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FACILITIES OF MASS COMMUNICATION IN INFORMATIVE SOCIETY

The article are exposed essence of 'informative society' in modern terms. The administrative factors of functioning of facilities of mass communication are analysed in the conditions of informative society. Essence of cooperation of public management and facilities of mass communication is exposed in the conditions of public informative policy. The problems of public management in informative space of Ukraine and ways of their improvement are distinguished.

Keywords: *informative society, informative providing of public management, facilities of mass communication, informative.*

Problem statement. The role of information in the sphere of public power is constantly increasing. The development of communications means has led to information resources being regarded as a separate specific type of public policy tools. Public-administrative activity has been experiencing a rapid growth in the volume of management-related information. Under the present conditions, public authorities face a growing need to use information effectively and to protect the state information resources against the risks of modern globalization processes.

In this context, information security, as an integral part of national security, should be provided at the national level, since throughout the history of human development, information has been viewed as an important military, political, economic and social factor which largely determines the development of the State, society and individual in a particular historical setting. However, upgrading of information technologies has turned 'state secret' from an absolute concept into a relative one. Therefore, it can be stated that the time, during which the state is capable of maintaining the confidentiality of information, in particular strategic, is decreasing. The established regularities make it possible to conclude that, in the current context, traditional approaches to information security are quickly losing their effectiveness and require a continuous improvement.

Analysis of recent research and publications. A theoretical basis for the study of the information society has been laid by the works of the classics D. Bell, M. Castels, M. McLuhan, E. Toffler. Scientists O. Bukhtatyi and others have been engaged in the scientific research of various aspects of information support provided for the authorities. The information and analytical activity of the authorities, the role of information in the process of making public-administrative decisions were studied by V. Diundziuk, A. Degtyar, M. Karashchuk, O. Kriukov, M. Pakhin, O. Radchenko, I. Reshevets, V. Stepanov, A. Chernoivanenko, S. Chukut and other researchers.

Presenting main material. In order to detect the impact of information society on the contemporary political and administrative processes, it is advisable to analyze the information society concept.

In the 1960s, the expression of 'information society, used in modern literature, appeared for the first time in the social studies of Japan. The Japanese term 'johoka shakai' (*Eng*. – 'information society') was mentioned in the works by a world famous architect K. Kurokawa, an anthropologist M. Igarashi, and a historian T. Umesao who used it in the title of his study *Sociology of the Information Society*. The English version of the term of 'information society' was voiced by Y. Masuda in his conference report in 1970 [5, p. 171].

While researching the information society, scientists have realized that the changes

occurring within it mean the transition to a new type of society which forms a new relationship between the State and the individual [2].

In a the Political Encyclopedia an Ukrainian researcher V. Bebyk defines the information society as a society with a high level of information culture. By information culture, the creation, processing and use of information are meant. This type of society is characterized by: production of the necessary information to be used in all life activities; a well-developed information infrastructure; access of all members of society to the required information; a high share of the population employed in the information sector of the economy [1, p. 299].

The term of 'information society' is used to refer to a particular type of social formation, a kind of post-industrial society, and, at the same time, a new stage in the development of human civilization. The system of social and political relations of society is created under the influence of the ideology of the information society, globalization, geopolitical competition in the information and psychological space, and information confrontation, which in the conditions of the modern information society manifests itself in various forms. Today, the information society concept is a humanitarian category which determines social transformation, changes in political and socio-cultural identities and the nature of information flows [6, pp. 24-28].

The present challenges and threats to the information society with reference to politics–governance interaction cannot be addressed without defining the political-administrative system. Thus, according to scientists L. Smorgunov and V. Komarovskyi, the political-administrative system is a set of established relations and ties within the executive power, between the executive branch and other branches of power in their dynamic interaction with the institutions of civil society [8, p. 36].

Keeping in mind the existing approaches to defining systems in general, and the political-administrative system in particular, the authors propose their own definition of the political-administrative system. Thus, a political-administrative system is an ordered complex system of relations between public authorities and political leadership in the process of making and implementing public-administrative decisions in order to meet the

needs of society. This system is defined by the level of:

– administrative element involvement in policy-making;

– civil service politicization;

– interaction and interconnection between the administrative and political elites;

– civil society development and its participation in state policy;

– by the political orientation of the state apparatus, etc. [5, pp.123-128].

Threats to managing modern political and administrative systems come from both the external environment and the internal environmental factors – that is arising within the system itself.

Challenges of this type have multiple implications for states depending on the level of complexity and innovative potential of their political, administrative, social and economic systems.

Threats that arise within the system can be divided into the following two types: conflicts between different classes, social strata inside the social structure of society; and a crisis of the nation-state as a form of political organization of society.

