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SYSTEM OF CONCEPTS COMMUNICATIONS OF STATE INSTITUTIONS AND SOCIETY AS THE BASIS OF NATIONAL SECURITY AND SOCIO-ECONOMIC STABILITY

Abstract. The article analyzes the process of communication between state institutions and society. The study found that all aspects of communication between government institutions and society today acquire the characteristics of digital communication. This means that for the process of communication between government and society, its interactivity, multimedia, efficiency, extraterritoriality become relevant. It is also characteristic that the communication of state institutions and society acquires certain systemic properties — emergence, inherence, integrity. Also, as a result of the analytical study, there is a significant disparity in the access of different groups of the population to modern information and communication technologies and, as a consequence, the formation of different levels of their uptake by these groups of the population. Therefore, to increase the efficiency of communications, the subjects of the communication process should use a system of different channels of information transmission and use not a single concept, but a system of communication concepts to ensure national security and socio-economic stability. It is proven that the basis and guarantee of the formation and introduction of a systematic conceptual approach to the practical application of information and communication technologies of state institutions and society is the inevitable end-to-end digitalization of Ukraine. The process of digitalization will lead to a change in social and political activities of citizens, the formation of social strata, which is the germ of the information society and will require intellectual communication. The existence of a system of communication concepts has led to the use of a systematic approach to create an algorithm for the formation and implementation of effective communications of state institutions and society. The complex of requirements to the specified system of communications is formed due to the research. This system should be aimed at reconciling and harmonizing the interests and positions of communities of citizens; integration of social communities, optimization of administrative activity based on democratic values and observance of citizens' rights. It also proposes areas of work to fulfill the tasks facing state institutions and society to harmonize the information and communication process and to form the basis of social stability and guarantee national security.

Keywords: communications, concept system, power, information society, digital economy.

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СИСТЕМА КОНЦЕПЦІЙ КОМУНІКАЦІЙ ДЕРЖАВНИХ ІНСТИТУЦІЙ І СУСПІЛЬСТВА ЯК ОСНОВА НАЦІОНАЛЬНОЇ БЕЗПЕКИ ТА СОЦІАЛЬНО-ЕКОНОМІЧНОЇ СТАБІЛЬНОСТІ

Анотація. Проаналізовано процес комунікації державних інституцій і суспільства. Проведеним дослідженням встановлено, що всі аспекти комунікації державних інституцій і суспільства сьогодні набувають ознаки цифрової комунікації. Це означає, що для процесу комунікації «влада — суспільство» актуальними стають його інтерактивність, мультимедійність, оперативність, екстериторіальність і т. ін. Характерним також є те, що комунікація державних інституцій і суспільства отримує певні системні властивості — емерджентність, інгерентність, цілісність. Також у результаті аналітичного дослідження встановлено наявність значної диспропорції в доступі різних груп населення до сучасних інформаційно-комунікаційних технологій і, як наслідок, формування різних рівнів їх засвоєння вказаними групами населення. Тому для збільшення ефективності комунікацій суб'єкти комунікаційного процесу мають використовувати систему різних каналів передавання інформації та використовувати не єдину концепцію, а систему концепцій комунікацій для гарантування національної безпеки і соціально-економічної стабільності. Доведено, що основою і запорукою утворення та запровадження системного концептуального підходу до практичного застосування інформаційно-комунікаційних технологій державних інституцій і суспільства є наскрізна цифровізація України. Процес цифровізації призведе до зміни соціальної та політичної діяльності громадян, формування суспільної страти, яка є зародком інформаційного суспільства, і вимагатиме інтелектуальної комунікації. Наявність системи концепцій комунікацій зумовило використання системного підходу для створення алгоритму формування і впровадження ефективної комунікацій державних інституцій і суспільства. У результаті дослідження сформовано комплекс вимог до вказаної системи комунікацій. Ця система має бути спрямована на узгодження та гармонізацію інтересів і позицій спільнот громадян; інтеграцію соціальних спільнот, оптимізацію управлінської діяльності на основі демократичних цінностей і дотримання прав

громадян. Також запропоновано напрями роботи щодо виконання завдань, які мають стояти перед державними інституціями і суспільством для гармонізації інформаційно-комунікаційного процесу і для формування основи соціальної стабільності та гарантування національної безпеки.

Ключові слова: комунікації, система концепцій, влада, інформаційне суспільство, цифрова економіка.

Формул: 0; рис.: 3; табл.: 0; бібл.: 21.

