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DEAR COLLEGAUS!

I congratulate Interregional Academy of Personnel Management, the Ukrainian Assembly of doctors of science in public administration editor of the collection "Public management" with the release of its next issue.

In the years since the foundation of the collection, it is gaining popularity and credibility among readers as one of the best information and analytical publications on public administration and local government.

I believe that the opinions presented in this collection, especially given the authoritative circle of its authors, readers were able to affect change and strengthen the foreign policy of our country.

I wish the book a long creative way for the prosperity of Ukraine, and the editorial staff - success in the dissemination of objective information on a range of issues characteristic of the book "Public management".



Regards,
President of the National Academy of Public Administration under the President of Ukraine, Doctor of Science in Public Administration, Professor, Honored Lawyer of Ukraine **V. Kuybida**

DEAR FRIENDS!



I congratulate you on the publication of the next issue of the publication "Public management".

**Sincerely,
Doctor of Philosophy, Professor,
National Academy of Pedagogical Sciences of Ukraine,
Honored worker of Ukraine**

Since its inception, the collection has established itself as thorough, solid, objective and highly professional scientific publication that highlights the most relevant aspects of political, economic and spiritual life of our country from the standpoint of patriotism, democracy and commitment to a strong and fair state.

Pleased to cooperate with you, close my professional interests, public administration. I note that your publications and special issues devoted to the problems of civil service reform with great interest discussed and studied both in professional circles and among a wide range of readers.

I wish you further success.

Forward to our continued, I think, very fruitful cooperation.

T. Motrenko

DEAR FRIENDS!

On behalf of the editorial collection "Public Governance" I congratulate you on the successful release of its next issue, and express my sincere gratitude to everyone who contributed to this!

Since its inception, the collection has won deserved fame and high prestige publications, newsletters quality, constant attention to the problems of civil society and the rule of law.

Each collection seeks to convey to the reader the essence of the events occurring in the field of public administration in Ukraine and abroad. Outlining different perspectives on its pages are the many reputable scientists, politicians, government officials, public figures. Behind this is the desire of the editorial staff to present readers an objective picture of events unfolding in public administration and public policy. This gives us confidence that together we can achieve a consensus in the community, the prosperity of Ukraine, prosperity and confidence of the citizens in the future!

**Regards,
Chief editor,
Head of the Department of Public
Administration of the
Interregional Academy of Personnel
Management,
President of the Ukrainian Assembly of
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of Science in Public Administration of
Ukraine
Doctor of Science in Public
Administration, Professor,
Honored Lawyer of Ukraine**



Inviting you in the future, to actively participate in shaping the new rooms book "Public Governance".

I sincerely wish you good health, happiness, prosperity, peace, generous fate further victories in all cases and endeavors!

**Evgeny
Romanenko**

Aleksandrovych



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CLASSIFICATION OF THE COMMODITY STRATEGIES

Abstract. In the article the theoretical and methodological position of the classification of the commodity strategies are examined. The individual policy options, their main advantages and disadvantages are generalized. It is proved that the presence of one or many commodity strategy defines the production and management structure of the enterprise. It's noted that the strategy of concentration on one area of activity, closely linked with the implementation of the overall competitive strategy — leading on the basis of lowering the costs. It is shown that the diversification strategy involves the penetration into new spheres of activity, not previously typical for the enterprise, designed to amend, supplement or replace the product, which has already produced by the no less important strategic partner. Vectors of fusion strategy or buy are generalized and its major landmarks are identified.

Keywords: classification, commodity strategy, the strategy of concentration and diversification strategy.

КЛАСИФІКАЦІЯ ТОВАРНИХ СТРАТЕГІЙ

Анотація. У статті досліджено теоретичні та методичні положення класифікації товарних стратегій. Узагальнено окремі варіанти стратегій, їх основні переваги та недоліки. Доведено, що наявність однієї або багатьох товарних стратегій визначає виробничо-управлінську структуру підприємства. Зазначено, що стратегія концентрації на одному напрямку діяльності тісно пов'язана з реалізацією загальної конкурентної стратегії — лідирування на основі зниження витрат. Показано, що стратегія диверсифікації передбачає проникнення в нові сфери діяльності раніше не характерні для підприємства, покликані змінити, доповнити або замінити продукцію, що вже випускається не менш важливим стратегічним партнером. Обґрунтовано вектори стратегії злиття або купівлі та визначено її основні орієнтири.

Ключові слова: класифікація, товарна стратегія, стратегія концентрації, стратегія диверсифікації.

КЛАССИФИКАЦИЯ ТОВАРНЫХ СТРАТЕГИЙ

Аннотация. В статье исследованы теоретические и методические положения классификации товарных стратегий. Обобщены отдельные варианты стратегий, их основные преимущества и недостатки. Доказано, что наличие

одной или многих товарных стратегий определяет производственно-управленческую структуру предприятия. Отмечено, что стратегия концентрации на одном направлении деятельности тесно связана с реализацией общей конкурентной стратегии — лидирования на основе снижения затрат. Показано, что стратегия диверсификации предполагает проникновение в новые сферы деятельности ранее не характерные для предприятия, призванные изменить, дополнить или заменить продукцию, которая уже выпускается не менее важным стратегическим партнером. Обоснованы векторы стратегии слияния или покупки и определены ее основные ориентиры.

Ключевые слова: классификация, товарная стратегия, стратегия концентрации, стратегия диверсификации.

Every company is constantly wondering: "What is the consumers' needs are not satisfied?", "What affects the needs and how they can change?", "What new ways of meeting the needs can offer?" And others. The issue of forming an effective product strategy is urgent, so how good is the result of the company, the source of his income, the basis of the operation and Development. Today, in a competitive environment, it is the properties and characteristics of the goods production and determine the management structure of the company.

Analysis of recent publications on issues. Considerable work towards solving the problems of effective formation of commodity strategy already conducted such domestic and foreign scientists as Kotler, G. Amstronh, J. Lambe, N. Kudenko V. Verloka, Y. Romanenko, AI Starostin, E. Romat etc. Meanwhile, today, still there is no consensus classification commodity strategies.

The purpose of the article. The article is determination and synthesis of theoretical and methodological regulations classification product strategies, their strengths and weaknesses.

Presenting main material. The presence of one or many commodity strategies determines production and management structure of the enterprise, its advantages and disadvantages.

Consider some options strategies, their main advantages and disadvantages.

The strategy of concentration ("strategic focus") on one line of business, is closely linked with the implementation of the overall competitive strategy - based on leading for reducing costs.

The main competitive advantage of

companies that have chosen this strategy concentrations are determined by:

- a high degree of specialization and professionalization activities;

- ability to establish the use of production potential of the company in the most efficient mode;

- use of accumulated enterprise experience to identify and capture the most promising approaches to improving production technologies and / or customer satisfaction;

- innovation in the product itself (service) and / or any other subsystem Enterprise (part of the "chain of value");

- transformation of the competitive advantages resulting from the chosen strategy and the possibility of rapid innovation in the stable image of the company leader, company formation "best of the best" in production "strategic focus".

Specialized firms realize the benefits of large systems and have economies of scale, but it is achieved in the case of large strategic service management zones with more or less stable characteristics. If needs change, every company sooner or later faces the following questions, the answer to what makes leaders think about the future, to prepare for this future:

- «What is the consumers' needs are not satisfied?"

- «What affects the needs and how they can change?"

- «What are the new ways to meet the needs can offer?"

- «What can invite competitors to meet the needs of changing?"

- «Which satisfy enterprise needs?"

- «Is it necessary to diversify the business, if - yes, to what extent and what kind?"

- «What new market positions the company should take now in order to achieve good results in the future?"

- «What are the opportunities of acquisitions of new investments, industries, experts?"

The difference between the average and the best companies is that the latter does not "respond" to changes, and consciously preparing for the future by developing appropriate strategies [1, p. 148-150].

The strategy of diversification - the process of penetration into new areas previously not typical for the company, designed to edit, add or replace products that are produced.

Conditions that encourage executives to make decisions about diversification, are:

- "usual" for the enterprise market saturated, shrinking demand (basic products have passed the stage of "fading" in its "life cycle");

- company has financial resources that can be invested in other businesses;

- the opportunities (development, production capacity, raw materials, qualified personnel) to create a synergistic effect between existing and new activities;

- antitrust regulation does not allow to further develop production in developed industries;

- Diversification allows you to reduce the level of taxes due to development activities, which are benefits;

- diversification creates opportunities to enter international markets;

Diversification allows you to develop long-term cooperations with progressive (first - research) organizations in order to

create long-term competitive advantage.

In recent years formed a new vision of the diversification strategy. Like every economic phenomenon, diversification has positive and negative consequences.

The strategy of related diversification is to use at least one of the available factors of production, technology, suppliers, raw materials or similar techniques and «know-how» Management, marketing and use of personnel; he channels ozpodilu and marketing aimed at the same customers, to empower satisfy consumer needs. Related diversification may be more or less close depending on the extent of use of existing production and trade and marketing conglomerate potentsialu. Stratehiya and unrelated diversification means the development of new products and services. Their differences are characterized mastered connection with activities, unrelated diversification in the new product is a complement to the core, promotes its sales in major markets; while conglomerate diversification of new goods not related to primary needs not only new production, but also a new sales system, focusing on new customers with other needs. In unrelated diversification, changes affecting the productive capacity and lack of principle. Conglomerate diversification may be regarded as creating a "state within a state" A strategy of diversification conglomerate chosen in the following cases: □ the company has a very large investment opportunities and have a number of poor but the rich prospects for firms seeking partners; □ company creates new production by his account in promising market segment; □ company working in the field of special cycles caused by seasonal or specific demand, that is, with a significant decline in production; Under these conditions it

can search activities with less pronounced cyclical characteristics; □ company that has a large debt, seeking freedom from debt firm to rebalance the capital structure and create opportunities for additional loans; □ company has three - four unrelated activities and creates within each of these related groups; □ company buys and create "from scratch" new activities to achieve the minimum required parameters that define targets rozvytku. Konhlomeratna diversification can be used for stock management qualitatively high level that allows:

- o have accurate information about the case in each of diversified divisions;
- o understand the nature and contribution of each of the areas in the final results of the company in general;
- o be able to influence the plans and activities of each of the diversified units to ensure their required contribution to overall company goals and strategies [2, c. 50-52].

pri sufficiently broad diversification, the company faces challenges that are quite difficult to solve:

- search of highly qualified professionals who have efficiently managed by each of the various activities. Even in the presence of experts, a new line of business, through conglomerate diversification needs "their" system management, leading to complications enterprise management system in general;
- the central administration management, regardless of any level of autonomy of the newly established direction, must assess the its strategic initiatives not only in form but also in content. This requires additional "non-core" knowledge managers who can not always be replaced by general erudition;
- develop a common business strategy is complicated because it is difficult to assess the impact unrelated to the other, the direction of the base areas. In such circumstances, new synergies

towards equated to zero, which is not always correct. In managing the "portfolio", ie decisions on input / output of some "business" (activities), is used quite a number of criteria for which the alternatives are selected (eg, mutual support, sharing of capacities and skills, etc.). These criteria do not always work to determine the benefits of unrelated other direction;

- the theory of conglomerate diversification is used to improve the sustainability of the company and increase profitability through more attractive from this point of view, the strategic areas of management. However, in practice, the benefits of "balanced" deficiencies related costs and difficulties in the development of these new areas of diversification diyalnosti. Konhlomeratnu can not exclude strategic alternatives enterprise development as other areas may be at a stage of decline or reached the limits of its development due to the size of the market segment [3, c. 101]

In developed market economy, the argument for conglomerate diversification, in addition, can be "attractive offer", ie when the "do not buy can not be due to the most favorable conditions." To find a compromise, every company that focuses on the development of unrelated or conglomerate diversification should determine for themselves the limits of this process:

- between the least, minimal level of diversification necessary to achieve their goals and strengthen their competitiveness
- between the maximum level of diversification when with increasing complexity of the system remains neyu. Nesporidnena handling or conglomerate diversification is implemented as great normally three ways: 1. merger or purchase 2. creating a new trend of using internal capabilities of the enterprise; 3. The creation of a joint pidpryyemstva. Kozhen of them has advantages and nedoliky. Stratehiyi

merger or purchase has the following advantages: □ quick entry into the market (with the right choice of option purchase / merger); □ obmynannya barriers of this type as patents, technological inexperience of personnel, access to reliable sources, sometimes - brands, distribution channels etc. □ know the scale of operations and market reputation; □ quick start production (sometimes conduct business without interruption). Do her flaws include: • the need to risk quite high amounts; • forced merger ("hostile takeover") creates a conflict in which the benefits can not be used; • the purchase price of the company depends on its state: a) high price for a successful company; b) low price for the company, which has some trudnoschi. Stratehiya create a new trend of using internal capabilities of the enterprise has the following advantages: □ the need for smaller amounts that the company can allocate for a certain period; □ «nevorozhyy" effect on the balance of supply / demand in due to the gradual entry into the industry; □ accumulation of personal experience with the development of a new direction (as business start from the beginning); □ to plan their own development pace, taking into account the rate of development of the industry - especially in the "young" haluzyah. Do its disadvantages are: • slow development of new areas of activity, accompanied by a decrease in performance of the enterprise as a whole; • the need to develop new production capacity, non-core for the company, so there is a big risk that is not achieved the results hoped for; • conflict between "old" and "new" areas for investment in the fight for development; • complexity of supply-side management system and the need to overcome internal and external barriers to reduce the scope rozvytku. Stratehiya

diversification ("cut-off superfluous") exists in the form of decisions on deinvestuvannya or elimination of certain activities [4, c. 45-48]. The need for such strategies can occur at any stage of the company. For example, the phase origin - with focus on the most promising areas of activity, the growth phase - when choosing the direction of concentration on a certain market segment at the stage of maturity - while reducing "portfolio" and to improve the manageability of enterprise, the phase of decline - the rejection of old fields and the development of new, that these strategies are used when there is a problem of choice: whether to continue operations in a particular direction? Over time, the market situation is changing, and that gave earlier gains and gradually loses its advantages. Unsightly viable activities should be reduced, eliminated or cut off, with these strategies may be used consecutively or independently; Their rates depend on the situation in which the company found itself, and activities in respect of which a strategy. Quite a number of areas requiring pre-planned "out of business" [5, c. 140-142]. Reduction (deinvestuvannya) may be used if rather slowly declining market or drop a competitive advantage. "Cutoff excess" helps balance the "portfolio" by depriving areas that have lost their competitiveness and turned into a "black hole" in which "fail" of resources. "Cutoff" is usually made in two forms: a) providing virtually complete independence autonomous organizational formation. To their list can get even units that operate efficiently, whose activities are poorly linked to major areas. The decision on the use of this approach in a simplified form - is the answer to the question: "If this activity is not carried out by us, or we were trying to organize today." Independent (subsidiaries) unit management solution

can retain more or less close relationship with the main enterprise, b) for other unit owner. In this case there is a problem of profitable sales that you can solve identifying those organizations to which "ugly" for the vendor branch may be "attractive" to potential buyers. This buyer may pay a high price. Money from the transaction seller can use to grow your business in a way that it appears to be most effective. In addition, the cut-off, as mentioned, increases manageability pidpnyemstvom.Stratehiya liquidation. The effects of various strategies. For odnoproductovoyi, highly specialized firm it means stopping its activities. For companies with a diversified "portfolio" it can mean reduction of activity in the period. At best the elimination of a direction "paves the place" for a perspective that promotes long-development; and at worst - is a harbinger of bankruptcy [6, c. 91]. Trying to preserve "all that we" without periodic liquidation "that outlived", leading to loss of resources and time that liquidation can occur with minimal losses. The art of management lies in the fact that timely and accurately identify situations where recovery "turn" is possible, and when - the elimination of the most effective zahodom.Nevminnya implement "the strategy of elimination" on the one hand, it is dangerous for the economy of the enterprise, and with the other - for the image, reputation as a company and its reorientation kerivnystva.Stratehiya (changing "strategic focus"), decrease (reduction) or restructuring (changing value of commodity strategies) belongs to the so-called "health strategies", ie they are developed then, when the company found itself in a difficult situation due to various reasons. For example, the situation in the economy, which adversely affects the development

of the company in general, the presence of large volumes of transactions in the industry, which has lost its appeal and is in the process of decline; low levels of company management or in its subsystems responsible for a particular area of activity, and so on. Reasonable reorientation, reduction or restructuring can only be spent depth analysis and diagnosis of the real causes of decline in the company, reflecting a crisis situation. Identifying the causes and the type of crisis allows to develop adequate strategies and measures for their implementation. Depending on the causes of the crisis in the development strategy reorientation use the following approaches: □ development of measures to restore the required level of profitability of the types of goods that the company produces; □ development and implementation in certain areas of strategy "harvesting" and "cutoff unnecessary" and the funds collected - expanding more promising areas; □ savings of all types of costs in the production of the whole range of products; □ review the structure "portfolio": sales (closing) unpromising direction and development (mastering) activities in promising areas; □ replacement management personnel responsible for the activity through which the company found itself in crisis; □ development programs to improve the efficiency of enterprise zahalom.Pereoriyentsiya - a long-term process by which changes occur in the target company guidelines and the conditions for its further development in overcoming crisis sytuatsiyi.Stratehiya reduction - a defense strategy that is different from both the strategies to reduce and reorient the strategy [7, c. 12-15]. "Reduction" - a temporary retreat under the influence of negative realities: the uncertainty of the situation after the new law; deterioration in capital structure;

crisis, which emerged as a result of the very rapid development; difficulties in supplier or customer; force majeure and so on. Such a strategy, there is usually an alternative to basic strategies. Go to it is caused by negative circumstances that provided a scenario or not (in this case, the company may find itself in an acute crisis) and the end of her performance - the termination of the "adverse" factors and parameters returning to "normal development". "Reduction" is the following ways: a consistent, tightly planned transition to the economy in order to enhance or minimize losses during the "departure"; whereby stored, usually all directions. However, in this case reduced (stops) hiring of new staff; postponed the deadline for projects requiring additional investment; there is a delay in the acquisition of new equipment and improve the use of existing, reduced volumes of low-profit goods, reduced procurement of inputs, closing outdated capacity (temporarily or permanently - time will tell), etc; naybezperspektyvnishyh selection of activities that have a "portfolio" and use them to reduce or reorient strategies. This contributes to the reduction strategy for the company zahalom.Perehlyad and selecting "weak areas" portfolio "occur sequentially. At each stage the problem is solved, what areas (business) are subject to recovery to a greater or lesser extent and costs required for this. Foreign authors compared this process with determination plan surgery, during which there will be "cut off" the least profitable non-core (side) activities that give minimum contribution to the welfare of the company. This process is unpopular, but necessary, because each company at certain periods of time decides how many activities we can perform at the required level of competitiveness? Sometimes years of

effort can not pick one or the other direction to the desired level; rejection of it is the most effective zahodom.Kombinovani strategies can be used in various combinations, which are caused by factors affecting the company. Combinations of different sequence and scope of interaction at different stages of company development. The variety of combinations allows each enterprise to form their own, unlike other strategy. Conclusions and recommendations for further research. Summarizing the above mentioned, it can be argued that, in modern terms, every company interested in the effective management of its activities. In particular, he must know what kind of product strategy and choose how to successfully manage the implementation of it. The choice of product strategy depends on the situation in which the company. One of the important questions of strategy development process is the classification strategies. The study of contemporary theories of domestic and foreign scientific schools indicates a wide variety of strategies, but also classifications. Classification complicating factors is that most strategies can not be uniquely identified by one of the signs. This greatly complicates the scientific substantiation and practical application of known strategies.

