

EVALUATION OF THE QUALITY OF INTERACTION WITH THE PUBLICITY OF PUBLIC EXECUTIVE AGENCIES

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This article discusses the problems of evaluating the quality of public interaction with the executive authorities. This article discusses the problems of evaluating the quality of public interaction with the executive authorities. Just consider the most qualitative approaches to determining which promises more effective functioning of the mechanisms of interaction with the public. Indices promises more effective PR-activities of the executive agencies in the media. The technology promises more effective evaluation of public relations.

Key words: interaction, public, executive authorities, functioning, evaluation.

Formulation of the problem. The evaluation is carried out with the aim of assessing the effectiveness of the functioning of the mechanisms of the activities of the organs of the executive body and the appreciation of the value / wisdom, the discernment of the essence, the recognition in comparison with the stanardtami or the occasional, that it is possible to make appropriate conclusions regarding their quality.

Analysis of recent research and publications. G. Kalmykova, as a criterion for the effectiveness of state administration in terms of its informational dimension, will consider creating a positive image of the weldi and its prosecutors at all levels of state governance [1, p. 84].

N. Dniprenko, assessing the quality of interaction with the executive branch of the executive branch (with regard to the text – OVV), notes that, with the purpose of promoting the construction of the gosudarstvennoj society, some organizations of the executive committee are supposed to apply the democratic principles of corresponding communication through the formation of the corresponding structures of the dialogical orientation in the community of the whole community, that is, conducting consultations with gromadskim, ensuring the participation of the gromadians in the adoption of state decisions, analyzing the study of the Gromad thought initiated by the structures, their ura and the implementation of an appropriate correction of false actions [2, p. 74].

The constancy of the process of assessing the effectiveness of the functioning of the Mechanisms of the Governmental Interaction in the state of the state governance as well as the consideration of Y. Molchanov. The researcher formulates the notion of socio-psychological efficiency of state administration, which is understood by the system of administrative influence, which in its basis is based on the welfare of the social, psychological, and aqueous features of the participants of the Uralvilny process, aimed at organization and support of the supervisory interaction for the purpose of successful re-functioning of functions and execution of allegations, facing the ward or the organization [3, p. 430].

Selection of previously unsettled parts of the general problem. The functioning of the mechanism of interaction with the gromadstviyu in the system of state administration may be accompanied by continuous monitoring of the effectiveness of a process for the use of VVV necessary adjustments to their activities, if any process is not in accordance with the established zavshani.

The purpose of the article. The main purpose of this work is to determine and assess the quality of interaction between executive authorities and the public at this stage of development of our state.

Presenting main material. Problematyka vyznachennya efficiency funktsionuvannya meh-anizmiv activities orhaniv vykonavchoyi vldy nalichuye znachnu number of approaches ale of some way we can distribute nA three napryamky: zasoby assessing the economic efficiency der-zhavno-upravlinskoyi activities, techniques ta methods otsinyuvannya sotsialnyh napratsyuvan orhaniv vykonavchoyi vldy, uzahalneny napry-amok vymiryuvannya sotsialno economic the effectiveness of taking government decisions. The first direction tends to the use of quantitative indicators for measuring the effectiveness of activities, the second – to high-quality techniques, the third direction is applied to the methods of both quantitative and qualitative analyzes of state-management utilization. The development of one or another direction depends on the object of influence of the corresponding organ of the executing authority.

Regarding the mechanisms of interaction of the organs of the executive body with the gromadstviyu in the system of state administration of Ukraine, then we imply that the realization of the evaluation of their effectiveness, above all, depends on the direction of the mechanism of interaction. And this is understandable, since the assessment of the effectiveness of the functioning of mechanisms of interaction with internal and external gromadstivism in the supervisory system is based on completely different criteria.

In the functioning of mechanisms of interaction of OVB with gloomy directed outside, among

the criteria for evaluating their effectiveness distinguish the presence of a two-way communication between the communicant (blaida) and the recipient (gromada).