Introduction. The processes of economic, social and political transformation in Ukraine receive a multi-vector impact of modern information and communication (IC) technologies, which, in its comprehensiveness, has both positive and negative consequences. Therefore, according to [1], «the new task is to control the information space to achieve appropriate information dominance», because «communication becomes an» active force «that allows the government and politicians to be realized». Government-society (GS) IC processes are implemented in the form of IC flows and can lead to a significant reverse effect on their producers. It is communication, not force and coercion, that contributes to the stable existence of social institutions and the formation of relevant decisions, and is therefore an effective means of exercising power [2]. That is, direct and reverse GS IC flows today are beginning to determine economic and political realities and become the basis or, conversely, undermine national security and socio-economic stability. Recognizing the importance of IC processes, the Okinawa Charter was ratified by Ukraine to create a regulatory framework [3], the Laws of Ukraine «On Access to Public Information», «On the Procedure for Coverage of Public Authorities and Local Self-Government Bodies in Ukraine by Mass Media» were adopted. «On citizens' appeals», Resolutions of the Cabinet of Ministers «On the procedure for publishing information on the Internet about the activities of executive bodies», «On approval of the Strategy for the development of the information society in Ukraine». But the experience of developed countries indicates the inadequacy of this. For example, the United Kingdom is in charge of updating the Government Communications Plan [4] and the EU is in charge of the White Paper on European Communication Policy [5] and the Communicating European Partnership. Due to the importance of such documents and the amount of funding for their activities, well-known scientific teams make significant efforts to create them, and their implementation is monitored by important institutions.

Analysis of research and problem statement. An important contribution to the study of concepts, mechanisms of government-society communication, peculiarities of the IC process in Ukraine was made today by domestic scientists Rozin [7], Yatsenko [8], Sokiran [9], Karetna [10], Chukurna et al. [11], Orlova and Mailo [12], Yermoshkina and Solianyuk [13], Gochua and Zedelashvili [14], Nikolina et al. [15]. The works of foreign researchers Homburg [16], Nitsenko et al. [17], Luman [18], etc. also deal with this issue.

But the set of issues behind the topic raised by domestic and foreign scientists is so large, and the situation is changing so dynamically that the study of various aspects and multi-vector influences requires a significant amount of work from scientists. The significance of this problem allowed us to form the goals, tasks, structure, content and directions of the study, the results of which are presented in this article.

Unsolved aspect of the problem. The complexity and significance of the problem of communications of state institutions and society in the context of economic, social and political transformation in Ukraine requires in-depth study of this problem by implementing a systematic conceptual approach and assessing the preconditions and consequences of multi-vector impact of information and communication technologies.

The purpose of the article. The purpose of the study is to determine the key prerequisites and consequences of transformational changes in information and communication processes of state institutions and society as a system, to develop an algorithm for forming and implementing a system of communication concepts of state institutions and society, to form a set of effective communication goals.

Research results. The modern information and communication process of government-society is a complex multifactorial system of information interaction of subjects of all social levels. Sometimes the IC process of GS is reduced to a process of political communication. In fact, political communication is a specific mechanism of GS information relations, through which political forces seek to regulate economic and social relations, disseminate socio-political ideas, try to shape the views and social behavior of citizens. Using political communication, state institutions coordinate the efforts of various social strata, form political solidarity and carry out structural changes in political life. Today, political communication is characterized by the fact that it acquires the characteristics of digital communication, i.e. characterized by interactivity, multimedia, efficiency, extraterritoriality and so on. Along with this, the GS communication acquires systemic properties — emergence, inherence, integrity, and so on.

But, in our opinion, the GS IC process is broader than political communication — it is a process of forming a new IC society. This process affects both the social and economic aspects of life in the country. The problem for the moderators of the GS IC process is its multifaceted and multifactorial nature, which greatly complicates its management and makes it difficult to predict the consequences of certain actions that seem rational and whose effects will be extremely beneficial to moderators. But the multi-vector impact of IC technologies in a permanent crisis in the country can contribute to destructive factors. Especially since the crisis has both objective and subjective causes. Subjective, from the point of view of proper / improper formation of IC processes GS, include: imbalance of the control system; voluntarism and corruption of officials: violation of the principles of democracy; insufficient efficiency of the legal system; contradictions between the central government and regional elites, authoritarianism and the expansion of the influence of civil society, etc. Therefore, using a systematic approach, an algorithm for the formation and implementation of a system of GS communication concepts has been developed to promote positive change and eliminate these subjective factors.

The modern view of GS communication concept [18] predicts the formation of a social stratum, which is the germ of the information society and requires intellectual communication. The preconditions for the formation of this stratum are already leading to certain socio-economic changes. Mentioned above M. Castells identified the signs of a new social system, which is based on and conditioned by IC technologies and the driving forces of which are: economic development, which promotes and requires flexibility of management; open society for the formation of the world capital market, free trade and diversification of production; formation of openness of communications, which is based on the values of individual freedom; revolution in the latest means and technologies of communication [18]. According to the concept of A. Tocqueville, which was based on the comparison of the information dissemination system in Britain and the United States, the appropriate degree of intelligent communication mechanisms may contribute to the overall development of the economy and society (US) or be insufficient for dynamic development of these institutions (Britain). According to the concept [8], a free communicative process in modern society is impossible without ensuring freedom, equality, justice. It cannot be immoral or free from the notion of conscience. Tactical economic gain for violation of these norms can not be long-term and can not guarantee national security and serve as a basis for long-term socio-economic stability.

