Pakhnin M. L.,
Postgraduate student of Political Science and Philosophy Department,
KRI NAPA, Kharkiv

An extended abstract of a paper on the subject of:

AREAS OF IMPROVEMENT OF PROFESSIONAL PUBLIC AUTHORITIES UNDER DEVELOPMENT INFORMATION SOCIETY

**Problem setting.** Today in the terms of information society development in Ukraine the problem of PR specialists for public authorities training has remained unresolved, full-fledged programs and course books which could profoundly highlight conceptual, categorical and technological bases of PR as an important theoretical and applied part of the public administration process in the transition society are absent. Therefore, it is extremely important to investigate functional status of public relations as a means of improving the professional activities of public authorities and in accordance with a communicative aspect of public administration in the economic, political and spiritual spheres of the Ukrainian society, which is useful for timely understanding underlying mechanisms of movement towards a new social, technological, spiritual and cultural state of the society.

**Recent research and publications analysis.** Such western scholars as G.Broome, S.Katlib, A.Center, M.Mencher, R.Harlow, F.Bouar, R.Heath, J. Grunig, D.Carb, L.Matra, M.Kolyer, M.Thomas, S. Banks, N.Denzin, V. Liidz, L.Putman, V.Gudykunst, K.Spicer, R.Penman have paid their attention to research on improving the functions and organizational structure of public relations. The group of researchers who have been studying public relations in terms of social approach contain V. Liidz, N.Denzin, L.Putman, R.Penman, S.Banks. They put forward suggestions that reflect theoretical formulations in the field of communication and are a synthesis of public relations at a micro level.
Paper objective is a scientific and theoretical grounding of principles and methods of public relations application in the activities of public authorities as a means of improving their professional activity.

Paper main body. Public authorities have in their structure specialized departments whose activities are somehow aimed at interaction with the media. Throughout the lifetime of such departments PR practitioners and scholars have been trying to determine the specifics of their activities, to identify the most common goals and objectives of their work. Despite this, there is no common approach to defining the functions and models of the department structure, which generates a problem and the need to study it.

It should be mentioned that today the highest governmental authorities’ information services communicate predominantly through press agencies that has the effect of single-purpose public information. It is essential to develop strategic communication methods and their priority, covering the study and analysis of public opinion in the transition society, to generalize social, psychological and economic research, to develop forward-looking educational and awareness-building programs for different target groups of the public.

It should be noted that for the establishment of effective information interaction between public authorities and the community it is necessary, above all, to regulate it, to adopt certain laws, in particular on administrative procedures and on access to information about government agencies. At the time there is development of the principles of openness and transparency, the definition of practical mechanisms of cooperation involving the public in decision-making processes, enhancing public awareness.

Communication relations of public authorities with the population of Ukraine should be based on the use of all modern communication tools by civil servants. World practice shows that communicative activity, accompanied by modern technology, is an integral part of any management system, as communication of public authorities with the public is a means by which openness and transparency of government are ensured, and favorable relation to information
coming from governments, reduces social tensions and increases the respect of the authorities.

Conclusions of the research. Таким чином, виникає не тільки нова комунікативна парадигма в теорії державного управління, а й нова дослідницька стратегія, яка передбачає теоретичні та емпіричні дослідження ефективності інформаційно-комунікативної діяльності органів публічної влади та управління.

Today communicative activities of public authorities should be based on the use of modern forms and methods of public relations as a basic element of creating an information contact between the public authorities and the society. Forms and methods of PR application in the communication are to encourage people to active civic interest in public affairs. This must be seen in the performance of the civic duty at a polling station and in the requirements of the public administration to report to the citizens of intention to use budget funds, in the reaction to world events, in the participation in public associations, in the participation in developing public programs. Thus, there is not only a new communication paradigm in the theory of public governing, but a new research strategy, which provides theoretical and empirical studies of the effectiveness of information and communication activities of the public administration and management.