The number of Gromadians who take part in engagement with the organs of the executing authority can not be the only guarantor of its effectiveness, while the use of an exclusively quantitative policy does not disprove the level of utilization of the message, which the organization of the executing authority, as a communicant, imposes a trance to the society.

Interaction as a communique in its developed model is not just a two-way flow of information, but also a bipartite process. In this model, it is estimated as the quality of the information front, as well as its integrity, content and form [4, p. 111].

Consequently, in assessing the effectiveness of the functioning mechanisms of the interaction of HVVs with globality, we can distinguish not only the number of recipients, the completeness and content of the informational message that is being re-allocated, and also the level of its utilization by the translators of the gloom.

Among the drivers of the effectiveness of state-government relations with the population are quality, loyalty, speed of information, as well as its clearness and accuracy [4, p. 147-148]. That is, the operativity of the re-engagement of external interaction in the system of state administration is also one of the drivers of the effectiveness of the mechanisms of its functioning. In this regard, it is a matter of choosing the channel of engagement for the advance of the informational message on the pay-as-you-go phone line.

At the same time, the feedback handler in the interaction of the organizers of the executable with external publicity often is not kept, when it comes to the implementation of allegations of informing gromadskost. Informing as a one-way interaction, in contrast to the interactive interaction, does not actually provide "answers" from the recipient, while this is considered as an object, and not a subject of the supervisory interaction.

Thus, monitoring of Gromad's thoughts is one of the most important ways of evaluating the effectiveness of the functioning mechanisms of the interaction of the organs of the executive with the gromadskist. Y. Kalnish, under the socio-political monitoring in the state administration, understands the perennial process, which is leading to the discovery of a number of significant aspects of the socio-political situation, which surrounds the subject of state governance and influences its supervisory activity [5, p. 25].

If the detection of the level of reporting of informational messages to the Gromadians is a qualitative indicator of the effectiveness of the

mechanisms of the functioning of mechanisms of interaction of OVVs with external gromadstv, then the content of the channels of interaction, which in the course of the presentation of the media, is a mixed factor in its effectiveness. The combination of quantitative and qualitative assessments is based on our opinion, in particular, that this method allows us to analyze both the content and the tonality of the reports on the activities of the organs of the executive bundle, as well as their chastity and the total quantity. With regard to Internet views, this thread can now follow the feedback from recipients of a message.

Content Analysis is the first ethos in the evaluation of all PR-activities of the organizations of the executing authority. Technologies for evaluating the effectiveness of communication with the media, in addition to the content-analysis of the media and the Internet space, include the evaluation of specially prepared sources, sociological and statist surveys and studies, the use of focus groups, expert surveys [6, p. 437].

During the content-analysis of the release of the PR-activities of the respective executing utensils in the media, we propose to make an analysis of the followers of its effectiveness:

- Tonality of publications (positive / non-negative / neutral);
- the number of publications of the appropriate tonality;
- The nature of informational reasons that led to publication;
- The total number of readings in the media;
- Character of publications (analitic / phakological stats, interviews);
- The number of used interaction channels (print media, television, Internet);
- Analias the dynamics of social groups that were affected by relevant publications;
- number of returnees and so on.

One of the most common methods for assessing the effectiveness of the external interaction of utensils with gloom is the abolition of quantitative factors in the media. However, the greatest interest in evaluating the effectiveness of a given process is, in its entirety, not quantitative, but qualitative factors of the effectiveness of the functioning of mechanisms of interaction of OVV with gloom, which are the tone of the publications of feedback interaction, that is, the initiating publications of the gromada.

Also, among the quantitative estimators of the effectiveness of PR-activities of uestanov we can allocate the following:

- Percentage of the attractiveness of the gloom, which is verified by monitoring the Gromad's thought;
- increase in the number of hits gromadyan;

- reduction of the scar in the generic dynamics of conversations with the one-time increase in issues and informational appeals;
- Awareness of the placement of HRV activities, which is also manifested through sociological surveys and interviews;
- The payment made by the competent departments of the OVV to carry out a certain information compilation on the promotion of the image of a certain OVV.

