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**THE ROLE OF DIGITAL TECHNOLOGIES IN THE DEVELOPMENT OF  
PUBLIC MANAGEMENT OF ADVERTISING ACTIVITIES AND  
COMMUNICATION POLICY FOR THE FORMATION OF STATE SECURITY**

*The influence of digitalization on the communication and advertising policy of the state in the context of increasing public influence and the formation of the security system is studied. It was emphasized that it is important to systematically monitor the effectiveness of communication and advertising strategies and measures used by the state to interact with the public and form a positive social influence and the appropriate level of the state. We believe that studying the impact of advertising in official publications (in particular, Internet advertising) on the public allows us to assess how government communication affects the public, its awareness and perception. Identification of insufficiently transparent or unreliable practices of communication policy, which can help identify cases of misinformation, unreliable communication and contribute to the improvement of communication policy, increasing public trust in the actions of the state. In this context, the current legal framework of Ukraine in the field of advertising and communication activities was analyzed. It is recommended to use new technologies and communication tools, improve transparency, ensure access to information and increase activity in interaction with the public and increase your influence on society through the introduction of effective strategies and measures of advertising and communication policy. It was determined that the state's active use of advertising, mediatization, mass*

*media and social networks, establishing relations with journalists, publishing press releases on websites, as tools of communication with the public, ensures participative management, involvement of the public in dialogue.*

**Keywords:** *public administration, public authorities, advertising, advertising activity, strategy, digitalization, digital technologies, communication policy, mass media, state security.*

Problem setting. To increase the efficiency of public administration, development of partnership relations between state authorities, local self-government bodies, mass media, the public and the level of trust in state authorities and local self-government bodies should be increased pay attention to the transformation of applied knowledge necessary for formulation and implementation communicative public policy to determine the structure (model), characteristics of the content and forms of communication policy, principles of management of communication processes, connections and effects of advertising activities; communication and advertising policy strategies; indicators of strategic priorities, goals, values, approaches and methods of solving problems; regulatory, organizational, financial management mechanisms. In the modern information society, the state bears great responsibility for ensuring the effective impact of communication on society. The communicative policy of the state plays a key role in shaping public opinion, strengthening social communication and determination of social development strategies. In the conditions of growing social influence, communicative politics becomes an integral part of the country's successful development and active human development capital [3]. The communicative policy of the state is a set of strategies, plans, actions and measures aimed at to manage the interaction of the state with its citizens, other states and the international community The policy determines the ways and means of interaction between the state and the public with a goal influence on public opinion, formation of information space, promotion of social changes, ensuring legitimacy and trust in the government and its actions.

Recent research and publication analysis. Many works of foreign and domestic

scientists: Aaker D., Barnes B., Burnett K., Bertelli A.M., Deyan A., Carter are devoted to the issue of information and analytical provision of state administration, a complex of marketing communications in public administration, communication activities of the state through PR technologies and advertising. H., Raisa E., Rolla D., Rossiter R., Sinclair J.A., Wells U., V. Freiburger, Hopkins K., Shultz D., Kislova D.V., Romanenko E.A., Chaplai I. V., Romata Ye.V., Pomazan-Ponomarenko A.A., Krutushkina O.V., Lukyanets T.I., Melnykovych O.M., Mnushko Z.M. and others. But the intensity and speed of changes constantly occurring in society, the need for flexible approaches to public administration and communications with the public, the use of modern technologies at completely new levels will always keep the issue of advertising and information activities relevant and requiring constant rethinking and adaptation to modern realities. Separate questions of this issue were considered by us within the previous directions of scientific research.

**Paper objective.** The purpose of the article is to determine the role of digital technologies in the development of public administration, advertising activities and communication policy for the formation of state security.

**Paper main body.** The communicative policy of the state is an organized and purposeful activity of the bodies authorities, aimed at: conducting a broad dialogue with the public regarding goals, objectives and directions of state development; providing the public with timely, clear, reliable and relevant information about policies, government programs, administrative services and initiatives authorities; clarification of the public benefit brought by the implementation of specific policies and programs; establishment of effective feedback channels with the public; building trust to power structures and increasing the level of public trust in them; creating a positive image of the state and formation of its brand.

