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Maryna GRUZD

Candidate of Economic Sciences

Associate Professor of the department of State Governance,

Public Administration and Economic Policy

Simon Kuznets Kharkiv National University of Economics

INTERACTION OF THE PUBLIC WITH LOCAL SELF-GOVERNMENT BODIES IN THE CONTEXT OF CIVIL SOCIETY STRUCTURES DEVELOPMENT

Effective interaction between the public and local governments is a key factor creating conditions for diverse citizen activity in the social, economic and political spheres while adhering to the main goal of civil society, which is to protect people from state intervention, human development and ensuring quality living conditions. For an effective civil society, there is an urgent need for a partner – the state, but without total control over all aspects of social life, with rational and effective decentralization with local governments for a more adequate solution to various problems of local importance.

Civil society is an obligatory part of the current mechanism that ensures the functioning of all democratic institutions of society and stability in the political, social and economic systems of the country, based on construction effective and balanced state policy for the development of civil society. The development of civil society in a country is a complex and multi-level process that requires interaction between various structures and actors of society, including local governments, civil society institutions and citizens. This process requires constant support and development to ensure the growth of civic activity and the improvement of the level of democracy and freedom in the country.

Today, civil society development policy provides support for the infrastructure of sustainable democracy in Ukraine, and public trust in civil society organizations contributes to the involvement of citizens in governance processes at various levels. On the agenda is further deepening cooperation between state authorities and civil society organizations operating in Ukraine and abroad [1, p. 5].

Based on the analysis of sources [1–6], the following aspects of public administration can be identified that hinder comprehensive social development and the formation of a system capable of playing a positive stimulating role in the process of building civil society structures in Ukraine: excessive centralization (authority, responsibility and resource provision are concentrated in the central levels of the public administration system); excessive concentration (most of the powers are concentrated in a narrow circle

government agencies and their officials in the absence of delegation with low efficiency other levels of the public administration system); vertical communication (information flows concentrated within the governing institution with a lack of information exchange with other institutions, which hinders effective communication, negotiation processes and achieving mutual understanding between the public and local government bodies); imbalance of powers (inconsistency between the scope of powers and capabilities defined for certain public authorities and their real ability to perform the strategic tasks set, with duplication of the rights and obligations of state authorities by local government bodies); opaque procedure in the process of forming and making decisions (the decision-making process is opaque on the basis of criteria that are not public information); excessive use of administrative influence tools (directive regulation and control over the course of social, economic and political processes); excessive control (constant checks on the compliance of measures with formal rules and norms of bureaucracy); opacity of procedures (arbitrariness of the process of forming and making managerial decisions, which causes uncertainty in relations with public administration).

The following are the main reasons for the lack of public interaction in local self-government:

public associations are not recognized as platforms for effective interaction with local self-government bodies (the participation of citizens in various public associations, where they discuss and solve important community problems, is not always accompanied by confidence in their own abilities to influence local politics);

lack of confidence of the public in their own abilities as an active subject of cooperation with local self-government bodies;

lack of confidence of the population in the effectiveness of their own actions and the ability to influence the processes of making administrative decisions at the local level (the majority of the population is quite skeptical about their own abilities to influence the decisions of local authorities);

civil passivity regarding awareness of the activities of local self-government bodies;

ineffective use by local government bodies of effective tools and methods of cooperation with the community population (available tools for cooperation with the territorial community are not fully used, innovative methods of cooperation and communication are absent in the communication strategies of local government bodies);

negative experience of interaction with the public; lack of professional communication skills among local government officials.

Activities regarding increasing effective interaction between local government bodies and communities: directly involve public organizations, self-organization bodies of the population, initiative groups and other civil society institutions in campaigns to inform the population of territorial communities

about the allocation of budget funds for community development and projects implemented with the funds of local budgets, and implement effective mechanisms for involving citizens in decision-making on the allocation of budget funds for community development; cooperate in preparing draft amendments to the current legislative initiatives in order to eliminate legal shortcomings, with the subsequent promotion of proposals for central government bodies; automatically maintain a record of citizens' appeals and provide access to statistics of appeals on the websites of city councils and ensure full and timely receipt and updating of public information related to the development of the territorial community, create internal Internet portals of city councils; establish interactive interaction of legal entities and individuals with the city council through; continuous training of local government officials in information technologies and innovative digital technologies; spreading public awareness about the possibilities of public control over the activities of local government bodies, access to local decision-making through conducting information campaigns and knowledge about forms and methods of involving citizens in the process of making government decisions, tools for accessing public information.

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