

Maryna Edeliava

Zaporizhzhia National University, Ukraine

DIRECTIONS OF IMPROVEMENT OF THE STATE INFORMATION POLICY DURING MODERNIZATION OF THE POLITICAL SYSTEM

The article analyzes directions of improvement of the state information policy during modernization of the political system of Ukraine, proposes actions to refine the priority areas of state information policy. The author analyses directions of improvement of the state information policy at the stage of modernization of the political system of Ukraine, which has not only scientific but also empirical value. In a modern information society, the prospects for state development are associated with the global use of information. The state information policy, its formation and implementation in the conditions of modernization of the political system come to the fore in the political life of the country. The implementation of the state information policy has prospects for social development, directly affects the choice of social guidelines, channels of articulation and aggregation of national interests.

Keywords: state information policy, information space, information sphere, access to information, openness of power.

Formulation of the problem. At the beginning of the 21st century Ukraine has found itself in a situation of an acute systemic crisis that covered all aspects of social, public and personal life; that stipulated the search of new ways to overcome it. The urgency of this problem is also stipulated by decentralization processes that are being implemented in Ukraine. Openness of the authorities, informing the community on the course of reforms, the interaction between authorities and the media – all this is one of the main directions of modernization of the political system of Ukraine. The development of information systems, the introduction of information technology, the formation of a single information space, and the dissemination of the Internet contributes to the growth of the importance of information and political communication in the modern information society. Taken together, these changes reflect a number of democratic transformations that take place during modernization of the political system.

Analysis of recent research and publications. In the contemporary domestic research particular theoretical and practical aspects of the improvement and implementation of state information policy are considered by L. Huberskyi¹, O. Dubas², E. Makarenko³, M. Mikheichenko⁴, A. Mytko⁵, Yu. Nesteriak⁶, H. Pocheptsov⁷, O. Starish⁸, A. Chichanovskyi⁹. Today there are different approaches to improving the state information policy. The article deals with those areas of improvement that reflect contemporary challenges and threats in the information sphere of the state.

The purpose of this article is to analyze the directions of improvement of the state information policy of Ukraine, as well as to find ways to improve the state information policy during modernization of the political system of modern Ukraine.

¹ Губерський, Л.В. (2007). *Інформаційна політика України: європейський контекст*: монографія. Київ: Либідь, 360, 353-358.

² Дубас, О.П. (2004). *Інформаційний розвиток сучасної України у світовому контексті*: Монографія. Київ: Генеза, 208, 60-65.

³ Макаренко, Є.А. (2002). *Міжнародна інформаційна політика: структура, тенденції, перспективи*. Київ, Тараса Шевченка.

⁴ Міхейченко, М. (2016). Політична участь громадянського суспільства та світова практика електронної демократії: до проблеми ефективності запровадження. *Дніпро: Грані*, 6 (134), 20-25.

⁵ Митко, А. (2014). *Інформаційна демократія: реалії та виклики часу*. Луцьк: Вежа-Друк.

⁶ Нестеряк, Ю. (2014). *Державна інформаційна політика України: теоретико-методологічні засади*. Київ: НАДУ, 292.

⁷ Почепцов, Г.Г., Чукут, С.А. (2008). *Інформаційна політика*. Київ: Знання (Вища освіта XXI століття), 663.

⁸ Старіш, О.Г. (2008). *Інформаційна політика держави в контексті глобалізації*.

⁹ Чічановський, А.А. (2006). *Національна держава та її засоби масової комунікації у глобалізованому світі*. Київ, Етнос, 213-225.

Presentation of the basic material. The study and analysis of the state information policy of Ukraine is necessary, since information policy is an important tool of the government, without which it is impossible to overcome the crisis in the state and carry out systemic reforms. The analysis of directions for improvement of the state information policy at the stage of modernization of the political system of Ukraine has not only scientific but also applied significance. Currently, there are a lot of important issues for improving the state information policy that require systemic analysis. This concerns the following issues: improvement of the legislative framework in the information sphere; search for new ways of interaction between the authorities and the media; access to public information without restriction; openness of power and comprehensive coverage of the reforms.

