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## **THE MODEL OF ADVERTISING COMMUNICATION REGARDING AN EFFECTIVE REGULATORY FRAMEWORK FOR INTERACTION AND FEEDBACK FROM THE CIVIL SERVICE AND THE PUBLIC**

**Abstract.** The article proposes an innovative approach for the solving of the problems of building an effective communication support for the civil service and its development as an open self-developing system in the transition period, as well as related tasks related to the development of an advertising communication model for the implementation of innovations.

The functional peculiarities of communicative interaction between the state and the public are considered in the context of modern research approaches, namely: limiting the influence of the public sector on the communication process; competitive provision of state-civil communication; the emphasis on the human-orientated style of state-civil communication; formal measurement of standards and indicators of productivity and the success of state-civil communication. At the same time, the main emphasis is on the formation of such a communication model, in which its use perspectives are focused on the final results, on the basis of quantitative measurement of its efficiency indicators, from the public viewpoint.

It has been proved that the standards of state-civil communication in most European countries cover two aspects: quality standards for policy and management, in order to achieve optimal participation of citizens and interest groups in the decision-making process; the level of standards for citizens that can be used to assess the quality of administrative behavior of public authorities.

The mechanisms of public administration, historical traditions, achievements and communicative miscalculations in the establishment of trust between public authorities and the public in independent Ukraine are determined, the main reason for which is the long-term stay in a colonial position. Detecting its own inability to form a sovereign state, the Ukrainian community naturally turned out to be dependent on more cohesive and more powerful neighbors.

**Keywords:** advertising communication, public service, public, social and innovative development.

## **МОДЕЛЬ РЕКЛАМНОЇ КОМУНІКАЦІЇ ЩОДО ЕФЕКТИВНОЇ НОРМАТИВНО-ПРАВОВОЇ БАЗИ ВЗАЄМОДІЇ ТА ЗВОРотноГО ЗВ'ЯЗКУ ДЕРЖАВНОЇ СЛУЖБИ ТА ГРОМАДСЬКОСТІ**

**Анотація.** Пропонується інноваційний підхід до вирішення проблем побудови ефективного комунікаційного забезпечення державної служби та її розвитку, як відкритої системи, що саморозвивається, в умовах перехідного періоду, а також пов'язаних з цим завдань щодо розроблення моделі рекламної комунікації для реалізації нововведень.

Розглянуто функціональні особливості комунікативної взаємодії держави та громадськості, у контексті сучасних дослідницьких підходів, а саме: обмеження впливу державного сектору на процес комунікації; конкурентне забезпечення державно-громадянської комунікації; наголос на людино-орієнтованому стилі державно-громадянської комунікації; формальне вимірювання стандартів і показників продуктивності та успіху державно-громадянської комунікації. Основний акцент зроблено на формуванні такої комунікаційної моделі, в якій перспективи використання зосереджені на кінцевих результатах, на основі кількісного вимірювання показників її ефективності з точки зору громадськості.

Доведено, що стандарти державно-громадянської комунікації в більшості європейських країн охоплюють два аспекти: стандарти якості для політики

та управління, для досягнення оптимальної участі громадян та груп інтересів у процесі прийняття рішень; рівень стандартів для громадян, який може використовуватися для оцінки якості адміністративної поведінки органів державної влади.

Визначені механізми державного управління, історичні традиції, здобутки та комунікативні прорахунки у становленні довіри між органами публічної влади та громадськості в незалежній Україні, причиною яких є довготривале перебування в колоніальному становищі. Виявляючи власну неспроможність до суверенного державотворення, українська спільнота закономірно опинялася у залежності від згуртованіших та потужніших суспільств.

**Ключові слова:** рекламна комунікація, державна служба, громадськість, соціально-інноваційний розвиток.

## **МОДЕЛЬ РЕКЛАМНОЙ КОММУНИКАЦИИ ДЛЯ ЭФФЕКТИВНОЙ НОРМАТИВНО-ПРАВОВОЙ БАЗЫ ВЗАИМОДЕЙСТВИЯ И ОБРАТНОЙ СВЯЗИ ГОСУДАРСТВЕННОЙ СЛУЖБЫ И ОБЩЕСТВЕННОСТИ**

**Аннотация.** Предлагается инновационный подход к решению проблем построения эффективного коммуникационного обеспечения государственной службы и ее развития как открытой системы, саморазвивающейся в условиях переходного периода, а также связанных с этим задач по разработке модели рекламной коммуникации для реализации нововведений.