The communicative policy of the state is relatively stable, requires systematic work and continuous improvement to achieve successful communication results. The main goal of the state communication policy is to create a common understanding and vision regarding the development of the state. To achieve this goal, it is necessary to interact

and coordinate communication efforts of various authorities, effectively manage communication flows and take into account the needs of different audiences. This will ensure proper communication and cooperation between state bodies and the public, will promote mutual understanding and joint efforts in achieving common goals of the country's development [5]. The communication policy involves the active use of digital technologies and advertising, in particular Internet advertising.

Communication policy in Ukraine is regulated by a number of laws and regulations acts that determine the principles and rules of state communication with the public:

1. The Constitution of Ukraine (1996) establishes the general principles of freedom of speech, the right to information and the rights of citizens to receive and transmit information; guarantees the right to freedom words, press, radio, television and other forms of expression [6].

2. The Law of Ukraine "On Information" (1992) defines the legal principles of information activity in Ukraine, establishes the principles of access to information, rules regarding dissemination information by state bodies, the procedure for providing information to the public and other aspects information policy [7].

3. The Law of Ukraine "On Appeals of Citizens" (1996) regulates the ways in which citizens of Ukraine can exercise their right, granted by the Constitution of Ukraine, to make proposals regarding improvement of the activities of state authorities, associations of citizens in accordance with their statutes, expose shortcomings in work, challenge the actions of officials, state and public organizations [8]. This law provides an opportunity for citizens of Ukraine to participate in the management of state and public affairs, to influence the improvement of the work of state and local authorities self-government, enterprises, institutions and organizations, regardless of the forms of ownership, to protect their own rights and legitimate interests, as well as restore them in case of violation.

4. The Law of Ukraine "On Media" (2023) is intended to ensure the implementation of the main rights, in particular, freedom of expression and access to diverse, reliable and current information [9]. It also aims to support pluralism of opinion and free

dissemination of information, as well as to protect the national interests of Ukraine and the rights of users media services. The law regulates the activities of the media sphere in accordance with the principles of transparency, justice and dispassion, contributes to the creation of a competitive environment, equality and media independence. In addition, it determines the legal status, formation procedure, functioning and powers of the National Council of Ukraine on Television and broadcast.

5. The Law of Ukraine "On Public Media of Ukraine" (2014) establishes the legal basis for activities of the Public Media of Ukraine and defines the principles of functioning of the National of the public television and radio company of Ukraine [10]. Public media of Ukraine is created with a purpose satisfaction of society's informational needs, involvement of citizens in discussions and solutions of the most important socio-political issues, promotion of national dialogue and support formation of civil society.

6. Law of Ukraine "On State Support of the Media, Guarantees of Professional Activity and social protection of a journalist" (1997) regulates the legal, economic and organizational foundations that relate to state media support and the protection of social rights of journalists [11].

7. Law of Ukraine "On Electronic Documents and Electronic Document Management" (2003) establishes the basic organizational and legal principles related to circulation and use electronic documents [12].

8. The Law of Ukraine "On Advertising" (1996) defines the principles of advertising activity in Ukraine, regulates the relations that arise during the production, distribution and consumption of advertising. It also establishes rules for placing advertisements in the country, regulates the use of advertisements in mass media, establishes requirements for the content and format of advertising materials and determines the rules for the protection of consumer rights [13].

9. The Law of Ukraine "On Protection of Personal Data" (2010) normatively regulates relations related to the protection and processing of personal data and aims to protect the main ones rights and freedoms of a person and a citizen, in particular the right to inviolability of personal life, which relate to the processing of personal data [14].

10. The Law of Ukraine "On Access to Public Information" (2011) establishes the procedure implementation and guarantees the right of each person to access the information in their possession subjects of authority, other providers of public information, according to the definition, provided by this Law, as well as information that is of public interest [15].

11. The Civil Code of Ukraine (2003) establishes rules for personal non-property and property relations (civil relations), including those arising during communication in public sphere [16].

12. The Criminal Code of Ukraine (2001) provides legal protection of rights and human and citizen freedoms, property, public order and public safety, the environment, the constitutional system of Ukraine from criminal encroachments, ensuring peace and security of mankind, and also crime prevention. The Criminal Code has a number of articles that establish criminal responsibility for crimes related to communicative activity in the public sphere [17].