One of the important reforms implemented today is the reform of decentralization of power in Ukraine. The importance of information policy in decentralization processes is not yet a deeply investigated issue at the scientific level, although the issue of informing citizens is one of the key issues for the state and society.

Analysis of decentralization reform's coverage in Zaporizhzhia region by the newspapers "Zaporizhzhia truth" (newspaper of Zaporizhzhia Regional Council) and "Zaporizhzhia Sich" (published by Zaporizhzhia city authorities) showed that this subject is not sufficiently reflected in the newspapers of the authorities, which are a source of information for the public. The content of publications is more informative, but there is a lack of analytics and examples of effective implementation of similar reforms in leading democratic countries. Other sources of information, including television, Internet, radio are not always sufficiently used to achieve the goal of reforms and their results. For the public to be well informed, the authorities must use the entire spectrum of mass media: newspapers, television, the Internet, and radio. It is also necessary to create information drives for attracting alternative ways of informing such as: press conferences; round tables; meetings with nongovernmental organizations and the public on which to explain the position of the authorities.

Citizens' awareness of decentralization of power gives more opportunities for effective reform and reduces public opinion manipulation. The success of the reform depends on a large extent on how informed the society is. The task of reformers is to explain the causes, purpose, nature, features, expected results of reforms and those problems that may arise during their implementation. If explanatory information is sufficient, then it is more likely that the public will support reforms initiated by the authorities. Informing the public helps dialogue between government structures and society.

In developed democratic countries, socially important information is provided by the authorities for public discussion. This practice exists for a long time. Open access to information is one of the hallmarks of state democracy. For example, in the United States, the National Archives Agency developed a program called "Open Government". As stated in the program, "The Mission of the National Archives and Records Administration (NARA) clearly reflects the important role of open government, namely: citizen access to information, public participation in the political process, and strengthening US democracy through open access to valuable information"¹.

Openness of government is the standard of life of politicians and officials in developed democratic countries, because the political culture of openness of politicians and the possibility of constant control by the public has been forming for decades. Perhaps in our country, the informational closeness of politicians and officials is a reflection of the old totalitarian system, when important issues were addressed in party offices. With such a system there is no practice of genuine public discussion of important issues of public life with society. Those discussions that took place under the conditions of authoritarian regime were of a formal nature, and decisions used to be prepared long before such discussions were taken. Often public hearings in modern Ukraine have the same character. This indicates that today information policy exists on the verge between the old totalitarian system and democratic transformations that take place in the country and make changes to the political system of the state, turning it into informational state.

V. Stepanov notes that "... to eliminate the lack of trust for the authorities, the key task is to create an open information environment, including ensuring the transparency of the state power and the achievement of interaction between society and government on the principles of trust, understanding and business partnership»².

¹ Open Government Plan National Archives and Records Administration 2014-2016, 3. <<https://www.archives.gov/open>>. (2017, June, 20).

² Степанов, В.Ю. (2011). Концептуальні засади реалізації державної інформаційної політики. *Теорія та практика державного управління*, 94.

After the "Revolution of Dignity" (2013), the political elite, as a subject of information policy, should play the role of moderator of socially significant political decisions in order to eliminate public distrust of state power. If the authorities will listen to the society and the public will be included in the decision-making process, democratic transformations in the state will be implemented more effectively.

Note that for today's Ukraine not only proclamation, but the actual realization of the right of access of citizens to information is a prerequisite for the development of such positive phenomena as transparency and openness of authorities, as well as a prerequisite for preventing such a negative phenomenon as corruption. Without the right for access to information, it is impossible to build a democratic, open society.

