

INSTITUTES AND STRUCTURES OF PUBLIC ADMINISTRATION

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PECULIARITIES OF FORMATION AND IMPROVEMENT OF PUBLIC ADMINISTRATION MECHANISMS IN THE FIELD OF INFORMATION SECURITY AT THE REGIONAL LEVEL

The peculiarities of the implementation of the activities of local executive bodies in the field of information policy implementation at the regional level have been studied. Ways of increasing the effectiveness of information policy at the central and regional levels have been identified.

Keywords: *public administration, information security, information policy, cyberattacks, authorities, society.*

Formulation of the problem. The relevance of this issue lies in the fact that the implementation of information policy at the regional level is of great importance for the viability of the state, which is higher when the basic policy directions and ways of their implementation in this area are better developed. A balanced, scientifically based approach to the formation and implementation of modern information policy is becoming the most important task in the complex of public administration goals today. Moreover, for modern Ukraine, an optimal information policy is the most important means of developing civil society, the most important condition for a constructive dialogue between the authorities and the people.

Analysis of recent research and publications. Publications of such scientists as Ya. Bazylyuk, A. Hrytsenko, M. Denysenko, S. Dombrovska, A. Karsrud, R. Klyut, P. Kolisnichenko, S. Lekar, V. Orlyk, G. Pocheptsov, and others are devoted to consideration of the peculiarities of the formation and implementation of state policy in the sphere of information security.

However, many issues related to the possibilities of implementing in Ukraine the existing best world experience in the formation and implementation of state policy in the field of ensuring national security remain insufficiently researched, and these aspects are related to

the use of digital technologies.

Setting objectives. The purpose of the article is to determine the features of the formation and improvement of public governance mechanisms in the field of information security at the regional level in Ukraine.

Presenting main material. One of the primary tasks of the information policy of local executive bodies is to ensure public relations and involve citizens in the formation and implementation of state policy, which today constitutes an important direction for increasing the efficiency of public administration. Strengthening the institution of “public relations” is primarily associated with a consistent transition from simple models of organizing public relations, where communication processes were directed mainly from the authorities to the public, to technological models that ensure a gradual transition from the unilateral influence of the authorities on the public to a bilateral and equal dialogue, mutual understanding and cooperation between them. Establishing communicative relations in the regional administration system is very important, because the lack of information about the state of affairs in the sectors or territories for which departments and divisions are responsible, and the imperfection of their interaction is one of the significant shortcomings of the management activities of local executive bodies.

It should be noted that from a functional point of view, public relations is a managed process of intergroup communication. The sphere of “public relations” includes work with different categories of people related to obtaining, disseminating information, establishing relationships, forming public opinion, reputation, image, etc. All this constitutes the communicative aspect of PR activities. But no less important is the managerial function of “public relations”, which includes the development of goals and principles of information policy, the organization of PR activities. Among the main functions of “public relations”, which contribute to the effective provision of interaction between the state and civil society, researchers rightly distinguish the following: – communicative functions of interaction between subjects and objects of political influence (public relations are the communicative channels through which information is exchanged); – functions of controlling public opinion, monitoring the processes taking place in it, observing the dynamics of public sentiment (public relations play the role of a special social barometer, the fluctuations of which reflect changes in public sentiment);

- functions of informing the public (implying a selective approach to the presentation of

the necessary information in the media);

- functions of verbalizing public sentiment (in addition to the functions of reflection, public relations are able to formulate some provisions of public opinion, which are inherent in a latent nature);

- image formation – personal, corporate, party, state and others (public relations are able to form or modify the idea of an object, subject or phenomenon that has formed in public opinion);

- manipulation of public consciousness (public relations, significantly influencing public opinion, imposes an idea or point of view, presenting the desired as real, thereby depriving the public of the opportunity for their own free information choice);

- organization of public relations actions in order to change public sentiment (one of the areas of activity of public relations units is the organization of information events and its reflection in public opinion);

- the function of participation of civil society institutions in determining the directions of state policy (thanks to public relations in a legal state, civil society institutions interact with state institutions; elections, referendums and other forms of direct and representative democracy are organized using public relations information channels);

- the function of achieving understanding between the state and all social groups related to it; establishing partnership relations between them (connections with the public are able to formulate in public opinion generally significant goals and objectives for most subjects of socio-political processes) [1].

