IMPACT OF SOCIAL ADVERTIZING ON FORMING CIVIL COMPETENCES OF PUBLIC SERVANTS AND LOCAL GOVERNMENT OFFICIALS

Problem statement. Changes taking place in a modern society stipulate the need for highly competent professional public servants and local government officials. Civil servants should respect human and civil rights and freedoms, focus their attention on the citizens’ requests submitted to local government bodies, maintain a high level of culture, communication, and conduct, etc. Thus, apart from their professional competences, civil servants should possess civil competences, the formation and development of which are influenced by a great number of various factors.

Recent research and publications analysis. The issues of developing a competence-based approach to training specialists have been in the highlight of both domestic and international researchers, and namely: L. Danylenko, O. Hnatyshyna, S. Kalashnikova, N. Klokar, V. Kremen, V. Luhovyi, O. Ovcharuk, V. Putsov, J. Ramen, T. Sushchenko and others.

The paper objective is to determine the content and specific features of the civil competences of public servants and local government officials, and to
research the impact of social advertizing on forming and developing the said competences.

**The main paper body.** The concept of civil competency is relatively new, referring to the capacity of a personality to realize in an active, responsible and efficient way their civil rights and obligations with the aim of developing a democratic society. This level of civil culture is oriented to reach an agreement, consensus, and tolerance, striving not only to evaluate social phenomena, but also act adequately in order to improve them.

The work quality of the public authority staff depends directly on their expertise and cultivated values. The cultivation of values remains problematic: while knowledge is acquired in the course of civil education, the values are formed during cultivation of personality. One of the influential factors is social advertizing, which acts as an important source of axiological mindset formation, offering lifestyle models and behavioral stereotypes to be used in specific situations.

The industrial society used to place physiological needs, safety needs, and belongingness needs up front; in the post-industrial epoch, the esteem needs, self-fulfillment and self-actualization needs are increasingly gaining significance. However, taking into account the specificity of social advertizing orientation, it should be noted that under the present conditions all levels of needs are essential, with kinds and targets of social regulation changing over time.

**Conclusions.** Thus, for Ukraine, especially in the present challenging period, the ideas of civil society formation are extremely actual. The main factors of crisis existence of the society are unsolved problems of corruption, degradation of personality, in particular deterioration of the young people’s social consciousness that receives in itself the entire negativity of the current problems.

It is today that safeguarding spiritual and moral qualities of the nation becomes the vital reference point. Social advertizing is an essential tool for forming a democratic culture, since it is capable of motivating people, directing them to fulfill one important goal or another, changing the patterns of their
conduct. It is due to the assistance of social advertising that a variety of problems, which have emerged in the society, can be addressed – from the upgrowth of drug dependence and an epidemic of AIDS to the population’s lack of trust in public authorities.