Прикладна психологія. Професійна й організаційна психологія.

UDC 351:614.8:159.9

Vovk N. P.,

PhD in Pedagogy, Associate Professor, Cherkasy Institute of Fire Safety named after Chornobyl Heroes of the National University of Civil Defence of Ukraine

Mokhnar L. I.,

PhD in Pedagogy, Cherkasy Institute of Fire Safety named after Chornobyl Heroes of the National University of Civil Defence of Ukraine

Diachkova O. M.,

PhD in Pedagogy, Cherkasy Institute of Fire Safety named after Chornobyl Heroes of the National University of Civil Defence of Ukraine

PSYCHOLOGICAL ASPECTS
OF COMMUNICATION IMPROVEMENT
IN THE EMERGENCIES

Анотація. У статті розкрито поняття комунікації та комунікації в соціальному управлінні, визначено основну задачу комунікації та особливості управлінської комунікації, окреслено та запропоновано шляхи вирішення проблеми побудови ефективної комунікації в умовах НС. У роботі розкрито основні елементи процесу комунікацій (відправник - людина, що генерує ідеї і передає їх; повідомлення - текстова або закодована інформація; канал - засіб передачі інформації; одержувач - людина, якій відправник адресує передане повідомлення). Виділено етапи інформаційного забезпечення в умовах НС: постановка завдань щодо встановлення відповідних інформаційних зв'язків і визначення цілей інформування; створення фонду відомостей, банку даних;

обробка інформації, її систематизація; надання та поширення інформації за допомогою спеціальних форм і засобів.

На основі результатів, отриманих ученими у попередніх наукових працях, актуалізовано нагальну потребу в обґрунтуванні та окресленні векторів удосконалення комунікації в умовах НС, зокрема, через досягнення взаєморозуміння у професійно-комунікативній ситуації, яке забезпечується внутрішніми ресурсами особистості фахівця, що впливають на конструктив спілкування під час взаємодії у професійній царині, та за рахунок розвитку у керівників підрозділів системи ДСНС організаційно-управлінських якостей. У роботі розкрито модель циркулярної комунікації (динамічна модель, за допомогою неї є можливість представити процес розгортання ситуації; дана модель не розділяє відправника та отримувача, у певний момент одна людина може бути в обох ролях, що перетворює обидві сторони на активних учасників взаємодії; у даній моделі акцент зроблено на зворотній зв'язок; модель демонструє, як правильність та точність повідомлення є необхідними для його правильного сприйняття; циркулярний характер дозволяє обом сторонам викласти свою думку).

Ключові слова: комунікація; комунікація в умовах НС; комунікація в управлінні; комунікаційні мережі; інформаційна безпека.

Abstract. The concepts of communication and communication in the social management are revealed in the article; the main task of communication and features of management communication is defined; the ways of solving the problem of building the effective communication in the conditions of emergencies are outlined. The main elements of the communication process are found out in the article (sender – a person who generates the ideas and transmits them; message – the text or coded information; channel – the means of transmitting information; recipient – the person to whom the message is directed by the sender).

The stages of information management in the conditions of emergencies are distinguished: the setting tasks for the establishing of the appropriate information

links and determining the purposes of informing; the creation of a fund of information, a data bank; the processing of information, its systematization; support and dissemination of information through the special forms and means.

Based on the scientific results, the article actualizes the urgent need to substantiate and outline the vectors for improving the process of communication in the emergencies, in particular, through the achieving of the mutual understanding in a professional communication situation, which is provided by the internal resources of a specialist personality, which influence the constructive communication during the interaction in the professional field, and through the development of organizational and management qualities in the heads of the State Emergency Service of Ukraine system. The article reveals a model of circular communication (a dynamic model, with the help of which it is possible to present the process of unfolding a situation; this model does not separate the sender and the recipient, at a certain moment one person can be in both roles, which turns both into active participants in the interaction; this model emphasizes feedback; the model demonstrates how the correctness and accuracy of the message is necessary for its correct perception; the circular nature allows both parties to express their opinions).

Key words: communication, communication in emergencies; communication in management; communication networks; information security.