The basis and guarantee of the formation and implementation of a systematic conceptual approach to the practical application of GS IC technologies is the inevitable end-to-end digitalization of Ukraine's economy, which will lead to changes in social and political activities (*Fig. 1, 2*). Proof of this is the implementation of the EU conceptual plan for GS communication [5; 6], in particular, the implementation of the EU strategic program DIGITAL, for which it is already allocated 7.5 billion and which is only part of Horizon Europe digital transformation of European society and economy [19].

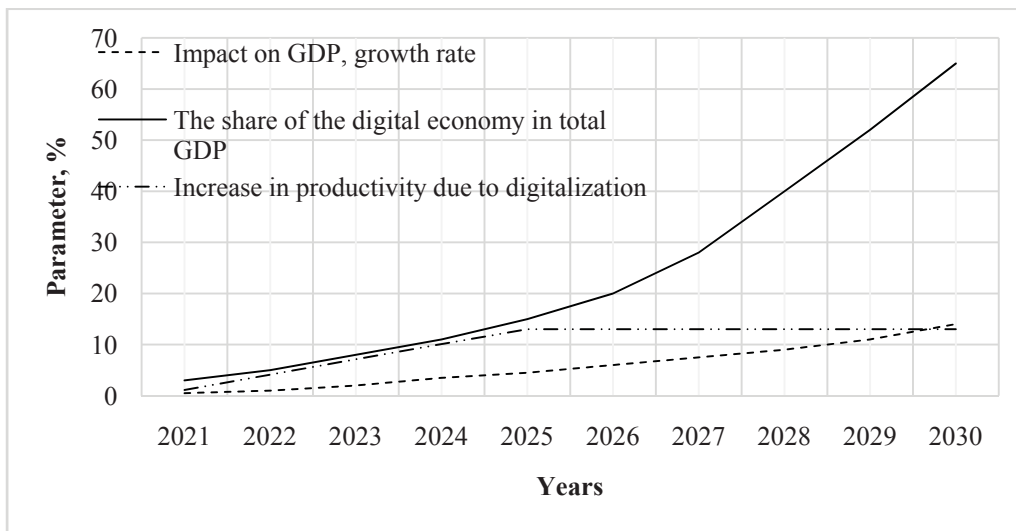


Fig. 1. Forecast of economic parameters of economic growth under the influence of IC technologies

Source: Processed by the authors according to [20].

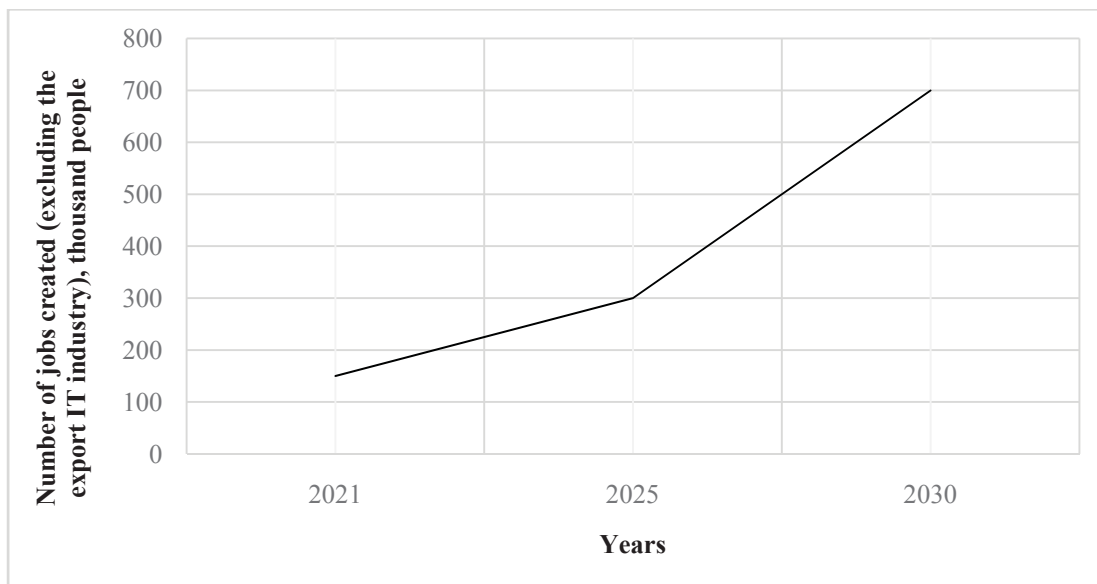


Fig. 2. Forecast of growth in the number of jobs under the influence of IC technologies

Source: Processed by the authors according to [20].