One of the prerequisites for sustainable democratic development of society is the information openness of state authorities. It is the openness of the authorities, their ability and readiness for dialogue with various social forces that significantly determine the domestic political situation and generally affect the processes of socio-economic development of regions. It is known that the openness of state authorities is determined by three main factors. First, it is about the quality of the current regulatory and legal framework, according to which state administration bodies function. Second, it is the existence of effective and specific mechanisms and procedures for exercising citizens' rights of access to information about the activities of state authorities. And third, the level of political culture that exists in society, and in particular in the state apparatus. Ukraine has already formed a fairly extensive legislative

framework for ensuring openness, which generally meets the standards of legislation of countries with stable democracies on ensuring openness and the current international regulatory and legal acts that Ukraine has signed [2].

However, the complexity of this problem lies, first of all, in its certain novelty for domestic political and administrative practice, the traditions of reproduction and perception of which were formed, mainly, within the framework of a rigid totalitarian or authoritarian discourse. In addition, the issue of ensuring the openness of government belongs to a very delicate sphere of regulation of interpersonal relations, which creates certain additional problems in this area. Transparency of government actions is the main guarantee of implementing effective policy, enabling public control and strengthening people's trust in themselves. In all democratic countries, the government is obliged to follow clear procedures for informing citizens about its activities and use mechanisms for involving the public in the formation of state policy and in assessing the quality of its implementation [3].

Analysis of government resolutions, orders and instructions of regional state administrations demonstrates that informing about the activities of government bodies via the Internet is today considered one of the tools of "electronic governance", which makes "simple and accessible daily communication of citizens with official institutions" [4, p. 53-55]. The main principles of its functioning are: increasing citizens' awareness of the activities of government structures, supporting and strengthening feedback between the authorities and society, and ensuring citizens' participation in the activities of state administration bodies. The implementation of "electronic governance" is an important means of implementing the information functions of the PR service, which provides for: – ensuring full access to information (laws, draft laws, other regulatory legal acts, forms of necessary documents, as well as economic or scientific data) via the Internet; – creating opportunities for more convenient interaction with officials through electronic channels, for example, the ability to fill out documents that need to be submitted electronically;

- increasing government accountability by increasing the transparency of its operations, which reduces the risk of corruption;

- supporting the implementation of development goals by reducing the time and material costs for small businesses when communicating with government bodies, as well as by providing rural and other peripheral communities with information and communication

infrastructure [5].

Citizen participation in the decision-making process by public authorities in e-governance is carried out by informing the public about problematic issues by public authorities; their participation in the discussion; expressing recommendations and wishes by the public regarding the decision to be made. But the main problem of e-government is the lack of the ability to cover and activate the majority of the population, especially at the regional level, which arises as a result of economic and information and technical limitations:

- digital inequality of the population;
- limited access to the Internet;
- insufficient automation.

And socio-psychological factors:

- alienation from and distrust of the authorities;
- the habit of personal interaction, which is especially important for elderly citizens, who constitute a significant share of users of social public services [6].

Today, official information portals of local executive bodies are functioning, which provide placement of reference information on the Internet, access of citizens and organizations to open resources of government and management bodies, interactive information service of the population and provision of public services to them. These portals were created to ensure openness and transparency of the activities of executive bodies in accordance with the approved Regulations on them.

One of the promising directions for creating an information model for information portals of local executive bodies should be the creation of a “virtual reception desk” that will be able to: accept citizens’ requests in electronic form, register these requests and responses to them; guarantee receiving responses to their requests in a protected form (for example, using a designated password).

