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**PUBLIC ADMINISTRATION AS A POLITICAL-COMMUNICATION
PROCESS: THE SYMBOLIC ASPECT.**

The purpose of this article is an attempt to define general and great in the public administration and political communication based on the disclosure of their symbolic nature. The specificity of public administration as a political-communication process are defined. The public administrative aspect of symbolic modus of politics are disclosed. Been defined on this basis, the role and place of state protocol and ceremony as a symbolic structure of policy and component of public administration in the system of political communication. Concluded that resolve the conflict between openness and publicity of modern politics can protocol and ceremonial as a set of strict regulation and standards adopted by the rules of conduct of officials in the official activities.

Public communication is an integral part of a permanent process of formation and reproduction of power-management relations and institutions. It is in the communicative space is structuring the system of values and attitudes that formed the basis of the existing political order and formed an arsenal of legitimizing practices. It is no accident K.Dojch called communication "of the nervous system of government" [1], to determine what information is the factor that determines the patterns of political behavior in society and add political system sets the parameters as a whole.

The space of public communication through structured information sharing meanings that are transmitted not only textually (through the word, metaphor, speech, conversion, precedent text), but also with the help of visual and behavioral patterns of nature. So, and the state flag and the memorial complex, and ritual action can be regarded as a tool of information impact on the social environment, and, consequently, as a factor in ensuring the effectiveness of the system power-

management relations. As noted by K. Burke, only a small fragment of reality man knows through direct experience. It's most of the verbal forms. However, a comprehensive picture emerges only through a system of symbols [2, p.5]. Thus, public communication is reproduced not only through oral or written verbalization, but also by means of any sign that conveys the essence of the phenomenon or object. On this basis, a wide variety of symbolic actions - the oath of civil servant to the parade, be regarded as acts of public communication.

he state, as an actor of the communicative process, seeking to establish a monopoly on the purposeful formation of values and policies mass audience, drawn to a broad arsenal of means of symbolic influence. The result of their use becomes a combination of individuals' living space, their associations and groups with institutional political order and giving the latter a subjective significance. In other words, as a result of organic inclusion of public administration entities in the social picture of the world, political power becomes trust resource. Thus, the sign-symbolic space should be seen as an inexhaustible source of resources to ensure the legitimation of government institutions and the process of public administration in general.

As a component of political communication, public administration is realized in the space of the official public communication - the process of exchange of information, which includes the steps of creating, sending, receiving, message processing, can exercise influence on the political environment. This message is a meaningful unit of communication, parceled idea, which is encoded by means of special funds. Theoreticians and practitioners in the field of political communication studies is well known: if the message is expressed textually, and its author is the subject of power (it is the President, an oral or written request from an official, legal act, slogan, propaganda appeal, etc.), the result a traditional variety of communicative activity becomes directly and, as a rule, short-term impact on the recipient. Much more pronounced is the effect of the indirect impact through the creation of ideal images of reality. It is the latter format the mass consciousness and set of vectors of the political class. Through a combination of verbal information with visual and behavioral forms in the maximum alienation of objects signified in the act of

communication, which allows us to use them to generate collective representations and beliefs, and, consequently, to control the behavior of society. Hence, the actor who receives the power to organize, interpret and interpretation of collective representations, and becomes the subject of management.

There is no doubt that the public administration as a tool for achieving the objectives of the political system, along with the coordination of the positions of political actors is part of the process of political communication and consistent with its fundamental characteristics.

Thus, an essential condition for the functioning of political communication and implementation process of public administration is the presence of two-way data communication. And public administration, and political communication from the activities of participants in the proceedings on the interpretation of reality, viewing and analysis of the facts, reconcile different versions of what is happening, adjusted, if necessary, their own positions, decision-making. And public administration, and political communication in general is inherent susceptibility to environmental influences. The aim of public administration and political communication is not just providing information messages sent, but the exercise of influence on his consciousness and behavior that becomes possible in a common language for information exchange.

The appearance of the publicity in the policy associated with the processes of formation of enough saturated information environment (abroad XVIII-XIX centuries.). According to the observations of J. Habermas, a decisive role in the democratization of political life played by the development of the periodical press, and, above all, the flourishing of political journalism, which influenced the formation of a qualitatively different, compared to previous eras, the social environment. It is a democratic society (Öffentlichkeit Habermas), concentrated in the salons, restaurants and other public places to discuss newspaper articles on current political topics, has become a potential basis for the emergence of political opposition - an integral part of a democratic political regime. [12]

Today, in the XXI century, a characteristic feature of which is extremely informative saturation, society lives in a public space, which opening was virtual.

Such Display publicity, totally covering all aspects of individual life forms and knowledge about the present world, and forms his worldview.

However, today there is the process of transformation of the relationship between politics and society, which, in the terminology of John. Thompson, defined as indirect quasi-interaction [13]. The latter is a special kind of social interaction, which provides increased access to information and semantic content in space and time, despite the fact that reproduction of symbolic forms occur without a definition of a range of potential recipients, resulting in a communicative process turns into a monologue. The information flow in this case is unidirectional: the recipient of information acts as a consumer of symbolic forms, the producers of which did not aim to (or do not consider it necessary) to obtain direct and immediate response.

Strengthening this trend has given rise to the problem of "public administration" As you can see, the openness of the subject of power. Given that historically control the mode of regulation of relations between the government and its visibility has always been used effectively as a management tools that brilliantly demonstrated in his work Foucault [14], now an excess of public power has generated a previously unknown form of its vulnerability. Any public official step, which deviates from the generally accepted standard of behavior being recorded by media and commented by observers, thus becoming available audience of millions, can lead to unpredictable consequences - up to the loss of credibility and legitimacy.

To resolve this contradiction, in our opinion, it is intended to state protocol and ceremony as a set of strictly regulated and standardized rules of conduct of senior officials in the activities of an official nature. Moreover, its potential as a symbolic tool of regulation of social and political relations, can be fully revealed only in understanding the nature of the sign of all its components, which are manifested in the form of cultural and civilizational forms and behaviors.