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REFORMATION OF THE SYSTEM OF PUBLIC PROCUREMENT IN UKRAINE

Abstract. In the article the theoretical and methodical aspects of the world experience of introduction of electronic public procurement are investigated.

A number of important trends of the obligations of Ukraine in the framework of the EU “Association Agreement” are summarized. It is proved that the use of electronic technologies in the international trade transactions requires the adoption of legislative and regulatory frameworks, both at the international and national levels. It is noted that, today, in Europe, as a rule, two models of electronic public procurement: centralized procurement and decentralized procurement are used. It is shown that in the short term, in Ukraine the transition of the public procurement into the electronic plane is implemented, which should lead to the increasing of the competition and reducing of the corruption element in this segment. The main vectors of development of the system of electronic public procurement “ProZorro” are substantiated.

Keywords: government procurement, e-procurement, e-marketplace, e-commerce, e-procurement system ProZorro.

РЕФОРМУВАННЯ СИСТЕМИ ДЕРЖАВНИХ ЗАКУПІВЕЛЬ В УКРАЇНІ

Анотація. У статті досліджені теоретичні та методичні положення світового досвіду впровадження електронних державних закупівель. Узагальнено низку важливих тенденцій щодо зобов'язання України в рамках “Угоди про асоціацію” з ЄС. Доведено, що використання електронних технологій в міжнародних торгових угодах вимагає прийняття законодавчої і нормативної баз як на міжнародному, так і на національному рівнях. Зазначено, що сьогодні в Європі, як правило, використовуються дві моделі електронних державних закупівель: централізовані закупівлі та децентралізовані закупівлі. Показано, що у короткостроковий термін в Україні впроваджений перехід державних закупівель в електронну площину, що має зумовити підвищення конкуренції та зниження корупційного елементу у цьому сегменті. Обґрунтовано основні вектори розвитку системи електронних державних закупівель “ProZorro”.

Ключові слова: державні закупівлі, електронні закупівлі, електронний торговельний майданчик, електронна комерція, електронна система закупівель ProZorro.

РЕФОРМИРОВАНИЕ СИСТЕМЫ ГОСУДАРСТВЕННЫХ ЗАКУПОК В УКРАИНЕ

Аннотация. В статье исследованы теоретические и методические положения мирового опыта внедрения электронных государственных закупок. Обобщен ряд важных тенденций об обязательствах Украины в рамках “Соглашения об ассоциации” с ЕС. Доказано, что использование электронных технологий в международных торговых сделках требует принятия законо-

дательной и нормативной баз как на международном, так и на национальном уровнях. Отмечено, что сегодня в Европе, как правило, используются две модели электронных государственных закупок: централизованные закупки и децентрализованные закупки. Показано, что в краткосрочный период в Украине внедрен переход государственных закупок в электронную плоскость, что должно привести к повышению конкуренции и снижению коррупционного элемента в этом сегменте. Обоснованы основные векторы развития системы электронных государственных закупок “ProZorro”.

Ключевые слова: государственные закупки, электронные закупки, электронная торговая площадка, электронная коммерция, электронная система закупок ProZorro.

Formulation of the problem. One of the priorities of reform in Ukraine is the institution of government procurement has always been nayzaanhazhovanishym and corrupt in our country. This is a serious problem for society and creates barriers to qualitative changes. The solution to this problem may become public procurement through electronic trading platforms, despite the fact that this way of contracts is quite widespread in the European Union, and also in view of Ukraine's obligations under the "Association Agreement" with EC.

Analysis of recent publications on issues. In recent years, Ukrainian scientists have paid much attention to the shortcomings of the existing system of public procurement, highlighting international experience of public procurement procedure, public procurement mechanism regulated by EU Directives and others. However, the question of the state and the readiness of Ukrainian market of electronic commerce for the transition to e-procurement, adapting the procurement system of Ukraine to EU standards in accordance with the provisions of the "Association Agreement" major flaws "paper" processes of public procurement and fundamental reform goals with the use of ProZorro, move the implementation of anti-corruption law "On state purchases" remained insufficiently studied.

The purpose of the article. The main purpose of this article is to review international experience Implementation of electronic public procurement obligations of Ukraine under the "Association Agreement" with the EU, features the introduction of electronic public procurement in Ukraine.

The main material research. In the era of digital technology commercial companies and government agencies are

increasingly using electronic systems for efficient, predictable, transparent and safer chain management of its procurement and supply. The electronic exchange and storage of data, instead of using paper documents, enhance transparency and accuracy. Electronic procurement provides predictability, because sellers know what to expect and can analyze the progress of the order, often in real time.

The use of electronic technologies in international trade agreements requires the adoption of legislative and regulatory framework, both at international and national levels. Many countries involved in international trade, have already adopted legislation adapting their legal systems to innovations in electronic trading. United Nations Commission on International Trade Law (UNCITRAL) developed a Model Law on Electronic Commerce [1] Convention on the Use of Electronic Communications in International Contracts [2] and the Model Law on electronic signatures [3]. Moreover, ECE CEFACT through the UN adopted a number of recommendations. In particular, Recommendation №26 [4] and Recommendation №31 [5] offer examples of transactions between trading partners to improve the legal security of their trading relationships. They also consider the need to adapt national legislation for electronic data interchange (EDI) in international trade agreements, including the use of electronic signatures. Recommendation №32 UNECE Code of Conduct provides for the exchange of electronic trade documents. [6]

In the most common kinds of e-procurement, there is a handful of others. It is the interaction of entrepreneurs with the state - electronic public procurement. In many countries - USA, Canada, Western Europe, Russia, Georgia and electronic public procurement has long

been implemented. Their governments and providers of public enterprises increasingly rely on electronic systems to reduce costs and increase efficiency and transparency in government procurement. Examples of such systems:

- Pan-procurement system in real time (PEPPOL) - Project development and implementation of technology standards for harmonizing business processes for e-procurement for all governments in Europe. This project aims at expanding the market interaction and interoperability between communities in the area of e-procurement;

- EU SIMAP, an electronic portal that provides information on public procurement in the European Union;

- GeBIZ, electronic portal where suppliers can do business with the government of Singapore.

Today in Europe, generally used two models of electronic public procurement: 1) centralized procurement - carried only body of public procurement to ensure common needs that customers entrust public procurement, on their behalf, centralized body; 2) Decentralized procurement - providing independent implementation of customer purchases, that allow each customer to make purchases of goods and services.

A classic representative of the EU, which is inherent centralized model of government procurement is Germany. Electronic purchases are made based on the platform E-Vergabe and is effective Fed eralnymy agencies. The interests of the private sector defends the NGO "Forum Government orders." It analyzes recent trends in public procurement, which regularly discussed with the government, which certainly is an indicator of the high level of civil society in the country and helps to strengthen the rule of law. The most decentralized system is Sweden. Electronic

procurement were enshrined in law back in 2001. In this country there are no mandatory national e-procurement platform, while municipalities have their own electronic platforms used on a voluntary basis. Overall, e-procurement system Sweden is characterized by a large number of private operators, a key feature that distinguishes it from centralized models. According to international experience in the application of electronic trading is a lot of positive things: publicity through tendering increasing transparency at all stages of procurement, increased competition among participants, efficiency of procurement procedures, significant cost savings budget for the procurement of goods, works and services. Also significant achievement procurement electronically is to reduce the influence of subjective factors in determining the winner of the bidding and reduce the risk of collusion between uchasnykamy.Dlya European Union public procurement mechanism in the form of an electronic auction, regulated Directives. [7] Note that in implementing EU e-procurement separated several forms that they enshrined in law the European Union or individual countries - EU members. However, there are also certain mechanisms of e-bidding, participants voluntarily apply public procurement. Examples of such forms of procurement are: - an electronic auction - an electronic marketplace - electronic katalog.Yak European practice shows, procurement through electronic trading platforms is relevant advantages both for customers trading (ie the state) and to suppliers (ie business). Also some positive moments and a community (including access to information, reduce corruption risks, reducing budget expenditures and increased competition among participants) .Do middle of 2016 all EU countries had to go to the compulsory use of electronic

forms of public zakupivel. Protyahom the past five years, the Ukrainian market of e-commerce showed annual growth of 50% -60%, irrespective of permanent economic fluctuations. Today, e-commerce in the country is not the only industry that continues to grow, although this year it is not as rapidly like 2 years ago. Following the 2014 and intermediate results of current, significantly reduced growth of the industry, but it was stable - 20-25% per year. Thus, the market has great potential. For example, in Germany the capacity of e-commerce market is about \$ 36 billion. In Ukraine the figure is no more than \$ 400- \$ 500 million. United Nations Conference on Trade and Development (UNCTAD) assessed the conditions for the development of e-commerce around the world. In the ranking of 130 countries were represented. In calculating the index, considered indicators of Internet use, safety, distribution of credit cards and quality of postal services. Ukraine took the 58th place, between the Dominican Republic and Virmeniyeyu. Lideramy rating for today is Luxembourg, Norway and Finland. Also in the top ten included Canada, Australia and South Korea. US settled for 15th place. Infrastructure, business representatives and buyers of these countries than in other countries contribute to the development of trade in Interneti. Sered developing countries, the favorites are South Korea, Hong Kong and Singapore. However, in fact, states with large populations, such as Brazil, China and Russia are big markets for electronic komertsiyi. Eksperty predict that countries with emerging economies will raise its global market share of electronic commerce. By 2018 40% of Internet commerce will take place outside of developed countries. The report attributed this to the improvement

of technical equipment of these states - the proliferation of mobile phones and the Internet, and also the advent of various electronic payment systems that simplify shopping at merezhi. Pidpysavshy "Association Agreement", Ukraine has assumed a number of responsibilities one of which is to bring the legislation on public procurement in line with EU legislation. The basic requirements "Association Agreement" are: - a central executive body that will ensure the coordination of policy in the field of public procurement and, separately, an independent body to review complaints; - Preparation of a comprehensive "road map" for reform and adaptation of legislation; - Gradual harmonization of legislation on public procurement with the acquis EU. Provisions of the agreement is required mandatory introduction of electronic procurement within the time limits set for the Member States, who are required to complete this process by the end of 2018. However, the provisions of "Association Agreement" provides for requirements that all contracts must be awarded through transparent and impartial procedures that will prevent the occurrence of corruption. This electronic procurement can be a tool that will help achieve the specified requirements. According to Annex XXI to the Association Agreement (hereinafter - Application) Ukraine has committed to implement the Directive №2004 / 17 / EC, №2004 / 18 / EC, №89 / 665 / EEC, №92 / 13 / EC and 2007/66 / EC relating to public procurement, in terms of installed applications. It Directives №2004 / 17 / EC and №2004 / 18 / EC allow the possibility of using electronic auctions to increase transparency and the introduction and development of e-procurement. However, in terms of implementation provided for in Annex contained only the current Directive, while not mentioned

Directive №2014 / 24 / EC №2014 / 25 / EC and №2014 / 55 / EC relating to electronic procurement directives adopted in 2004 in return and entered into force for the EU already in 2016 [7,8] the part of Ukraine, the provisions of the "Association Agreement" provides for a transitional period of eight years to fully adapt the procurement system of Ukraine to EU standards. First of all, reflected in the schedule of implementation of existing EU directives, but also provided them reliable and efficient performance. Although the "Association Agreement" does not refer to the provisions of four new Directives approach to harmonization of public procurement in Ukraine with the EU in the adaptation of the Agreement is that its provisions are "living instruments" and, therefore, this means that all novels EU legislation (including the historic decisions of the courts of the EU) should follow. For this reason, Ukraine will have no meaning to carry out implementation based on existing EU legislation on public procurement in respect of regulated or not regulated, four new Directives. Moreover, in a memorandum to the draft Law of Ukraine "On public procurement" indicates that the rule of law designed to meet the requirements of "AA" is a part of the implementation of Directive №2014 / 24 / EC and №2014 / 25 / EC containing provisions on the use of electronic communication in the implementation of public procurement zakupivel.Obsyah in Ukraine is about 250 billion. UAH. for a year. To purchase goods from the budget every state-owned enterprise or public authority must hold a tender in which the conditions of open competition must take several suppliers and offer the state the best price. In Ukraine, created the legal and institutional framework that

regulates the "paper" processes of public procurement. In general it can be said that the regulation of "paper" procurement procedures, mostly with international norms and standards in this area. However, in view of the practice, formal compliance with Ukrainian legislation does not guarantee transparent and efficient trading and does not solve probably the main problem in the field of public procurement - there koruptsiyi.Osnovni reform objectives: - the elimination and prevention of corruption act - the transparency of public procurement - non-discrimination and objective assessment of the proposals of participants - the transition to electronic document - complete reporting and analysis of all bids derzhzakupivel.Za initiative of public organizations, commercial areas, public authorities and entrepreneurs in Ukraine is implementing electronic public procurement system full cycle. This system is called ProZorro. Today ProZorro system deployed at the world-renowned nonprofit organization Transparency International, and donated to the state for deployment at the national level. Transparency International, among other things, the guarantor of transparency in the use of investors' money, since the development of the system was not spent a penny of public funds. Before the pilot project has already attracted Prozzoro Public Procurement in 2300, after he made purchases of 6.5 billion and savings of about 12% of the price of budget. President of Ukraine Petro Poroshenko has signed the anti-corruption law "On public procurement", adopted by the Parliament 25 December 2015 [9] The Act provides introduction of e-procurement for all public procurement of goods and services worth over 200 thousand for works worth more than 1.5 mln. For customers who operate in separate spheres of economic goods and

services - in excess of 1 mln. UAH for work - more than 5 million. Hrn.Vitchyznyani and foreign participants of all forms of ownership and organizational-legal forms involved in procedures procurement equal umovah.Zamovnyk independently and free of charge, through authorized electronic platforms, publish on the appropriate web portal about procurement. Purchase can be made by applying one of the following procedures: - public tender - competitive dialogue - negotiation procedure zakupivli.Zakon introduced with effect from 1 April 2016 for the central authorities and customers that operate in specific areas of management, and with August 1, 2016 - for all customers. On paper envelopes, dohovornyakamy, prejudiced and biased attitude of members of tender committees will be over! Already in 2016, the new law will save in the consolidated budget of 4.5 billion USD, and in 2017, when it will run the first full year - from 35 to 40 billion. The Cabinet of Ministers of Ukraine at the meeting of February 24, 2016 approved the Regulations on the operation of e-procurement and ProZorro authorization of electronic platforms. Consolidation of the detailed rules of ProZorro ensure timely transfer of all public procurement in electronic format [10] The Regulation details the key principles of interaction of ProZorro electronic platforms. In particular, the requirements for platforms, the procedure for their authorization, subscription and violations for which the sites are disconnected from the electronic system. Also, clearly defined responsibility for violation of the Regulation in systemi.Zhidno, electronic authorization platform provides special committee by one or more levels of accreditation, depending on the users

who are provided services and the exercise of purchase. Each site must provide, free of charge, equal access of all stakeholders to information on purchases, but also protect confidential information from unauthorized dostupu.Krim that set tariffs for participating in tenders for suppliers of goods and services. The cost of participation depends on the tender and range from 1 to 100 non-taxable minimum. Thus, using the system for government customers, is fully bezoplatnym.Zaprovadzheniya, during the year, e-GP «ProZorro» showed some significant issues not regulated by law, the use of negotiation procedure of purchase if the customer canceled the tender; on the use of e-procurement entities are not customers in the sense of the law; to publish a report on signed contracts; lack of forms in the field of public procurement; procurement of goods, works and services cost less cost limits set by the second and third paragraphs of Article 2 of the Law; procurement branches and branches participate in procurement procedures. All these issues are resolved promptly Minister of Ukraine [11] .Vysnovky and prospects for future research. Analyzed the legislation and experience of the EU public procurement organization, shows the state of the world and Ukrainian e-commerce market and its development prospects. Show main disadvantages of "paper" processes of public procurement and the main objectives of reform with the use of ProZorro. In the short term, the transition in Ukraine implemented electronic public procurement in the plane, which should lead to increased competition and reduced corruption element in this segment.

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SOCIAL DEVELOPMENT PRESENTIN THE CONTEXT OF AUTHORITIES ON STAGE EUROPEAN INTEGRATION PROCESS

Abstract: In the article the theoretical and methodological foundations of today towards improving the functioning of public authorities, the modern state administration modernization in the context of Ukraine's European aspirations.

Keywords: public administration, social development, reform and modernization, European integration, the state apparatus, the interaction of government and society, public power, the civil servant, the success of democratization and integration of Ukraine into the European community.

СУСПІЛЬНИЙ РОЗВИТОК СЬОГОДЕННЯ В КОНТЕКСТІ ДІЯЛЬНОСТІ ОРГАНІВ ВЛАДИ НА ЕТАПІ ЄВРОІНТЕГРАЦІЙНОГО ПРОЦЕСУ

Анотація: у статті визначено теоретико-методологічні засади розвитку сьогодення в напрямі удосконалення функціонування органів державної влади, проаналізовано сучасний стан модернізації управління в контексті євроінтеграційних прагнень України.

Ключові слова: державне управління, суспільний розвиток, реформування і модернізація, євроінтеграція, державний апарат, взаємодія влади і суспільства, публічна влада, державний службовець, успіх демократизації, інтеграція України в Європейську спільноту.

