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Present Stage of State-Building**

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The Digital Communication Activities in Public Management

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The process of transforming economy into digital one is called digitalization. Digitalization is a process of implementing modern digital technologies in various spheres of life and production which, in fact, makes integral interaction of virtual and physical spaces possible.

All over the world, the concept of “new public management” has been replaced by the era of digital governance which implies more modern management with an emphasis on client-orientation and digitalization.

It should be noted that conditions for digitalization at the state level are being created in Ukraine: government institutions are being created, laws, regulations and orders are being adopted to improve this process. One of the main regulatory documents is the order of the Cabinet of Ministers of Ukraine «On approval of the Concept of development of digital economy and society of Ukraine for 2018-2020».

Today, political and sectoral discourses are specified by digital communications: from the simple statement of fact by tools of digital technologies to digital globalization in communicative interaction.

These technologies and consequential changes will significantly influence the communication process in public management.

Communication activities in public management consist in the implementation of information exchanges aimed at performing the functions of public management. The essential communication subsystem of public management includes the subjects of interaction, information connections and management relations, processes of interaction of management entities between each other and with other public institutions. It also includes the infrastructure that provides the creation, transmission, search and retrieval of management information, i.e. information that is provided in this system and used to implement management interactions and influences.

Thus, public management cannot exist without communication as a form of interaction between various subjects and objects of management because the democratic regime requires the coordination of positions in a constant dialogue between authorities and society. Due to the communication process the state body establishes close ties with citizens bringing them closer to the process of making state decisions and initiating a dialogue that makes it possible to understand the citizens’ needs and requests.

Although Ukraine uses digital technologies in public management, it is necessary to implement digital communications more actively in order to obtain the status of open public authority.

Digital communicative interaction is an electronic transmission of text data, images, video, voice and other information including messages or publications that are transmitted in the digital space via electronic mail, videos, live video broadcasts, digital events, podcasts, blog posts, mobile apps, announcements, forums, web pages, as well as any social networks or messaging platforms, such as Facebook, YouTube, Instagram, Twitter, WeChat, Line, LinkedIn, WhatsApp or Snapchat. Digital technologies include both the ways of posting information – sites, blogging platforms, social network services, groups in messengers, channels in programs for corporate communication and the ways of their further distribution – cloud services, aggregators, and analytical programs using artificial intellect.



Communication activities in public management in Ukraine are regulated by a large array of legislative and regulatory acts. It is expedient to single out the laws regulating the implementation of communication activities with the use of digital technologies: “On electronic documents and electronic document management” and “On electronic trust services”.

Legal regulation of communicative activities in the digital environment in public management is reflected in a number of regulatory acts of the Cabinet of Ministers of Ukraine: orders “Some issues of public administration reform of Ukraine” dated June, 24, 2016 №474-p, “On approval of the Concept of development of electronic services system of Ukraine” dated November, 16, 2016 №918-p, "On approval of the Concept of e-government development in Ukraine" dated September 20, 2017 № 649-p, "On approval of the action plan for the implementation of the Concept of electronic system development in Ukraine for 2017-2018" dated June 14, 2017 №394-p and "On approval of the Concept of development of the digital economy and society of Ukraine for 2018-2020 and approval of the action plan for its implementation" dated January 17, 2018 № 67-p; resolutions "On approval of the Regulation on data sets to be released in the form of open data" dated October 21, 2015 № 835, "Some issues of electronic interaction of state electronic information resources" dated September 8, 2016 № 606. The resolution of the Cabinet of Ministers of Ukraine “Some issues of digital development” dated January 30, 2019 № 56 made an important step towards the adaptation of Ukrainian legislation to digitalization processes: it provides for the implementation of the principle of “Digital by Default”.

Communication processes in the modern world almost entirely depend on the digital component, which makes it necessary for digital tools of communication and interaction to be implemented by the state and public authorities.



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