Ukrainian legislation that directly or indirectly controls the issue information and communication activities in the public sphere with reference to advertising activities can be conditionally divided into three significant groups. The first group includes laws defining the organizational and legal conditions of this activity The second group concerns the laws that regulate the activities of mass media. The third group includes laws that establish the rules for carrying out such activities with using modern information and communication technologies [18]. When forming of the state communication policy, it is necessary to first comprehensively solve the issue regulatory and institutional support, and then proceed to situational measures responding to specific situations. In the conditions of social and political development, the proper institutional ensuring state communication policy becomes a factor in ensuring state security.

In the formation and implementation of the state communication policy in the context of strengthening public influence, it is necessary to adhere to such principles as the principles of transparency; coherence; availability; flexibility; bilateral interaction; dialogue; contextuality; information objectivity; responsibility of the manager and

authority; institutional memory; the latest technologies and innovative approaches; cooperation and partnership. The specified principles determine the general orientation of the state communication policy and reflect the important ones aspects of effective interaction between the state and the public. They help provide openness, transparency and mutual understanding between the parties and contribute to the increase of social influence of the state, building trust and effective exchange of information, changes in the media landscape and communication habits of the public, better understanding and perception of information public, help avoid distortion of facts, manipulation and disinformation.

Let's define the main goals of the communication and advertising policy of the state in the context of strengthening public influence and ensuring the security of the state, which are aimed at ensuring effective social and political communication, contribute to the development of trust, influence and stability of society:

1. Informing the public. The state directs its efforts to the spread of objective and reliable information about its activities, decisions, policies and programs. Information of the public occurs through mass media, social media, websites, official statements and press conferences, e-mails, forums, seminars, discussions and public meetings and other communication channels. An important aspect of informing is availability, reliability and transparency of information, as well as active interaction with the public, which allows to ensure effective dialogue and mutual understanding.

2. Strengthening public trust in state institutions, leaders and their decisions. The state is obliged to establish effective communication mechanisms that allow communication with the public, listen to their wishes and views, as well as explain the motivations of their actions.

3. Stimulation of active civic participation and promotion of dialogue and interaction in social processes. The state creates opportunities for open dialogue with the public, public organizations, business and other interested parties (for example, conducting public consultations and public hearings; provision available to the objective public information about its activities, policies and decisions; discussion on the Internet

on electronic platforms for feedback of open meetings with the public (website, e-mail, online forums, social networks, etc.); written consultations; expansion the role of public organizations and giving them the opportunity to participate in the decision-making process; working groups with the participation of public representatives, involvement of citizens in the formation process policies and programs and other forms of interaction).

4. Reputation management. The state takes active actions for formation and preservation its reputation at the national and international levels. This is the formation of a positive image states regarding its representation in the international mass media; effective diplomacy; support of international cooperation and positive perception in the international arena; development of a strong and stable economy; development of branding campaigns; cultural promotion exchanges to emphasize the uniqueness and attractiveness of the state; media and public diplomacy aimed at establishing partnership relations with the public, international mass media and influential public figures; participation in international aid and humanitarian programs projects and missions, which promotes a positive perception of the state and demonstrates responsibility and social solidarity, etc.

5. Combating disinformation and fakes: The state pays attention to the fight against disinformation and fakes that can harm the interests of the state. This may include establishing mechanisms for collecting and analyzing information that allows detection of false or manipulative information and quickly respond to it; promoting detection, detection and prevention of proliferation inaccurate information; development of strategies for the dissemination of reliable information; assistance media literacy; conducting educational campaigns aimed at raising awareness citizens regarding misinformation and fakes; support of fact-checking initiatives and cooperation with international partners; cooperates with media organizations and social media platforms to detect and remove misinformation; support of journalistic and ethical standards codes that help to recognize and avoid the spread of misinformation; software access to official sources of information, support of independent media, development of public library system, etc.



6. Creation of favorable conditions for communication: The state creates the necessary conditions for free, diverse and open communication. This may include the development of information infrastructure, protection of freedom of speech, press and other rights of citizens to free expression, development of media space, support of independent media organizations, creation of a competitive environment, development of media literacy among citizens; publicity of decisions, openness of data and documents, access to official information through web portals and other channels; involvement the public to the decision-making process through consultations, dialogue, public hearings and others forms of communication; support for community journalism and community media that represent public interests and independence from political factors, etc.