ОБЩЕСТВЕННОЕ РАЗВИТИЕ СЕГОДНЯШНЕГО ВРЕМЕНИ В КОНТЕКСТЕ ДЕЯТЕЛЬНОСТИ ОРГАНОВ ВЛАСТИ НА ЭТАПЕ ЕВРОИНТЕГРАЦИОННОГО ПРОЦЕССА

Аннотация: в статье определены теоретико-методологические основы общественного развития в контексте усовершенствования функционирования органов государственной власти и евроинтеграционных стремлений Украины.

Ключевые слова: государственное управление, общественное развитие, реформирование и модернизация, евроинтеграция, государственный аппарат, взаимодействие власти и общества, публичная власть, государственный служащий, успех демократизации, интеграция Украины в Европейское сообщество.

Formulation of the problem. The article draws attention to the need to improve the functioning of public authorities, administrative reform conditionality in the context of the modernization of public administration and the integration of Ukraine into the European community.

Analysis of recent publications on issues, outlined the problems given an important place among the research, explaining its relevance awareness among both domestic and foreign scientists [4, 5, 6, 9, 15]. In terms of national scientists [5, 6, 12, 13, 16] in line with present there is a need to build new quality of the civil service, providing executive bodies qualified personnel, competent managers with innovative thinking, capable of responsible decision-making.

In particular, the chosen theme devoted attention: V.Aver'yanov, V.Bakumenko, N. Dragomiretskaya, M.Yizha, O.Obolensky V. Oluyko, Yu Surmin, S.O. Teleshun, O.Yakubovskyy and others. In their scientific works raises questions about what protsesyvitchnyanoi modernization relate on the one hand the problems of staffing, on the other, appear obvious faktyvidryvu between needs (employment, education, social security, health care, etc.) and public policy dyskredytuyetradytsiynu democracy with European principles of democracy and zakonnosti.Odyn aspect of this problem is that in times of crisis more than ever need to constantly work hard to find shlyahivpartnerstva and cooperation between Ukraine and the European Communities [7; 12, 14].

Of course, research is a contribution to the theory, methodology and practice of studying social development today. However, despite a lot of attention to the problems of improving and reforming

the civil service, there are many controversial issues that require rethinking the nature of partnership and cooperation between Ukraine and the European Community.

The purpose of the article. The purpose of this article is to analyze what is modernization of public administration applies to any country and is associated with certain changes in social progress. Improvements of government and modernization of society directly depend on the priorities of its development.

Presenting main material. We must recognize that the establishment, operation and development of society, improvement of administrative bodies today where many respects depend vidyevrointehratsiynih aspirations of Ukraine and development of optimal governance.

Instead, it would be appropriate to say that the optimal governance system effectively ensures the citizens' needs and implement integrated public policies aimed at social sustainability and adequate response to internal and external challenges. Public administration reform in Ukraine envisages a series of successive, incremental steps that allow scientists to analyze the social development today toward coverage of the basic foundations of the relationship between government and society.

Changing socio-political structure of the state since 1991. prompted the government to introduce new principles, methods, structures, improve the interaction of the central and local level to increase the effectiveness of the civil sluzhby.Reforma public administration is one of the major reforms in transition countries that carry out complex changes in different policy areas, and effective public administration system appears one of the factors of competitiveness of the country [15, p.1].

Given the European choice and Ukraine's European perspective Stratehiyareformuvannya governance in Ukraine 2016 -2020 years from 24 June 2016 developed in line with European standards of administration in the transformation of the system of government. [11] According to the Association Agreement between Ukraine, on one hand, and the European Union, the European Communities and their Member States, of the other part (hereinafter - the Association Agreement), the Strategy is based on common values such as democratic principles, the rule of law, good governance [ibid, p.1].

It is necessary to note that European standards of good administration SIGMA articulated in the document "Principles of Public Administration", which contains a system of principles and criteria for assessing governance [11, p.3].

The core problem is that the system of governance in Ukraine does not meet the need for comprehensive reforms in various policy areas and its European choice and European standards derzhavoyu.Ukrayina management takes low position in the world rankings of competitiveness associated with governance .Zhidno indicators of global competitiveness index of the World economic Forum Ukraine occupies the 130 place (among 144 countries) in the category "government effectiveness", 103 seat category "transparency of state policy" and 115 in the category "burden derzhavnoh o Regulation "[11, p.3] .With Given the unstable situation as the foreign level and the internal situation of confrontation in the East, the country's current system of government is demonstrating its ineffectiveness, internal contradictions and isolation of citizens and, as a result, acts as one of

the obstacles hindering the modernization processes and transformations in all spheres of society [11; 12; 14; 15]. Therefore, the design factor is that the reform of public administration should be a public execution order for effective public institutions and public authorities. We believe that the fair regulation of administrative procedures, development, implementation of public-service relations should be directed to ensure that people understand that their choice depends on the quality of life, which should improve the functioning of cooperation between Ukraine and the EU. However, the need to reduce excessive bureaucracy internal state machine to focus on solving the problems facing the system of public administration, namely: - on the strategic principles of public administration reform: - the absence of strong political leadership and inadequate coordination of governance reforms at the political level - lack of capacity of the government to conduct a comprehensive reform of public administration - lack of capacity of the Cabinet of Ministers of Ukraine strategic planuvannyaschodo formulation and coordination of government policy: - lack of a state policy in various areas, legislative and regulatory frameworks (policy and develop legislation acts on the basis of a thorough analysis, public participation, etc.) - insufficient human resources management in ministries and other executive branch, inadequate automated system of human-resursamy.Poky that must be acknowledged that bureaucracy is survived by any power, inertia today more and more trying to maintain their usual control mechanisms. Therefore, at the present time one of the key tasks facing the government is the reform of management system and improvement of the public authorities, the emergence of managerial positions and other highly

qualified personnel for national reforms in various haluziyah. Unfortunately, in recent years, and especially the beginning of the 2014 Russian aggression against our country, the situation in Ukraine and Ukrainian events around the state occupy one of the main places within the Common foreign and security policy. "Ukrainian question" regularly reflected in the statements, resolutions, conclusions and other documents and management institutions of the European Union. "European truth" publishes detailed research leading European analytical center European Council for Foreign Relations to support Ukraine in different Member States [18, p.3]. At present the European Union has taken an active stand in defense of the independence, sovereignty and territorial integrity of Ukraine, and also performs efforts to resolve the conflict in eastern Ukraine. The conclusion of the Agreement on Partnership and Cooperation between Ukraine and the EU (PCA) launched cooperation on a wide range of political, trade-economic and humanitarian issues of internal procedures [19, p.4]. However, continues to place an ambiguous attitude to our country. On the one hand, the perception of Ukraine as a partner, the subject of security; on the other - as a source of a threat to democratic values, social and legal norms of European life, economic stability, etc. [15, 16, 18]. Vvazhayemo that openness power, its willingness to dialogue with foreign partners formuyeypravovu basis of cooperation between Ukraine and the EU in the future. In spring 2014 the Government of Ukraine, on the one hand, and the European Commission and the European External Action Service - the other jointly developed a document entitled "European reform agenda Ukraine - EU".

This document contains a comprehensive list of common objectives in the context of Ukraine and implementing fundamental reforms in the country [21, p.14]. However, it is worth noting that most do not perception the Agreement there is a problem that has not yet implemented upravlinnyastosochno mechanisms of partnership and cooperation between Ukraine and the EU. What are these realities lie today? Perhaps those factors that Ukrainian state characterized by a combination in itself institutions inherited as a legacy of the Soviet era and new institutions formed in the difficult period of independence. For Ukraine, European integration - a way to modernize the economy, overcoming technological backwardness, attracting foreign investments and new technologies, create new jobs, improve the competitiveness of domestic producers, access to world markets, especially the EU market. The political benefits of integration are in Ukraine C related to the creation of reliable mechanisms of political stability, democracy and bezpeky. Varto noted that the mechanisms of governance - a "way of resolving contradictions or processes in public administration, consistent implementation of action based on the fundamental principles of orientation, functional activity using appropriate forms and methods of governance" [6, p. 375]. As you know, today the mechanisms of cooperation between Ukraine and the EU are imperfect, resulting in inefficiencies arise functioning of public services. According S.O. Teleshun "questions the efficiency of the Ukrainian government was a matter of national security. That vision of a future state, the ability to choose the tools for its implementation, effective use of resources and predict the consequences of professional activities today vidriznyayezriloho statesman of an

ambitious policy "[15, p.4] .Chy not so in the context of administrative reform to the fore democratic change: update the content of state bodies, their maximal approach to the needs and demands of people with priority democratization and serving the people of Ukraine? ... it should be noted that according to the new Law of Ukraine "on civil service" [3, p.4] under the public service Ukrainian legislation defines a public, professional activities of persons who hold positions in government bodies and their apparatus on the practical implementation of tasks and functions of the state to: 1) the analysis of public policies at the national, sectoral and regional levels and suggesting its formation including the development and examination of projects, programs, concepts, strategies, laws and other normative legal acts drafts of international agreements, 2) the implementation of national policy, the implementation of national, sectoral and regional programs, implementation of laws and other legal acts 3) provide accessible and quality administrative services, 4) state supervision and control over compliance with legislation tosho.Yak known to the public service as a legal institution governed as a constitutional and common law, which directly has a positive impact on the livelihoods of public public [3, 4, 10, 21] .Zakonodavstvom Ukraine "On ensuring proceedings unified state policy reforms in Ukraine" determined implementation of the Concept of administrative reform are training concepts and programs, laws of Ukraine. Konstytutsiya Ukraine [1] and the laws governing the status and mistsevyh central executive bodies, administrative and terytorialnoho system. It is important that the national legislative practice entrenched activity approach in relation to public service and

improving fuktsionuvannya authorities defined professional career public employees and their devices [4 s.346-349] .In addition, the main tasks of the State Target Program of the Civil Service is : improving organizational principles of public service on the basis of competence approach envisaged by the new Law of Ukraine "on civil service", the introduction of a new system of human resource management in the public service in the medium term, the formation of a qualified staff of public service [3, p.6] .Hocha a clear model of public service for constitutional norms is not set, but the Constitution of Ukraine provides general principles kontseptsiyiformuvannya and development of the civil service. So, to osnovnyhkonstytutsiynyh provisions relating specifically to public service irozkryvayut its social nature include: Art. 38 (Sec. II) of the Constitution of Ukraine states that "citizens enjoy equal pravomdostupu to the civil service and to service in localgovernment"; Art. 8 (Sec. I) determines that the Constitution of Ukraine has navvyschuyurydychnu power in Ukraine, the principle of the rule of law [1, p.12] .Tsey principle ensures the unity, consistency and stability of the entire legal system, its individual elements and institutions, including the Institute for Public service [ibid]. General public service performed by civil servants in the manner prescribed by law and standards, which are legally regulated and is presented by the Institute through which implemented democratic nature of the state, supports the livelihoods of society and the state apparatus serves the needs of social development [2, 3, 4]. However, you should note that because of ill-considered personnel policy, low material security, lack of demand for power, many experienced, professional staff forced to leave public service, to move into commercial and others. structure and to

travel out of the country [8, 12]. Modern reality requires theoretical coverage of current issues. Institutional reform principles, structuring and ordering of society Ukrainian scientists studied the works in which the proposed academic approaches to the analysis of "complete picture" of social life, meaningful analyzes, functional and structural characteristics of the professional staff of the government [8; 12, 13, 14]. General view is that a major defeat today is the lack of structural reforms in Ukraine [12, p.1]. These are the results of the 15 - 26 December expert survey Fund "Democratic initiatives name I.Kucheriva" who presented at Ukrinform analyst O.Sydorchuk. "One of the main lesions, in domestic policy the vast majority of experts have called lack of structural reforms and a real fight against corruption [2, 4,] as well as an adequate response to hybrid-diffuse war in Donbas and Crimea annexation" [12 s.1-2]. To order to successfully meet the challenges that are associated with solving problems above named, the key mechanism of interaction between government and society is the diversity of state apparatus to influence public livelihoods, multi-purpose and functions of the goals of the European standards. The key problems that Ukraine should resolve this 2016 experts called fighting corruption, judicial reform, improvement of law enforcement, strengthening the combat readiness of the Ukrainian army, decentralization and administrative reform [2; 10; 12; 16]. Zvazhayuchy to contribute to those, it is worth noting that the problem of efficiency of management and its imperfections, [9, s.123], considered at the time of Karl Popper, who called inefficient management system "tyranny of petty official." The will of the class that her father, politico - administrative elite simultaneously saves

the basis of which it feeds, that is tyranny over society. In such cases, officials mostly often absolutizes their corporate interests [9 s.123-127]. The according to Popper, the only guarantee against the abuse of power is democratic control over it [ibid, p.127]. It worth to stress that the urgency of this problem, that is improvement of government increases due to the fact that the world is moving from public service administration model to a model of service state. There is a focus on the needs konkretno-ho citizen instead of administrative allocation services re-sursiv. Na today remember that "entry" into power, transformed into an end in itself, according to Atamanchuk GV inevitably and significantly distorts consciousness staff management, forming a kind of "funktsionernu" consciousness [435]. We believe that in a country where democratic institutions are in the making complex, closed public authorities, ineffective public relations, lead to alienation of people from power, funktsionernoyi's Influence public consciousness bureaucracy interferes with the above named rozvytku. Vyhodyachy should contemplate the future optimistically and noted that the old clan-oligarchic economic model in Ukraine is coming through. The draft State Target Program of the Civil Service to implement the Concept, which the Government approved the decree of 27 June 2012 g. Number 411-p. provides that the implementation of the program for the period until 2016 will help to ensure the implementation of personnel policy in the civil service, introduce advanced technologies and human resources to provide scientific support reforms [10, p.5]. Poryad with this social development today confirmed by the relevant political and legal support. The importance of the role of Ukraine's integration into the European Union defines a number of

practical steps towards European integration, which by their nature can be considered state guidelines European choice [13; 15; 19; 22]. Otzhe, European integration is an important foreign policy priority of Ukraine, the basis of its social strategy socio - economic development and a prerequisite for democratic development in the all masshtabi. Vodnochas among national political elites as well as in public opinion, as of today there is no consolidated position on Ukraine's accession to the European Union. Our country belongs to the periphery of the interconnection, which affected the interests - both for the European space and for Eurasian. The determining factor is that Ukraine in this configuration can fulfill a unique function consolidating factor. The integration may be more favorable for the internal (economic reforms, political stability) and external obstavyn. Na Unfortunately, at the present time the political forces and civil authorities are unable to provide the necessary institutional transformation to significantly bring national control system to European standards. Encouraging is the fact that Ukraine is in the process of gradual integration into the EU legal space aggressively reform the system of state-administrative relations. Development priorities in government fixed the President of Ukraine in the strategy of personnel policy for 2012 - 2020 years, which identified ways and means of professionalization Civil Service, the introduction of technologies of personnel management in the public service, first developed by the Canadian Bureau for International Education Strategic Framework for personnel management system. One of the main areas of change arises application competence approach to all the processes of human resource

management in the public service, which is the basis of personnel policy UK, Austria, Canada, Netherlands, Germany, USA, Australia and others. [11; 20; 21]. Vyznachalnym is that the public administration reform strategy for 2016-2020 years Ukraine considers the European and international dimension of civil service reform and puts on the agenda the creation of an effective human resources management system, encompassing a number of problems. This process involved - the executive authorities, scientific and academic institutions of the system of state officials, interested NGOs and international projects that support the implementation of systemic changes in Ukraine [11, p.7]. Hopes that the implementation of the Strategy will help improve the national system of government, to implement policies aimed at social development and adequate response to internal and external vyklyky. Ruh in this area is reflected in the worldview of scientists, general idea of which is that any reform - a complete change: improving the legislative framework, institution building and the development of human potential public life in accordance with European standards [5; 13; 14; 18; 20]. Treba noted that European standards of good administration set out in the document SIGMA, which contains a set of principles and criteria for evaluating public administration. The principles of governance are recognized by some countries as a list of standards and criteria for evaluation of public administration reform [19; 20; 22]. This is complex and multifaceted problem that outlined the Concept of the State Target Program of Civil Service for the period to 2016, involving, first all corresponding analysis of the essence of management, his focus of national reform [10, p.5]. Analyzing the role of public service in government,

aware of the need to improve social - aimed policy derzhavy. Rozporyadzhennyam Cabinet of Ministers "Some problems of public administration reform Ukraine" Strategy of public administration reform in Ukraine 2016-2020 years from 24 June 2016 Dok.474-2016- p vrahovuyuye full and deep evaluation of the state of public upravlinnya. Taka assessment of compliance with the Guidelines state administration carried out in 2015 by SIGMA experts in countries that are at the stage of EU accession [11 s.4-6]. Due to the fact that Ukraine score its original state is not carried out, one of the objectives of the Strategy defines a full assessment of the original state in accordance with the principles of public administration no later than 2018. This assessment should be carried out with the assistance of international experts [11, p.8]. Equally relevant is the current issues that Ukraine in different sectors need professional leaders in the public service who have conducted national reform and would provide the necessary power zminy. Schob served people required urgent measures - to achieve a new quality of life, introduction social, economic and democratic European standards of human society and derzhavy. Vysnovky and prospects for future research. Today Ukraine is facing the challenge of adaptation of the civil service as well as the entire social system to new conditions caused by changes in the socio-political system. So critical in this regard take government guidance European vymiru. U This demonstrates the possibility of the civil service employees responsible for direct activities to narodom. Nam must implement many positive changes to the functioning and development of democratic society. Today, more than ever, it is clear the need to change the

ideological position of the domestic political elite. It fundamentally change the philosophy of government that has developed over 25 years of existence of independent Ukraine. Rationally constructed system of governance has to perform and more general problem, namely the scale of values of our political and administrative elite must first be peace and human needs zlahody. Vvazhayemo that the choice of Ukraine European values, priority social and governance guidelines for social humanitarian integrated management system may deprive our country of the existing potential confrontation and speedy settlement of the conflict Shodi. Z view of the fact that social - humanitarian spryamovanistorhaniv state Vladinya practice through social protection, public order, freedoms and interests of citizens safe and healthy working conditions, environmental security by promoting collaboration and partnership countries within the legal framework, the priority interests of Ukraine to European values a close geopolitical point format spivrobotnytstvaz zoru- both the European space and for Eurasian. Hopes that the social development today is moving in the right direction according to the priority European choice.