According to A. Mytko, "The advantage of open government is that when citizens know how and why decisions have been made, they become a part of its development, and with greater probability will support its implementation. When citizens do not know how a political decision has appeared, the consequences of which they do not consider to be favorable to themselves, they are prone to suspect the authorities of corruption and ineffective work"¹.

With the process of modernization of the political system of Ukraine, the state information policy has undergone transformation, and the executive authorities are responsible for the information sphere. Its modernization was significantly influenced by democratic, European model of governance in the information sphere, information democracy, the main features of which is openness of power, the right to information and observance of constitutional norms in society. Only under such conditions it is possible to build a democratic society.

M. Mikheichenko, emphasizes that "Undoubtedly, more complete information can lead to better decisions, if only politicians will resist the temptation to follow their own motives, but of course there is no guarantee that more information will lead to more effective decisions"².

In a democratic society, the interest of citizens in obtaining socially important information is an element of political culture, a standard of living. Without this norm of social life of citizens it is impossible to actively participate in public administration and to exercise control over local self-government bodies.

In recent years, the number of NGOs in Ukraine, which exercise control and monitor local self-government, has increased significantly. This is the result of democratic transformations in society and a sign of political socialization of Ukrainian citizens who feel their participation in decision-making in the political life of the country.

During 2014-2016 public and non-governmental organizations measured the index of publicity of local self-government, which shows positive or negative dynamics of increasing publicity of local authorities and officials. According to the data of the non-governmental organization "Opora", "for 2016... compared with 2014, the average publicity rate of municipalities grew by almost 10% (from 48% to 58%), due to the progressive and expanding requirements of legislation on disclosure of information on the activities of local officials and deputies"³.

It should be noted that for the modern Ukraine ensuring implementation of the right for access of citizens to information is one of the priority directions of improvement of state information policy.

The next priority direction of improving the state information policy for today is to improve the interaction between the authorities and the media. The information policy covers a wide range of issues related to information relations, but it is the media that play an important role in shaping civil society and exercising control over state power. It must be understood that today modern information technologies, the availability of the Internet transform media from the instrument, which the authorities used in their interests, into an independent actor of the political system. The media can significantly influence the course of political processes, their nature, accelerate or slow down the transformation in society.

In Ukraine, communication between the authorities and the media takes place within the framework of press conferences and round tables (in the presence of accreditation from journalists). Each state institution has a press service that covers the activities of executive bodies (sometimes formally). Before now, press conferences, forums, round tables were attended by journalists of the media, exclusively controlled by the state; now, the situation has changed radically. Today there is a demand for a press conference of representatives of state bodies in the open mode. As a rule, independent media, as well as representatives of civic organizations, local activists, are invited to such press conferences.

¹ Митко, А. (2014). *Інформаційна демократія: реалії та виклики часу*. Луцьк: Вежа-Друк, 109.

² Міхейченко, М. (2016). Політична участь громадянського суспільства та світова практика електронної демократії: до проблеми ефективності запровадження. Дніпро: *Грані*, 24.

³ Індекс публічності 2016. <<http://publicityindex.org/pro-nas/>> (2017, July, 01).

A constructive dialogue between the government and public organizations and the media is possible if there is free access to information. State and local government bodies should pay more attention to communication with the media, informational support of topical issues in solving problems that exist in society. The mass media ensure the fulfillment of the function of informing citizens on topical political, economic and social issues.

Yu. Nysnevych draws attention to the importance of information support and the process of establishment and formation of civil society, as a real "fourth branch of power", capable not only to control but also to form state power in their interests¹.

Thus, effective public administration is largely connected to informational interaction between government and the media. The essence and content of this interaction are reflected in the priority directions of the state information policy and are determined by such normative legal acts as the Constitution of Ukraine, The Laws of Ukraine "On Information", "On Access to Public Information", "On Television and Radio Broadcasting", "On Printed Mass Media".