Problem statement. In the context of a full-scale military invasion to our country by the troops of the russian federation, communication is a basic need on which the safety of community members and even their lives often depend. Communication in the context of constant and systematic missile and drone attacks means security and providing the population with timely information, meeting the information needs, and the ability to fully exist in the news space. Communication in the modern world has become an emergency service aimed at responding to emergencies, and the lack of information quickly creates panic, anxiety and helplessness.

According to Internews, in recent years, the trust in official sources of information has grown significantly: people trust information from the General Staff, territorial military commands, the websites of the Commander-in-Chief, the Government, the President Office, and local authorities, and only then – television and radio. Thus, communication should be of the highest quality and useful. It should be not just an exchange of information, but also a solution to current issues that are arising on a regular basis, and the range of which is much more complex now than in peacetime.

Analysis of the latest researches and publications. A number of scientists have conducted researches concerning the peculiarities of organizing and implementing communication in the context of an emergency. N. Vovk described in details the features and identified the factors that determined the effectiveness of the communication process, and it was highlighted the psychological approaches to improving the effectiveness of communication in crisis management [2].

V. Ovsianyk examined the theoretical aspects of crisis communication in emergency situations, identified the components of crisis communication in the field of public administration and considered the theoretical and methodological aspects of anti-crisis communication [6], L. Mudrak proposed the laws and principles of communication and the rules for building the communication strategies in the conditions of crisis [5].

Despite the fact that the issue of peculiarities of the organization and implementation of communication in disaster conditions has been studied for a long time, it remains open today. This is due, first of all, to the introduction of the latest technologies into human activity, which appear as a result of the achievements of the world scientific and technological progress and the high probability of man-made, natural, military and socio-political hazards, the growth trends of which have been observed since the beginning of the third millennium. We believe that during the elimination of emergencies caused by missile and drone attacks, management and interpersonal communication plays an important role in the coordinating, management, providing information to rescue teams and in informing

and assisting victims, survivors, their relatives and the population affected by emergencies. Interruptions in the communication channels within the system and from outside the system can cause confusion and disorder and reduce the ability to manage the situation.

Formulating the objectives of the article. Based on the specifics of the problem raised, we consider it necessary to solve the following tasks: to conduct a comparative explication of the concepts of "social communication" and "management communication"; to identify the areas of management communication in emergencies; to analyze communication models; to identify the areas of their application in management activities in the conditions of emergencies for improving them.

The main material. The process of communication that exists in management activities in disaster conditions is management communication, which we define as an integral set of management relations and interactions between the subjects of management activities carried out vertically and horizontally within the structure and with the external social environment. First of all, management communication ensures the implementation of management functions, the functions of the management subject [9].

The management in emergencies necessarily involves the interaction between the public authorities and other organizations. And, as V. A. Terentieva notes in her works, the key role here is played by the ability to coordinate efforts in conducting the common operational actions and ensuring communications [7]. Accordingly, under these circumstances, the main task of communication in disaster conditions is to ensure the continuity of information flows to groups and institutions involved in this situation in order to reduce risks, minimize fears, and other undesirable emotional states and reactions.

An explicative analysis of the concept of communication, based on the studies of Ch. Osgood and W. Schramm, has led to the conclusion that the vast majority of scholars consider this concept as a complex and multicomponent process.

The main elements of the communication process were identified by many researches, including: sender – a person who generates ideas and transmits them; message – text or encoded information; channel – a means of transmitting information; recipient – a person to whom the sender addresses the transmitted message [1].

As a result of the analysis of the researches, we define the concept of communication in management as a conscious, purposeful impact on the social system as a whole or on its individual elements, which is carried out on the basis of the use of objective laws and trends inherent in this system [2].

In the course of our study, we consider it necessary to examine the circular model of communication proposed by W. Schramm and Ch. Osgood. The structure of this model includes almost all components that are fundamentally important for management: sender, receiver, message to be encoded; message to be decoded; message transmission channel and, accordingly, the result of communication [11].

This model presents communication as an interactive and interpretive process in which the communicators actually send and simultaneously receive signals in the form of messages.

The advantages of using this model of communication in considering the management process in emergencies are: the circular model of communication is the dynamic model, which makes it possible to present the process of situation unfolding; this model does not separate the sender and the receiver, at a certain moment one person can play both roles, which turns both into active participants in the interaction; this model emphasizes feedback; the model demonstrates how the correctness and accuracy of the message is necessary for its correct perception. This model emphasizes two fundamentally important points for management: communication is viewed as an unlimited process in space and time; not only the sender but also the receiver is responsible for its success.

