

FORMING AND REALIZATION OF THE INFORMATION POLICY IN THE UKRAINIAN REGIONS

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1. Introduction

Information plays an important part in the state management system. On the one hand functioning of the democrat system is impossible without high level development structure of the society and on the other hand – without effective but the main thing, built on principles' politicians and administrators' legality and solidarity for the citizens. But not always, territorial administration organs' activity is opened for the population and we see it well in mass media. By the way, these or those issues are linked with the information policy of the state and regional administration. They are responsible for giving information to the population, conducting seminars, science conferences, "round tables". These issues are popular among the administrations and politicians, political parties and national movements and other unions. Famous foreign and Ukrainian scientists such as H. T. Artamonov, D. Bell, V. D. Havlovskiy, A. S. Halchinskyi, R. A. Kaluzhnyi, In. Stigler, A. Toffler. V. S. Tsymbaluk studied the sphere of informational technologies information and its realization and influence on social-economic regions' development. The latest works in the information theory belong to such scientists as V. S. Ponomarenko, M. H. Tverdokhlib, O. V. Kostrov, O. O. Kozyrev, V. M. Hlushkov, A. P. Kolmorov, K. Shannon, N. Winner and others.

The positive side of publications reports articles monographs found its reflection in problems and questions of theoretical types.

Many scientific researches study the theme and content of the state authorities' information policy.

The scientists try to answer: who is responsible for the state information policy and its realization. And, in general, one can involve the basic principles of the state information policy.

2. The meaning, forming and realization of the information policy

According to scientists' and politicians' conclusions the meaning of state information policy and territorial administration organs policy is not determined. Although, today the forming process and the main directions in the state information policy are working, but the used methods of such policy are not made [1].

The scientific meaning of the phenomenon "information and its essential characteristics", appeared in the society of the information processes. The state and local authorities' organs role, information regulation mechanisms and information space control and also the state and mass media interrelations will be the subject of study for a long time.

The scientists, who specialize in this theme, think: state information policy (SIP) is the aims, which reflect state national interests in mass media strategies directions and the realization systems [2, p.137].

Foreign researchers think the main principle of the forming information policy for any state is the principle of confidence. SIP must be directed to the forming relations of the social partnership, talks between the citizens and authorities the improvement image of the state in the world social opinion [3, p.9; 4, p.4].

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For the last decade legal principles of the information society has been formed in Ukraine: normative-legal documents are accepted, which regulate society's attitude to the state authority information, electronic documents circulation and digital subscription, creating electronic documents circulation and digital subscription, creating electronic information resources, developing telecommunications, planning managing and regulating radio frequency resource. Supreme Rada (Ukraine's Parliament) adopted the law about the main principles of the information society 2007-2015 in February 2007 (N 653-p). It is ratified the Plan of the information society realization principles in Ukraine 2007-2015. Ukraine has discharged its obligations, adopted at the World Summit to create national electronic strategy. Today the normative-legal information base has five Ukraine Laws, four Ukraine President Decrees, twenty five decrees of the Cabinet of Ministers, KMU, Ministry of Transport, Ministry of Communications directions, reported in Ministry of Justice.

Normative-legal base in forming and realization the information policy through the regions of Ukraine includes such laws of Ukraine as "National information programme"74/98/-VR, the main principles of the information society in Ukraine 2007-2015 537-16, "The National Conception information programme" 75/98 VR. "About information" 2657-12. Supreme Rada decrees of the National information programme (NPI) for next years "The Order of regional programme and information project", "The guide of the National information programme". It is forming the system of the national electronic information resources in the order of Legalization and using computer program's in the executive power and other activities, which are determined by the Cabinet of Ministers decrees, also "The order of the computer programs legalization in the executive power from 04.03.04 N 253", "The ratification of the National electronic information resources register" from 17.03.04 N 326, "The ratification of the information, the executive power systems and also enterprises, institutions and organizations " from 03.08.05, "The ratification of the industry programme and information programme" from 18.12.2001 N 1702, "The ratification of the National information program" from 31.08.1998 N 1352.