An important task of the communication policy of the state is to ensure effective communication and feedback between the authorities and the public, which promotes mutual understanding, trust and public support. It plays an important role in shaping and strengthening public opinion the social influence of the state and the development of democratic processes. Rational use of mass media (mass media) is an important element communication strategy of state authorities. Mass media act as the main channel for dissemination of information in the public administration system. Results of cooperation between bodies government and mass media have a significant impact on the quality of informing citizens about activities of state bodies, as well as on the formation of a positive image of the state apparatus [19].

In addition, communication is an important component of the state's communication strategy and advertising policy. This policy provides for the organized and purposeful activity of authorities with a goal ensuring the functioning and development of communication systems and means that provide transfer of information. This includes IT, ICT, in particular broadband Internet, technical provision of media (telecommunications, broadcasting) and others [20].

The communicative policy of the state should be based on numerous methods of involvement citizens to make decisions that affect their daily life, which requires not only providing citizens with a wide range of information, but also providing the opportunity

to express their opinions and views and influence important state decisions. It involves development and implementation comprehensive plans and strategies for the application of communication at the level of executive authorities and bodies Local Government.

The scope of the use of communications in public administration should expand and move from the process level to the activity level, emphasizing the process of "transfer and exchange information" to present and explain the adopted government decisions and actions, as well as for support of social relations. Attention is focused on the differences between proactive and passive government communication with the public. "Active communication" is used to define the whole information provided in an organized manner by a specific target group of authorities and administration Communication is active, because all activities carried out by the government are planned, are organized and financed.

So, in a broad sense, the system of communicative policy of the state is a complex of interactions and communication processes that occur at the horizontal and vertical levels, internally and externally, formally and informally, between various subjects in the public spaces using digital technologies, print media, advertising tools, etc. These entities include local self-government bodies, public institutions, and state institutions organizations, institutions, media representatives and citizens. This contributes to the coordination of activities management subjects in the social process at the central, regional and local levels levels.

One of the conditions for the successful formation of the state is the support of the decisions taken by the population. It is obvious that recognition of the effectiveness of these solutions depends not only on successful achievement of the set goals and effectiveness of the activities of state bodies, but also from their implementation effective information campaign and explanation to the public of their actions aimed at promoting the integration of society and protecting the interests of citizens. In addition, an information campaign of state policy is important in forming the appropriate image of state power on national and international levels [22].

Conclusions of the research. Thus, the communicative policy of the state should be aimed at solving the main problems Ukrainian society through nationwide intensive, technologically equipped information campaigns that are actively distributed through electronic and print media, within the scope of advertising activities:

- raising awareness of the population on issues of civil protection and emergency situations and human rights issues;

- "hotline" on issues of searching for missing persons due to military operations in Ukraine;

- development of cooperation between state institutions and the private sector;

- improving citizens' awareness of rights and responsibilities during use financial services;

- emphasizing the importance of a healthy lifestyle;

- solving the problems of discrimination based on race, age, gender, and religious beliefs and physical abilities;

- encouragement of civil innovations (the government accepts citizens' initiatives and projects, aimed at the development of the country and the improvement of the citizens themselves);

- introduction of communication innovations for appeals to citizens and residents of the whole states;

- focusing on national priorities and solving the most important social ones problems

The use of the tools of an intensive information campaign not only spreads a specific message, but also increases the efficiency of the information process, because: implements differentiated information influence; takes into account the peculiarities of social attitudes and needs individual population groups; creates quality information products that are perceived as concrete the audience; creates opportunities to "surround" a person with an informative message about carrying out the campaign on all available communication channels, achieving a synergistic effect impact effect.

Effective communication policy of the state contributes to the development of

dialogue between the authorities and society, based on the principles of democracy, effective work of state institutions and sustainable development of various spheres of life. Modern public communication policy of the state aimed at ensuring interaction between the government and society, as well as interdepartmental interaction government It includes elements such as informing the population about the goals and priorities of the government, provision of administrative services, provision of feedback, involvement of the public in political processes and decision-making, as well as ensuring access to information. Essence of external and internal government communication consists in directing information to one's own structure and ensuring their interaction (internal communication), or for interaction with the public and mass media (external communication).

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