In 2014-2017, a number of reforms in the information sphere have been implemented, which should ensure transparency of the media market, free access to information and involvement of the public in the discussion of important socio-political issues. So in 2014, the Verkhovna Rada of Ukraine adopted the Law "On Public Television and Radio Broadcasting of Ukraine". The National Public Television and Radio Company of Ukraine was created on the basis of the National Television and Radio Company of Ukraine, aiming to meet the information needs of the society, involving citizens in the discussion and solving of the most important socio-political issues, ensuring national dialogue and promoting the formation of civil society².

The following documents were adopted and implemented: the order of the Cabinet of Ministers of Ukraine "On Approval of the action plan for the implementation of the Concept of Ukraine's promotion in the world and promotion of Ukraine's interests in the world's information space" of June 7, 2017, No. 383-p. It should be noted that Ukrainian legislators are guided by the international legislation in the information sphere, which is currently actively developing. We can say that a number of laws that were adopted in Ukraine in the field of information were adapted to European legislation and focused on civil society.

In the "Concept of the state information policy of Ukraine" the goal of the state information policy of Ukraine is defined as "creating the preconditions for building a developed information society as an organic segment of the global information community, ensuring the priority development of information resources and infrastructure, the introduction of the latest information technologies, protection of national moral and cultural values, ensuring constitutional rights to freedom of expression and free access to information"³.

Thus, until recently, the priority directions of the state information policy of Ukraine were information, communication and technology aspects, while insufficient attention was paid to the areas of information security. In 2017, amendments were made to the legislative acts concerning the media sphere, the protection of the information space. Thus, a ban was imposed on ISPs to provide users with access to Internet resources that threaten the Ukrainian state in conditions of a hybrid war, etc.

An important step towards strengthening state security was the Decree of the President of Ukraine "On the Doctrine of information security of Ukraine" of February 25, 2017. The Doctrine is about "improving the legislative regulation of the information sphere in accordance with the actual threats to national security; improvement of the powers of state regulatory bodies that carry out activities concerning the state's information space in order to achieve an adequate level of the state's ability to respond to actual and potential threats to the national interests of Ukraine in the information sphere"⁴.

The use of information technologies against Ukraine in a "hybrid" war forced the President and the Government to revise the strategy and the concept of state information policy. However, the problem of the formation of an effective state information policy remains relevant.

¹ Нисневич, Ю. Специальный курс «государственная информационная политика», 10.

² Закон про суспільне телебачення і радіомовлення України 2014 (Верховна Рада України). *Офіційний сайт Верховної Ради України*. <<http://zakon2.rada.gov.ua/laws/show/1227-18>> (2017, June, 15).

³ Концепція державної інформаційної політики 2008 (Кабінет Міністрів України). *Офіційний сайт державного комітету телебачення і радіомовлення України*. <http://comin.kmu.gov.ua/control/uk/publish/article?art_id=68581&cat_id=33909> (2017, червень, 15).

⁴ Указ про Доктрину інформаційної безпеки України 2016 (Президент України). *Офіційне інтернет представництво Президента України*. <<http://www.president.gov.ua/documents/472017-21374>> (2017, June, 15).

There are a number of areas for improvement of state information policy, which should increase its efficiency in general:

- Development of the information space of Ukraine, creation of conditions for formation of a competitive and independent information space of Ukraine, based on the principles and foundations of civil society.
- Support for public television to engage the public in discussing important socio-political issues.
- Protection of freedom of speech, prevention of the impact on independent media as a prerequisite for development of an independent democratic Ukraine.
- Popularization of Ukraine and its values in the world through the development of the Concept of popularization of Ukraine and advancement of its interests in the world.
- Reform of the media space, introduction of anti-fake mechanisms in the Ukrainian segment of social networks.
- Information support for reforms of the Government of Ukraine, for example, support for decentralization reform as one of the key¹.

