

**Ye. Romanenko**

## **MODELS OF STATE COMMUNICATION POLICY AND INSTRUMENTAL SUPPORT OF THE INTERACTION BETWEEN PUBLIC AUTHORITIES AND COMMUNITY**

**Problem setting** The communication state policy is aimed at establishing effective forms of interaction between public authorities and the public, each of which is a projection of an appropriate software tool which models and serves the functioning of public administration in general, and on the other hand - the development of civil society.

**Unsolved parts of the general problem** Models of the communicative policy on the one hand determine the appropriate forms of cooperation between public authorities with the public, on the other hand are determined dependent on certain communicative tradition in public administration. According to Yu. Vorobiov, the famous Russian explorer, classification of models of communication policy should be based on the levels of government: state government - civil society and municipal authorities - community. A special role is paid to the so-called conceptual model of communicative interaction at the level "state power - civil society", which has a three level effect: long-term (strategic effect), medium (cumulative effect) and short (one-time effect), each of which is characterized by certain forms: interaction, dialogue and partnership contacts between the state and the public. Taken together, these forms of interaction provide mutual control and balance of interests in the term of "state power - civil society".

**Recent research and publications analysis** In this context, it is necessary to proceed from the fact that the communication policy of the state should be primarily aimed at the development of civil society, which gives reasons to single out the model of public communication policy. On this occasion, the famous Russian explorer M. Iliin described three basic models of civil society formation.

**Paper objective** The purpose of this article is to make a conceptual analysis of models of communication policy. Achieving this goal determines feasibility to identify its instrumental role in ensuring effective interaction between public authorities and the public, to group main research approaches to systematization of models of communication policy, to identify their strengths and weaknesses, to identify communication errors which lead to their introduction under certain conditions, to develop an algorithm for monitoring of information flows in the communicative interaction of state and public activity, to characterize the institutional structures in public authorities on which the implementation of relevant models should be laid on.

**Paper main body** Within this analysis, a special attention should be paid to consideration of the model of internal and external communication policy.

**Conclusions and prospects for further research** Thus, our analysis of models of communication policy made possible to identify its instrumental role in ensuring effective interaction between public authorities and the public. On its basis the main research approaches to systematization of models of communication policy were grouped and their strengths and weaknesses were identified, communication errors which lead to their implementation under certain conditions were determined, the algorithm for monitoring of information flows in the communicative interaction of state and public activity was developed, the institutional structures of government bodies on which the implementation of relevant models must lay on were described. Each model of the communication policy foresees the development of communication tools of the feedback of public influence on the formation and implementation of public policy. This is the least developed aspect of contemporary scientific tradition and it requires more detailed study, which is one of the promising areas of further research.