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FOREIGN PRACTICE USING THE METHOD OF TRAINING OF CIVIL SERVANTS

Summary. This article demonstrates the basic approaches of foreign experts about use of methods of training of civil servants. Innovative and interactive methods have long been the foundation of training civil servants in many countries of the world. Training enables adopt various methods for training top civil servants and candidates for the highest rank. Global world enables to use the experience of different countries. Distance learning promotes the use of teaching materials of world practice of public service.

Teachers use a large number of methods for training of civil servants. Experts consider the training of civil servants as the engine of progress in the information age. Knowledge and research become the basis for progress and State civil servants. Teaching methods are separated as traditional, innovative, multimedia, interactive and passive. Communication methods make it possible to improve the perception of information in the learning process. They are the basis of the use of any other training method.

Innovative methods improve education. It extends the ability person. These methods are intensifying efforts to the achievements of the individual and show areas of development. These methods form the system thinking and add validity of it and promote progress in any field.

E-learning have a special place in the training of civil servants. Civil servants can receive more teaching and learning materials that they can use in the mobile mode. This is important because civil servants have different needs for training. They learn differently and want to develop the different levels of experience and organizational priorities.

Foreign experts discuss the results and effectiveness of educational planning. Teachers use method Case Study for training civil servants theory and practice simultaneously. It creates the ability to solve practical problems. Other experts write that the debate is the most effective method of learning. Discussions improve mental abilities of civil servants and give them practical experience.

Methods “Do it”, “Storyboarding”, “Assumption Busting”, “Concept Maps” use for active learning. They can identify the problem, identify various solutions and find the best solution. These methods accelerate growth and strengthen the natural creativity of civil servants and stimulate the emergence of good ideas.

Innovative methods systematize knowledge and build them in a hierarchical order. Civil servants are competitive in the labor market. Interactive methods contribute to motivating civil servants to learn. These methods enable to study the theoretical material through games, exercises and more. Tasks include individual and group forms of work. The use of modern information technologies for training of civil servants is important.

Keywords: civil servant, public administration, teaching methods, innovative, interactive, multimedia training methods.

ЗАРУБІЖНА ПРАКТИКА ВИКОРИСТАННЯ МЕТОДІВ НАВЧАННЯ ДЕРЖАВНИХ СЛУЖБОВЦІВ

Анотація. У статті висвітлено основні підходи зарубіжних спеціалістів щодо використання методів навчання державних службовців. Акценти зроблено на інноваційних та інтерактивних методах навчання, які сприяють розвитку практичних навичок державних службовців, інтелектуалізації державної служби, створенню умов для прийняття інноваційних рішень, надання можливості державним службовцям бути конкурентоспроможними на ринку праці. Диференційний підхід дає можливість добирати різні методи для підготовки державних службовців вищого рангу і кандидатів на посаду вищого рангу. Глобальний світ дає можливість використовувати досвід різ-

них держав. Дистанційне навчання сприяє використанню в навчанні матеріалів світової практики державної служби. Навчання державних службовців розглядається як двигун прогресу в інформаційну епоху. Знання та наукові дослідження стають основою прогресу державних службовців і держав. Методи розподіляються на традиційні, інноваційні, мультимедійні, інтерактивні, пасивні. Методи комунікації дають можливість поліпшити сприйняття інформації у процесі навчання. Вони лежать в основі використання будь-якого іншого навчального методу.

Ключові слова: державний службовець, державне управління, методи навчання, інноваційні, інтерактивні, мультимедійні методи навчання.

ЗАРУБЕЖНАЯ ПРАКТИКА ИСПОЛЬЗОВАНИЯ МЕТОДОВ ОБУЧЕНИЯ ГОСУДАРСТВЕННЫХ СЛУЖАЩИХ

Аннотация. В статье освещены основные подходы зарубежных специалистов относительно использования методов обучения государственных служащих. Акценты делаются на инновационных и интерактивных методах обучения, которые содействуют развитию практических умений государственных служащих, интеллектуализации государственной службы, созданию условий для принятия инновационных решений, предоставления возможностей государственным служащим быть конкурентоспособными на рынке труда. Дифференциальный подход дает возможность подбирать различные методы для подготовки государственных служащих высшего ранга и кандидатов на должность высшего ранга. Глобальный мир дает возможность использовать опыт разных государств. Дистанционное обучение создает условия для использования в обучении материалов мировой практики государственной службы. Обучение государственных служащих рассматривается как двигатель прогресса в информационную эпоху. Знания и научные исследования становятся основой прогресса государственных служащих и государств. Методы распределяются на традиционные, инновационные, мультимедийные, интерактивные и пассивные. Методы коммуникации дают возможность улучшить восприятие информации в процессе обучения. Они лежат в основе использования любого другого метода обучения.

Ключевые слова: государственный служащий, государственное управление, методы обучения, инновационные, интерактивные, мультимедийные методы обучения.

Formulation of the problem. Modernity requires new approaches to the training of civil servants. Globalization and information society development and create conditions for rapid spread of teaching methods used in different countries.

Analysis of recent publications on issues. Foreign publications show a large number of approaches to the use of methods of training. Popular is a differential approach to the choice of teaching methods of civil servants. [1] Some methods are selected for training those in top positions and those who are "strong candidate" for the top position (as called in domestic practice - reserve staff). For these groups specifically designed individual programs selected individual methods.

The researchers point out that there is some difference in the curriculum of English-speaking countries and other states, based on a different understanding of the concepts of "guidance", "partnership", "public importance". Regardless, as noted, everyone understands that: traditional lectures are not suitable for training public officials higher categories; you must use material world practice and its coverage in different educational programs in different states; for training to avoid large training groups; appropriate development and use of individual or group projects; it is necessary to use methods of distance learning. Regarding teaching methods, it focuses on their large numbers. They are versatile and related formal training in management, case studies, workshops and a large number of interactive sessions.

Experts emphasize that it is important for society to perceive education not simply as a means of

achieving social status, as well as the engine of progress in the information age using knowledge and research [2]. They, as well as domestic scholars pay much attention to the use of traditional and multimedia teaching methods and critical approach to identify strengths and weaknesses of these methods. Emphasis is traditionally made on the submission process and adoption information. Base is any method of communication that make it possible to improve the perception of information in the learning process. This can be achieved by using innovative techniques that not only improve education but also empower individuals to make active efforts of personal achievements, show areas of development, give justification thinking, self-sufficiency and promote progress in any field.

Certain attention is paid to efficiency and effectiveness of the use of certain methods, develop algorithms for teachers to better communication of information and its assimilation [3]. For the organization of independent work and motivation using a "personal account" (electronic), which is filled with all the necessary learning and teaching learning materials.

A special place is through e-learning webinars, e-consultations, conferences, etc. [4]. A special place is occupied by international programs and platforms for the exchange of experience and knowledge in the training of civil servants [5].

Thus, the purpose of the article is to highlight some popular modern teaching methods of foreign public officials for empowerment training local civil servants.

Presenting main material. At present teaching methods moved into the plane of projection, actions, operations and

services. There intellectualization of public service when the public official required creative ideas and projects of public services in view of the global information society. The emphasis is on social innovation. [6] It is noted that civil servants have very diverse needs for training. They learn differently and want to develop different levels of experience and organizational priorities. However, each state employees should receive a basic understanding that will enable them to achieve the goal.

For this distinguishes different teaching methods, including traditional (lectures, discussion, question-answer, observation, demonstration, brainstorming) and innovative (Drill - Practise, Case Study, problem solving, etc.) [7].

For many years debated the use of pedagogical design and Case Study as an effective method of training of civil servants. [8] The latter method is considered foreign specialists in the context of simultaneous teaching theory and practice [9]. Proponents of this teaching method believe that it provides an opportunity to move away from doctrines by which you must first learn the theory passively, and then use their knowledge in practice. Case Study method creates the ability to solve practical problems that will meet civil servant in practice. Teachers, thus, are able to build and develop the skills of the highest order when addressing specific issues. Distinguishes four problems solved through specific method situations: motivation knowledge; practical application of theory; the use of evidence-based empirical analysis; restrictions teoriyi. Zustrichayetsya view that the most effective method of teaching are discussions that give civil servant to get

some experience and improve their mental abilities [10]. Also distinguishes methods active work of students both individually and in groups. These methods make it possible to teach students the systems thinking [11]. This includes methods such as «Do it», «Storyboarding», «Assumption Busting», «Concept Maps», the essence of which follows: «Do it» makes it possible to identify the problem and creates conditions to develop many possible solutions, helps identify the best solutions and processing it into effective solutions. The advantages of this method is that it, accelerates and enhances the natural creative ability of students to solve problems; stimulates the production of a large number of good, diverse ideas; contributes to building learning in the context of the research process. Each participant prepares his own ideas on the strategy of communication in public administration in view of global and domestic experience. These ideas should be presented schematically on one sheet. «Storyboarding» («Storyboard») allows you to: 1) issue opinions graphically listeners to understand how those who are trained are working on a solution or the creation of the project; 2) adjust the "train of thought" students in order to help in planning; development of new solutions; resolve common problems non-standard methods; improve communication; building an effective organization. Particular attention should be paid to the students of the problems that are in other states and how governments and civil servants to solve. Filled specifically designed for listeners form. Students must clearly define and justify the experience which States and what has been adapted, expanded, improvements taken as a basis (the state - Summary of experience (what, how

and for what is used in the state, whose experience is taken as a basis). Also it is necessary to identify areas of improvement consultation with the public. The method "assumption Busting" ("The destruction of stereotypes") is that: each sentence or statement is subject to doubt, created a list of suggestions (assumptions) that are associated with a task or problem (for example, something not " working "due to the fact that no specific rules or conditions or no funding, or do not believe in the possibility of solving the problems of other techniques and methods, etc.) to answer the question:" under what conditions these proposals are not correct, and the conditions possible new options to solve? "the conditions for finding alternative ways of action to put the proposal into the real sequence of actions and implementation. Students have to answer the question questioning each of the proposals and dial" suitcase "of proposals to the instructions on the issues that will arise in the practical implementation and propose solutions to these problems in short time with limited financial resources, but using potential population. «Concept Maps» («Concept map") characterized by the fact that the knowledge presented in graphical form. It is a tool for organizing knowledge. Map consists of "labels" that reflect the concepts and consist of 2-3 words or phrases that create a conscious statement. Between the labels are links (direct, indirect, consequential, etc.). They demonstrate the "creative leaps" from the producer of knowledge (in this case the project) .For creative thinking such work enables: systematize knowledge and build them in a hierarchical order; unite the largest number of listeners knowledge to solve creative tasks;

develop new capabilities for searching and making new decisions; use all system memory in the audience navchannya.Perevahy this method is that: helps in generating ideas; makes it possible to design complex structures or components of general ideas; creates conditions for assessing the level of understanding of the problem. This method involves group work. We construct a map of the suggestions and ideas of each sluhacha.Vykonannya interactive online tasks that are broadcast from personal electronic cabinet teacher methodological worldwide network Learningapps on a specially created website teacher, enable the listener in the game entertaining way to explore the theoretical material and prepare for reasonably practical and seminar classes. Tasks include individual and group forms roboty.Vysnovky and prospects for future research. So there is a lot of modern methods used in the preparation of foreign experts civil servants, public managers, politicians. The emphasis is on interactivity and e-learning. The latter is based on the opportunities of the global information society. Further exploration will be used to explore the possibilities of training in state and public administration with a the use of modern information technology.

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FEATuRES AND FORMATION OF STATE REGIONAL POLICY OF uKRAINE AND FOREING COuNTRIES

Abstract. In the article the formation of a new approach to the objectives, priorities, instruments and mechanisms for the implementation of the state regional policy of Ukraine. Analyzes regulations that define the basic principles of regional policy in Ukraine. The differences between the regional policy of foreign countries and Ukraine. The features of the formation and implementation of national strategies for sustainable development of foreign countries (Poland, Belgium, Sweden). The necessity of realization of state regional policy of Ukraine- based spatial planning in accordance with the standards of the regional policy of foreign countries.

Keywords: state regional policy, regional policy, regional development, national strategy for sustainable development, strategic priorities.

ОСОБЛИВОСТІ ФОРМУВАННЯ І РЕАЛІЗАЦІЇ

ДЕРЖАВНОЇ РЕГІОНАЛЬНОЇ ПОЛІТИКИ УКРАЇНИ ТА ЗАРУБІЖНИХ ДЕРЖАВ

Анотація. У статті розглянуто формування нового підходу щодо цілей, пріоритетів, інструментів та механізмів реалізації державної регіональної політики України. Проаналізовано нормативно-правові акти, які визначають основні засади регіональної політики в Україні. Виявлено відмінності регіональної політики зарубіжних держав та України. Проаналізовано особливості формування та запровадження національних стратегій сталого розвитку зарубіжних держав (Польща, Бельгія, Швеція). Наголошено на необхідності реалізації державної регіональної політики України на основі просторового планування відповідно до стандартів регіональної політики зарубіжних держав.

Ключові слова: державна регіональна політика, регіональна політика, регіональний розвиток, національна стратегія сталого розвитку, стратегічні пріоритети.

ОСОБЕННОСТИ ФОРМИРОВАНИЯ И РЕАЛИЗАЦИИ ГОСУДАРСТВЕННОЙ РЕГИОНАЛЬНОЙ ПОЛИТИКИ УКРАИНЫ И ЗАРУБЕЖНЫХ СТРАН

Аннотация. В статье рассмотрено формирование нового подхода относительно целей, приоритетов, инструментов и механизмов реализации государственной региональной политики Украины. Проанализированы нормативно-правовые акты, которые определяют основные принципы региональной политики в Украине. Выявлены различия региональной политики зарубежных стран и Украины. Проанализированы особенности формирования и внедрения национальных стратегий устойчивого развития зарубежных стран (Польша, Бельгия, Швеция). Отмечена необходимость реализации государственной региональной политики Украины на основе пространственного планирования в соответствии со стандартами региональной политики зарубежных стран.

Ключевые слова: государственная региональная политика, региональная политика, региональное развитие, национальная стратегия устойчивого развития, стратегические приоритеты.

Formulation of the problem. Formation of a new approach to the objectives, priorities, instruments and mechanisms for implementation of the state regional policy due to the European choice of Ukraine. The current global trend is characterized by the increasing role of regions, improving regional level in government, which will significantly reduce formalizovanist public-management process, will consider the interests of the community and involve the public in decision-making. Therefore, it is reasonable to determine the basic principles of the formation and implementation of state regional policy of Ukraine, based on international best practices, which are aimed at solving specific problems at the national and regional levels, to analyze the strategic directions of regional development.

Analysis of recent research and publications. Problems of regional development and the formation of the basic principles of the state regional policy portfolio is devoted to research of many researchers. Various aspects mentioned problems involved in such scholars as A. Babinov [1] S. Varnaliy [2], V. Vorotin [2] M. Dolishniy [3] T. Golikova [4] M. food [5] V. Kuybida [2] B. Keretsman [6] D. Stechenko [7] O. Topchieva [8] and others.

The purpose of this article is to analyze the characteristics of the formation and implementation of state regional policy of Ukraine and other countries, to identify new approaches to the formation of objectives, priorities and mechanisms for implementation of regional policy and regional development corresponding to Ukraine's aspiration to integrate into the European community.

Presenting main material. The issue of regional policy in Ukraine are regulated by several normatyvno-acts, the most important of which are the laws of Ukraine "On Stimulation of Regional Development" [9] "On local state administrations" [10] "On local government in Ukraine" [11] "On the state targeted programs" [12] "On transborder cooperation" [13] "On state forecasting and elaboration of programs of economic and social development of Ukraine" [14] Decree of the President of Ukraine "On the Strategy for sustainable development" Ukraine-2020 "[15] and so on. The adoption of the Law of Ukraine "On Principles of State Regional Policy" [16], was primarily aimed at organizing and summarizing legislation in this area.

In fact, the law on regional development that emerged during the 1991-2016 biennium., Was to create a coherent, effective and mutually system, defining strategic directions planning documents on regional development, establish institutions that shape and implement national regional policies and implement regional projects development and determine principles of financing regional development. However, existing laws today and regulations, are based on different concepts have different priorities, different methods of regulation and are not mutually.

According to the Law of Ukraine "On State Regional Policy", the state regional policy - a system of goals, activities, facilities and concerted actions of central and local executive authorities, local governments and their officials to ensure high quality of life throughout the Ukraine on the basis of natural, historical, ecological, economic, geographic, demographic and other

characteristics of the regions, their ethnic and cultural identity. [16]

Regional policy is defined as "the sphere of management of economic, social, environmental and political development of the country in regional terms, according to designed program. The aim of regional policy is to create conditions for dynamic, balanced socio-economic development, deepening of market transformation processes, improve people's lives, providing state-guaranteed social standards for all its citizens "[2].

The next group of authors defines regional policy as a state activity aimed at ensuring effective and integrated socio-economic development and has two main vectors on their design and implementation - the "top" of the center, which justifies the foundations and principles of state regional policy and "bottom" of the specific areas where work out the practical experience of regional planning and management "[8, p. 95].