Рассмотрены функциональные особенности коммуникативного взаимодействия государства и общественности в контексте современных исследовательских подходов, а именно: ограничение влияния государственного сектора на процесс коммуникации; конкурентное обеспечение государственно-гражданской коммуникации; упор на человеко-ориентированном стиле государственно-гражданской коммуникации; формальное измерение стандартов и показателей производительности и успеха государственно-гражданской коммуникации. Основной акцент сделан на формирование такой коммуникационной модели, в которой перспективы использования сосредоточены на конечных результатах, на основе количественного измерения показателей ее эффективности, с точки зрения общественности.

Доказано, что стандарты государственно-гражданской коммуникации, в большинстве европейских стран, охватывают два аспекта: стандарты качества для политики и управления, для достижения оптимального участия граждан и групп интересов в процессе принятия решений; уровень стандартов для граждан, который может использоваться для оценки качества административного поведения органов государственной власти.

Определены механизмы государственного управления, исторические традиции, достижения и коммуникативные просчеты в становлении доверия между органами публичной власти и общественностью в независимой

Украине, основной причиной которых является длительное пребывание в колониальном положении. Проявляя собственную несостоятельность к суверенному государствованию, украинское сообщество закономерно оказывалось в зависимости от сплоченных и сильнейших соседей.

**Ключевые слова:** рекламная коммуникация, государственная служба, общественность, социально-инновационное развитие.

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**Formulation of the problem.** There is a tendency for both centralization and decentralization in communication systems of state authorities with citizens at the current stage of development of public administration. Centralization is realized by the fact that formation of the mission and the vision of state-civil communication is the exclusive competence of supreme authority of the state power. In addition, the control of development of the state-civil communication is exercised vertically (through the implementation of corporate standards of the brand, reporting system for the implementation of functions). The peculiarity of decentralization is that powers for the development of state-civil communication are delegated to almost all functional units of the civil service. Also, the practice of advertising communications formation has become widespread in the conditions of decentralization.

**Recent research and publications analysis.** Sufficient number of scientific works of foreign and domestic scientists are devoted to the problems of ensuring the communicative potential of development of the civil service. Thus, for example, theoretical and practical aspects of the social development of communicative provision of civil service organizations are reflected in the works of S. I. Bredtsnaydera, V. I. Vasylenko, L. A. Vasylenko, I. S. Nepal, G. V. Push-

karyova, Ye. O. Romanenko, S. A. Chukut and others. However, the influence of marketing communication tools, which predetermine the development of civil service management system, is not thoroughly studied yet on the basis of innovative approach. Therefore, further study of the problems of effectiveness of advertising communication and its impact on the innovative development of civil service led to the choice of purpose of this article.

**The purpose of this article** is to study the functioning of regulatory and legal framework for interaction and feedback of the civil service and the public, and to develop recommendations for improving its effectiveness through the development of advertising communications.

**Statement of basic materials.** Advertising communication to provide an effective regulatory framework for interaction and feedback of the civil service and the public includes the following main elements:

1. The source that it is the starting point (public service), that is distributing advertisements directed to the target audience.

2. A message (addressing the government bodies) is a collection of information that determines the content of advertising and the processes of its implementation.

3. Channels of communication – information from the source to the recipient (target group) is transmitted through the appropriate channels (types of distribution of information) – radio, television, periodicals, posters, screens, etc.

4. Receiver-audience (target audience – the public).

5. Recipient (public) (see Figure).

The role is attributed to two main segments in this mode: message from sender (communicator) and receiver (addressee). Consequently, the sender (public service entity) defines “the target audience (addressee), goals, characteristics, means and channels of communication” [1]. Receiving a notification signal from the public authority to the addressees ensures contact. Inquiry (message) is the main tool and information medium, the emotional and psychological influence of the communicator on target audience. Coding plays an important role in communication in the field of public administration, which is followed by the process of representing the ideas of communication transmitted by the

recipient in the form of texts, symbols and images.