It's necessary to mark the adoption of the Ukraine's Laws: "National information programme", "National information programme conception", Ukraine President decrees:" The development of the National global Internet and providing general access", played an important role in the development of Ukraine information system. The Ukraine President Decree: "the latest information technologies tasks", which determined information society as the priority direction in the state policy, influenced on the information society.

Today, the informative legal base and technological foundation for electronic documents circulation is created in the State. Ukrainian laws define the main legal principles of the electronic documents circulation and using electronic documents, legal status of the electronic digital signature (EDS) and its usage by the juridical and physical persons and also it is defined infrastructure of the EDS and its subjects. A number of normative legal documents of the Ukraine Cabinet of ministers settled questions, connected with the EDS technological infrastructure system and its subjects also the realization of the documents circulation with EDS, it is determined: forming order, implementation and realization of examination National, sectoral and regional informatization programs, their individual tasks (projects), use of computer programs in the executives; of the executive power; provision of telecommunication services and more.

In addition, the essential meaning of the development of information society is to provide information of administrative services by state authorities via the Internet within the objectives for the implementation of national electronic information system "Electronic government" establishing the procedure for publishing on the Internet information on the activities of executives, introduced measures to ensure openness and clarity of the executive and established procedures and requirements for content and technical maintenance of the executive.

At the same time it should be pointed that normatively-legal base the informatization needs further improvement, in the National and regional informatization programs.

Technical information security issues are resolved by 10 of the Law of Ukraine, 8 Decrees of the Ukrainian President, 24 decisions and orders of the Cabinet of Ministers of Ukraine, 19 orders of the executive authority. Besides, 39 regulations and four ISO were involved.

However, some issues aren't still sufficiently regulated. They are: personal data protection, electronic commerce, state information resources protection. Each year the State Informatization Committee (SIC) of Ukraine prepares and submits to the Cabinet of Ministers of Ukraine reports of the state regions informatization work.

Informatization and information society analysis indicates that there are all necessary conditions for successful building information society in Ukraine: the world famous cybernetics school activities; formed a number of legal information society principles, which regulate social relations for the electronic information resources creation, protection of intellectual property rights, the introduction of electronic document-based on digital signature, data protection; improving the management information area, preparing a large number of high qualified specialists in ICT, mathematics, cybernetics, and the growing fleet computers, modern telecommunications systems and facilities, communications; Internet spreads rapidly and electronic administration technology elements implemented. The first time since 1995-1999, the informatization and the Information Society development sphere received effective top officials support, one began to resolve the problem of information society.

However, the effectiveness of NPI, as in the whole process of the information society realization, defined by the Law of Ukraine "The Main Information Society principles in Ukraine in 2007-2015", Supreme Rada of Ukraine 01.12.2005 № 3175-IV "Parliament recommendations of the Information Society Development Programme", by the Government and other documents, it is insufficient and does not meet the potential of Ukraine. Problems and difficulties of socio-economic and political development of Ukrainian society related to the use of information technologies components and infrastructure, despite the existence of the Information and the laws of the National Program, which must work. First of all, the lack of systemic approach is often mentioned, but rarely implemented.

Billions have already been invested but Ukrainian global informatization did not take place. Instead of it:

- low-yield company of the total computerization are focused on solving basic problems of the perfunctory level (while the annual computer market sales more than 3.5 million units);
- the increase of the mobile services, it is annually spent more than ten billion hryvnias in Ukraine (there are 55.3 million mobile subscribers on 01.01.2009).
- Internet is a toy for a considerable part of users (on 01.01.2009 the Internet – users in Ukraine made up over 10 million users).

The financial crisis has captured all the territory and society aspects and remains the main influencing factor in the informatization processes and society in the world and in Ukraine in 2008 and the first half of 2009. The results of this influence are seen in different ways by the variety of scholars and specialists. Some of them think the crisis is a positive phenomenon, which allows optimizing the structure, establishing economic mechanism, leading responsibility in demand with supply, stimulating investment and innovation processes, accelerating the introduction of new innovation and communication technologies, etc. Contrary opponents point to the economy large losses, a substantial improvement of social and political tensions, rising unemployment, lower living standards, deteriorating crime situation, increasing threats to the national security, etc. In any case, this phenomenon should be taken into account when it is forming and realizing state informatization policy and the Information Society in Ukraine. World leading countries experience, such as the U.S. shows that one way to reduce the negative effects of the financial crisis is to implement the same investment and innovation policy in the informatization society development sphere.