There are three key factors influencing the formation of a crisis situation: socio-political, economic, and socio-cultural.

The socio-political factor of the crisis in the governance of the modern political and administrative systems is an explosion of communications and social interaction. New technologies have greatly simplified and accelerated the transfer and processing of information. Modern digital means of communication opened wide opportunities for establishing new communication channels, which has influenced a change in the psychology of face-to-face interaction [3, pp.1-2].

The general tendency of increasing the number of cultural trends, their diversity, and the complexity of their interactions – confrontation and interpenetration – can be referred to the socio-cultural factors.

The economic factors that determine the crisis state of the governance system are: high expectations of economic growth; deepening of workers' specialization; requirements of high professional and geographic mobility; constant retraining; high

psychological stress associated with the need to control a constantly changing situation in the field of professional activity.

The above factors demonstrate the main features of the crisis in the management of the modern political and administrative systems: a decline in social discipline, disintegration of public order; increasing alienation and self-alienation of citizens from politics; uncertainty about development, etc. Creating of conditions that would ensure unimpeded, equal communication, regardless of the social or financial status of its subjects, can lead to overcoming the crisis.

The modern information society demonstrates a tremendous impact of communications media on public opinion and, accordingly, on the public perception of all events and phenomena occurring, in particular, in public authorities, and generally around the country and beyond. Under these circumstances, the effective functioning of public authorities is impossible without a well-defined information policy and a proper control of communication processes, as the content of the disseminated information affects the public attitudes not only to public-administrative initiatives and decisions, but also to daily events in the spheres of public authorities' activity and some social activity spheres [5, pp. 57-62].

In today's conditions of information war against a real aggressor, state information policy promotes the development and formation of a modern system of information and psychological relations. These relationships create a social opportunity to move to a qualitatively new stage of development, provide information and psychological security of person, protection the national interests of the state, the individual and society in the face of the aggression and under the reform of political and administrative components. Presently, the state information policy in Ukraine is in the process of finding, forming and testing of qualitatively new ways, methods and technologies of public administration, which should be effective in the conditions of the modern information society and information war.

In today's information society, management of social systems occurs through complex organizational technologies and methods of information and psychological

influence, the main elements of which are motivation and coercion. Coercion in relation to the mind of the affected object can be both overt and hidden (secret). It is worth mentioning the forms of such coercion. The main forms of the overt coercion include state coercion and social coercion that are based on the norms of social behavior – morals and morality, and legally regulated relations of social actors. In turn, the forms of hidden coercion are as follows: psychological manipulation, misinformation, aggressive propaganda, blackmail, lobbying, and modern anti-crisis management technologies, often used in the operations of information and psychological warfare. Technologies of information and psychological influence in mass information processes are based on the use of the possibilities of mass media and communications media in order to influence the individual and mass consciousness of the relevant audience. In the information society, the type of a system of political relations at the geopolitical level together with information policy determine the phenomenon called 'information confrontation' [6, pp.156-159].

In our opinion, it is advisable to further elaborate on this term. Thus, information confrontation is the rivalry of social systems in the information and psychological sphere aimed to influence the relevant areas of social relations and to control strategic resources, due to which some of the rivalry parties gain certain advantages, necessary for the development, while other rivalry participants lose them. It should also be noted that the actions of the participants in information confrontation can be of offensive (aggression, war) or defensive nature. A significant factor in detecting and stopping information and psychological aggression, i.e. war, or preventing it, is state information policy which, in the face of an imminent threat of war or at the stage of the enemy's realization of its aggressive intentions, acquires the form of a system of preventive actions to detect and halt the aggression, as well as a complex of quick-response measures, forces and means used to stop a sudden act of aggression.

The important role of the system of public authorities in information confrontation is beyond doubt. However, when developing the basic provisions of a state information policy, one should take into account the fact that the public administration system is not present in the information and psychological sphere in its familiar traditional form. This

system takes the form of e-government. In view of this, an appropriate set of forms and methods of influence is determined, through which public authorities regulate social and international relations in the said information sphere. It is worth noting that in order to define the concept of information policy in the conditions of the occupier's aggressive actions, it is imperative to investigate the issue of finding additional opportunities to counteract active overt and hidden information and psychological operations. The important role played in the information warfare by modern mass media and communications media, transnational information and telecommunication corporations and virtual social communities calls for a careful study of the implications of getting these actors of the modern information space involved in the information confrontation on the side of different parties to the conflict [7].