Among the main tasks of the state information policy, which require decisions to achieve the objectives, include:

- Formation of the framework for providing national information security, the creation of effective models of counteraction to the information war.
- The development of the information society in the country, which means qualitatively new formation of the information sphere in Ukraine.
- The introduction of government programs similar to those implemented in Estonia ("Tiger Leap", "Look at the World"), so that citizens acquire skills to work with PC and the Internet².
- Improvement of the system of state information services that population can get when using IT.
- Creation of state programs aimed at improving adaptation to changes in the social life of socially unprotected groups of the population (pensioners, disabled, etc.)
- Development of ministerial programs for students on the basics of media literacy.
- Legal regulation of access to information, observance of freedom of speech in the work of mass media and human rights for confidential information.

The analysis shows that in the adopted concepts of state information policy is, unfortunately, not always present understanding of the need for effective communication in the information space between government and the public.

In this direction of improvement of the state information policy, namely the creation of favorable conditions for effective communication between authorities and citizens, is very important to create public television in Ukraine. The experience of European countries shows that the best form of broadcasting, when there is no influence on information policy by the state, is the introduction of public television.

Currently, since 2014 the government determines the creation of public television as one of the priorities of the country's information policy. For example, in the report for the first quarter of 2017 The Ministry of Information Policy of Ukraine in a separate section describes the development and support for public television. H. Pocheptsov has stated: "Broadcasting needs studying and effective adjustment of its development and constant attention from the state"³.

We should note that all these positive changes take place on the background of still unsolved problems: the systemic economic crisis; information war in the information space of the country; the fall of trust for power structures; increasing influence of "oligarchic" clans on the media, which negatively affects the effectiveness of state information policy.

When defining the ways of improving the state information policy, the current conditions of social development, as well as threats that arise in the process of globalization should be taken into account.

In this regard, the author suggests a number of recommendations aimed at improving the efficiency, methods and forms of information and communication activities, mechanisms and tools for the formation and implementation of state information policy.

¹ Звіт про роботу МІП за перше півріччя 2017 року січень – червень 2017. <<http://mip.gov.ua/files/pdf/zvit-mip-2017-pivrich.pdf>> (2017, June, 15).

² Э-Эстония. Страна где живет интернет 2010. <<http://www.slideshare.net/priimagi/estonia-egovernance-leaflet-in-russian-of-2010>> (2016, May, 05).

³ Почепцов, Г.Г., Чукут, С.А. (2008). *Інформаційна політика*. Київ: Знання (Вища освіта XXI століття), 202.

Firstly, openness of government, that suggests providing access to information on the activities of state authorities; improvement of quality of informing the population about the activities of local authorities; coverage of the state reforms in media and implementation of state tasks at local level; improvement of the structure and quality of Internet portals of state institutions.

Secondly, the dialogue between the authorities and the media should be permanent. This will increase the effectiveness of informing the public through the media. Effective coverage of issues related to socially significant information for Ukrainian society.

Thirdly, it is necessary to involve alternative sources of information in the information and communication relations between the authorities and media.

Fourthly, the information support of reforms is of great importance for the modernization of the political system of Ukraine and formation of a democratic society. The media play an important role in shaping political culture of the nation, responsibility of the representatives of the political elite and every individual for the political decisions.

Fifthly, the improvement of the concept of state information policy in accordance with new information threats appearing in the country's information space. The creation of a national licensed antivirus product to protect the servers of domestic companies and commercial companies, banks and government agencies against cyber threats is no less important.

Conclusion. Despite the large number of scientific publications and a wide range of theoretical approaches to improving state information policy, the study of openness of the government, free access to information and an effective dialogue between the authorities and the media can not be considered sufficient.

Today it can be argued that in Ukraine, the system approach to the policy of informational openness of state bodies and public control in this area has not been formed, and there is no effective implementation of state information policy.

At this stage of development of Ukrainian society, the state should become the guarantor of the integrity of the national information space, an effective coordinator of the development of information resources, and provide information security protection. All this is possible only if the government treats the Ukrainian society, its well-being as the ultimate goal. State information policy should be guided by social, economic, and other needs of citizens.

