

DIGITAL COMMUNICATION IN THE SYSTEM OF PUBLIC ADMINISTRATION: UKRAINIAN EXPERIENCE

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In the modern world, the digital communication is beginning to play an increasingly significant and comprehensive role. This is particularly important when information becomes one of the means of solving geopolitical problems and is used as a means of forming a certain socio-political platform to promote the interests of regional and global players in world politics on the territory of other countries.

The use of electronic signatures, the digital release of documents and information, or the electronic invoicing both in the public sector and in the private sector are no longer news. Nowadays, citizens can actively participate in the life of society through online tools, and it represents the digital transformation of citizenship. Considering the importance of this issue, it is necessary to educate people to digital citizenship.

The effectiveness of Public Administration due to the use of digital communications is:

- the level of openness and accessibility of the activities of public authorities;
- the level of trust of citizens in these bodies;
- the degree of public involvement in making public power decisions;
- the level of corruption of public authorities.

Digital communication in the state sector of Ukraine are the basis of its reform and a potential example for the whole country, in which way it is necessary to take advantage of the “digital” world. The synergistic potential of social, mobile, “cloud” technologies, as well as data analysis technologies and “Internet of Things”, can together bring about transformational changes in public administration and in general, that is, to make the Ukrainian public sector effective, reactive and valuable. At the moment, Ukraine already has positive examples of the use of digital technologies.

Digital transformation based on digitalization of Public Administration is the future of Ukraine as part of the developed modern world. The success of these changes and their impact on Ukrainians will depend on how quickly such a transformation is implemented and what scale it will reach.

The use of digital communication can transform the Ukrainian public sector, including education, medicine, transport, service, etc. into a kind of

“testing, use and technology centre” that will transform the world in the next 15-20 years. All this will, in one way or another, give rise to new tasks and challenges facing society, government officials, professionals and professional communities. The only question is that this should happen as soon as possible [3]

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