The projected impact of IC technologies on economic growth, which is confirmed by the current growth rates of high-tech segments of the national economy, should lead to annual growth of industrial production to 7—10%, reduction of inventories up to 20% [20] and consequently growth in the number of jobs under the influence of IC technologies is projected (see Fig. 2).

Economic development will stimulate the growth of demands for stability and predictability of social and political spheres. And this, in turn, will form narratives in the communication of government and society and reject those conceptual approaches that contradict these forecast trends. This process in the country is hampered by the insufficient level of IC education of the population and the heterogeneity of this level on social, age, gender, regional characteristics (Fig. 3).

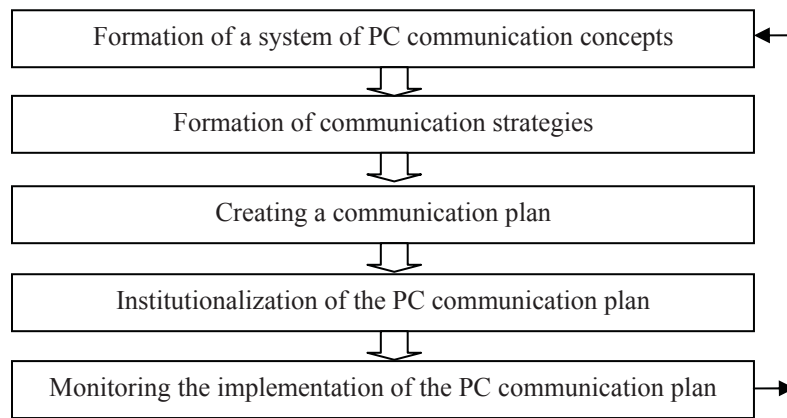


Fig. 3. Algorithm for forming and implementing a system of GS communication concepts

Source: Developed by the authors.

According to the conducted analysis, the largest share of Internet users in the total population falls on the capital region, East and South of the country, to a lesser extent — West and Center. There is a disproportion between the levels of IC education in terms of urban-rural, age requirements of 20—30 years and 50 years. Only 14% of low-income families have access to the Internet. That is, so far the levels of impact of IC technologies on different groups of the population are still different. This leads to the need for different systemic approaches to the formation of concepts of communication between the government and different social groups. From the traditional systemic IC flow: government — the thought leaders — the general public to the inherent information society and the inherent process of intellectual communication network-centric (network) method of communication. They are different in terms of systems analysis. Thus, the traditional IC flow does not have a significant reverse effect in contrast to the network, inherent in a developed civil society. Therefore, for them there is a different degree of dichotomy between the ideology proposed by the government and the archetype of the general. That is, the conceptual implication of the use of IC technologies should be different.

This underscores the thesis that modern Ukraine cannot have only one concept of communication between state institutions and society in order to warn of threats to national security and socio-economic stability. That is, the government is forced to use different models to implement an effective IC process: linear, expressive, public, reception, different coding methods and so on.

The disproportion of IC education levels also has various side effects [21]. In particular, in contrast to the EU countries, Ukraine is characterized by insignificant progress in the areas of e-government and e-democracy, unsatisfactory pace of IC technologies in the field of governance, etc.

All of the above allows us to form a set of objectives of the communication system of government and society. This system should be aimed at reconciling and harmonizing the interests and positions of communities of citizens; integration of social communities, optimization of administrative activity on the basis of democratic values and observance of citizens' rights.

It is also possible to form a set of areas of work to perform the tasks facing the government and society to harmonize the IC process and the formation of information and communication framework for social stability and guarantee national security:

1. Comprehensive protection of citizens' rights for information.
2. Elimination of contradictions in the legal framework that hinder the development of the digital economy and communication of state institutions and society.
3. Introduction of digital infrastructures of government-society IC technologies.
4. Development of intellectual communication, digital competencies of citizens.
5. Formation of digital platforms for control of public authorities by civil society.
6. Ensuring equality of citizens in communication with government agencies.

7. Formation of mechanisms of integration into the world information space.
8. Structured development of the national information and technological space.

Conclusions. As a result of the study, a significant disparity in the access of different groups of the population to IC technologies was established. This necessitates the use of a system of communication concepts by state institutions to guarantee national security and socio-economic stability. The presence of this system led to the use of a systematic approach to create an algorithm for the formation and implementation of effective communication between government institutions and society and a set of requirements for this system. This system should be aimed at reconciling and harmonizing the interests and positions of communities of citizens; integration of social communities, optimization of administrative activity on the basis of democratic values and observance of citizens' rights. The directions of work on fulfillment of the tasks that the authorities and the society face for harmonization of the IC process and formation of the information and communication basis of social stability and guarantee of national security are also offered.

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