Prospects for further research are the disclosure of ways to provide information security in the context of modernization of the political system of Ukraine.

References:

1. *Indeks publichnosti 2016* [Publicity Index 2016]. <<http://publicityindex.org/pro-nas/>> (2017, July, 1). [in Ukrainian].
2. Je-Jestonija. Strana gde zhivet internet [E-Estonia. Country where the internet lives] <<http://www.slideshare.net/priimagi/estonia-egovernance-leaflet-in-russian-of-2010>>(2016, May, 05). [in Russian].
3. *Koncepciya derzhavnogo informatsionnoy politiki* [Concept of state information policy] (The Cabinet of Ministers of Ukraine) Ofitsijnyj sajт derzhavnogo komitetu telebachennya i radiomovlennya Ukrayiny [The Official site of the State Committee for Television and Radio Broadcasting of Ukraine] <http://comin.kmu.gov.ua/control/uk/publish/article?art_id=68581&cat_id=33909>(2017, June 15). [in Ukrainian].
4. Mixejchenko M. (2016) *Politychna uchast' gromadyans'kogo suspil'stva ta svitova praktyka elektronnoyi demokratiyi: do problemy efektyvnosti zaprovadzhennya* [Political participation of civil society and world practice of e-democracy: the problem of the effectiveness of implementation]. Dnipro: Naukovo-teoretychnyj almanax Grani [Scientific and theoretical almanac Granny], 20-25. [in Ukrainian].
5. Mytko A. (2014). *Informacijna demokratiya: realiyi ta vyklyky chasu: monografiya*. [Information Democracy: Realities and Challenges of Time: monograph] Lutsk: Vezha-Druk, 400. [in Ukrainian].
6. Nisnevich Ju. *Special'nyj kurs: gosudarstvennaja informacionnaja politika* [Special course: state information policy], 1-26. [in Russian].
7. Open Government Plan National Archives and Records Administration 2014-2016, 3. <<https://www.archives.gov/open>> (2017, June, 20). [in English].
8. Pohepczov G.G., Chukut S.A. (2008). *Informacijna politika* [Information policy]. Kyiv: Znannya (Vyshha osvita XXI stolittya), 663. [in Ukrainian].
9. Pro Doktrynu informacijnoy bezpeky Ukrayiny [About the doctrine of information security of Ukraine] (Ukaz Prezydenta Ukrayiny). [The Decree of the President of Ukraine] Ofitsijne internet predstavnyctvo Prezydenta Ukrayiny [Official online representation of the President of Ukraine] <<http://www.president.gov.ua/documents/472017-21374>>(2017, June 15). [in Ukrainian].

10. *Pro suspilne telebachennya i radiomovlennya Ukrayiny 2014* [On Public Television and Radio Broadcasting of Ukraine] (Zakon Prezydenta Ukrayiny). [The Law of the President of Ukraine] Oficijnyj sajt Verhovnoyi Rady` Ukrayiny` [The official website of the Verkhovna Rada of Ukraine] <<http://zakon2.rada.gov.ua/laws/show/1227-18>>(2017, June 15). [in Ukrainian].
11. Stepanov V. Yu. (2011) *Konceptual`ni zasady` realizaciyi derzhavnoyi informacijnoyi polity`ky`* [Conceptual principles of the implementation of state information policy]. *Teoriya ta prakty`ka derzhavnogo upravlinnya* [Theory and practice of public administration], Vy`p.1 (32), 1-7. [in Ukrainian].
12. *Zvit pro robotu MIP za pershe pivrichchya 2017 roku sichen` – cherven`* [Report on the work of IPS for the first half of 2017 January-June.] <<http://mip.gov.ua/files/pdf/zvit-mip-2017-pivrich.pdf>>(2017, June 15). [in Ukrainian].