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ANALYSIS OF PUBLIC RELATIONS IN THE CONTEXT OF PUBLIC POLICY IMPLEMENTATION IN THE COUNTRY

Civil society and the state are interdependent, ontologically interconnected phenomena. This implies that the state acts as an executor of the will of society and for this purpose is endowed with appropriate tools for managing public affairs. Civil society is located, figuratively speaking, above the state, which fulfills its orders and responds to its requests [1].

Political marketing is a system of tools and measures to create an image of a party or person that would meet the expectations of potential voters and emphasize the difference from competitors. The defining feature of the political market is that the goods here are the subjects of the political process (politicians, parties and others), the consumer - the electorate, and the cash flow - the votes of voters. The political research of the political field includes: analysis of the rating of political forces, programs and tools of marketing communications and the peculiarities of advertising campaigns by each political force. The complex of public relations and mass media in politics, along with "goods", has other elements of classical PR and mass media: pricing policy, relevant communications, product distribution channels.

With bundles of public favor one of the important principles of effective functioning of the democratic system in modern society. Public relations, being one of the aspects of political interaction, embodies a significant part of the cooperation of political actors with each other, as well as with those social actors on whose opinion and reaction they depend to a large extent. At the same time, they promote the organization of public participation in political processes.

Structural units for public relations in public authorities began to form in the early 90's pp. XX century as the need for social change in the direction of forming economic institutions of democracy. But since the introduction of the presidency, when the Presidential Press Service was established within the Presidential Administration, Ukraine has begun a real process of establishing public relations in public authorities and local governments. It was then that the Law of Ukraine "On Information" [2] enshrined a rule according to which the right to information is ensured by the creation of special information services or systems in state bodies that would guarantee access to information in the prescribed manner. The first stage of the formation of the national corps of public relations services was completed in 1995. It can be characterized by the number of staff of the press and other services that perform the functions of public relations, specialists.

A key element of working with public relations is to influence the state of public opinion. Most public relations campaigns are held to: persuade people to change their minds; to form public opinion when it does not exist; to strengthen (strengthen) the existing public opinion.

PR is a system of internal government communications. The examples of many countries make it possible to argue that the establishment of information exchange in the government itself allows to increase information efficiency and avoid such unpleasant things as information inconsistencies and cluttering of information channels. This can be achieved through the effective operation of the department, department or individual who collects information from all departments, processes it and transmits it to the media in the proper form. In this way, failures are anticipated, information is disseminated within the organization, and each employee knows what is happening in a particular department or department, and can use this information on occasion.

There are three main channels of communication through which the image of any state organization is formed. The first group consists of official channels, the second - unofficial channels, and the third - semi-official channels.

Empirical and theoretical experience suggests that the information basis for the functioning of self-government bodies with the media should be direct and feedback information links.

Modern political PR -technologies allow systematic and combined use of the whole set of internal and external information links of a political organization, to implement the strengths of the organization and neutralize the weaknesses. Theoretical concepts and models create the basis for the dynamic development of strategies and methods of both external and internal PR technologies. Public relations is becoming a continuous, active, comprehensive means of solving long-term political problems, creating new principles of interaction between government and society. In particular, the acceleration of the dynamics of integration and differentiation of scientific knowledge in the post-classical era, the blurring of subject boundaries, caused by the complication of such objects of knowledge as PR, and leads to their interdisciplinary synthesis, within which its development, formation, process, self-organization remain that are outside the area of research interests and require careful study.

Referenses :

1. Slisarenko, I. Yu. Public relations in the system of communication and management [El. resource] / I. Yu. Slisarenko. - K. : MAYII, 2001. - 104 c.
2. Law of Ukraine "On Information" as amended on 16.07.2020
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