the country's leader and its ability to establish an appropriate communication with the society is a guarantee of the success

of its policy and a systemic strengthening of the trust credit to it, as the communication of the President of Ukraine with the public and state authorities should, first of all, be transparent.

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