

*створення розвиненого інформаційного середовища суспільства. Але саме через інформаційне середовище найчастіше здійснюються загрози національній безпеці в різних сферах діяльності особистості, суспільства й держави. У сучасних умовах виникла потреба в переосмисленні та уточненні проблеми інформатизації України крізь призму її інформаційної безпеки з урахуванням сучасних інформаційних впливів. Якісний медіа простір потрібен передусім громадянам, прагнути до громадянського суспільства не маючи суспільних медіа нераціонально та неможливо.*

*Деструктивний характер, який носить сучасний медіа простір України не варто залишати поза увагою, оскільки на етапі трансформації держави та суспільства, переходу до європейських стандартів, саме якісна інформація є головним засобом збереження державного суверенітету та цілісності інформаційного простору.*

**Ключові слова:** інформаційний простір, інформаційно-комунікаційний простір, інформаційна безпека України, євроінтеграція.

*Стаття посвячена аналізу інформаційного простору України в умовах демократизації, определению наиболее острых проблем, стоящих перед украинскими медиа на пути реформирования и приближения к европейского образца.*

**Ключевые слова:** информационное пространство, информационно-коммуникационное пространство, информационная безопасность Украины, евроинтеграция.

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## **INTERNET AS A MECHANISM OF PUBLIC INFORMATION POLICY IN LOCAL AUTHORITIES**

*The influence and role of the Internet in the process of state information policy in local executive bodies are considered the basic mechanisms of its implementation in the information space.*

**Key word:** information, public information policy, internet, local authorities.

Modern state information policy of Ukraine is gradually becoming imperative signs for a good socio-economic development of the country. New information and communication technologies, especially the Internet, are one of the most fundamental instruments that affect the development of society in the XXI century. In today's world, information is a strategic national resource, which has important role in system of the state. Scientist O. Litvinenko says that «the society begins redistribution of real power from traditional structures to the centres for information management» [12, p. 32]. Scientist M. Castells notes that «the Internet is the fabric of our lives... and networks as organizational practices have significant advantages through their flexibility and adaptability – the fundamental quality for survival and success in the environment, that now very changes» [11, p. 2]. The use of Internet in administration gives possibility to get some information and to disseminate and embody interactive access to the information sphere, to carry out personal communication.

It may be noted that the development of new information technologies in the second half of the XX century found these dilemmas that have expressed their understanding of the theoretical concepts in the information society and the authors of this concepts are Z. Brzezinski, D. Bell and M. Castells, J. Galbraith, F. Machlup, T. Stonier, E. Toffler and others. Domestic researchers G. Akopov, L. Vasylenko, A. Dubas, V. Kravchenko, A. Emelyanov, A. Kolodyuk, N. Karetnikova, A. Sosnin and others have considered this theme in their works. Review of scientific studies on the Internet allows coming to the

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conclusion that scientists have made a significant contribution to the development of this problem. At the same time today we have not enough studies on the role of the Internet as a mechanism for implementing the state information policy in local bodies of executive power.

Today among the main sources of development information society there are limitless possibilities of the Internet, which allows teamwork of various spheres of public life, each of which represents a certain value and is guided by its own interests.

The value of the Internet comes to interaction and communication. The standard WWW (World Wide Web), which includes the ability to browse the website and exchange e-mail messages, supported by a consortium of developers 17 may 1991. Therefore, it is the date is recognized as the birth of the Internet in the conventional sense. According to the information of Gemius Audience, the size of the PC web audience in December 2014 was 18 million users (real users, aged 14) [10]. This information allows us to say that the using of the Internet in public administration is the most effective and quality method of communication.

The report of activities of local executive bodies in the Internet has often been the task of the President of Ukraine, Cabinet of Ministers of Ukraine, ministries and departments. The main work was realized during 2000-2003 concerning development of normative-legal acts, that secure transparency and openness of authorities. Among them we can mention: the Law of Ukraine from 13 January 2011 № 2939-VI «On Access to Public Information» [1]; Decrees of the President of Ukraine from 31 July 2000 № 928/2000 «On measures to develop national component of the global information network Internet and providing wide access to this network in Ukraine» [3], from 1 August 2002 № 683/2002 «On additional measures to ensure openness in the activities of public authorities» [4], from May 5, 2011 № 547/2011 «Provision of bodies of access to public information» [2]; resolution of the Cabinet of Ministers of Ukraine of 4 January 2002 № 3 «On procedure for publication in Internet information about the activities of bodies of Executive power» [6], from 21 November 2011 № 1277 «Issues of accounting system public information» [5], «The functioning of the web-sites of Executive bodies», approved by order of the State Committee for information policy, television and radio broadcasting of Ukraine, State Committee of communications and informatization of Ukraine from November 25, 2002 № 327/225 [7]. These legal acts established that the spread of the Internet information about the socio-economic situation in the state, legislative and regulatory framework should be implemented through electronic media and their own websites of local authorities.

We consider the Internet not only as a mechanism for informing citizens, but also as a means of developing e-governance, which involves «creation of a new form of organization of state and local governments, their interaction with citizens and economic management by providing access to government information resources, the ability to receive electronic administrative services apply to state and local governments from using the Internet» [8]. Electronic control system is a complex combined mechanism, and the web sites of local bodies of executive power – one of its components.