The main strategic priorities of state regional policy of Ukraine at the present stage, according to scientists, are:

- Achievement of national unity and social understanding in the humanities and social and political environment of Ukraine's regions;
- Search for the optimal distribution model functions and authorities at different levels of government;
- Strengthening the material and financial basis of local government and the social dimension of fiscal policy at the local level;
- Formation of innovative investment model of development as the basis of competitive regions;
- Modernization of industrial and social

infrastructure re Gion - the use of new, more effective forms of internal and external interregional interaction [1]. Vidminnosti regional policies of foreign countries and Ukraine are in the time of formulation of regional policies, degree of legislative execution and degree of centralization of power (in Ukraine have fewer powers delegated to the level of regions, districts, cities, towns than in foreign countries), the existence of special bodies responsible for implementing regional policy, identifying key concepts (lack of a clear formulation of concepts in Ukraine) and priorities of regional policy (practice of foreign countries, argues that the focus focuses on living standards, while in Ukraine, first of all, pay attention to economic growth). Vazhlyvym in this way should be the study and implementation of international experience in the creation of draft legal acts in the state regional policy. Most foreign countries have for decades formed its own model of state regional policy and the system of legislative support. The documents define the goals of regional policy, established hierarchical system of planning documents defined territory support, regulated authorities of the bodies responsible for the development and implementation of planning documents development, determined by the institution responsible for the implementation of projects and programs of regional development, established by the source and mode of financing development projects, defined common requirements for the establishment of a monitoring system for regional development. An obligatory element of these laws is ensuring participation in development planning documents of all stakeholders. The draft National Strategy for Regional Development of Poland,

2010-2020, developed by the Ministry of Regional Development July 13, 2010, defines the objectives, principles, mechanisms for implementation of local government based on regional preferences. [17] The strategy reinforces the role and importance of regional policy takes into account the potential of certain areas and associated spatial aspects of development. Acting as the focal sector policy, strategy determines the level of state intervention to the peculiarities of development of the various regions based on functional links and integrates application development tools. This allows for improved forms of partnership between government and governments. The draft National Strategy for Regional Development 2010-2020: regions, cities, rural areas (NSRD) is a document which defines the objectives and rules of procedure for NGOs, and the public - to achieve strategic objectives in accordance with national interest. This strategy contains detailed proposals, including: - comprehensive use of the potential of all areas and the transition to joint management; - stimulating competitiveness at the regional, national and international level, and support activities for the dissemination of innovative development - increasing territorial cohesion, both at the national and regional level, including through the establishment of functional relationships - achieving greater efficiency measures taken in the framework of regional policy - implementation of complex system integration and coordination of public policy that makes a significant territorial impact and consistent with the objectives of regional policy defined for specific areas - departure from the centralized management

model ("top-down") in favor of the introduction of multi-level governance, in particular by introducing new forms of partnership and coordination based on a territorial treaty, - streamlining management of public policy and finance by identifying the most efficient level of provision public services - improving the efficiency of regional policy, based on planning and forecasting, - modeling of regional economic system and the development of long financial plan through state and territorial agreements [17]. The new regional policy ensures the proper inclusion of Poland tasks of state development in spatial context, on the one hand, and the full inclusion of spatial differencing of various factors on the other. The result of such targeted measures are effective support in the process of improving the competitiveness of the state. Therefore, the effectiveness of regional policy is determined on the objectives of regional development through effective use of its potential. U Belgian regional policy issues dealt with at the regional level. The decision to assist certain regions adopted regional administration (for large projects), other decisions taken by the Regional Minister ekonomiky. Priority direction in this area is to develop a national strategy for sustainable development based on cooperation and coordination between the federal government, regional authorities and the public. The adoption of the National Sustainable Development Strategy (NSDS), defines the basic principles of interaction at both the federal and sub-national levels, which provides for closer cooperation and a clear coordination of management. Since April 2012 has been established and a permanent inter-ministerial conference on sustainable development. In April 2014 a draft NSDS was approved by all

ministers, including long-term vision of Belgium [18] Sweden. Regional policy is aimed at ensuring uniformity of development and competitiveness of the regions, and - the welfare of citizens and the adequate quality of social services throughout the country. It covers all regions of Sweden and is based on regional development programs. [19] The main components of regional policy and cohesion policy state participation in the implementation of regional investment projects. The intention is to contribute to the development of regional policy and the main aim - to stimulate development in all parts of the country with a strong local and regional competitiveness. The strategy has three priorities: reducing unemployment by 2020, achieve national environmental goals and bridge the gap of gender equality. The strategy identifies four social challenges - demographic development; globalization; climate and the environment; social cohesion. The priority activities of government defined 2020: innovation and business development; creating a favorable investment climate; establish a constructive dialogue between the authorities and the public; international cooperation. Integration area of regional policy provides integration from below, carried out at the initiative of the management of regions and integration from above, carried out by the government. Thus, the Swedish government introduced a regional policy aimed at forming a strong foundation of independent development of regions, primarily - based on their own preferences and economic potential. No doubt that the main instruments of this policy is equalization of income and expenses regions, providing grants and state

participation in financing investment projects that contribute to strengthening regional competitiveness both in the domestic and foreign markets [20]. Osnovnymi factors that characterize regional policy of foreign countries are: - the program of investment or development - long-term strategic program - creating equal conditions for business - regional development strategies are adapted to local conditions - creation of a favorable environment for investment; - introduction of program-target method of budget planning - international coordination and cooperation - agglomeration economy and urbanization - institutional support - multilevel governance. It is a number of tools that have different meanings for different states. In terms of historical development are five major classes of management tools: - funds going to deter the deployment of new enterprises in congested areas - spatial distribution of the state in economic development; - promotion of companies through financial support - the formation of infrastructure; - "soft" measures to stimulate regional development. Vysnovky and prospects for future research. Much of the attention given to the problems of regional development in foreign countries is proof that the state regional policy should be seen as one of the most important mechanisms for sustainable development of regions with appropriate support regional initiatives. The formation and implementation of state regional policy should be based on spatial planning, the experience and according to the standards of the regional policy of foreign countries that will accelerate the integration of Ukrainian economy into the European Economic Area and the integration of Ukraine into the European community.

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MAIN TRENDS OF WORLD'S THEORIES OF “NEW PUBLIC MANAGEMENT” (1980–2016)

Abstract. This article considers the problem of “New Public Management” (NPM). The analysis of some foreign researcher works made it possible to distinguish the stages of NPM development. The analysis of existing research of local scientists from the questions of the effects of “global democracy” on the development of the system of public administration of the transient societies, improving of the efficiency of civil servants activity on the issue of the relationship of civil society and the state bureaucracy, on the role and place of public administration in the system of local government and some others is conducted. Outlined the legal basis to the implementation of the NPM in Ukraine. The necessity of a content analysis of the theoretical foundations of the “new public management” for the introduction and development of “new public administration” (NPM) in Ukraine in line with global trends.

Keywords: Public Administration, Public Management, New Public Man-

agement (NPM), NPM world's theories, models of public administration, globalism, bureaucracy.

ОСНОВНІ НАПРЯМИ СВІТОВИХ ТЕОРІЙ “НОВОГО ПУБЛІЧНОГО УПРАВЛІННЯ” (1980–2016 РР.)

Анотація. Висвітлено напрями сучасних світових досліджень “нового публічного управління” (NPM) в розрізі 1980–2016 рр. Проаналізовано існуючі дослідження вітчизняних вчених з питань впливу “глобальної демократії” на розвиток системи державного управління перехідних суспільств, підвищення ефективності діяльності державних службовців, щодо проблеми взаємозв’язку громадського суспільства та державної бюрократії, щодо ролі і місця публічного адміністрування в системі місцевого самоврядування та деяких інших. Окреслено правові основи щодо запровадження NPM в Україні. Визначено необхідність проведення контент-аналізу теоретичних основ “нового публічного управління” задля запровадження та розвитку “нового публічного управління” (NPM) в Україні відповідно до світових тенденцій.

Ключові слова: публічне управління, нове публічне управління (NPM), державне управління, світові теорії NPM, моделі державного управління, глобалізм, бюрократія

ОСНОВНЫЕ НАПРАВЛЕНИЯ МИРОВЫХ ТЕОРИЙ “НОВОГО ПУБЛИЧНОГО УПРАВЛЕНИЯ” (1980–2016 ГГ.)

Аннотация. Раскрыты направления современных мировых исследований “нового государственного управления” (NPM) за период 1980–2016 гг. Проведен анализ существующих исследований отечественных ученых по вопросам влияния “глобальной демократии” на развитие системы государственного управления переходных обществ, повышения эффективности деятельности государственных служащих, по проблемам взаимосвязи гражданского общества и государственной бюрократии, роли и места публичного администрирования в системе местного самоуправления, и некоторым другим. Очерчены правовые основы внедрения NPM в Украине. Определена необходимость проведения контент-анализа теоретических основ “нового публичного управления” с целью внедрения и развития “нового публичного управления” (NPM) в Украине в соответствии с мировыми тенденциями.

Ключевые слова: публичное управление, новое публичное управление (NPM), государственное управление, мировые теории NPM, модели государственного управления, глобализм, бюрократия.

Formulation of the problem. Global theory of "New Public Management» (NPM) develop from the late 20th century. The issue of centralization and decentralization are considered from the standpoint of the analysis features of the world, their national traditions, characteristics of life science development and so on. Distinguishes certain classification of NPM. Thus, there is a difference between categorical apparatus of domestic and foreign science "governance", "public administration". In addition, domestic science and practice decided to consider some experience of individual states and introduce it into the national public administration. However, international experience shows the direction of scientific theories on the development of its own system NPM, which does not conflict with the global trend and the essence of NPM. In the world of accents done on intellectualization of public management and administration.

In domestic science questions of centralization and decentralization partysypatsiyi, improve the performance of civil servants, reengineering, managerism, auditing and more. However, there is no coherent national NPM theory, which would have the distinctive features of the traditional theory of governance. Besides not clearly defined methodology development and introduction of NPM in national science and practice. In fact, in 2016 there is a backlog of domestic science and practice of many developed countries. That is why there are problems with the introduction of systemic changes in Ukraine and its joining the world's developed countries.

Analysis of recent research and publications. Some elements of the global system NPM investigated in domestic science. Yes, RV Voytovych

[15] focuses on the impact of "global democracy" on the development of public administration transitional societies, stressing the importance of competition policy for their development effectiveness. VD Bakumenko S. Popov [13] study carried out theoretical and methodological support building paradigm innovative development of society based on modern concepts of social and state (public) administration, which now form the basis of meaningful updates public administration. OY Bobrowski, AS Zyenina-Bilichenko [14], regarding the issue of the role and place of public administration in the local government system, pay attention to the need to significantly improve the quality of management resources of local government and system modernization changes in the organization of public administration, including implementuvannya authority and responsibility of public authorities the function of local government.

The necessary conditions to ensure the effectiveness of government, as the LL Prikhodchenko [16] in his work are: the availability of sufficient resources of government, the distribution of which should be in accordance with the objectives of the authorities; use modern management techniques, as an objective reproduction given result; evaluation, systematic which allows economically, efficiently and effectively use available resources in achieving the desired state facility provided include direct actors in the process of finding reserves and opportunities; quality training.

Yu Tyshkun [17] summarizes the opinion of local scientists on the problem of the relationship of civil society and the state bureaucracy in Ukraine and concludes that civil society is able to significantly reduce the absolute power of the bureaucracy; There is also the role of

public opinion and the media to identify and disclosure of corruption in a professional state apparatus.

The purpose of the article. Identify the key global trends of the modern 'new public management »(NPM) to identify its prospects in Ukraine. To achieve this goal highlighted several objectives: to highlight areas of current global research NPM (1980-2016 biennium.); define the legal basis to implement NPM in Ukraine.

Presenting main material. In the 1980s and 1990s there was a large-scale rethinking management. All concepts present time were based on the theories of Weber, Wilson, Taylor [9]. Foreign experts noted that the concept dominated most of the 20th century. But with the advent of information in many countries began to seek the replacement of the traditional model of governance because the cumbersome bureaucracy can not fully meet the challenges of this new age, such as: mobility, instant response and ownership information. As a result, a new term "new public management", which includes a wide range of methods aimed at overcoming the inefficiencies inherent to the traditional model of public administration. Distinguishes traditional and classical approaches to public administration. There are categories such as "menedzherializm", "public administration market", "post-bureaucratic paradigm", "entrepreneurial government" and so on. A new approach to governance is focused. and the results, focuses on customers has certain value "inputs" and "outputs" .In 1993, scientists of the Philippines [10] carefully consider the model of reform of public (state) management (NPM) in Asian countries, focus on models reform of public administration and public management in different countries, "the government inventors"; "Reengineering

business processes." In the period from 1995 to 1997 actively uses the term «New Public Management». This is the role of governments and government leaders and bureaucrats in the development derzhavy.U 2001 Robert Bain defines "new public management" as "... a collection of tactics and strategies to improve the efficiency of the public sector ..." [7]. Since 2004 scientists worldwide, including in Germany [11] carried out a comparative analysis between the "traditional" (Veberovskym) public administration and "the new public management» (R. Behn). The latter aims to develop strategies and tactics to improve the efficiency of public sektoru.U 2008 Italian researchers [8] focus on increasing administrative capacity and the cost to the public sector in the countries of the EU. Particular emphasis is placed on within public administration, public administration and so on. Attention is paid to the public nature of government. As an example, French is considered "service public opinion." The problems of relations between the center and periphery of the local authorities in the context of public administration. Theoretical concepts France, Britain, Canada, Italy, Spain, USA, India, Australia, Germany, Austria, Georgia, China, where both the processes of centralization and decentralization within the authority of the state systems. It is important to remain problems of authority and forms spivrobitnystva.Perspektyvy international research in the field of public administration, as noted by US scientists in 2012 [12] concerning such issues of government, as globalism; joint management powers in the twentieth century; global public administration; the role of information technology in management; deliberative democracy and public participation; organization of the future; education and training of future

leaders. It is noted that governance in the colorful world that is rapidly changing and globalizing. This includes a large number of objects and subjects of studies with different types and disciplines. It's the intellectual development of the state - public administration. In the world of science is the research on models of public administration. The changes taking place in Ukrainian society requires modernization of the public administration. Sustainable Development Strategy "Ukraine - 2020", approved by Decree of the President of Ukraine on January 12, 2015 №5 / 2015 [6] defines decentralization and implementation of public administration reform as *pershocherhovi*. Na towards decentralization of power in Ukraine recently adopted many legislative acts (The Law of Ukraine "on principles of state regional policy" [5], the Law of Ukraine "on voluntary association of communities" [4], the Law of Ukraine "on amendments to the Budget Code of Ukraine on the reform of intergovernmental relations" [1], the Law of Ukraine " on amendments to the tax Code of Ukraine and some other legislative acts on tax reform "[2], other legislative acts of Ukraine on reforming the budget and tax systems) .Zakon Ukraine" on civil service "[3], adopted 12/10/2015, defines the principles , legal and organizational basis to ensure the public, professional, politically impartial, effective, citizen-oriented public service, which operates in the public interest and suspilstva. Viddayuchy tribute to their extraordinary relevance, it should be emphasized that implementation requires much hard work and the determination laws , features, trends and key factors of public management and administration as in the countries of the world, and in Ukrayini. Vysnovky. The current model of governance Ukraine does not meet the

strategic course of the country, directed to the European standards of democratic governance, through inefficiency, excessive centralization, susceptibility to corruption. Topical and socially important is the issue of the formation of 'new public management »(NPM) as a system, taking into account national traditions and domestic experience in development of system of public management and administration, which has changed the activities of state and quality of public services that meet the modern requirements of society. The basis of this process should be the conceptual foundations of "New Public Management» (NPM) in Ukraine formed on the basis of comparative analysis of world doctrines, concepts and theories rozvytku. Podalshi his intelligence will be used for content analysis of the theoretical foundations of the "new public management" for implementation and the development of 'new public management »(NPM) in Ukraine in line with global trends.

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ECOLOGICAL ASPECTS OF STATE UTILIZATION PROGRAM OF VEHICLES

Abstract. National program from the utilization of vehicles is analyzed. Its shortcomings in terms of the negative impact on the environment are considered. The perspective directions of scientific researches due to the reducing of the negative impact on the environment that arises from the operation of the motor sector, including utilization measures are determined.

Keywords: recycling of vehicles, environmental management, public administration motor complex resource.

ЕКОЛОГІЧНИЙ АСПЕКТ РЕАЛІЗАЦІЇ ДЕРЖАВНОЇ УТИЛІЗАЦІЙНОЇ ПРОГРАМИ АВТОТРАНСПОРТНИХ ЗАСОБІВ

Анотація. Проаналізована державна програма з утилізації автотранспортних засобів. Розглянуті її недоліки в аспекті негативного впливу на навколишнє природне середовище. Визначені перспективні напрями наукових досліджень щодо зменшення негативного впливу на довкілля, що виникає від функціонування автотранспортного комплексу, зокрема утилізаційних заходів.

Ключові слова: утилізація автотранспортних засобів, раціональне природокористування, державне управління автотранспортним комплексом, ресурсозбереження.

ЭКОЛОГИЧЕСКИЙ АСПЕКТ РЕАЛИЗАЦИИ ГОСУДАРСТВЕННОЙ УТИЛИЗАЦИОННОЙ ПРОГРАММЫ АВТОТРАНСПОРТНЫХ СРЕДСТВ

Аннотация. Проанализирована государственная программа по утилизации автотранспортных средств. Рассмотрены ее недостатки в аспекте негативного воздействия на окружающую среду. Определены перспективные направления научных исследований по уменьшению негативного влияния на окружающую среду, возникающее от функционирования автотранспортного комплекса, в частности утилизационных мероприятий.

Ключевые слова: утилизация автотранспортных средств, рациональное природопользование, государственное управление автотранспортным комплексом, ресурсосбережение.

Formulation of the problem. In the last three decades the problem of the environment have become a double relevance. Acute (accelerated and increased the scale) processes pollution. One of the main "culprits" looming ecological collapse both in our country and in abroad is road transport. Operation of motor transport accompanied by two conditions: harmful effects on the environment and benefits provided by road transport in everyday life. The negative impact on the environment due, firstly, the arrival of pollutants to the air in the vicinity of its operation, and secondly, the negative impact on the process of the final exhaustion of natural resources due to their use in the manufacture of vehicles. As to the first, this environmental problem is the most important subject of research today, while the quantitative and qualitative state of natural resources as one of today's environmental problems motor complex enjoys less popular during the research. The environmental problem of depletion of natural resources is complicated by several factors, among which highlight the following factors - lack of repair-restoration works for modern vehicles that are inherently part of environmental management and the destructive impact of the program on recycling of vehicles, implemented by the state to increase production volumes of the national automotive industry, and as a result - to obtain economic benefits from the operation area.

Analysis of recent research and publications. Ecological problems of functioning of road transport in the works analyzed V.M.Melnyka and FV Kozak, Y. Khagai, MK MK Caps and O. Lyamtseva and other authors, covering issues of pollution air and water, soil

covering products operation of vehicles, the regulation of transport services as one of the methods of environmental management in road transport, but the environmental aspect, none of the authors have not covered the problem of depletion of natural resources related to the operation of a motor complex.

The purpose of the article. Predict occurrence of negative environmental trends in the intensification of the exhaustion of natural resources, the implementation of the state program of disposal of vehicles at the state level and offer general recommendations to eliminate the negative impact on the environment.

