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INFORMATION-COMMUNICATION SUPPORT OF THE ACTIVITIES OF THE VERKHOVNA RADA IN INTERACTION WITH THE PUBLIC**ІНФОРМАЦІЙНО-КОМУНІКАТИВНЕ ЗАБЕЗПЕЧЕННЯ ДІЯЛЬНОСТІ ВЕРХОВНОЇ РАДИ У ВЗАЄМОДІЇ ІЗ ГРОМАДСЬКІСТЮ**

Urgency of the research. With the development of the information society, the issue of improving the ways of communication between the authorities and the citizen becomes more and more urgent.

Target setting. The level of information and communication provision of the activities of the Verkhovna Rada and the Government of Ukraine in its interaction with the public is an essential feature of any democratic parliamentarian.

Actual scientific researches and issues analysis. Within the framework of the national science of state administration, the development of communication between the state and public authorities has been reflected in the works of such scholars as E. Afonin, V. Bakumenko, T. Butirskaya, M. Bilynskaya, O. Valevsky, R. Voyitovich, V. Golub, N. Gudim, V. Gurkovsky, Y. Kovbasyuk, V. Kozakov, G. Pochepcov, O. Puhkal, Y. Radish, V. Rekbalo, S. Teleushun, V. Tertychka, E. Romanenko, E. Romat, etc.

Uninvestigated parts of general matters defining. At the same time, there is such an important issue as the systematization of key concepts and approaches to the definition of the content of information and communication provision of the activities of the Verkhovna Rada and the Government of Ukraine in the interaction with the public. This is the relevance and practical significance of the proposed article.

The statement of basic materials. When analyzing the information and communication provision of the activities of the Verkhovna Rada and the Government of Ukraine in their interaction with the public, based on their subjective and objective features, it is important to analyze the parliamentary discourse itself - a topic that has remained until recently little investigated.

Conclusions. Despite the realities of the present, it is evident that there is a problem with the lack of general coherence of the work of information and communication systems and the implementation of strategic communication programs.

Keywords: information and communication support; the Verkhovna Rada of Ukraine; the Government of Ukraine; and the public.

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Target setting. The level of information and communication provision of the activities of the Verkhovna Rada and the Government of Ukraine in its interaction with the public is an essential feature of any democratic parliamentarian. The importance of such provision is emphasized in Ukraine by appointing deputies as "people's deputies". In addition, the Constitution of Ukraine emphasizes that deputies are accountable to citizens of Ukraine through holding regular elections, where citizens decide on the issue of their election.

Актуальність теми дослідження. З розвитком інформаційного суспільства все більшої актуальності набуває питання вдосконалення шляхів комунікації влади та громадянина.

Постановка проблеми. Рівень інформаційно-комунікативного забезпечення діяльності Верховної Ради та Уряду України у взаємодії з громадськістю є суттєвою ознакою будь-якого демократичного парламентарію.

Аналіз останніх досліджень і публікацій. У межах вітчизняної науки державного управління, питання розвитку комунікації органів державної влади з громадськістю знайшли своє відображення в роботах таких учених як Е.Афонін, В.Бакуменко, Т.Бутирська, М.Білінська, О.Валевський, Р.Войтович, В.Голубь, Н.Гудима, В.Гурковський, Ю.Ковбасюк, В.Козаков, Г.Почепцов, О.Пухкал, Я.Радиш, В.Рєбало, С.Телешун, В.Тертичка, Є.Романенко, Є.Ромат та ін.

Виділення недосліджених частин загальної проблеми. В той же час, поза увагою дослідників знаходиться таке важливе питання як систематизація основних концепцій та підходів до визначення змісту інформаційно-комунікативного забезпечення діяльності Верховної Ради та Уряду України у взаємодії з громадськістю. В цьому полягає актуальність та практичне значення запропонованої статті.

Виклад основного матеріалу. При з'ясуванні інформаційно-комунікативного забезпечення діяльності Верховної Ради та Уряду України у взаємодії з громадськістю за їхніми суб'єктно-об'єктивними ознаками важливим є аналіз власне парламентського дискурсу - тема, що до останнього часу залишалася малодослідженою.