European Union at the Seventh Framework Programme announces the information society development as a key direction to overcome the financial crisis. Therefore, the Programme of the Cabinet of Ministers of Ukraine "Overcoming financial crisis and the ways of development" for the first time included in separate section "Information Society Building", which is defined such priorities as: realization of all executive electronic documents and digital signature creating systems, creation the conditions for state authorities information resources integration of all levels; access to the information and increase the variety and a number of services provided by the state entities and agencies to use electronic media and Internet, increased efficiency of the National Informatization Program formation and implementation; drafting of the State program realization in state administration software open source, creating new and improved current regulatory framework in the information sphere, harmonization with EU standards IT products and services standards. The draft strategic document "Ukraine 2020: national modernization strategy" was developed by the Ministry of Economy of Ukraine with the help of central authorities and state institutions "Institute of Economics and Forecasting of the National Academy of Sciences of Ukraine" also provided a separate unit of the issues above .

At the same time the management functions and regulation realization in this area are signed the least financial investment compared to any other sphere, though the computer equipment sale in Ukraine takes a significant share of GDP [5, p.24].

The analysis showed only 0,5% of 300 mln. hrn., foreseen by central public authorities in 2009 year in the state budget for the projects in the field of informatization, were distinguished to the Public Committee of Informatization for the realization of management function in this sphere which is the best index among all central executives (State Consumer Standard – 53% , Forestry – 69,3%, State Statistic Committee – 87.1%, State Land Committee – 67,9%, Ministry of Transport – 38,8%, Ministry of Regional Construction – 62,8%, etc.).

As a result of the National Informatization Program it is possible to see that in all done directions and tasks, it is not quite what we want, or it is insufficient. This happened not only because of the crisis in the economy, but mainly because of the absence of a systematic approach to planning and organization of work within the NPI. Departure from principles of the state regulation informatization, gaps in the mechanisms of coordination, of course, did not contribute to the consolidation efforts in society and the rational use of financial and human resources, so principles of the self-accounting of the projects, return of the budget funds and etc. didn't develop. Moreover, the lion's share of the expenditures for the informatization of all budgets is scattered on different target programs and spent avoiding the NPI (from 0,8 to 1,0 billion hrn. annually). The national program of informatization determines the strategy of the decision of the problem of providing informative necessities and informative support of the social, economic, ecological, scientific and technical, defensive, national, cultural and other activities in the areas of the state indication.

The concept of national information policy shows that for the last period Ukraine has made considerable steps in the implementation of European and international standards of freedom of speech and information. The ramified legal base is formed in an informative sphere. The model of mutual relations between power and mass media was radically transformed. Proper conditions were created for the free, independent and pluralistic media. There is a positive dynamics in the development and structurization of home media market. Substantial advancement was done on the way of integration of Ukraine in the global information space.

These trends induce us to think home informative sphere is in progress and can become a foundation of information society in Ukraine on the assumption of realization of a focused and consistent state policy.

At the same time, development of information sphere runs into certain problems, as follows:

- imperfection of the informative legislation of Ukraine;

- rejections of the state-administrative decisions system, which further development is aimed at providing of strategic system in an informative sphere;
- the lack of a consolidated vision underestimation value information directions, value information and state development communication aspects, consolidation European and euroatlantic society integration;
- journalists' rights violation to the access of the information, editorial policy interference of the media owners, administrative pressure of the local administrations and local authorities on journalists, prosecution critical materials prosecution, leaders local media release;
- lack of the state support production and distribution of home informative product, which does not meet the case of society;
- national informative space products of bad quality, which does not meet society's requirements, destroys the system of public values, has pernicious influence on the spiritual and physical health of population;
- Ukrainian level integration into the global information space remains low, and the presence of Ukrainian information resources is insufficient;
- high informative Ukraine dependence on the foreign states and media – structures;
- property relations irregularity for the media;
- monopolization trends in television, radio and printed media;
- Ukrainian language level in the audio-visual (electronic) and printed media is insufficient.