Presenting main material. Over the past five years, several attempts have been taken to implement the program of utilization of vehicles (ATZ) or their components at the national level. The main basis for this are, firstly, the systemic crisis that engulfed enterprises domestic automobile industry, which is planned to overcome the increase in sales of vehicles through active stimulation avtokorystuvachiv to their acquisition (providing benefits with new ATZ by utilizing old). Second, equally important reason is the rapid deterioration of the quality of the environment, due to the increased number of car dumps, mostly illegal type, number of vehicles, idle without moving within the cities and pollute the environment. Well known is the fact that in general, further operation of the vehicle is not possible if no downtime last movement (use as intended) up to a year or more. This process is caused by a number of factors, primarily the influence of the environment. Thirdly, the results of the state program of recycling is expected to receive secondary raw materials (scrap Steel) for the metallurgical industry,

which today is technically feasible and environmentally appropriate measure of resource conservation.

The implementation of the state program of utilization of vehicles faced a number of obstacles that solve both the first "wave" of its implementation and secondarily failed. The main drawback of this program, which is de jure (in the regulations that govern Recycling Measures) was taken into account, while de facto (in the stage of actual implementation) sufficiently processed state apparatus was not, is the legal basis. Note that the regulation of the disposal of vehicles is regulated by the Law of Ukraine "On utilization of vehicles" [1] which defines the legal, economic and organizational measures, but only conditionally. This normative document established entities, their responsibilities and requirements, the procedure for transferring vehicles to recycling and so on, but at the same time it should be noted that these provisions are indicated only documented, while the actual structure of the collection vehicles facilities, their dismantling is not established, the absence or technical experts to implement utilization, folding papers and more. The most significant shortcomings to be considered lack of specialists, infrastructure and technical capabilities to ensure environmentally safe for the environment the collection, storage and processing of the most hazardous components and fluids vehicles - batteries and industrial fluids. Analyzing this program should be allocated, and some environmentally hazardous aspects that are not considered public aparatom. Razom economic benefit is expected to receive as a result of the passage of new production automobile industry development should take into account

the environmental aspect, which is due to increasing pressure on the natural environment, increases the exploitation of natural resources (primarily deposits metalorudnyh minerals) while increasing the volume of new vehicles, it firstly. Second, as the law, and so are not provided organizational issues of environmental safety in the performance of work utilization of hazardous components such as batteries, tires, technical liquids, etc., is second. It turns out that the introduction of top recovery programs at the state level aimed only at improving the economic climate especially in the automotive industry in the short perspektyviAnalizuyuchy state environmental program in the utilization plane note that overcoming the crisis automobile industry is justified and necessary step by the state. However, the measure of economic development is quite radical, because it is due to the intense nature. While acknowledging the attempt of the state apparatus on raising the image of the automotive industry both domestically and abroad must be recognized that in the near future should expect intensifying the process of depletion of natural resources in the country, if you follow the chosen program of utilization of vehicles. From the foregoing, it must be concluded regarding the shortcomings of the course where the state apparatus is recognized crisis situation of the national automobile industry, which is proposed to overcome through the introduction of top recovery programs at the state level. However, the implementation of management decision ignores a number of shortcomings that negatively affect the environment in the future. Given the intense nature, which is a derivative of the state program of recycling and various efforts to support the national automotive industry (which result that was expected has not led) [2]

must offer scientific suggestions for overcoming or reducing the load as natural resources, as also environmental *vzahali*. *Vyslovyuyuchy* own opinion note that along with the development of automobile industry must, considering also the environmental aspect (environmental management and environmental protection) for the industry, make efforts (to ensure law and science) to build *avtomobileremontnoyi* base in the country. But now there are no mechanisms to eliminate the negative impact on the environment (especially the process of depletion of natural resources) in connection with the operation of the automobile industry. I should add that this issue should be developed comprehensively, using public administration in general to motor complex, which absorb some sectors and sub-sectors, firstly automotive and road transport. To reduce pressure on natural resources necessary to implement measures of resource (material and energy efficiency) in road transport during the operation of motor vehicles by the repair-restoration works that can be described as components of environmental management in industry. In addition, the development of automobile repair industry in the country will make additional sources of financial revenues and the country will increase in direct proportion to the volume growth of sales of products of domestic enterprises for the production of vehicles and components to them. Looking at the components of the state mechanism to reduce / eliminate the negative impact can be determined its complex nature manifested in the simultaneous application of measures of disposal of vehicles, measures of improvement in maintainability of modern vehicles, which lie at the stage of its design, measures of resource (repair-and-

renewal work in auto repair plants) as well as a number of economic and legal leverage mechanism. Today this vector meaningful research is not performed, but there are fragmentary scientific work to work and utilization of resource conservation measures, which are separate proposal development and not interdependent and interconnected into a single system of environmental management in motor complex and. Thus, the proposed components of the complex machinery of government must recognize promising direction for further research on sustainable environmental management in the motor sector. Conclusions and recommendations for further research. Identified weaknesses veiled state program for recycling of vehicles associated with the emergence of a number of environmental threats affecting the intensification of the process of depletion of natural resources (minerals *metolorudnyh*). Generally considered one of the ways of government the process of environmental management in the operation of a motor complex (positive effect on the qualitative and quantitative content of mineral deposits, has the features and components of resource Environment), which is based on developing a comprehensive mechanism for environmental management.

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THE SPECIFICS OF IMPLEMENTING THE TOPOLOGICAL APPROACH FOR FORMING SOCIAL COHESIVENESS IN A STATE

Abstract. The specifics of implementing the topological approach for forming social cohesiveness in a state are considered in the article. The three basic methods of forming the social cohesiveness in a state are analyzed there: topological, sense forming and modeling methods, also their advantages and disadvantages, preconditions of use, interrelation among them are analyzed in the article. The leading role of the topological approach as a composition during forming the social cohesiveness in a state is proven there. The main toposes of the social cohesiveness are detailed in the article, they are divided on the two groups: permanent and variable ones. Alongside with it, permanent toposes are associated with a form, variable toposes are associated with a context of the social cohesiveness in a state. The tectonics of the social cohesiveness in a state is determined as the fixed interrelation among its permanent and variable toposes.

Keywords: a state, social cohesiveness, topological approach, methods of forming the social cohesiveness in a state, tectonics of the social cohesiveness in a

СПЕЦИФІКА ЗАСТОСУВАННЯ ТОПОЛОГІЧНОГО ПІДХОДУ ДО ФОРМУВАННЯ СОЦІАЛЬНОЇ ЗВ'ЯЗНОСТІ В ДЕРЖАВІ

Анотація. У статті розглянуто специфіку застосування топологічного підходу до формування соціальної зв'язності в державі. Проаналізовано три основних методи формування соціальної зв'язності в державі — топологічний, смисло-утворюючий і модельний, їх переваги і недоліки, передумови їх застосування, а також взаємозв'язок між ними. Обґрунтовано провідну роль топологічного підходу як композиції при формуванні соціальної зв'язності в державі. З цих позицій розкрито основні топоси соціальної зв'язності, які розділені на дві групи: постійні й змінні. При цьому постійні топоси асоційовані з формою, а змінні — з вмістом соціальної зв'язності в державі. Розкрито тектоніку соціальної зв'язності в державі як фіксований взаємозв'язок її постійних і змінних топосів.

Ключові слова: держава, соціальна зв'язність, топологічний підхід, методи формування соціальної зв'язності в державі, тектоніка соціальної зв'язності в державі.

СПЕЦИФИКА ПРИМЕНЕНИЯ ТОПОЛОГИЧЕСКОГО ПОДХОДА К ФОРМИРОВАНИЮ СОЦИАЛЬНОЙ СВЯЗНОСТИ В ГОСУДАРСТВЕ

Аннотация. В статье рассмотрена специфика применения топологического подхода к формированию социальной связности в государстве. Проанализированы три основных метода формирования социальной связности в государстве: топологический, смыслообразующий и модельный, их преимущества и недостатки, предпосылки их применения, а также взаимосвязь между ними. Обоснована ведущая роль топологического подхода как композиции при формировании социальной связности в государстве. С этих позиций раскрыты основные топосы социальной связности, которые разделены на две группы: постоянные и переменные. При этом постоянные топосы ассоциированы с формой, а переменные — с содержанием социальной связности в государстве. Раскрыта тектоника социальной связности в государстве как фиксированная взаимосвязь ее постоянных и переменных топосов.

Ключевые слова: государство, социальная связность, топологический подход, методы формирования социальной связности в государстве, тектоника социальной связности в государстве.

Formulation of the problem. State - this whole, which, as part of present man. Being a state as revealed through the most comprehensive modality Immanuel Kant: "the possibility - impossibility", "existence - nonexistence," "necessity - chance" [1, p. 111]. Each of these modalities are essentially "topos" in the Greek sense. Thus, these modalities are the most generic version of topological methods to consider the nature of the state.

At the same time, Plato showed exceptional importance "Eidos" - ideas in the formation and development. He identified the art of governance "with the ability to see the good and make him climb" because "... the idea (Eidos) good - that's most important knowledge; through it are appropriate and useful righteousness and everything else "[2, p. 246]. And the good meant solely in terms of the state, because "fair and ... the individual is in the same way that justice is carried out in the country" [2, p. 173]. This is the main *raison d'être* of the state. And the same is the essence of meaning-forming method to study the state.

According to the theory of natural state, its spiritual inevitable functional basis, while the financial element is variable and changing objective content. In this regard, when considering the state model becomes especially important method that is aimed at "creating and learning systems that are functionally similar, albeit implemented on different physical media" [3, p. 143].

Understanding the state as a form of life is revealed also by the doctrine of goals that teleology, which considers things only in terms of their feasibility. This immanent teleology assumes that the goal is to most things (*entelechy*). Indeed, according to the theory of natural state the purpose of its existence is

herself. Within immanent teleology H.V.Leybnits introduced the concept of pre-established harmony according to which each part (monads) reacts to a goal of universal reconciliation [4]. Such a purpose for society is the existence of the state, the goal binds society together individuals, such as cohesion phenomenon can be called social connectedness.

At the same time permanent attempts of post-classical philosophy tear existence of the state of existence of individuals to oppose each other negatively affect the process of forming social connections in the country. Due to the emerging challenges to overcome this state of affairs in the state building, should clarify the knowledge of the phenomenon of social connectivity in the country. In this study it by using topological approach. The origins of the approach date back to ancient Chinese topology in the context of which being measured such comprehensive topos like Yin and Yang, which is not only the similarity, and the *predelnisty* its existence [5].

Analysis of recent research and publications. Integral research of social space in topological keys held Sorokin, who, recognizing the multidimensionality of the social universe, with its topology provides two parameter - vertical and horizontal. Based on these basic, in his opinion, topological parameters that apply to each and every modern democratic societies, Sorokin proposes the concept of social mobility. Vertical and horizontal measurements determine, respectively, the two main types of social mobility in modern society - horizontal and vertical [6, p. 300-305, 374, 402-403].

In describing the topology of Husserl emphasis on spatiality, as a field agreement with others, within phenomenological research the origins of topology [7].

Phenomenal study of the problems of being a topological extension keys found in the works of Heidegger. But Heidegger topology significantly different. Extremely broad view on Heidegger space allows us to see in it a structure that makes the area - mistseutvoryuyuchyy process [8].

Topology P. Florensky based on ontological interpretation of collegiality. [9] Developing the theme of collegiality thinker leads to finding ways of how the "gathering" of people in certain areas. "Form Reunion Florensky considered, on the one hand, as social cohesion on the other hand - as ontological entity.

In topology PN Savitsky develops the theme of catholicity, studied its form, is an attempt to link unity with its practical implementation in a particular area, which is defined as "mistserozvytku" united in their interaction, which echoes the works of Heidegger [10].

In the second half of the last century in France is a branch of philosophical anthropology, which claims the formation of a new type of topological thinking. This philosophical position belonging to the French thinker Michel Foucault, Deleuze G., A. Badiou, Derrida and others. The founder of a new philosophical topology is considered G. Deleuze. Instead of the traditional understanding of the thinking of Deleuze develops special understanding of topological thinking as reality where subjectivity ro zhlyadayetsya as semantic surface of things; topology of the areas defined meanings folds [11]. Perekid a new type of topological thinking provides new scientific methods, different from the traditional, primarily - topological modeling, which is interpreted as a specific method, different from the traditional dialectical synthesis. In [12] "topology" called any attempt to create beyond the subject-

object relationship of the subject with a graphic or spatial and metaphorical fixing this work katehoriyi. U NA Shmatko considered the topic of social topology; in particular, the author shows that social topology is, firstly, the study of invariant properties in changing the social space of multivariate statistical distribution of the active properties of individual and collective agents. Secondly, social topology, according to the author, is a structure where these properties are shown in their entirety [13]. In [14] metric and topological properties of social space defined by the author as being subject to the logic of the development cycle. In the context of public space topology author examined the dependence of institutional forms of governance of socio-cultural influences. In 2003, Vladimir Savchuk introduced and justified the term "topological reflection" [15]. Topological reflection is defined by the author as a method of modern philosophy that takes into account non-linear, but continuous (topological) character of modern thought (reflection) [16]. This philosophical method introduced in order to counter the classic modern thinking. The classic thinking unlike contemporary called "optical reflection", which, according to the author, shows the connection of the Enlightenment and the previous cartesianism him. In [17] an attempt by topological reflection show that the idea of the Silver Age - the idea place spatial vbudovanisty, is the involvement of reality, making reality itself becomes the house, space in which every thing - in his place, he has a sens. U same time it should emphasize the following, namely: in this study topological approach is seen as a methodological direction in the paradigm of nation-building. Aims topological approach for this study is to develop methods that are used to describe and explain the nature konstruyuyemoho too

difficult object - social connectivity in the country. It is important, in our view, to show that a picture of the object and the object itself, understood "as a special organization" [18, c. 744], it is defined less objectively as methods of thinking and diyalnosti. Metoyu this article is to examine the specific application of topological approach to forming social connections in derzhavi. Vykklad basic material. Based on knowledge of the methods discussed above nature of the state and nature of social connectivity, it can be argued that the basis of the topological approach to the formation of social connectedness in the state are several methods, namely, topological, semantic-forming method and determines modelnyy. Topolohichnyy that finding grounds for social connectivity is through comparison of spatial variety of options as possible alternative types of communication between topos. The advantage of topological methods for nation-building is that it allows you to recreate a picture. At the same time, this approach has a major limitation: uncertainty as the final structure topos and relations between them. Thus, the topological method operates under mozhlyvoho. Smysloutvoryuyuchy method is based on the assumption that the formation of social connectedness - a problem with many unknowns, including both topos structure and relationships between them, and its decision is based role in unifying sense. So smysloutvoryuyuchy method eliminates the foregoing limitations topological metodu. Zaznachymo that despite the marked preference smysloutvoryuyuchoho method, it has also been a serious drawback. This shortcoming is due to the fact that the same meaning is inevitably distorted by the perception of their own worldview

different people. So smysloutvoryuyuchy method is susceptible to the negative influence of subjective factors. Finally, the model method creates a model of interaction topos used as a methodological basis for the formation of social connectedness. It uses intelligent capabilities that operate on the totality of knowledge (ideas) of the problem areas to which the specific problem situation. This intellectual abilities should be focused on the creative solution of problems forming the most adequate model of interaction toposiv. Naykraschyy result of the formation of social connectedness makes use of all three approaches together, as it optimizes the integrated kartyny. Tak, topological method allows you to compare different configurations topos and relations between them, while maintaining the uncertainty of the real structure. Allow Smysloutvoryuyuchy method olyaye remove uncertainty topos structure and relationships between them by using unifying role of meaning. Model method aimed at description of the nature of interaction between topos as part of a problem within the model method sytuatsiyi. V important concept installation. The term "installation" means a state of inner mental readiness entity to act a certain way in response to the various manifestations of social, economic, and external environment. It should be noted that the installation - it is not an innate property rights, and psychological characteristics of the individual, acquired in learning and future life and professional experience. Installation disclosed in the ratio conscious and pidvidomoho. Spilno with the term "installation" in the modeling method is an important concept of "motives". The grounds - are factors that in these social conditions determined by the willingness of the individual to achieve some common goal, creates social

cohesion. Thus, to achieve social coherence depends largely on the grounds. These motifs associated with relation to common purpose, material considerations living conditions, climate in society, awareness of their capabilities and the importance of public satisfaction neyu. Obmezhennyamy achieve social connectedness are the lack of flexibility of thinking, the power of habit, empirical approach, excessive specialization, hierarchy of influence, fear of criticism, fear of failure, laziness, etc. Social cohesion is not possible without a high level of general and professional intellectual, cultural, personal development, spatial representations and imagination, ability to learn and use komunikatsiyi. Teper consider preconditions smysloutvoryuyuchoho method. The essential basis for meaning-forming method is the prediction of future predictability, that is outstripping reflection existence and development of public life. The accelerated display emerged as adaptive response based on past experience of remembering and using it in the current zhyttyediyalnosti. U meaning-creating method notion of "anticipatory reflection" plays a triple role. First of all, outstripping the display appears as a prediction of reality, as an adaptation to state conditions change. Next outstripping display serves as the results of the foresight necessary to solve the problem of social connectedness. Finally, it serves as a prediction of the action as his model to achieve this goal and get the intended result. At the same time predicting the future is determined by the model of the future, demonstrating the close relationship and meaning-creating model metodiv. Tryvale existence of social connectivity in the country is impossible without a comparison of the prospects,

which declared earlier with the real results of state building, evaluated society. This moment - the ratio of perspective and real - are crucial to the formation of social connectedness. Why? Because it is the degree of relatedness of these results - and a real perspective - establishing or consolidating society, or, split [24]. Topolohiya social connectivity is a reflection of the plurality of content state. The essence of the state as a whole and its embodiment in reality form a plurality of content and methods of social connectivity in the country. Since the existence of the state has spatio-temporal nature, and topology social connectedness as a spatio-temporal nature. This space-time integrity determines the nature of space-time topology social zvyaznosti. Osnovnym way of social connectedness in the state is a collective activity. Therefore, it is central to the topology of social connectedness. Along with the concept of "collective action" an important element of social connectivity topology is the notion of "meaning." Thus revealed a close relationship topological and meaning-creating methods in the formation of social connectedness. The third important element topology social connectedness is the concept of "situation". Thus seen close relationship and topological modeling techniques in shaping social zvyaznosti. Vysche listed three elements reflect the permanent part or core of social connectedness. Variable form of social connectedness such elements of topology, as individuals, their groups, social institutions, cultural traditions. The multiplicity of groups of individuals given such concepts as death, classes, strata, nation, etc. The category of "social institutions" include such things as family, health, education, political parties and all branches of power in the state (executive, legislative and judicial) and t.d. Sche more diverse in content is a

