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***Сутність та перспективи
впровадження
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THE MODERNIZATION OF PUBLIC ADMINISTRATION IN TERMS OF THE INFORMATION SOCIETY'S COMMUNICATIVE DEVELOPMENT

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Annotation

There have been analyzed new challenges to the civilization caused by the era of communicative technologies. It is proved that the rapid mediatization and informatization promote the spread of democracy and democratic principles in politics in general as well as modification and evolution of democracy itself. The implementation mechanisms of e–democracy are considered to be the key way to improve interaction in the system "society – government", it means public administration.

Keywords: *communicative technologies, information society, public administration, e–democracy*

The events of recent decades in the international community show that in the XXI–st century the civilization development is characterized by the global processes, and one of the most important factors influencing the formation of twenty–first century's society is the progress of information technologies.

A number of scientific works of domestic and foreign famous philosophers, sociologists and historians is dedicated to the research of leading trends and concepts defining the information society. Among them must be noted the works of K. Verbakh, L. Irving, I. Masuda L. Roberts, E. Toffler and others [3; 4; 5; 6]. They underline that the «information society» is a new type of society, completely different from a modern industrial society. Information society meets new type of individuals. Information technology revolution will quickly be transformed into a production force and will make possible mass cognitive systematic information, new technologies and knowledge. Potential market will move to a «limit of known», the possibility of solving the urgent problems and cooperation and development will grow. [4]

The way of gaining the features of information society is being accelerated by the interaction of three key processes: globalization, information and the ultra technologies that will shape a new technological structure of society that radically change the lifestyle and activities of virtually all the entire population of the planet [2]. Thus, information is increasingly becoming the «global factor» of different fields of science, culture and, of course, e–democracy.

It is to note that the effectiveness of government in terms of political modernization depends largely on how the activity of power will incorporate new principles of interaction in the system «society – government», it means public administration. In terms of information society development and political modernization the problem of public relations management through information and communication in general is crucial. Managing the information and communication relationships based on potential information policy is based on the transition to a new interaction model – e–democracy – in conditions of political modernization, eliminating gaps in the interaction system with the need to achieve identity between objective and subjective factors of state governance with the leading role of the information policy and Ukraine's entry into the global information space.

The problem of qualitative transformation in governance is inextricably linked to the need to develop a mechanism to reconcile the interests of social and communicative subjects and objects of management based on forming modules of timely exchange of information which should be reflected in national legislation, the formation of public consciousness and information culture of civil servants.

The objective requirements of social development at present are organically connected with the necessity of forming a new type of government, a strategy of relations between state and society, based on discussion, dialogue, information and communication partner relations. In this regard, there is a need to develop other paradigms of interaction in the system «the society – the power» widening the social–communicative implementation and use of technology in management. All this requires upgrading in public administration from the perspective of the theory of political communication, information management, journalism as a political science [2].

In terms of political modernization the aim is to develop a new type of interaction between government and society, creating social and political mechanisms allowing most people to influence political decisions. However, the complexity and contradictions of political modernization processes are associated with several problems. First, the lack of certainty vector of social and political development, reduction of humanistic dominant political communication, lack of information and communication content interaction in the system «the society – the government». Along with the controversy related to the confrontation of universal standards and traditional values in the process of modernization there appears the problem of correspondence of the socio-political interests generated in society and the political system capabilities to make effective decisions. Second, the contradictory process of political modernization is associated with curtailment of responsive interaction of authorities and society, reduction of feedback channels that reduce the legitimacy of political absenteeism and increases the distrust to the authorities, the growing political apathy. Meanwhile, the state plays an active role in the modernization of any society, being both its leader and guarantor, but hypertrophied role of authorities in the political modernization at this stage leads to the fact that the process appears as a chain of «revolutions from above» that not only often made based on manipulation technologies, and by nature are inorganic in relation to the political and socio-cultural specifics of Ukraine and do not meet the social, information and communication laws [1, p. 56].

In this regard, there is a real threat to the political stability of Ukraine, in the scientific sense political-informational problem is being formed and expressed in the contradiction of political objectives, information and communication principles of political modernization, innovative model of public administration and the traditional dominance of the mechanistic, manipulative model in the system «the society – the power» instead of the dialogue, communication mechanisms in political decisions, and all this hinders the reform process and quality change in management environment.

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