In the conduct of PR-camps of non-intrusive nouns, there are other ways of assessing the effectiveness of the functioning mechanisms of the interaction of the utensils with gloom. As a matter of fact, they also include the monitoring of Gromad's thoughts, the content-analysis of the media and sociological polls both inside the organization, as well as among the external gromada.

The protocols, the techniques of the seven modules, include the analysis of the following creators:

- evaluation of reports, publications and used PR techniques;
- telephone interviews with the media;
- Telephone surveys of the leaders of the ghromadstvo;
- a global pilot sociological survey of Gromadskost;
- postal questioning of all employees;
- telephone interviews with those who took part in the meetings held, as well as those who did not attend them;
- Annual static research of PR-comrades of institutions close to the utensil.

Thus, measurement of the effectiveness of PR-activity is associated not only with the obtaining of certain factors, but also through certain computational actions with respect to constant quantitative or numeric types of the number of distributed informational materials, the number of "clicks" on the web site of the utensils, the number of received responses from the ghromadstvo etc). However, in the course of the conducted analysis, we help that there is no universal way of assessing the effectiveness of the mechanisms of the mechanisms of interaction of OVV with external publicity, so in any case, it is necessary to combine different methods and means in accordance with the analysis channel functioning of mechanisms of interaction.

In the internal sense, the functioning of the Mechanisms of interaction with the OVB with the glamor of the efficiency of a given process leads to the achievement of disagreements and of the operativity in the implementation of state and administrative control in the result of the training of the corresponding supervisory message. Moreover, the communicant can act not only

with the higher hierarchy of the subject of state management. Initiating the process of interaction may be the subject of government activity, which occurs in a private sphere with a state-government policy, or even at a lower level. Accordingly, as already mentioned above, one can speak about three directions in the functioning of mechanisms of interaction with internal gromadstvo in the system of state administration: subordination, coordination and reordering.

Conclusions and suggestions: Thus, measuring the effectiveness of the mechanisms of the mechanisms of interaction of HVVs with globalization in the system of state governance is quite a rather concise process. In addition to the classical methods of evaluation, one can select the same pointer as the one-time use of different interaction patterns for the trending of the corresponding message. That is, the oral interaction in the process of the realization of state-government activities can be supplemented by documentary, and, perhaps, by electronic interaction.

Thus, the system of estimation of the effective factors of the functioning of mechanisms of the interaction of the organs of the executing power with the gromadstvism is based on the recognition as a criterion for the systematization – the direction of the mechanisms of the interaction of the organs of the executable with the gromadskist. The use of evaluators of the effectiveness of mechanisms of interaction of HVVs with gloom, first of all, depends on the direction of mechanisms of interaction, and the evaluation of the effectiveness of the functioning of mechanisms of interaction with internal and external globality in the supervisory system is based on various criteria. In the functioning of mechanisms of interaction of OVVs with volleyball out of bounds among the evaluators of their effectiveness, we emphasize the existence of a two-way connection between OVV and gloomy. Also, in assessing the effectiveness of the functioning mechanisms of the interaction of OVV with globality, we focus on efficiency not only on the number of recipients, the completeness and content of the informational message that is being retrieved, and also on the level of its utilization by the translators of the gromada.

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In other words, when assessing the effectiveness of the mechanisms of the mechanisms of interaction with the high-level government in the

system of state governance, we propose that the direction of the functioning of mechanisms of interaction, their type and the interaction of interaction with which information is being pursued is proposed. Consequently, we can talk about the possibility of creating a certain model, which would be useful to combine the concepts for a more qualitative assessment of the effectiveness of the functioning of mechanisms of interaction of the corresponding organization of the executive with the gromadskist. The development of a universal algorithm for assessing the effectiveness of the functioning mechanisms of the interaction of OVV with the degree of publicity in the system of state management will unify the theoretical and methodological basis for the study of the system of interaction with gloomy in state-management activities.

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