category "cultural traditions". These include socio-economic system (market and planned economy, such as economic paradigm of liberalism, and so dirizhyzm. D.), Socio-political formation (slavery, feudalism, capitalism, socialism), types of social of political government (monarchy, republic, oligarchy, and so on. f.), educational traditions that are embodied in different types of psycho-social natsiy. Formuvannya connectivity in the country is a reference of its individual points of its individual manifestations. In other words, lots of topos and relations between them are arranged in a connected community, which is a prerequisite for the existence of the state. The formation of social connectedness in the state must be flexible. However, this should not cross preserving the integrity of such a platform requires derzhavy. Zvidsy formation of social connectedness when the form is defined and varied content. Such a platform in which integrity is ensured stability of form and content variability is defined as a composition. As a form of a composition based on the fact that integrity can not be reduced to its constituent topos, since the existence of the latter is secondary to the whole. Therefore, the composition is a "whole field", ie the form that covers content. In our case, it appears that the topological approach and formation of social connectedness is kompozytsiyeyu. Diysno invariably form asked three above-mentioned elements of the topology of constant social connectedness, "meaning", "situation", "collective activity" is necessary .pri topological approach provides flexibility presence of a variable part as: "individuals", "groups of individuals", "social institutions", "cultural traditions" so way, the presence of both constant

and variable parts within the topology social connectivity , achieves variation content at a constant formy.U the same time two methods - the meaning-creating and modeling - providing additional flexibility of the process of formation of social connectedness. Thus, the meaning-forming method includes prediction of future predictability. It generates a prediction of the future contours of the content and the consequent diversity of its options. Moreover, reliance on the specific situation in the modeling method in the presence of many allows widely varied content of social zv'yaznosti.Oskilky above was substantiated that social topology of constant connectedness has a function of shaping that ensures the preservation of the immutability of form, it will consider further correlation components of its three main topos from the standpoint of public buttya.Vidpovidno to the nature of the state as a natural phenomenon (Aristotle) [25], and as a moral agent (Hegel) [26], the primary meaning is the awareness of social connectedness in context state building. The variety of facets of public life is reflected in the variety of situations that opredmechuyut social cohesion in the country. Refraction sense of social connectedness through specific situation of public life is starting a prerequisite for the successful implementation of the process of collective action in derzhavi.U The methodology of forming social connections in the state general concept of "feedback" becomes more concrete expression. As noted earlier, the holistic nature of the formation of social connectivity is provided in the state of permanent domination of the topology of the variable. At the same time there is a serious risk of mismatch between fixed and variable parts of the topology of social connectedness. This danger can be realized if in the process of clarifying the

content of social connectedness forgotten to bring his form. To avoid this, you must follow a constant feedback loop between content and form social connections in the country. Thus this feedback should be provided in specifying the content of each variable topos of social connections in the topology derzhavi. Razom so it should be noted that the presence of feedback alone does not guarantee the preservation of the immutability of forms of social connectivity in the state. The fact that the incorrect character variable feedback topology of social connectivity to constant may cause distortion of the essence of the three main topos of constant topology social connectivity in the country. So then we need to consider the nature of these three fundamental topos of social connectedness in position derzhavi. Z natural (natural) theory of the state, the state is seen as an ethical principle, the idea of order and, eventually, ontologically - as a form of life [27]. Thus, the sense of social connectedness in the country can also be identified with the three above-designated Eidos (ideas, images). If the disclosure of the content of any of the topos of variable topology social connectivity in the state lost at least one of Eidos, it means the inevitable destruction of social connections in the country, and as a result, the most basic derzhavy. Nastupnyy topos - "the situation" - can be identified with the concept of "state." Condition - a category that reflects the implementation of a specific form of life, captures the moment resistance to the change, development, movement of material objects at a time, under certain conditions [28]. Thus, despite the fact that the term "situation" and "state" is invariant, then in the form-creating context the term "situation" should not

be treated with meaningful positions. From these positions should be considered only two types of class - "opportunity" and "reality." Failure in any of these two types of states inevitably leads to the desired and actual gap, and eventually, just as in the previous case, is the destruction of social connections in derzhavi. Ostannyi third base topos - "collective activity" should be considered from the position of the target focus on results, interpreted as a transition from "true" to "possible" state within a state. In this context, it appears that feedback must also be within the topology of constant social connectivity in the country. What is meant here? It is understood that the successful outcome of collective achievement requires continuous monitoring of feedback from "possible" state to state "real." The loss of such feedback, as in previous cases, leading to the inevitable destruction of social connections in derzhavi. Spyrayuchys the above, we can say that the three basic topos of social connectedness - "meaning", "situation", "collective work" - are a unit. The absence or poor state of any of the three topos automatically means no social coherence and integrity derzhavy. Tak itself meaning the presence of three of the above Eidos - state as the idea of order, as an ethical principle and as a form of life - does not guarantee their implementation in reality state of being. This embodiment is realized only as a result of collective activities within the transition from state to state valid mozhlyvoho. Razom the fact itself of collective existence as a topos of social connectivity does not guarantee its absolute achievement. Thus, understanding a single sense of social connectedness of individuals and groups is a critical function of organizing collective action. It is also worth noting that the necessary transition from the real

state of the possible, which is the key to development of the state can not be achieved without the realization of a single sense of social connectedness individuals and their dynamic support hrupamy. Rozhlyad issues of social connectedness in the state, ie the time inevitably leads us to the need to review the functions of tectonics in the state. Tectonics - a process of interaction between semantic and meaningful parts of the state as part of a [27]. Tectonics reveals the process of developing the content of the state in compliance with its integrity. So tectonics is a dynamic reflection of the composition. In the context of social connectedness tectonics determines the order deployment of variable topology preserving social connectivity constant immanent forms of social connectedness topology and the maintenance feedback neyu. Rozhlyanemo order the deployment of content from the standpoint of social connectedness tectonics. As noted above, the variable part of the topology of social connectedness, revealing its contents must be subordinated to social topology of constant connectivity, revealing its shape. This means that the position of any of the four above variables topos ("individuals", "groups of individuals", "social institutions", "cultural tradition") shall relate to the state of social connectivity constant topos ("sense", " situation ", " collective work ") that must be maintained inverse correlation zv'yazok. Take fixed and variable topos should look like. Originally recorded current status of all four variables topos in the context of reality as a permanent component of Topos "situation". In particular, are most clearly represented a group of individuals (death, class, caste and so on. F.), The current configuration of social institutions and their degree of development, as well as a set of cultural

traditions (socio-economic structures, social and political structure, types of social and political government, national psycho-types) .Dali fixed current status of all three regular topos. In particular, it appears the awareness of individuals and groups imperishable sense of social connectedness in the state (ethical principle, the idea of order, immanence forms of life). For example, using an indirect judgment on the basis of the interpretation of the behavior of individuals and groups from the standpoint of objective awareness accordance sense of social connectedness with the natural position of the theory of the state. Such interpretations should be made to identify the individuals spread understanding of these social meanings zv'yaznosti. Scho to the second constant topos - situation, its status is recorded as the extent of the gap between possible (desirable) and actual (current) state of the state. This specific parameters desired state state may be collected from developed and available at the time of fixing the program and planning documents (plans and programs) .Stan third constant topos - collective action is recorded in a special way - in you See dynamics, the pace of real state to state mozhlyvo. Prypustymo that in the interpretation of the behavior of individuals found great variation in understanding the meaning of social connectedness (for each of these three components it) .Spyrayuchys experience in nation-building, the works of philosophers of antiquity and modernity we can say that there are two fundamental types of corrective action with respect to the topos of variables that reflect the content of social connectedness: clarification that meets modern prynypam democracy, and forced change leaders reconfiguration groups rigidity living conditions corresponding to ancient

approach in the spirit of Plato [2, book V]. It should be noted that in many cases higher efficiency shows the share of both these meanings pidhovid. Yakscho variation understanding of social connectedness recorded within the same group of individuals, it means uncertainty or output units of social connectivity within this multiplicity of interpretations group or psychological unwillingness of individuals to act in a certain way in response to the various manifestations environment. Removing uncertainty units of social connectedness lies in improving the efficiency of communication channels and / or a clear statement of the provisions of social connectedness. Eliminating mental unreadiness individuals lies in education, strengthen the motivation of individuals to achieve common goals that shape social meanings zv'yaznist. Yakscho variation understanding of social connectedness recorded between different groups of individuals, it means the state semantic discrepancy or units of social connectedness typical psychological characteristics in these groups, or inherent motives. Removing non attitudes of individuals meanings associated with social connectedness advocacy aimed at changing attitudes of groups in the right direction. Removing non motives of social connectedness meaning individuals associated with the creation of conditions for them in the country that would demonstrate their disloyalty their motivation and, ultimately, forced them to change it in the right state for napryamku. Yakscho in context analysis topos "situation" recorded a significant gap between the possible (desirable) and the actual state of the state, it means the need to change the configuration of social institutions, which should minimize the rozryv. Yakscho in the analysis topos

"collective activity" recorded a significant reduction in dynamics, the pace of advancement actual state to state possible, it means the need for gradual changes in cultural tradytsiyah. Osoblyvo emphasize - gradually, because abrupt changes in the socio-economic structures, social and political formations, types of socio-political system in the history of civilization looked like revolutions, which always lead negative consequences of great sacrifices, mental disturbances and, ultimately, greater reductions pace of real state to state possible. Regarding the change of the national psycho-types, do it fast physically impossible because of the many restrictions, such as collective inertia of thinking, the power of habits under steady mentality, and so on. P.U result, we can state a clear line between fixed and variable social topos connectivity. Topos "meaning" forms topoi "individual" and "group of individuals" topos "situation" creates a topos "social institutions" and topos "collective work" forms topos "cultural tradition". This line is the basis and methodology of social connectedness. Conclusions and recommendations for further research. The study examined the specific application of topological approach to the formation of social connectivity in the state, as methodological support such activities. Found that the main methods of achieving social connectivity in the country is topological, semantic, and creating a model. Proved that the topological method of determining the basis of social connectedness through comparison of possible alternative types of communication between topos. Thus, the topology of social connectivity is a reflection of the plurality of content state. Topological advantage of the method is that it allows you to reproduce the whole picture. Lack of topological method is

uncertainty as the final structure topos and relations between nymy. Za using topological approach revealed the most important elements (topoi) topology social connectivity within a state, "collective work", "sense", "situation" (a modality). These topoi reflect permanent part or core of social connectedness. Variable form of social connectedness topoi such as "individuals", "groups of individuals", "social institutions", "cultural tradition" . Vstanovleno that meaning-forming method aimed at fostering social coherence based on unifying role of meaning . Advantage meaning-creating method is that it is free from the lack of topological methods. Lack of meaning-forming method is that it is prone to negative yvnoho influence of subjective factors. The essential basis for meaning-forming method is the prediction of the future, anticipatory reflection of the state of being that is essential for the formation of social zv'yaznosti. Z'yasovano that modeling method is based on knowledge of problem areas to which the specific problem situation. It displays a model of interaction topos within the formation of social connectedness. Within the model method are important concepts attitudes and motives povedinky. Obruntovano that the best result of the formation of social connectedness makes use of all three methods in combination, as it optimizes the whole picture in derzhavi. Pry This shows that the topological approach as the methodological basis of composition, played a leading role in shaping social connectedness, as it assumes the form of sustainability, the variable nature and multiplicity zmistu. U the same time, the other two methods - the meaning-creating and modeling - providing additional flexibility process of forming social connectivity. It allows widely

varied content of social connectivity constant at its formi. Vyznacheno that the state role of feedback is to prevent a mismatch between fixed and variable parts of topology social connectivity, monitoring compliance with the formy. Obruntovano that content social connectedness in the country should be identified with three Eidos: the state as a moral principle like the idea of order, and ontologically - as a form of life. Lost in the topology of social connectedness in the state of at least one of these ideas will inevitably lead to the destruction of social connections in the state and most derzhavy. Dovedeno that position invariance form a topos "situation" should be considered only two types of state - 'opportunity "and" reality. " Ignoring any one of them inevitably leads to a gap between them and the destruction of social connections in derzhavi. Utochno that the successful outcome of collective achievement requires continuous monitoring of feedback from "possible" state to state "real." The loss of such feedback also leads to the inevitable destruction of social connections in derzhavi. Pokazano that all three basic topos of social connectedness - "meaning", "situation", "collective activity" are a unit. The absence or poor state of any of the three topos automatically mean lack of social connectedness and consequently the integrity derzhavy. Vstanovleno that position tectonics status of any of the four variables topos ("individuals", "groups of individuals", " social institutions', 'cultural traditions') should relate to the state of social connectivity constant topos ("sense", "situation", "collective work") that must be maintained reverse zv'yazok. Vyyavleno clear line between fixed and variable topos social connectedness. Topos "meaning" forms topoi "individual" and "group of

individuals" topos "situation" creates a topos "social institutions" and topos "collective work" forms topos "cultural tradition". It is this conformity and is based on the methodology of forming social connections in the country.

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GROWTH OF THE QUALITY OF LIFE AS CRITERIA OF THE ACTION OF THE UKRAINIAN GOVERNMENT IN CONDITIONS OF DEVELOPMENT OF INFORMATION SOCIETY

Abstract. The problems of the government in the management system of communication and promotion of information on them are determined. Analysis of papers devoted to the study of new opportunities of the public administration in the conditions of emerging of the information society is conducted. Found that uncertainty of the goal oriented criteria of quality of life in public affairs lead to large errors in the social, economic policy scattered human capital, deconcentrate social energy in addressing of the key development issues. Proved the thesis of utopian of the social revolution in contemporary conditions in Ukraine. Defined quality of life as the main criterion of human development in Ukraine.

Keywords: public authorities, information society, communications management, quality of life.

ЗРОСТАННЯ ЯКОСТІ ЖИТТЯ ЯК КРИТЕРІЙ ДІЙ УКРАЇНСЬКОЇ ВЛАДИ В УМОВАХ РОЗВИТКУ ІНФОРМАЦІЙНОГО СУСПІЛЬСТВА

Анотація. Визначено проблеми державної влади в системі управління комунікаціями та просування інформації. Проаналізовано праці, що присвячені вивченню нових можливостей публічного управління в умовах розвитку ін-

формаційного суспільства. Встановлено, що невизначеність цілеорієнтованих критеріїв якості життя у суспільній справі призводить до великих помилок у соціальній, економічній політиці, розпорошує людський капітал, деконцентрує соціальну енергію у вирішенні головних питань розвитку. Доведено тезу про утопічність соціальної революції в сучасних умовах в Україні. Визначено якість життя як головний критерій людського розвитку в Україні.

Ключові слова: державна влада, інформаційне суспільство, управління комунікаціями, якість життя.

РОСТ КАЧЕСТВА ЖИЗНИ КАК КРИТЕРИЙ ДЕЙСТВИЙ УКРАИНСКОЙ ВЛАСТИ В УСЛОВИЯХ РАЗВИТИЯ ИНФОРМАЦИОННОГО ОБЩЕСТВА

Аннотация. Определены проблемы государственной власти в системе управления коммуникациями и продвижения информации. Проанализированы работы, посвященные изучению новых возможностей публичного управления в условиях развития информационного общества. Установлено, что неопределенность целеориентированных критериев качества жизни в общественном деле приводит к большим ошибкам в социальной, экономической политике, распыляет человеческий капитал, деконцентрирует социальную энергию в решении главных вопросов развития. Доказано тезис об утопичности социальной революции в современных условиях в Украине. Определено качество жизни в качестве главного критерия человеческого развития в Украине.

Ключевые слова: государственная власть, информационное общество, управление коммуникациями, качество жизни.

Formulation of the problem. The problem of the crisis of governance at the present stage is not just associated with evil technology, but the lack of common areas and activity restrictions defined and balanced at various levels and in various areas of life measure. Development of Ukraine is connected with the global trends of world civilization, the struggle for leadership in it, and with the current dominant domestic situations that define the logic of internal development. Therefore, modern public administrators are inadequate not only because of the lack of professionalism, but also due to lack of knowledge is a measure of nature, man and society.

The development of social science and modern technology allows the authorities at all levels to successfully use violence with the help of mental and physical suppression. man, that prevents determined as an obstacle that is eliminated. The problem is particularly violent technologies hostrotypry use of high-level knowledge of communications management and promotion of information on it (information technology distortion).

Analysis of recent publications on issues. Various aspects of the information society analyzed in Ukrainian and Russian literature in the works of I. Alekseeva, MS Demkova, TA Birch, L. Berezovets, AL Vartanova, ST Kara-Murza A. Kolodyuk, IB Kolyushko VI Lissitzky, LG Melnyk, IS Melyuhina, AI Rakitovo, GL Smolyan DS Chereshkina, AA Chernoff and others.

Purpose of the article - to analyze the growth of quality of life as a criterion actions of Ukrainian authorities in the development of the

information society.

Presenting main material. Back in 1973 the US published a book of famous American sociologist and futurist, founder of the concept of postindustrial (information) society D. Bell (1919-2011 biennium). "The coming post-industrial society" [1], which aroused great interest in the subject and had a wide positive resonance. This work was the result of understanding the processes occurring in the economy and public life of the United States in the postwar decades (World War II). The book contains a deep analysis of the main trends in the changing ratio of public sector production, becoming a service economy, the formation of scientific knowledge as a separate element of the productive forces. It evaluated the role and place of post-industrial society in the overall picture of social progress. Bell holistic concept builds on the analysis of huge factual material in controversy with representatives of various areas of economic and sociological thought.

For information mankind has become a global inexhaustible resource. His intense absorption and the emergence of new public administration impressive capabilities - features that distinguish the new era.

Information is also around the world and is considered as one of the main economic resources, the essence of which revealed in his time many scientists. Polish philosopher and economist A. Schaff wrote: "Informatics Society creates conditions for the happy life of mankind; it removes from the agenda that has been the cause of poor quality of life for the masses - the need ... creates opportunities for the full realization of the individual, freeing man from the heavy physical and monotonous mental labor, ensuring free time for self-

knowledge and enormous progress " [2, p. 331-332].

The main methodological principle teachings of famous Canadian philosopher, scholar, environmentalist media theorist and influence of artifacts as media Marshall McLuhan (1911-1980 gg.) Can be expressed as: spiritual and material progress of humanity is determined not tools or development of nature, economy, politics or culture, technology and social communication, ie communication channels owned by people [3].

Thanks to information technology post-industrial society differs from its predecessors changing the term length of various social processes. For example, the level and quality of education members of society are changing faster technology; as soon the process of change stereotypes of mass behavior than the balance of power states or carrying out reforms.

