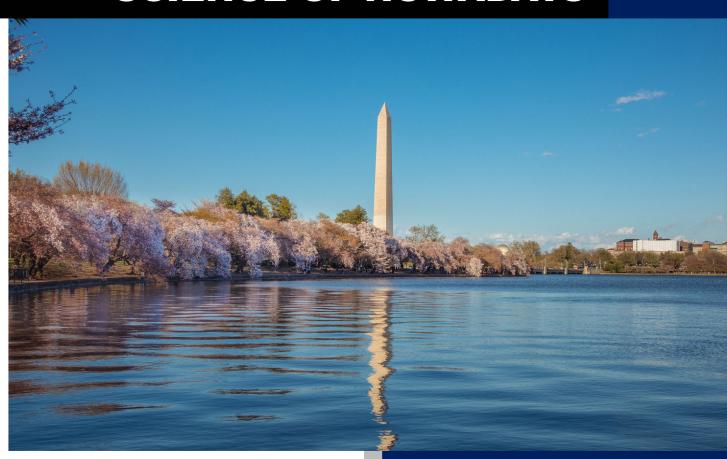


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CHALLENGES IN SCIENCE OF NOWADAYS



washington, usa **4-5.04.2021**



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POLITICAL SCIENCE AND PUBLIC ADMINISTRATION

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PUBLIC COMMUNICATIVE INTERACTION IN THE DIGITAL ENVIRONMENT

Abstract. The analysis and assessment of the current state of implementation of public communicative interaction in the digital environment in Vinnytsia City Territorial Community is carried out. The ways of improving public digital communicative practices are substantiated. In particular, it is proved that the changes caused by digitalization significantly affect the communication process in public management. Communication practices in the modern world depend almost entirely on the digital component, which makes it necessary for the state and public authorities to implement digital tools. The communication dimension of the activity of public institutions of Vinnytsia City Territorial Community in the digital environment is carried out. The necessity for improvement of digital communicative interaction by public authorities of Vinnytsia City Territorial Community is proved. The aspects of modernization of communication activities in the digital environment of Vinnytsia City Territorial Community are substantiated with the indication of concrete advantages of using the newest technologies of digital communications.

Keywords: communication, digital communicative interaction, digital transformation, digital technologies, digital communications, local level, digital environment, public communicative

Introduction. Digital technologies and numerous media communications they produce have formed a new generation of mass information — digital communications. Digital communications not only perform informational and communicative functions, but also have led to the emergence of new practices, spheres of activity, professions and cultural phenomena. The relevance of the research is determined by the modern era of mass communications and digital technologies which has for ever changed the vector of civilizational development of

practices, improvement.

mankind, its scientific and technological progress, culture of communicative interaction. Today, political and sectoral discourses are specified by digital communications: from the simple statement of fact by tools of digital technologies to digital globalization in communicative interaction. Therefore, the development and implementation of digital communications to ensure effective interaction of all segments and structures of society, including public ones, is an urgent task of sustainable socio-economic growth.

Literature review. Theoretical framework of public communicative interaction in the aspect of digitalization and formation of digital governance are developed and outlined in scientific works of O. Bukhtatyi [1], O. Karpenko and V. Kuibida [5], I. Nikolina [6], Sarah Maria Lysdal Krøtel [7], N. Frolova [3] and others. However, we believe that the issue of measuring communicative interaction in the digital environment needs further research.

Purpose. The aim of the study is to determine the peculiarities of public communicative interaction in the digital environment in Vinnytsia City Territorial Community and to substantiate the ways to improve it.

Results. More and more spheres of human existence are being rapidly transformed and transferred into the communicative space of the World Wide Web. Communication processes in the modern world almost entirely depend on the digital component, which makes it necessary for the state and public authorities to implement digital tools of communication and interaction. These tools will stimulate the development of information openness of public authorities and society as one of the key factors of democracy development in Ukraine, as well as the direct growth of life quality of every citizen.

The latest communications are significantly changing social relations – digital society, dependent on digital technologies, is being formed: a transition from systems and processes of postindustrial economy and information society to digital economy and digital society is taking place.

All over the world, the concept of "new public management" has been replaced by the era of digital governance which implies more modern management with an emphasis on client-orientation and digitalization [6].

It should be noted that conditions for digitalization at the state level are being created in Ukraine: government institutions are being created, laws, regulations and orders are being adopted to improve this process. One of the main regulatory documents is the order of the Cabinet of Ministers of Ukraine «On approval of the Concept of development of digital economy and society of Ukraine for 2018-2020» [2].

We share the point of view of scientists from the National Academy for Public Administration under the President of Ukraine who note that digitalization of public governance is a process of introducing digital transformations in the public field, and emphasize that it will lead to an abrupt transition through the use of digital technologies [5].

These technologies and consequential changes will significantly influence the communication process in public management.