Nowadays, one of the unresolved issues that hinder the rapid development of the information society in Ukraine is implementation of e-government. According to G. Pocheptsov, e-government is not only a system for providing public services by the authorities, relying on their active interaction with the public and application of modern information and communications technologies, but also the process of modernizing public administration in accordance with the modern conditions of social development [7]. The main benefits from implementing e-government are: public officials' high performance; elimination of corruption due to transparency; free access to information; cost-effectiveness (reducing costs for employees doing routine work, their retraining and engagement in other areas). The main threats to introduction of e-services are related to the issues of personal data protection and cybersecurity. These issues are to be resolved by adoption of the relevant draft laws. The logical question posed by professionals working in this field since the 2000s is – What prevents Ukraine from implementing e-government and e-services? One of the key reasons is the lack of dialogue between the authorities and the public, in which some of the authorities are not interested.

A degree of a society's maturity is evaluated by the level of the available information support. An important factor is the willingness of public authorities to fulfill their purpose in accordance with the requirements of modern society. In the conditions of

an open democratic society, the authorities display concern about informatization of all spheres of social and individual life. They serve as an important factor of public policy making and implementation in the light of the new conditions of the information society. The level of informatization determines the degree of public readiness for existence under the conditions of the information society, and the level of competitiveness of the state in the international arena [3, p. 307].

Provision of electronic information and administrative services to individuals and businesses on the basis of electronic information resources via the Internet is of utmost importance for increasing the efficiency of state power and a significant step towards the implementation of e-Governance in Ukraine. This approach is fully in line with the European standards.

Among the remaining problems, we should highlight the following:

– low efficiency of the information and analytical systems of individual public authorities that practically do not use the opportunities provided by the modern analytical methods, situational analysis and forecasting;

– slow implementation of new teaching methods based on the use of information and communications technologies;

– decrease in the use of unlicensed software, reduced state budget expenditures for software legalization, development of software industry in Ukraine [3, pp. 307-308].

The modern information society is as an open society in which every citizen can to stand up for their individual views. This makes management mechanisms increasingly complicated, since they have to function not only with homogeneous but with heterogeneous material as well. In general, most types of propaganda wars are waged with the aim of segmenting a united society, eventually destabilizing it as a system. The transparency of public administration creates significant opportunities for the future use of these technologies. A greater openness of the authorities is the main answer to their possibilities of managing mass consciousness through modern information technologies. This antithesis of manipulation shields society from possible negative consequences. Due to the transparency and openness of the actions of the authorities, their concentration is

reduced. That is to say, the redistribution of power at the information level becomes one of the ways of public scrutiny. Due to the fact that the information level is easily transformed into the level of power, the openness and transparency takes on a whole new meaning [7].

The information openness of public authorities is a prerequisite for the democratic development of society. It is the transparency of 'public authorities' activities that is the main guarantee of public control, strengthening of public trust and implementation of effective state policies. The authorities of most democratic states have to follow the established procedure for making the public aware of the consequences of their activities and apply mechanisms to get the citizens involved in assessing the quality of the state policy making and implementation [6].

Thus, it is worth noting that the emergence of a modern information society in the context of on-going transformation processes is stipulated by the needs of the time. The topical issues of information society development are of national significance, since the political, economic and social potential of the state depends directly on the information capacity of its population. Nevertheless, it should be pointed out that the current impact of communications and information technologies on social development can be of both positive and negative nature. In order to avoid the negative impact on social relations, public authorities should control the formation of the modern information society. Public administration bodies, on the one hand, should create conditions for unhindered access of citizens to information sources and, on the other hand, protect their privacy from unlawful interference. Ukraine has not worked out the Concept of forming information society yet, but we can see positive developments in this direction. However, the main condition for successful building and development of the information society should be coherence of the basic activities of all branches of state power and, accordingly, all its levels, from national to local, in order to join forces in key strategic areas.

It is believed that in a modern society, public authorities' desire to have an impact on communications media, while using their capabilities to carry out public-administrative tasks, is quite natural. Public authorities can and even should be an

important factor in regulating communications media activity. However, the lack of boundaries in this matter can, in turn, increase the influence of totalitarian elements. In this case, the authorities will actually dominate communications media. In the opposite scenario, the development of the so-called pseudo-democracy can be observed. In that situation the all-permissiveness of some elements of communications media contributes to the lack of constructivism, objectivity and efficiency.

Conclusion. The current problems of the information space have a pronounced impact on the political, economic protection and other components of Ukraine's national security. The activity of communications media can be both promotive of society's consolidation and contributing to its disintegration and destruction. The danger of these trends can become real, provided the elements of communications media are used to erode the moral and value foundations of society, or to misinform and manipulate public opinion.

The analysis of the situation in the information and communication sphere allows us to formulate the following main tasks of the state: creation of the conditions for development and growth of the information sector of the Ukrainian economy; support for innovative projects of informatization systems creation and development; information support and protection; development of the legal framework for informatization and provision of the national security of the state in the information sphere.

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