In this regard, advertising communication, as an important part of the formation of communicative effectiveness of the civil service and the public, is intended to provide a variety of effects in civil society, such as [2]:

- formation of awareness of the citizens of certain issues of the civil service policy;

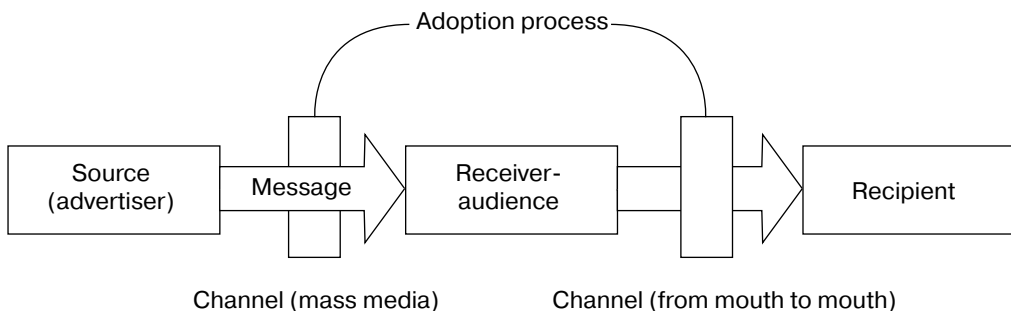
- development of awareness about the peculiarities and advantages of public authorities in decision-making on public administration among citizens;

- development and change of the image of communicative perception of the civil service;

- combining the image of civil service with special feelings and emotions of the public;

- creation of collective norms of support, or distrust of public service institutions;

- change in the type of behaviour of citizens, as a result of obtaining relevant information on the activities of civil service.



**Model of advertising communication to provide an effective regulatory framework for interaction and feedback of the civil service and the public**

Source: the result of own research

It is also worth pointing that the impact of advertising communication has a strategic nature, which manifests through its long-term effects. Primarily, the point at issue is that the fact that advertising communication, in a way, strengthens public activity in relation to its participation in the processes of formation and implementation of the civil service [3].

In this context, the question arises about the basic demands and characteristics that are advanced for the communicative efficiency of civil service:

- Truthfulness (state authorities, as well as relevant institutional structures that ensure the implementation of their communicative policy, are obliged to provide true data that is the subject of their advertisement) [4];
- Humanity (disclosure of the activities of public authorities should contribute to the development of anthropocentric principles, human development, rather than appeal for violence, hostility) [5, p. 40–41];
- Competence that is provided by means of the latest advances in economics, psychology, medicine, design, information technology, etc.

Compliance with the above requirements is an important part of the process of organizing and ensuring the communicative effectiveness of the civil service at the level of interaction between state authorities and the public, which will ultimately ensure the formation of policy of democratization. It is advisable to adhere to the following criteria to ensure such a result, as the national researcher of state communi-

cations G. A. Shcherbych rightly considers:

- type of consumer of communication (public or state body);
- target audience (public);
- geographic segment (local, regional, national, international communication);
- subject of communication activities (services, ideas, projects, programs, strategies, laws, etc.);
- means of message delivery (radio, television, Internet, press, etc.) [6, p. 125–126].

In addition, the implementation of these criteria involves the engagement of a certain number of participants in the communication, which bear particular effect, and also those who directly affect its content, guarantees the proper level of communicative efficiency of public administration.

Therefore, it is expedient to allocate such types of communication, depending on the number of its participants:

- internal communication (inner human communication, that is, the reflection of certain socially significant events in the life of society);
- interpersonal communication (including only two people);
- communication in small groups (number of participants from 3 to 9 people);
- public communication (approximately from 10 to 100 participants, where the active communicator and passive audience are clearly distinguished);
- organizational communication (more than 100 participants, where the hierarchy of communicative interaction is clearly es-

tablished, from the top management of state power to the lowest branch of government);

- mass communication (the number of participants exceeds a thousand, for example, rallies, strikes, demonstrations, mass events).

**Conclusions.** The types of communications analysed in the article reveal its procedural character, characterizing the influence of state power on the public, in the context of solving certain problems of ensuring the communicative effectiveness of public administration. This communication process is clearly traceable to the developed model, which necessarily requires feedback from the state authorities and the public, that is, each getting the opportunity to realize its communicative interest.

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