Communication activities in public management consist in the implementation of information exchanges aimed at performing the functions of public management. The essential communication subsystem of public management includes the subjects of interaction, information connections and management relations, processes of interaction of management entities between each other and with other public institutions. It also includes the infrastructure that provides the creation, transmission, search and retrieval of management information, i.e. information that is provided in this system and used to implement management interactions and influences.

Thus, public management cannot exist without communication as a form of interaction between various subjects and objects of management because the democratic regime requires the coordination of positions in a constant dialogue between authorities and society. Due to the communication process the state body establishes close ties with citizens bringing them closer to the process of making state decisions and initiating a dialogue that makes it possible to understand the citizens' needs and requests [1].

Although Ukraine uses digital technologies in public management, it is necessary to implement digital communications more actively in order to obtain the status of open public authority. Digital communicative interaction is an electronic transmission of text data, images, video, voice and other information including messages or publications that are transmitted in the digital space via electronic mail, videos, live video broadcasts, digital events, podcasts, blog posts, mobile apps, announcements, forums, web pages, as well as any social networks or messaging platforms, such as Facebook, YouTube, Instagram, Twitter, WeChat, Line, Linkedin, WhatsApp or Snapchat. Digital technologies include both the ways of posting information – sites, blogging platforms, social network services, groups in messengers, channels in programs for corporate communication and the ways of their further distribution – cloud services, aggregators, and analytical programs using artificial intellect.

In the EU countries, according to the EPACE project study (Exchanging good practices for the promotion of an active citizenship in the EU), electronic consultations, electronic discussions and webcasts of debates and meetings of collegial bodies, etc. are most often used in the communication process.

Sarah Maria Lysdal Krøtel, a researcher of digital communication in the field of public management, notes its positive as well as negative sides. She substantiates, based on the empiric research, that information received digitally is less important for citizens than information obtained the traditional way [7].

Communication activities in public management in Ukraine are regulated by a large array of legislative and regulatory acts. It is expedient to single out the laws regulating the implementation of communication activities with the use of digital technologies: "On electronic documents and electronic document management" and "On electronic trust services".

Legal regulation of communicative activities in the digital environment in public management is reflected in a number of regulatory acts of the Cabinet of Ministers of Ukraine: orders "Some issues of public administration reform of Ukraine" dated June, 24, 2016 № 474-p, "On approval of the Concept of development of electronic services system of Ukraine" dated November, 16, 2016 № 918-p, "On approval of the Concept of e-government development in Ukraine" dated September 20, 2017 № 649-p, "On approval of the action plan for the implementation of the Concept of electronic system development in Ukraine for

2017-2018" dated June 14, 2017 № 394-p and "On approval of the Concept of development of the digital economy and society of Ukraine for 2018-2020 and approval of the action plan for its implementation" dated January 17, 2018 № 67-p; resolutions "On approval of the Regulation on data sets to be released in the form of open data" dated October 21, 2015 № 835, "Some issues of electronic interaction of state electronic information resources" dated September 8, 2016 № 606. The resolution of the Cabinet of Ministers of Ukraine "Some issues of digital development" dated January 30, 2019 № 56 made an important step towards the adaptation of Ukrainian legislation to digitalization processes: it provides for the implementation of the principle of "Digital by Default". Currently, only a small percentage of all regulatory acts in the country contain the norm according to which the process described in the document can be implemented digitally.

The communication dimension of activities of public institutions in the digital environment is carried out on the basis of the analysis of digital communication resources Vinnytsia City Territorial Community (VCTC).

Vinnytsia local government bodies are increasing the use of digital technologies for an effective communication process and remain the standard of digital governance for the rest of territorial communities of Vinnytsia region.

The official website of Vinnytsia City Council (http://www.vin.gov.ua) performs the function of informing (online access to City Council documents: decisions, orders and, importantly, draft decisions). It also has elements of feedback – it's possible to make an appointment to heads of departments and services of Vinnytsia City Council via "My Account" on the site and to leave an electronic appeal to them (https://www.vmr.gov.ua/Lists/Officials/Default.aspx).

The e-petition service (https://petition.e-dem.ua/vinnytsia) is an effective communication tool in Vinnytsia. On November 9, 2020, a resident of Vinnytsia used it offering to join the Waze for Cities navigation service which makes it possible to report problems on the roads and make the users' lives more convenient. Accordingly, the city can also inform about road works, street closures and other issues. On receiving the required number of votes, the petition was supported by the local authorities, and already in December the City Council informed that the

application for joining this service was submitted and organizational and technical work on its implementation began.

Also, on the site of the city administration citizens have access to the "Budget of Public Initiatives" which gives everybody an opportunity to put forward a socially useful idea and a chance to receive a grant for its implementation. Voting in electronic form takes place through the "Public Budget" service with the use of identification via BankID or a qualified electronic signature. In particular, due to the project "Budget for School Projects" Vinnytsia took first place in the world having won the international prize "Child Friendly Cities Inspire Awards" and having become one of the most child friendly cities in the world according to UNICEF. This project of school participation budget brought Vinnytsia its victory and became the world's best example of engaging children in urban governance.

