

MODEL OF INSTITUTIONALIZATION OF STRATEGIC COMMUNICATIONS IN THE PUBLIC ADMINISTRATION SYSTEM

Maryna Gruzđ, Oksana Yermolenko

Simon Kuznets Kharkiv National University of Economics, Ukraine
grumary@ukr.net; oksana.yermolenko@hneu.net

Scientific substantiation of the process of institutionalization of strategic communications as a systemic phenomenon that ensures the integration of communication processes into the activities of public authorities, contributes to achieving sustainable development goals and building public trust. In modern conditions of the development of the information society, strategic communications are considered a key tool for ensuring effective governance, building trust and implementing state policy.

Despite the huge amount of work, the literature shows that the problem of implementing strategic communications in the public administration system is still relatively unexplored in this field. Most studies are not comprehensive and do not have a complete picture of how communications are integrated with the management system. Strategic communications and their impact on achieving sustainable development goals and developing trust in government have not been thoroughly studied. As a result, we believe that there is a need for further scientific research to empirically substantiate the institutionalization of strategic communications for improving public administration and sustainable development of society.

The institutionalization of strategic communications is also closely related to the concept of good governance, which involves openness, transparency, accountability, citizen participation and effective management. In this context, strategic communications act as an innovative tool for implementing these principles, contributing to increasing trust in government and ensuring sustainable development. The use of electronic platforms, social networks, and e-democracy tools expands the possibilities of interaction between government and citizens, increases the efficiency and accessibility of information. At the same time, this requires the formation of new approaches to the institutionalization of communications, in particular, the implementation of digital standards, ensuring information security and

the development of digital competencies.

Thus, the theoretical foundations of the institutionalization of strategic communications are based on a combination of institutional, systemic and communication approaches, which allows us to consider them as a comprehensive mechanism for ensuring effective public administration.

Based on the generalization of theoretical provisions and systematization of approaches to understanding the institutionalization of strategic communications in the public administration system, it is advisable to develop an appropriate conceptual model. The proposed model reflects the key structural elements, levels and relationships between them, which provide a holistic vision of the process of institutionalization of strategic communications.

The model of institutionalization of strategic communications in the public administration system is a multi-level structure of institutionalization of strategic communications in the public administration system. It covers institutional (normative and legal support, state communication policy, standards and regulations), organizational (public authorities, communication units, responsible persons / speakers), process (strategic communication planning, target audience analysis, message formation, communication channels, feedback) and instrumental (digital platforms (e-government), social networks, public consultations, PR and media tools) components that, in interaction, ensure the achievement of key results increasing trust in government, transparency of management and involvement of citizens in decision-making. An important role in the functioning of the model is played by the external environment, which forms requests and influences the effectiveness of communication policy.

Keywords: institutionalization, strategic communications, public administration, digital governance, communication policy, public authorities, innovative tools.