According to Article 15th of the law of Ukraine «On Access to public information», decree of the Cabinet of Ministers of Ukraine from 4 January 2002 № 3 «On the procedure for publication the information in the Internet about the activities of the executive power» the disclosure of information about current activities of local Executive authorities, programs, plans, effective or aborted normative legal acts, forms and sample documents, requests for information, their location, postal address, phone communications, the address of the official website and e-mail; information about mechanisms or procedures by which the public can represent its interests or affect the implementation of powers of the managing information in the Internet and with the aim of providing information services to the public and to ensure the participation of citizens in processes that take place in nation building.

State Committee for television and radio broadcasting of Ukraine has carried out content's monitoring of 24 official web-sites local executive authorities pursuant to paragraph 9 for the resolution of the Cabinet of Ministers of Ukraine of 29.08.2002 № 1302 «On measures to ensure transparency in the activities of Executive authorities» and in accordance with the realization for monitoring the content of web sites of executive bodies, the approved order of the state Committee from 12.10.2012 № 273 [9].

Monitoring was carried out with 30 parameters, each of which reflects a separate kind of information, where their obligation on the web sites shall be determined by normative-legal acts. It is important to note that the official web site of Luhansk regional state administration in 15.12.2014 is not working. Further more, the monitoring content of the official web sites of the Council of Ministers of the Autonomous Republic of Crimea and the Sevastopol city state administration have not been made as they are on the temporarily occupied territory.

Owing to the results of the monitoring we have the ability to highlight certain characteristic features and disadvantages. First of all, there has been an apparent slowdown of the positive dynamics of indicators of openness and transparency. The best were official websites of the Zaporozhya and Sumy of regional state administrations. We may note the growing dynamics information fullness of Ivano-Frankivsk regional state administration.

Accounting system of public information that needs to be created owing to the presidential Decree from May 5, 2011 № 574 «The question of providing with access to public information by executive authorities» [2] and the resolution of the Cabinet of Ministers of Ukraine from 21 November 2011 № 1277 «The system's question of accounting public information» [5] are at the initial level, do not exist on all web sites, some publishing accounting system is renewed irregularly or have the information only about a part of the documents. Failure to comply with rules concerning the establishment and promulgation of accounting system of public information dramatically weakens the right of citizens to obtain official information and prevents the formation of practices of accountability of government to the public. On separate web sites there aren't e-mail addresses of managers and their deputies, don't published basic, but presented materials, which are sometimes irrelevant, not structured in separate thematic sections or have a low degree of accessibility to navigation responsible for receiving and registration of incoming correspondence. At the same time we want stress that the presented materials are sometimes irrelevant, not structured in separate thematic sections.

The advantage of Internet compared to other means of informing consists in the great possibilities of interaction and reverse contact with users. An important feature of the website is its interactive functions, that is, the ability to record the thoughts of the user or the likelihood of its use in the content of the web site [13]. One of the forms of public participation is interrogation of their opinions. It is a parameter of appraisal the success of the activities of local executive authority, the study of public responsibility, a kind of monitoring of the public mood before presentation of the newest program in the implementation of a clear interactive technology. The Internet conference is the method interactive discussion of problems in the Internet that affect all segments of the population, carried out with public participation or with the use of a specific range of stakeholders. Methods of obtaining answers are computer voting and a telephone survey. Among the interactive features, which ensure two-way communication between authority and citizens, the following citizens: an online forum with a discussion of the important issues in our society; online opinion polls; conducting public consultations in the form of a public discussion by e-consultations.

In addition to the lighting and presentation of the activities of local executive authorities on the official websites uses other mechanisms of interaction of public authorities

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and companies. In conditions of active information environment, dominance over the lives of citizens, it is important to pay more attention to the use of social networking. Today it is important to consider to analyse and predict the intentions of the desires and interest of the public, therefore, the use popular social networks such as Facebook, Twitter, V Kontakte purpose of the cyber-service of citizens, personal communication and strengthening cooperation with government authorities, to respond to the needs of the public, nationwide research and analysis of mistakes, success is a crucial feature of democratic reforms in the state. The demand for the potential of social media becomes one of the mechanisms for the creation of a positive image of local authorities.

We can conclude that in Ukraine in general observed positive dynamics of the use of the Internet as a mechanism for state information policy in local bodies of executive power. Internet communications offer opportunities for the manifestation of individuality, using emails, search and creation of online information, sites, and chat rooms. The use of information technologies in the process of formation of public administration closer to the public in the state authorities gives the opportunity personally to find information quickly and to participate in the discussion of the interested public of draft decisions that are proposed for this power.

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*Проаналізовано вплив та роль Інтернету в процесі здійснення державної інформаційної політики в місцевих органах виконавчої влади, розглядаються основні механізми його реалізації в інформаційному просторі.*

**Ключові слова:** інформація, державна інформаційна політика, Інтернет, місцеві органи виконавчої влади.

*Проанализировано влияние и роль Интернета в процессе осуществления государственной информационной политики в местных органах исполнительной власти, рассматриваются основные механизмы его реализации в информационном пространстве.*

**Ключевые слова:** информация, государственная информационная политика, Интернет, местные органы исполнительной власти.