Online surveys of residents (http://www.vmr.gov.ua/default.aspx) concerning topical issues of entrepreneurship, branding, transport, participation budget etc. are conducted on the website of Vinnytsia City Council.

Specialists of the operational response unit "Round-the-Clock Guard" ("Tsilodobova Varta") (http://1560.vmr.gov.ua/default.aspx), which was created in Vinnytsia, accept citizens' appeals on all issues of municipal services, health care, education and transport via telephone connection and online chat. In 2019, more than 4,000 online consultations were provided. "Round-the-Clock Guard" also processes information from the Internet resource "Map of Appeals of Vinnytsia Citizens" (https://map.vmr.gov.ua).

A convenient digital tool that ensures the effective implementation of communicative interaction is the "Informer for Citizens" service (https://play.google.com/store/apps/details?id=com.vinnitsya.informer; https://t.me / VinInformerBot), realized in a mobile application on the iOS and Android platforms, in messengers. The mobile application "Informer for Citizens" is a service that informs about future events on selected topics, interesting events, planned and emergency shutdowns, provides opportunities for communication with "Round-the-Clock Guard" and appeals through the "Map of Appeals of Vinnytsia Citizens".

Vinnytsia City Council organizes events to promote and improve it within the "Informer for citizens" project.

In order to establish an effective communication process and develop digital democracy, the Concept of Digital Participation of Vinnytsia City Amalgamated Territorial Community for 2019-2025 was developed which aims to create a model for attracting citizens to decision-making processes with the help of digital opportunities through a common problem search, informing, identifying solutions and their further implementation. The main idea of the Concept of Digital Participation is as follows: "smart city with smart citizens" where residents form a vision of their city future through e-tools. The implementation of the Concept is aimed at the implementation of digital services for interaction with various stakeholders (creation of new useful resources, tools and opportunities, the latest services and programs for need satisfaction and interaction with citizens, taking into account the principles of inclusiveness). It is also about the use of elements of artificial intelligence and open data in e-participation tools, modernization and development of existing instruments of socio-political inclusion.

The results of recent research which also evaluates the aspects of communication activities in the digital environment show as well that this community can be considered exemplary not only in Vinnytsia region, but throughout Ukraine.

The analysis of the use of digital technologies of communicative interaction by public authorities at the local levels encourages the identification of specific aspects of modernization of communication practices of the digital environment.

Therefore, first of all, the "information" paradigm which is now the basis of "communication" between the government and the regional community should be changed to "communicative" as an inevitable result of participatory democracy. One of the main directions of improving communication activities in the World Wide Web should be active introduction and use of digital participation technologies by regional authorities [4].

Mobile communication interaction is one of the aspects of developing communication with the public which has a significant potential in the context of increasing the efficiency of service delivery and is most dynamically developing. We offer several possible ways to improve digital public communication for VCTC:

- popularization of digital democracy tools and creation of conditions for
 cooperation in the format "community authorities business mass media";
- implementation of experience of the best national and foreign practices for increasing the level of conscious and responsible participation of residents in the digital ecosystem of the community;
- participation in thematic international and national grant programs and competitions together with civil society institutions in order to develop and implement innovative technologies of digital participation;
- formation of digital participation skills, digital competencies for the use of digital communication tools by the community's residents, including children;
- integration of adjacent territorial communities into the digital communications system;
- holding hackathons and technology days in order to determine the demand and generate ideas for products and systems of digital participation of residents in making management decisions;
- research of current trends and formation of demand for digital communication practices;
- use of elements of artificial intelligence and open data in digital communications;
- implementation of principles of inclusivity in the communication process on the Web;
- monitoring and assessment of the effectiveness of using digital communications.

All the considered tools and ways of modernization of communication activities of public administration bodies at the regional and local levels are connected with the formation and development of digital governance, conditioned by the development of digital society and future-oriented.

Conclusions. The theoretical and legal bases of communicative activities of public authorities in the digital environment are investigated.

The influence of digitalization on public management and its transformation into digital governance by means of the latest digital technologies is considered. It is proved that the changes caused by digitalization significantly affect the communication process in public management. Communication processes in the modern world almost entirely depend on the digital component, which makes it necessary for digital tools of communication and interaction to be implemented by the state and public authorities.

The communication measuring of activities of public institutions of Vinnytsia region in the digital environment is carried out on the basis of the analysis of digital communications of VCATC. On the basis of the analysis it is noted that Vinnytsia City Territorial Community is a model not only in Vinnytsia region, but also throughout Ukraine in terms of various practices of communication activities in the digital environment.

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