As the communication is not just a flow of information, but also the exchange of messages between managers and subordinates, between departments of relevant services and organizations, it is important not only to move messages quickly

through the communication channels, but also to have a psychological component, to ensure that the recipient understands the meaning of the message. For this purpose, it is necessary to acquire the ability not only to clearly express thoughts and orders, but also to listen and hear the interlocutor attentively – without this, it is impossible to increase the effectiveness of communication interaction as a specific exchange of information.

The management process always involves the communicative interaction between its participants – the manager and subordinates, the effectiveness of which is determined primarily by the level of the communicative competence of manager/ leader. According to L. Rudenko, the communicative competence is based on a certain set of knowledge and skills that contribute to the effective implementation of the communication process, and reflects the ability of a person to establish and maintain the necessary contacts with people. At the same time, the achievement of mutual understanding in a professional and communicative situation is ensured by the internal resources of the specialist's personality, with the help of which he or she communicates constructively during the interaction at work [7].

In the emergency conditions, the information support is also provided by the warning system, which, according to Article 2, paragraph 39 of the Civil Protection Code, is a set of organizational and technical measures, warning equipment and technical means, equipment, channels of communication intended to timely communicate signals and information about the emergencies to central and local executive authorities, enterprises, institutions, organizations and population [3].

In Article 21 of the Civil Protection Code concerning the information support is stated that "...citizens of Ukraine have the right to get the information about emergencies or dangerous events that have occurred or may occur, including in a form accessible to people with vision or hearing impairment. In the article 27, paragraph 4 it is noted that the citizens who perform tasks on prevention or elimination of the consequences of emergencies as part of a voluntary civil defense formation have the right to receive information about the emergency and about the necessary security measures [3].

As O. H. Barylo, "...information support is a dynamic system of obtaining, evaluating, storing and processing data created for the purpose of making management decisions" [1]. Accordingly, it can be considered both as a process of providing information and as a set of forms of documents, regulatory framework and implemented decisions on the scope, location and forms of existence of information used in the information system in the course of its operation.

In certain situations, the organization of work of the effective management communication in emergencies is an extremely complex matter, and neglecting it can entail serious consequences. The difficulties of management during the liquidation of emergencies are related to the peculiarities of information impact in the extreme conditions. They can be caused by delays in the receipt, concealment, distortion or destruction of operational information, cases of unauthorized access to it by some peolpe (or groups of people).

In the process of outlining the vectors for improving the management communication in disaster conditions, we are interested in the experience of the World Health Organization (WHO) in the United States. They organized great job concerning the communication in the emergencies; it involves a number of activities, including: informing, maintaining trust, protecting reputation, developing proactive news and messages in social networks, and a number of other areas [8,10].

In emergencies, WHO's communication objectives are to ensure people who are affected, with the necessary information to protect their health and safety.

Conclusions. Thus, as a result of the analysis of a number of works, communication is considered as a complex and multicomponent process (Ch. Osgood, W. Schramm), communication in social management – as a conscious, purposeful impact on the social system or on its individual elements, which is carried out on the basis of the use of objective laws and trends inherent in this system.

The main task of communication in emergencies is to ensure continuous flow of information to groups and institutions involved in the work in these conditions in order to reduce risks, prevent or minimize fears and other undesirable emotional

reactions. The key role in this process belongs to the ability to coordinate efforts in conducting joint the operational actions and ensuring communication.

In emergency conditions, the decision of the head of disaster liquidation is the basis of management, and he/she is fully responsible for managing subordinate forces and for the successful accomplishment of disaster response tasks. The principles of management are continuity, firmness, flexibility and sustainability of management in emergencies.

Management communication is a holistic set of management relations and interactions between subjects of management activities vertically and horizontally within the structure and with the external social environment. The specificity of management communication, the communication process that exists in management activities in emergency conditions, is to create a feedback system, exert management influence on the regulation of information exchange, on the mechanisms of public opinion formation, ensure the security of the country information infrastructure, and apply modern information technology achievements in the organization and implementation of the management process.