Висновки. Незважаючи на реалії сьогодення свідчать про те, що існує проблема щодо відсутності загальної узгодженості роботи інформаційно-комунікативних систем та реалізації стратегічних програм комунікації.

Ключові слова: інформаційно-комунікативне забезпечення; Верховна Рада України; Уряд України; громадськість.

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The research objective is systematization of basic concepts and approaches to the definition of the content of information and communication provision of the activities of the Verkhovna Rada and the Government of Ukraine in interaction with the public. This is the relevance and practical significance of the proposed article.

The statement of basic materials. In order to effectively carry out their duties, parliamentarians need to find ways of constant communication with citizens. This should be a two-way process in which the Verkhovna Rada of Ukraine (both the institution and deputies) announces its activities to citizens, both directly and through the mass media, through which citizens can report their concerns and opinions to deputies, as directly, as and through public organizations, who then trace and represent these views transparently in the Verkhovna Rada of Ukraine.

The Constitution of Ukraine states that plenary meetings should be held openly. The Verkhovna Rada Committee meetings, too, may be open, or closed to the public, by the decision of the committee. When meetings are closed, committees provide access to the media and / or civil society, but not to the general public. In addition, Verkhovna Rada committees can hold hearings to discuss issues related to finding Ukrainian, citizens, experts and civil society views on proposed bill and may carry out missions in different regions of Ukraine, collecting information from citizens, representatives of local authorities, experts and civil society , concerning the work of the committee.

When analyzing the information and communication provision of the activities of the Verkhovna Rada and the Government of Ukraine in their interaction with the public, based on their subjective and objective features, it is important to analyze the parliamentary discourse itself - a topic that has remained until recently little investigated [1]. At the same time, the issues of informational accountability of the authorities and media responsibility, which are exacerbated during the process of interpretation of events in the Verkhovna Rada of Ukraine, coverage of the legislative process, the search for compromises as a means of eliminating conflict situations or finding out their causes, overcoming the negative consequences in the information spacious society. Openness to the dialogue between the Verkhovna Rada and the Government and the public is proposed to be viewed as a form of search for competitive advantages related to significant social, political, economic changes and the creation of grounds for a democratic dialogue [2; 3].

The work of the press secretaries, who at an early stage were the organizers of the press, are important to ensure the openness and transparency of the dialogue, and now their functions include the provision of special services for reaching out to the general public. However, in today's state-management practice, there are problematic issues regarding the work of the press-secretaries and press-service of the Verkhovna Rada and the Government. So, for example, despite the official instructions of the spokesperson, the Verkhovna Rada is in no hurry to allocate funds for a separate post. Thus, the authority of a "communications" with the media, as a rule, is assigned to one of the staff of the apparatus of the Verkhovna Rada, not dismissing it while doing it from their own responsibilities. As a result, the press secretary does not have the time to effectively communicate with the media and perform his duties in another position, which affects the quality of work in general [4]. And this is far from the only problematic issue of dialogue between the Verkhovna Rada, Government and the public.

It is worth pointing out the fact that, nevertheless, people's deputies are already advising civil society organizations, and many NGOs have established close ties with people's deputies of Ukraine and forward their legislative comments, initiatives and proposals through them. For example, one of the strategically important joint initiatives of the Verkhovna Rada of Ukraine and civil society supported by the United Nations Development Program is the Action Plan for the implementation of the Declaration of Openness of the Parliament, which was developed by a working group composed of

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deputies and civil society organizations. The action plan is based on Ukraine's accession to an open-ended partnership, in which the openness of parliaments is an important component [5; 6].

The draft Action Plan on the implementation of the Declaration of Openness of Parliament in Ukraine was developed, presented and discussed with stakeholders in October 2015. The "Open Parliament" initiative includes a strategic framework and action plan to ensure the openness of the Verkhovna Rada of Ukraine, transparency of its activities and active involvement of citizens in legislative processes. As a result of the implementation of the Declaration it was possible to achieve concrete results of the openness of the Verkhovna Rada of Ukraine, the most important of which are:

"- the OPEN OPEN DATABASE data portal opendata.rada.gov.ua has begun, from which everyone can freely copy, publish, distribute, use information which is grouped in data sets according to a certain criterion: the organizational structure of the VRU apparatus with staffing, separate categories of information from annual declarations of people's deputies, authors of draft laws of a certain convocation, etc.;

- track the passage of bills on the web portal of the Verkhovna Rada;
- Review electronic protocols of plenary meetings and conciliation councils (in the section "Legislation") - with voting statistics, transcript of text, audio and video records;
- to read the texts of deputy requests and their answers on the pages of the official website of the Verkhovna Rada "[7].