The analysis of these or those problems of information indicates on improving state policy in this sphere. In general, the Conception is aimed at creating conditions for building developed information society in Ukraine, ensuring the constitutional rights and civil rights to freedom of speech, providing informative resources and infrastructure development, introduction of the modern information and communication technologies, national moral defence and cultural values.

The Conception's financing comes true within the limits of the state and local budgets, due to contributions of international investments international organizations and other sources. Budget financing volumes will be determined annually during the budgets drafts for the current year, based on specific tasks and real financial capacities. Central authority executive branch Ministry can execute trade programs and information projects only as a part of the National Informatization Program. Regional peculiarities of the informatization government patronage project and regional aspects of the sectoral information programs are taken into account during the formation of the regional informatization programs. Regional programs and projects of informatization are created by the local executives as a componential part of the National Program of Informatization and conform to the General state customer of the National program of informatization. Regional peculiarities of national projects of informatization of government and regional aspects of the sectoral programs of informatization are taken into account during the forming of the regional informatization programs. The implementation of the regional organization programs and informatization projects is fulfilled by the structural departments which are determined by local executives.

The local government informatization programs and projects are formed by these authorities and should be accounted for the National informatization program of informatization, accepted and implemented according to the general state principal. In general, forming and implementation of the National Informatization Program is financed by the State Budget of Ukraine and other sources, which are not prohibited by the legislation of Ukraine. Introduction of the charges to the State Budget of Ukraine, which are necessary for realization of the National informatization program, is obligatory.

Analysis of the regional development computerization has shown that during the last years computer network information - communication networks had expanded. During 2004-2009 there is a

permanent increase of amount of enterprises, which use computer, but in its turn leads to an increase in common use of computers. According to the computer technologies entities who use it in regions, was found that the largest number of computerized economic entities located in Kiev (24,1% of the total), as well as in Donetsk (8,1%), Kharkiv (7,0%) and Dnipropetrovsk (7,0%), and the fewest – in Sevastopol (0,24%), Chernivtsi (1,27%), Ternopil (1,29%) and Kirovohrad (1,33%) regions.

3. Conclusions

It was determined that one of the best ways of improving information support of the regional socio-economical development is expanding the access to Internet. According to the estimates by IKS-Consulting, in Ukraine in 2009 the total number of subscribers of the broadband access (BA) to the Internet (private and corporate) was about 2.46 million, of which almost 2.2 million are home users. At the end of 2009 year the level of BA in Ukraine approaches 12,4% from the general amount of households. There were built more than 2500 kilometers of fiber-optical communication lines and were put into operation by all operators, including 2.1 thousand km of “Ukrtelecom” corporation. “Ukrtelecom” corporation remains the leader of broadband Internet access. According to the experts, the total number of subscribers is about 1,5 million. According to monitoring information market and communication technologies it was found that Ukraine falls behind from the most developed countries by the degree of integration into the global web-space for the parameters: a) density and technological excellence of telecommunications networks; b) the number of Internet-users; c) share and ranking in the national segment of the web. A positive dynamics at the telecommunications market will promote further growth of home Internet-users. Improbably, that the crisis phenomena and related to its decline population solvency will slow this process substantially, as: a) the increase of a percent of territories and population, covered by the TCNS of new generation, while stable tariffs on connecting and maintenance are remained unchanged; b) the cost of Internet-services in Ukraine is now fully accessible for the wide layers of population.

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Summary

The problems of the social information and economic development support in the region are examined in this article. Special attention is paid to the trends of forming and realization of informative policy in the regions of Ukraine on the basis of existing experience and own methodological positions of new theoretical and principles of the informative development systems and analytical providing of social economic policy. Basic directions of the social and economic informatization development of the region are grounded; the increasing informative efficiency concept of the socio-economic policy is worked out.

Keywords: information policy; information technologies; regions informatization; regions information providing; national information policy.

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