The feedback is of particular importance in management activities in disaster situations, while achieving the mutual understanding in a professional communication situation is ensured by the internal resources of the specialist's personality, with the help of which he or she communicates constructively during interaction at work. According to this approach, the improvement of management communication in disaster conditions is possible through the development of organizational and management qualities in the heads of the SES units, namely: knowledge of the theory and practice of professional communication; ability to properly build a system of professional contacts; skills of management subordinates during the liquidation of emergencies and rescue people; ability to actively listen to the interlocutor, prudence and integrity; ability to clearly express their thoughts, especially in extreme conditions; to regulate the own communication activities; to coordinate the actions of partners during the rescue operations with the help of communication means.

As one of the ways of management communication in emergency conditions, we consider information support, which is part of life support for victims in such conditions. The stages of information support in emergency conditions are identified: setting tasks for establishing appropriate information links and defining the purposes of information; creation of a fund of information, a data bank; processing of information, its systematization; provision and dissemination of information through the special forms and means.

Appealing to the experience of the United States (WHO) made it possible to supplement the identified vectors for improving disaster communication with the following items: organizing a communication system to build trust in partners, maintain and protect the organization reputation, maintain trust in information and relevant instructions and appropriate actions; creating an incident management system that helps accelerate the development of modern and technically sound instructions and measures to reduce risks to life and health during emergencies; the organization of system for emergencies tracking information in social media; development materials and topics for discussion to suit different audiences; development of proactive news and social media messages; answering the questions and requests from the media; designing and creating websites about disasters; developing and updating website content; coordinating communication activities with internal and external partners.

References

1. Barylo O.H. Assessment of the adequacy of information by public authorities in emergency situations / O. H. Barylo, S. P. Poterayko, V. O. Tyshchenko // Investments: practice and experience. – 2011. – No. 4. – P. 72-74.

3. Vovk N. P., Pasynchuk K. M. The concept of crisis management: a communicative aspect. Bulletin of the National Academy of the State Border Guard Service of Ukraine named after Bohdan Khmelnytsky. Series: Public Administration. Khmelnytskyi, 2019. № 1.

4. The Code of Civil Protection of Ukraine "Code of Civil Protection of Ukraine" of 02.10.2012 No. 5403-VI. [Electronic resource]: http://zakon4.rada.gov.ua/laws/show/5403-17.

5. Crisis management and principles of risk management in the process of liquidation of the consequences of emergencies: monograph. ed. 2nd, revised and supplemented / P.B. Volyanskii, S.O. Guriev, O.S. Soloviov, A.V. Terentieva. – Kyiv: Parlam. publishing house, 2021. – 432 p.

6. Mudrak L. Convergent media as a scientific category and subject of information space / L. Mudrak // Bulletin of the National Academy of Public Administration under the President of Ukraine. – 2013. – № 2. – C. 256-267. [Electronic resource]: http://nbuv.gov.ua/UJRN/Vnadu_2013_2_34.

7. Ovsiannyk V. M Crisis communications in emergencies / V. M. Ovsiannyk // Bulletin of the National Academy of Public Administration under the President of Ukraine. Series: Public Administration. – 2018. – № 2. – C. 105-111. [Electronic resource]: http://nbuv.gov.ua/UJRN/vnaddy_2018_2_17.

8. Terentieva A. V. Emergency management with elements of crisis management. – Public administration: theory and practice. – 2014. – Issue 4. – P. 172-178. [Electronic resource]: http://nbuv.gov.ua/UJRN/Pubupr_2014_4_28.

9. Information and communication management in emergencies and disasters: a guide for disaster response teams / Pan American Health Organization (Washington, DC: PAHO, 2009). [Electronic resource] // https://iris.paho.org/handle/10665.2/34886.

10. Crisis and Emergency Management: A Guide for Managers of the Public Service of Canada. / P. Boisvert and R. Moore. – Canadian Center for Management Development, 2003. – 480 p.

11. Pan American Health Organization/World Health Organization. COVID-19 Factsheet: Why are information technologies the main means of social interaction during the pandemic? [Electronic resource]: https://iris.paho.org/handle/10665.2/52021

12. Schramm W. The Nature of Communication between Humans // The Processand Effects of Mass Communication. [Electronic resource]: http://www.fca.pucminas.br/saogabriel/raop/pdf/nature_communication.pdf.