At the same time, it should be noted that the introduction of such public initiatives, as one of the most powerful forms of direct democracy, requires understanding and refinement of the legal mechanism of state regulation by the state and public sectors, as the basis for improving its system, as incomplete and inaccurate information becomes, as a result, the cause of the emergence many problems in the system of public administration reform. In fact, in Ukraine, in practice, there is no such legislation that would make the law-making process more open to citizens, in particular, for commenting on bills. The website of the Verkhovna Rada Committee contains a section entitled "Public Debate on Bills", where citizens can comment on draft laws [8]. Indeed, the website of the Verkhovna Rada of Ukraine presents complex information and accompanying data on registered bills (registration number and date, registration session, inclusion in the agenda, project authors, management and other committees that review the project, examination of different types, benchmarking table etc). However, citizens can not participate in the legislative process, using the official website of the Verkhovna Rada of Ukraine to comment on the bills. Such an option, aimed at providing the public with additional tools for participation in the legislative process, can significantly increase the level of civic participation in the parliamentary legislative process [9].

It is clear that the role of information and communication support for the activities of the Verkhovna Rada and the Government of Ukraine in the interaction with the public can be strengthened, using new technologies and adopting a strategic approach to interaction with citizens. The Verkhovna Rada and the Government of Ukraine, with the support of various donors and in particular the USAID Rada Program and its predecessors, have invested heavily in new communication technologies that provide greater public access to this institution [10]. E-government offers the potential to improve internal coordination and greater parliamentary transparency, including the broadcasting of plenary meetings and committee meetings, legislative initiatives and other parliamentary discussions, in real time, and also creates additional opportunities for citizen participation in the legislative process.

The Secretariat of the Verkhovna Rada of Ukraine has a specialized branch of information technology and the e-Parliament, which is called the Office of Computerized Systems of the Verkhovna Rada of Ukraine Apparatus [11]. The Office consists of 60 employees providing technological support, in total about 2,300 users (1 050 staff of the VRU Secretariat, 450 deputies and 800 parliamentary assistants), as well as support for the database database; Parliamentary Internet site, which provides the necessary information on: deputies, plenary meetings and committee meetings, adopted laws and voting results. The halls of the plenary sessions are equipped with facilities for Internet broadcasting and Wi-Fi coverage.

However, it is not necessary to forget that such communicative innovations are accompanied by a number of risks in the process of selecting and using certain means of communication. "This problem

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is two-way and connected with the fact that the authorities are not always able to explain the reforms that it carries out (the very fact of reforms, their essence, goals and stages), and the fact that the media are not always ready for serious work on this issue. As a result, as of May 2016, only 0.6% of the polled Ukrainians believe that the authorities implemented more than half of the planned reforms, another 3% - half, and 10% - one third. And almost half of Ukrainians answered that there is no progress in the implementation of reforms at all "[12, с. 25]. This necessitates the development of long-term, permanent communication plans devoted specifically to the topics of information and communication technologies. Indeed, as analysis and practice show, the organizational structure of communicative plans and the organization of its management process are interrelated and interdependent. In the presence of system goals and objective properties of communicative plans, their sustainable development is ensured. One of the main features of the management system of communicative plans is the regulation of the predicted relationship of management, which proceeds from the responsibility of the active components of the system by achieving the stated objectives.

Conclusions. The realities of the present, it is evident that there is a problem with the lack of general coherence of the work of information and communication systems and the implementation of strategic communication programs. Therefore, the reform of the communication functions of the VRU should be integrated into a broad and comprehensive strategy / plan of reforms, to ensure that the technical infrastructure and training are upgraded, and personnel development in existing media channels.

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