Social and communication support of an organization

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Abstract. Social and communication support constitutes a vital element of ethical management practices and serves as a key determinant of organizational success in competitive environments. It ensures the transparency and inclusiveness of managerial decisions, fosters trust among employees and stakeholders, and contributes to the formation of a positive corporate image. The purpose of this study is to examine contemporary scientific approaches to understanding social and communication support as an integrated management category that unites the content, institutional, and technological components of social interaction within an organization.

Keywords: social and communication support, social communication, communication strategy, digital transformation.

Анотація. Соціально-комунікаційне забезпечення є життєво важливим елементом етичної управлінської практики та слугує ключовим фактором успіху організації в конкурентному середовищі. Воно забезпечує прозорість та інклюзивність управлінських рішень, сприяє довірі між співробітниками та зацікавленими сторонами, а також сприяє формуванню позитивного корпоративного іміджу. Метою цього дослідження є вивчення сучасних наукових підходів до розуміння соціально-комунікаційної забезпечення як інтегрованої управлінської категорії, що об'єднує змістовні, інституційні та технологічні компоненти соціальної взаємодії в організації.

Ключові слова: соціально-комунікаційне забезпечення, соціальні комунікації, комунікаційна стратегія, цифрова трансформація.

Formulation of the problem. Social and communication support is a vital component of ethical management practices and a key factor in ensuring organizational success under competitive conditions. This concept encompasses a system of methods, tools, and strategies designed to engage diverse stakeholders, including employees, collaborators, partners, the

broader public, and other relevant parties. Specifically, the range of concepts related to social communication is viewed not simply as a process of transmitting information, but as a complex, multi-component social phenomenon that encompasses intentions, goals, social relations, organizational mechanisms, and institutional media.

Analysis of the latest research and publications. Scholars interpret social and communication support as a functional subsystem of modern management that integrates substantive, institutional, and technical elements.

In particular, Ukrainian researchers [1; 2] emphasize that social and communication support contribute to building trust, shaping a positive organizational image, and strengthening corporate culture. They underline that transparency, openness, inclusivity, and stakeholder orientation are essential principles of adequate social and communication support.

The works of Asian scholars [4; 5] emphasize the role of social and communication support as a mechanism for coordinating internal and external relations of the organization, aimed at achieving collective harmony and increasing employee loyalty.

Western scholars believe that a societal approach is a strategic resource for ensuring sustainable development and innovation, and focus on ethics and social responsibility in communication policy.

Task statement. The purpose of this survey is to explore modern scientific approaches to understanding the essence of social and communication support as a holistic management category that combines the content, institutional, and technological components of social interaction in an organization.

Summary of the primary research material. Communication assistance is a specialized service that enables various organizations to communicate effectively with one another and with the broader world. Ukrainian researchers also emphasize the validity of this approach, as communication is one of the key social channels at virtually all levels.

According to the development of the theory of social communication, first proposed by the American scientist A. Bandura [3], the essence of communication lies in the movement of social meaning.

This transfer of meaning does not occur in isolation. Still, it is a process that unfolds in social time and space, encompassing not only direct interactions

but also multi-level influences on the behavior and thinking of members within the organization.

According to the scientific approach [1], social communication is a process of conveying encoded meanings between communicants in a social environment, which necessarily involves their interaction within a specific time and space. Social and communication support is supported by social-cognitive theories of mass communication, which emphasize their role in understanding how symbolic communication influences human thoughts, emotions, and actions in both direct and indirect ways.

Sociological and psychological theories view social communication as a means of individual self-realization, the formation of social relations, and the development of collective consciousness. It is characterized by dynamism, multi-channel, and cultural sensitivity as key characteristics.

According to the scientist's position [3], the function of mass communication is not only the one-way transmission of information from the source to the recipient, but also the creation of an exciting environment that permeates social life and forces people to involuntarily assimilate it.

Thus, social communication is a multifaceted phenomenon that encompasses verbal and nonverbal messages, interaction at both institutional and individual levels, as well as socio-cultural factors. This highlights its importance in modern management and the development of robust organizational structures.

Social communication is not only the transmission of information, but also the movement of meaning in social space and time [1]. Its essence lies in the synchronous and diachronic interaction between two or more social subjects. Information is encoded and decoded during the communication process, and ultimately understood by the recipient, who then integrates it into their consciousness and memory system. This approach enables a systematic analysis of communication activity and the identification of the primary directions of integrated changes in social and communication subsystems.

Conclusion. Social and communication support of an organization is a multifaceted category that encompasses the content, institutional, and technological components of communication management. The analysis of various definitions of social communication demonstrates that it is a complex, multilevel process encompassing not only the exchange of information but also

the transmission of meanings and emotions, the construction of shared understandings, and the maintenance of stable social connections.

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