This will allow citizens who do not have personal access to information resources on the Internet to exercise their rights to receive information from publicly available information systems, contact authorities, and access reliable and timely information about their activities. To ensure free access to information for citizens and transparency of public administration, regional information and analytical services have the following tasks: – to constantly inform the public about the work of public administration bodies in the region; – to establish effective

feedback between public administration bodies in the region and the public in the region; – to involve the public in the process of discussing and making administrative decisions by public administration bodies in the region related to the interests of various social groups; – to strengthen public control over the efficiency and quality of administrative services; to introduce a 24-hour “hotline” on problems of administrative services for the population; – introduce the principle of “one window” when considering and resolving citizens’ appeals; organize discussion of social initiatives in the media, establish social advertising [8].

Based on the essence of the above tasks, in general, the organizational efforts of local executive authorities should be aimed at: centralizing information, creating a fund of information (data bank) to be brought to the attention of citizens, determining their optimal volume for each type of information communication, determining the most optimal mode of using forms and methods of processing the information itself; developing and implementing a mechanism for discussing draft decisions by the population, procedures for taking into account the comments and proposals expressed in this process (since decisions made by local administrations and their heads should reflect the interests of both certain social groups and the entire population of the regions), and accordingly, the content and directions of information flows and their structure should be determined.

The first priority in this list is, for example, determining the amount of information needed by citizens. Current legislation does not provide an exhaustive answer as to what specific information about the work of public administration bodies and what decisions of the authorities must be brought to the attention of the population. The forms and means of information are also not specified. Thus, ensuring information processes of interaction between authorities and the public depends on solving, in particular, the problem of selecting from the amount of information precisely those that must be provided to citizens in a mandatory manner in order to create conditions for their competent participation in the processes of making administrative decisions. However, today, even in economically developed countries, the availability of advanced information technologies for the population and their implementation in the everyday life of each citizen remain a serious problem, primarily an economic one. Therefore, the mass media continue to play a significant role in ensuring free access to information.

One of the important ways of providing information for the process of citizens’ participation in the management of public affairs in today’s conditions is to hold public consultations

on the formation and implementation of state policy. Obviously, this is why the "Procedure for Conducting Public Consultations on the Formation and Implementation of State Policy" approved by the Cabinet of Ministers of Ukraine is important. According to this regulatory act, public consultations are held on issues related to socio-economic development and the vital interests of the general public. Public consultations are mandatory "on draft regional programs of economic, social and cultural development, decisions on the progress of their implementation" [9]. The organization and conduct of public consultations is provided by the system of information and analytical support of executive bodies and the department that directly prepares proposals related to the formation and implementation of state policy in the region.

As we can see, the information support of the public relations system by local executive bodies makes it possible to form an effective mechanism for solving many problems that arise in relations between state institutions and civil society, and, first of all, to overcome the alienation between the public and the state. An analysis of the practical activities of local executive bodies regarding the information support of public relations indicates that the insufficient degree of activity of the population in matters of cooperation with government structures to solve urgent problems largely depends on the level of organization of the work of the administrative apparatus and its information support. One of the main problems in the information support system for public relations is the closedness of the authorities, the lack of awareness of the need to establish and maintain a constructive dialogue with the public.

Conclusions. The reason for citizens' distrust of the inefficiency of the apparatus, in the opinion of citizens, in addition to the lack of "transparency" of the authorities, is also the impossibility of their real influence on the decisions made by the authorities. The lack of a coordinated policy of all branches of government in public relations in Ukraine negatively affects the state of information provision. There is no coordinating relationship between the public relations departments of the Cabinet of Ministers of Ukraine, the Secretariat of the President of Ukraine and the Verkhovna Rada. Today, each of the authorities forms its own information policy, which runs counter to the policy of other state bodies, and this intensifies the negative perception by the public [12]. It is important to establish effective control over the implementation of regulatory acts that determine the rights of citizens and organizations to free access to information. This should become one of the main tasks in the

process of reorganizing the system of state supervision over means of communication and informatization processes. One of the most important steps to solve and ensure the problems of transparency and openness of the functioning of local executive bodies, in our opinion, is the need to develop and implement a special state program that should provide for targeted and coordinated actions both on the part of the state and with the support of public, primarily non-governmental organizations.

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