

## The role of communicative technologies in the process of local governments and the population interaction

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**Abstract.** Nowadays the processes of municipal authorities and the population interaction differ by its spontaneity. At the same time, at the local level a rather close «contact» of society and government interests occurs. Therefore it is especially important at the present stage to have an accurate system of scientifically reasonable measures for this interaction quality improvement. The explanation of a role of communicative technologies in the process of local governments with the population interaction is given in this article. The mechanism of communicative technologies implementation in this process, allowing passing to the socio-involved model of the power and the public interaction is described.

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### Introduction

The local government assumes interrelation of the state and self-administrative beginnings, «caused by deep and objective factors, among which the degree of a social and economic maturity of society, a ratio and arrangement of various social groups, nature of their competitiveness and collaboration, spiritual, national, cultural traditions, features of geopolitical situation, historical development, a demographic condition of society, etc.» [1] In modern conditions the population does not always act as the fully fledged participant of the administrative processes proceeding at the level of municipalities. From this point of view the main problem is the realization of objective and subjective interaction of municipal authority bodies and the population. [2]

The majority of the developed countries in the world form the policy of the population and authorities interaction, following a paradigm according to which the latter are considered as partners and market coordinators. [3] Besides, the modern practice of such interaction «convincingly testifies that technologies and the tools providing and maintaining productivity of cooperation is in a constant development». [4]

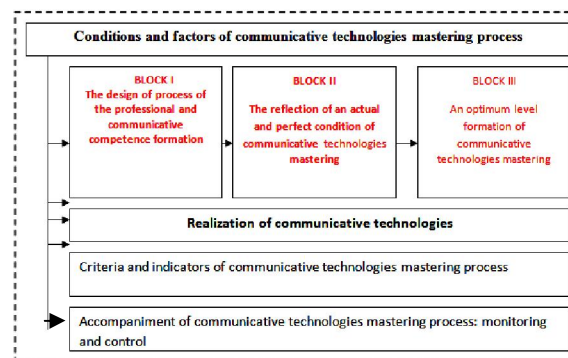
### Main part

Investigating communicative technologies as a kind of social technologies, it should be noted that a certain complexity in identification of the latter is caused by that «society and power dialogue at different levels does not always have the settled ways of the organization and is not transferred automatically to the number of social management system elements. At conceptual level it is not always

obvious as the relations of the power are characterized by universality (that is their presence at all spheres of public relations) and inclusiveness, inclusivity, ability to designate themselves in any area of people activity». [5]

The essence of communicative technologies reveals through the social communication (G. Garfinkel [6], J. G. Mid [7], K. Jaspers [8], etc.); interpersonal interaction (K. Levin [9], K. Rogers [10], etc.); personal contacts and communication (G. M Andreyeva [11], F. Denis, K. Larson [12], etc.).

Considering that the development of communicative technologies is the perspective tool for ensuring of the population and the municipal authority bodies interaction [13], an increase of professional and communicative competence level of municipal employees, their practical mastering of communicative technologies becomes actual (fig. 1. )



**Fig. 1. The mastering process of communicative technologies**

Today scientists and practitioners in the sphere of local government are uniform in the opinion that the standard and the legal base, its continuous monitoring and adjustment is necessary for communicative technologies development. It will allow providing transparency of administrative structure of local governments, to reduce corruption. It also should be noted that ensuring transparency does not act as a final aim but a contributing factor of interaction efficiency increase.

As N. V. Kondrashina notes, technologies used in the domestic practice («jet», spin-technologies) quite often have a negative character and they are directed on a manipulation by public opinion owing to the population distrust to the power. [14]

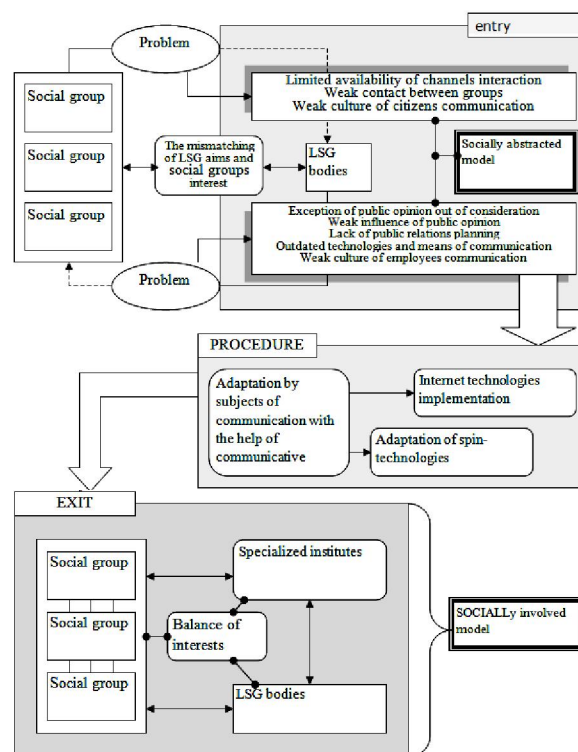
According to authors' opinion, Internet technologies are represented as perspective. They are urged to provide the appropriate information support to the process of the power and society interaction on a widely available, continuous and timely basis. Owing to its specifics the Internet acts as a facilitating environment where the multilateral interactions based on the discussion principles, feedback, dialogue and correspondence are developed. [15] Positive influence of the Internet is also shown in deleting of existential restrictions between interaction subjects.

At all variety of Internet technologies the particular interest in a context of municipal authority bodies and the population interaction represents the implementation and application of «the Electronic Government». According to the most widespread definition, the electronic government is a way of providing the information and rendering a created set of services to citizens, business, the immediate state and municipal authority representatives, to various officials at which personal interaction between actors of communication is minimized and mediated by information technologies. Thus the main idea of the electronic government implementation consists in the continuous improvement and optimization of authorities and the population interaction process. Among the purposes of the electronic government there is an increase of social groups' involvement in decision-making process at local levels which will cause the fundamental transformation of relationship nature between local governments and citizens, providing maintenance of social responsibility of the power and the observance of democratic society principles.

The Internet and the means of communication based on its technologies, including «the Electronic Government», form the organic unity of communicative technologies mediating the local self-government bodies and social groups'

interaction. These technologies create the space for realization of municipal authority bodies and the population partnership. As Yu. Habermas notes «the research focus moved from the cognitive and tool rationality to the communicative one». «For it is paradigmatically not the relation of the private subject to something in the objective world that it is possible to present and with what it is possible to manipulate, and the interpersonal relation which subjects if they at the same time address to something objective, social» [16]

It is obviously necessary to position communicative technologies in the transformation process of local governments with the population interaction. It will be promoted by the representation of transformation processes as systems, on which entrance- existing interactions problems influencing on mismatching of the purposes of local government and interests of social groups, characterized for the socio-abstracted model, and at the exit –the balance of society and the authorities interests, inherent in the socio-involved model (fig. 2).



**Fig. 2. The mechanism of communicative technologies implementation in the process of local governments and the population interaction**

## Conclusion

Thus, communicative technologies provide the basis of the modern communicative paradigm based on the partners' interaction. They expand individual possibilities in the informative and communicative practical system, changing the contents and nature of interaction. Authors believe that the successful adaptation of communicative technologies will promote power and the population interaction to the democratic socio-involved type model, excepting the possibility for cooperation restrictions.

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