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**MODEL OF EFFECTIVE COMMUNICATION
IN PUBLIC MANAGEMENT AND ADMINISTRATION:
STRUCTURAL AND FUNCTIONAL ASPECT**

Problem setting. The reformation of public administration in order to construct an effective, transparent, open and flexible structure of public management including the latest information and communication technologies (e-government) that is capable to produce and implement a coherent national policy aimed at social sustainability and adequate reaction to internal and external challenges, actualizes the development of communications of public management and administration. In the context of the management paradigm transformation from the information into the communicative one as well as the realization of a new communication policy, the government can reduce the gap between the governmental institutions and the public society in order to achieve full social harmony.

Recent research and publications analysis. Research of the communicative aspect of government institutions is expedient to initiate with an analysis of various approaches of management schools that have been implemented to some extent in the functioning of public authorities for the last decades. The main ones are "a school of scientific management" or "a school of classic management" (F. Taylor, A. Fayolle, L. Hyulik, L. Urvyk "a school of human relations" (E. Mayo, M. Follett, F. Roethlisberger, C. Barnard, G. Simon, F. Herzberg, R.Likert , D. McGregor) and "a school of social systems" (T. Parsons, R. Merton, Ch. Barnard). Significant achievements have been gained by the following foreign scholars: S. Black, B. Weaver, D. Doty, G. Lassuell, S. Harrison, C. Shannon.

Considerable attention to the development of efficient communication in the public management and administration has been recently paid by Ukrainian researchers, including V.Bakumenko , I. Vasilenko, I. Hrytsiak, T. Dzhyha, E.

Drachov, V. Knyazev, V. Kuybida, S . Petrunin, T. Polenov, A. Poprotsky, H. Pocheptsov, A. Serant, S.Solovyov, V. Tokovenko, K. Tryhub, S. Chukut.

Paper objective. Topicality of the research is determined by the necessity of structural and functional analysis of communicative interactions of social subjects for subsequent construction on the basis of the analysis conclusions of the theoretical models to ensure an efficient communication in the public management and administration of Ukraine.

Paper main body. The principal structural and functional components of efficient communication model in the public management are:

- the creation of a productive working environment as well as flexible atmosphere in public authorities and municipality with working groups; the establishment of the open communication channels to provide the free flow of information within and among organizations; the improvement of the working life quality, coordination of a company's interests with the interests of its employees;

- the communicative competence of managers concerning: setting goals of activity (ability to set clear goals, to focus on the bigger picture, to specify ways and measures to achieve the objectives, means and ability to mobilize efforts in achieving the objectives, to coordinate the ongoing development of the company including its employees); the ability to coordinate the organization and personnel's objectives with the selection of staff, the creation of the most favorable conditions for the development of its potential, the optimal combination of manipulative and actualizing techniques, delegation of authorities and motivation of the staff; the diversity of management styles, decision-makings and skills of business communication.

Synthesis of the subjective aspects of communication in public management enables to implement a theoretical model of an efficient communication system in order to coordinate the communicative horizontal - vertical, internal - external, formal - informal interactions of the public space (the presidential, legislative, executive and judicial authorities at the national, regional and local levels, municipal authorities; public society; impacts of the environment) on the public, public managerial, internally managerial, externally communicative and managerial levels in the process

of transmission, exchange and production of information, motivation to action and formation of consciousness.

Conclusions of the research. *Summing up, the suggested theoretical model of efficient communication* might be applied to analyze existing communication system in public management and administration for the proposals and recommendations of both the communicative policy and the complex of communicative interactions between public authorities as well as public society. The formation of efficient communication in the public management and administration is inextricably linked with: establishment of the subject-subject relationship between the authorities and citizens, communities and institutions of public society; modeling of benevolent relations between authorities and public, understanding of the expectations and efforts coordination of the implementation; development of the authorities monitoring by the public society. Exactly the researched issue contains the problematic subjectivity for further researches on modeling the efficient communication in the management of social processes.