Regeneration social capital after the "big gap" with their traditions, norms (religion or hierarchical structure) requires the playback dopo-mohoyu discussions, evidence, arguments of cultural or cultural wars [4, p. 340]. Bourdieu distinguishes three types of political capital: one that is based on the outlook of religions; one based on formal modes potsmonarhichnoho type; Loan and political capital, based on trust [5, p. 208]. Social optimism is growing in the development and strengthening of social capital to the extent in which social capital with potential enters the extent practical development of society. So optimistic design of public policy as a hierarchy of determination, expanding the historical scenario in terms tsileoriyentatsiyi s otsialnoho capital in the formation of civil society in general and network

structures in particular. This provision is valid and relatively global processes, so the United Nations Development Programme as the three main pillars of cooperation are determined to promote investment in human development, the profits from which human potential is measured; international trade as a catalyst for human development while limiting unfair exchange; safety of the use of violence [6, p. 2-3]. The same progress is not limited to the improvement of health and education, increased income, but has rosshyrennya choices of leaders influencing government decisions and the exchange of knowledge [7, p. 1]. Nevyznachenist tsileoriyentovanyh criteria of quality of life in public affairs lead to large errors in the social, economic policy scattered human capital, social energy dekontsentrye in addressing major issues rozvytku. Pry use of such systems settlements that have methodological errors occur, according to C. H. Kara-Murza, "Piaget effect" principle of conservation of loss of value or quantity, that as a tool to measure "is a prerequisite for any rational activity" [8, p. 118]. Therefore, a comparison of living standards occurred (as often happens) on the side without vital figures, while trampling on the social shock absorbers. Another drawback of using only quantitative indicators, without finding out the essential determinants of quality of life, is the abandonment of the concept bazovosti economic sphere in Topeka society that is wrong, because the welfare of society and individual prosperity ultimately based on labor. Therefore, the use of certain macro or mikropokaznykiv often do not include or lose the idea of hard work, in this idea of reducing the value of people's welfare. In this context, it is reasonable to review changes made the

total cost structure of the product, the analysis of which is very well done VO Lisichkin and LA Shelepin. Post-industrial society of the West (for it also used the terms: information society, consumer society, modern capitalism) has a specificity that is associated with the release at the forefront of information science is becoming a direct productive force, the economy becomes extremely complex in nature. The economy of post-industrial society was receiving excess surplus value, which is due to lower production costs for particular companies, so obtaining permanent income must constantly introduced new and outstrip new technology. The principle of obtaining the maximum profit from excess surplus value always applies to all aspects of society, because there was a "consumer society", which creates new consumer needs and even ("industry events, idols," stars ") [9, p. 11-15.]. That change cost structure generated total product identified dominant spiritual, cultural and scientific factors of social development, while the main trend is competition for quality of life. These provisions also determine the economic basis of realization of the human need for self-realization, or harmonization of degrees of freedom, if we accept the classification of social progress VM Minin. Its concept highlighted three types of social progress according to three degrees of freedom: liberty as a measure of mastering the elemental forces of nature, will, as a measure of mastering natural social forces (social institutions) and will measure the mastery of man as its own (individual liberty). Accordingly, the first type of progress is due to a greater extent natural determination, the second - the social, the third - Biosocial. The main

factors of social progress is irreversible development of the productive forces, dominated uplink (social essence of progressive changes in the productive forces of society consists in the perfection of man's ability to work) as well as the evolution of material and spiritual culture and increase its role in the organization of social and economic social and political life [10, p. 21] .Tomu "world of post-industrial society requires new models of social organization." The need for information has grown and will grow faster than the information itself is made. The growing lack of information and the development of a market economy - with an incentive to revolutionary changes in the field of information and communication technologies - the basis of modern socio-technical revolution. Today the term "social revolution." Andrey Ermolaev believes that Ukraine "is waiting for the second phase of the social revolution." "Since the revolution and democracy can joke because the revolution and democracy strikes. Unfortunately, we are waiting for the second phase of the social revolution, which will be much tougher than the events of the Maidan. And to be responsible will be those political forces that are now restored the old regime the new shell. " In his view, "the wave of poverty, hunger and revolutionary reflection in Ukraine possible social riots, who will head the new radical leaders without serious political position. "" To avoid this, you should avoid social disruption this winter, to profound constitutional reform (which includes, including decentralization) and restart the national authorities "[11] .Kontseptsiyu "social revolution" as fast revolutionary (read - forced) pereoblashtuvannya society which relied Bolsheviks, once sharply criticized Nikolai Berdyaev. He wrote about the

need to remind them "finally found out about the truth, science and philosophy that social revolution in the strict sense of the word impossible, it never was and never will be. in this area, the word "revolution" can be used only allegorically, only a very extended sense. ... change the social fabric of societies is always a long molecular process; it depends on one hand, the state of the productive forces of economic creativity, Industry and agriculture, on the other - from the invisible changes in the human psyche "[12]. Hlyboki institutional changes require time, and by definition a social revolution - rapid and radical change them. Consequently, those who design social revolution, taking on impossible task, which, at least, can not meet the time frame of "revolution." A perpetual, permanent revolution is losing all meaning, because it is different from "evolution." It can support the conclusion that "social revolution as a radical and relatively rapid replacement of social institutions that transforms social system in a new quality - is more myth than historical reality. It is based on a utopian hope for quick creation of the social system by ideological project, not take into account the real value the role of human intention, on the one hand, and spontaneous evolutionary change and reformation, on the other, in the process of social transformation "[13]. Uzahalnyuyuchy experience informatization of our country, comparing it with the experience of other developed countries information, given also the fact that Ukraine remains aloof globalization, one could argue that it has a decent chance to go global and build their own information society, according to social standartiv. Konkurentsiya countries in human development is essentially a

struggle for a higher level of quality of life gradually becomes systemic criterion optimistic prospects for the development of society. All other factors are subsystem or evidence of dependency perspective of social sustainability issues centrism society and balanced sustainable human development. The direction and efforts of the government towards the optimistic social perspectives give a positive result if the main result is to increase the quality of life. In social prospects of Ukraine one of the main problems is the problem of poverty and poverty, which has its own specificity and identifies disparities in quality of life of the balance between different sectors of the population, or lack of concentration of social capital towards social development. Diligence, discipline, education Ukrainian people celebrate almost all foreign investors as the benefits of the Ukrainian economy. The problem of poverty in Ukraine caused by income inequality and the lack of legislation fixed income opportunities at work and enhanced high osvity. Vysnovky and prospects for future research. Today the quality of life is the criterion of human development in Ukraine. The authorities should be targeted at reducing poverty and serve as one of the most important criteria of measure life in Ukraine. Addressing poverty is a solution optimal balance of social protection policies - subsidiarity stimulate entrepreneurial activity, state equalization in pay state employees.

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THE ROLE OF STATE IN THE FIELD OF SIMPLIFICATION AND HARMONIZATION OF TRAVEL FORMALITIES

Abstract. In this article the meaning of “travel formalities” is defined and the practice of applying oftravel formalities in international tourism is considered. Special attention to the organization of public authorities during simplifying of travel formalities is paid. It was found that the harmonization of travel formalities depends on the interests of the state in the aspect of its security, public order, as well as rights and freedoms of citizens. With the elimination of the differences in social and economic development of countries, bringing law to the same level, travel formalities should be as simple as possible. The creationof space with any formalities is only possible wherethe high level of trust and cooperation between the law enforcement system, the state and society as a whole.

Keywords: international tourism, travel formalities, state tourism policy, international tourism organizations, freedom of travel, tourism safety.

РОЛЬ ДЕРЖАВИ У ПРОЦЕСІ СПРОЩЕННЯ ТА ГАРМОНІЗАЦІЇ ТУРИСТИЧНИХ ФОРМАЛЬНОСТЕЙ

Анотація. Визначено зміст поняття “туристичні формальності”, розглянуто практику застосування туристичних формальностей у міжнародному туризмі.

Особливу увагу приділено питанням організації діяльності органів державної влади у процесі спрощення туристичних формальностей. З'ясовано, що гармонізація туристичних формальностей залежить від інтересів самої держави в аспекті її безпеки, суспільного правопорядку, а також прав і свобод громадян. З усуненням відмінностей у соціальному та економічному розвитку країн, приведенні норм права до єдиного рівня, туристичні формальності мають бути максимально спрощені. Створення простору, вільного від всіляких формальностей, стає можливим лише там, де панує найвищий рівень довіри та взаємодії між правоохоронними системами, державами та суспільством в цілому.

Ключові слова: міжнародний туризм, туристичні формальності, державна туристична політика, міжнародні туристичні організації, свобода подорожей, безпека в туризмі.

РОЛЬ ГОСУДАРСТВА В ПРОЦЕССЕ УПРОЩЕНИЯ И ГАРМОНИЗАЦИИ ТУРИСТИЧЕСКИХ ФОРМАЛЬНОСТЕЙ

Аннотация. Определено содержание понятия “туристические формальности”, рассмотрена практика применения туристических формальностей в международном туризме. Особое внимание уделено вопросам организации деятельности органов государственной власти в процессе упрощения туристических формальностей. Выяснено, что гармонизация туристических формальностей зависит от интересов самого государства в аспекте ее безопасности, общественного правопорядка, а также прав и свобод граждан. С устранением различий в социальном и экономическом развитии стран, приведении норм права к единому уровню, туристические формальности должны быть максимально упрощены. Создание пространства, свободного от всяческих формальностей, становится возможным только там, где царит высокий уровень доверия и взаимодействия между правоохранительными системами, государствами и обществом в целом.

Ключевые слова: международный туризм, туристические формальности, государственная туристическая политика, международные туристические организации, свобода путешествий, безопасность в туризме.

Formulation of the problem. In the second half of the twentieth century, tourism took a significant development has become an important and widespread social and economic phenomenon of international scope. Tourist travel associated with crossing the borders of countries, stay and movement of tourists in a foreign country, and these issues are regulated not only by international law as national laws and administrative regulations.

Each country has specific conditions that characterize tourism activities, operating their national legislation governing the entry and exit of tourists procedure for moving goods across the border, exchange of foreign currency, rules of conduct tourists and others. Because of these reasons, organizational problems in international tourism is quite complex. To date, they have not yet fully resolved, although keenly discussed tavystupayut object of constant attention of states, governments and international organizations.

Travel formalities - an element of public and legal activities of public authorities. The content of the travel formalities have formalized the steps undertaken by the government to verify compliance with the law of the tourists, international law and the implementation of other measures caused by the need to ensure the safety of the individual, society and state, protection of other public interests.

Analysis of recent research and publications. Determination of content, features different aspects of compliance and regulation of travel formalities are devoted AP Bhatova, IV Zorina, AA Ignatiev, VA Quarterly, VS Senin and others. A significant contribution to research travel formalities as a major

aspect of tourism safety were made MM Marinin. But despite the available scientific results from this area important for us perceived problem of defining the role of the modern state in the simplification and harmonization of travel formalities.

The purpose of the article - to determine the place, role, functions of the state and its government structure the process of simplification and harmonization of travel formalities.

Presenting main material. The tourism industry because of its transnational character is immune from the use of "travel channel" for illegal activities, tourists, intentionally or inadvertently, destroy the monuments of nature, history and culture; infinitely entrepreneurs exploit tourist resources, employs minors for profit; public authorities and their officials are set to entrepreneurs excessive administrative barriers, thus preventing the development of tourism.

In view of the above facts, any civilized state can not remain aloof from these events and phenomena not create adequate protective mechanisms for combating security threats associated with tourism. An effective means of combating these risks are the "formalities" in tourism.

The concept of "travel formalities" came into practice due to the widespread use of the term in international legal acts. For example, documents the World Tourism Organization (UNWTO) the term "formal" is usually used in a neutral or negative sense, "Documents", "procedure", "barrier", "barrier".

Analyzing the etymology of the word "formality", IV Zorin in "Encyclopedia of Tourism: A Handbook" reveals its meaning as "a condition or set of actions that are necessary to achieve any

important responsible business" [5, c. 301]. M.M. Marinin defines as formal rules, conditions and actions needed in terms of law and established in the state order, which must be observed in the organization, design and implementation of travel [9, p. 7]. According to V. Senin, travel formalities - a procedure related to the observance of tourists who cross the state border, certain conditions, rules and requirements set by public authorities of traveling and staying [10, p. 115].

A person who intends to visit for the first time as a tourist foreign country generally believed that there are only border and customs formalities. But there are no less important sanitary and epidemiological rules governing the entry in tropical countries, where there are many dangerous diseases that tourists can bring in their own country. Knowledge and accurate performance of health standards will save it from many troubles during the trip.

Equally important for the tourist traffic is regulated procedure across the border many specimens of flora and fauna; rules relating to the movement of foreign currency and other valuables; question of personal insurance at the time of travel. In addition, there are a number of other, less known to the public the terms and rules of international tourism, which are provided by law in the interests of national security and public safety as well as protecting travelers and the environment.

Currently, to distinguish between two main groups of travel formalities: a) those relating to travelers as a whole (that is, individual tourists and organized groups); b) those relating to tourism enterprises that provide

services to tourists. Over the last ten years, non-tariff barriers in tourism resulting from the implementation of additional security measures by States, began to play a more significant role than purely economic obstacles or commercial character. Vyklykom time for business tourism is strengthening konkurensiyita consolidation companies. Today there is a serious intensification of competition between tourist centers in attracting foreign tourists. Ultimately, the struggle will be conducted by jobs and sustainable, responsible economic development. With the increasing consolidation processes will increase the pressure on the public authorities responsible for the issue of competition with the requirement to provide equal opportunities for all. Calls for the adoption of measures for the integration of local markets will grow with confidence that the globalization of benefit mainly multinational corporations. Other problems faced by modern tourism, can be identified as: congestion tourist centers; excessive taxation; the additional costs of security measures; liability and insurance; imperfection of e-commerce; congestion of airports and airspace; reduction or cancellation of air services; risks associated with the disease or natural katastrofamy. U theoretical aspect of the entry of foreign citizens in either country and the associated degree of "hardness" or "softness" of travel formalities depend on the interests of the state in terms of its security, public order, and the rights and freedoms of citizens. At various historical stages of development of the state balance is disturbed, periodically dominated by one or the other side. With the elimination of differences in social and economic development of countries, bringing law to the same level and with the same sense of human rights as a "citizen of the world" (not a single country), travel formalities are simplified and dominate your order

v'yizdu- travel abroad. MM Marinin said that the legal regime of international tourism consists of a set of legal norms of the country of residence of the tourist and the State, which made the trip, or more often - several states along the route of the tour at the same time. Therefore simplification of travel formalities, every country has to go through the line with a proven international practice. At full coincidence of the law of several countries travel formalities are they identical. In other words, all restrictive regulatory framework and actually disappear, to travel from one country to another - does not need a passport, visa, insurance, passing the border or customs control. The experience of the European Union and the Schengen Agreement on the only space tourist to the vast majority of European countries clearly show [9, p. 17]. It should be noted that Shenhenskazona "without borders" has little in practice bilshetrydtsyaty years: almost all of its standards is a unique precedent in international relations and have not been previously used. So create a space free of internal border checks is possible only where reigns the highest level of trust and cooperation between law enforcement, government and society in tsilomu. Razom with those for other countries of the world participated in a single space travel - is the distant future . Systematic violations travelers entities of various rules and regulations compel the country to be more "formalists" than hospitable. In this strict approach tourist travel falls not so much in the "hospitality industry" as beginning to occur with rigid administrative system, which stands for the protection of interests of their country, protecting it from illegal immigrants, foreign workers,

international terrorism and other "problems" . The Universal Declaration of Human Rights adopted by the United Nations in 1948, proclaimed the equality of all people confirmed their right to life, liberty, security of person, humane treatment, respect, rest and leisure, reasonable limitation of working hours and periodic holidays with pay. The declaration was a direct result of the experience of the Second World War and was first formulated those rights that should be everyone. In particular it was noted that all States of the international community are legally equal subjects of international relations and to respect human rights and freedoms. The main provisions of this important document serve as the legal foundation of international tourism [4] .Usima legal norms recognized worldwide tourism universal phenomenon, so nobody can be limited in opportunities to travel. However, the right to freedom of travel involves the mandatory compliance with the rules of international tourism, respect for local customs laws and visited countries and leaving it at a certain implement measures ni termin. Protsedura one security tourism while expanding opportunities for people to travel within the country and abroad in the scientific literature and international instruments is called "simplification of travel formalities" .Vidpovidno the Hague deklaratsiyiz tourism, tourist simplification of formalities in international tourism - a coordinated policy and actions of states to promote and encourage both individual and group travel trips, trips and stays [2] .Sproschennya travel formalities have grown beyond their initial narrow border formalities and customs procedures. Today it is believed that the focus should be on positive stymulyuvannyata promoting travel and tourism in particular

through measures that allow kozhnomubraty participate in domestic and international tourism, especially thanks to the perfect distribution of work and free time, the introduction of paid annual leave, a more equitable distribution during the year during the holiday season, paying special attention to the development of tourism for young people, the elderly and invalidiv. Protses simplification of travel formalities usually differ from the process of "liberalization," which is associated with the removal of barriers to tourism business and tourist trade. However, the rapid growth of travel and tourism in recent years, the meaning of "simplification of travel formalities" also includes liberalization of trade in services in the travel formalities turyzmu. Sproschennya state initially conducted bilaterally. Subsequently, these issues have been assigned intergovernmental organizations under the auspices of which were developed and adopted a number of important international treaties and dokumentiv. 1. Final Act of the Conference on Security and Cooperation in Europe (Helsinki, 1975): "The States Parties express their intention to encourage the development of tourism by considering the positive perspective, issues related to formalities for traveling abroad" [7] .2 . Manila declaration on world tourism (Manila, 1980), "World Tourism Organization includes a program of activities issues relating to the use of existing rules and current practices of travel formalities and making general recommendations to streamline and simplify tourist travels" [8] .3. Tourism Charter (Sofia, 1985): "States should facilitate the access of travelers (citizens of their countries and foreign citizens) to the public domain in locations frequented by applying the provisions of existing

documents on the facilitation produced by the United Nations International Civil Aviation Organization , the International maritime organization, the customs cooperation Council or any other organization, including the World tourism organization, given the continuous reduction of restrictions on travel "[11] .4. Hague Declaration on Tourism (The Hague, 1989): "Along with the rapid increase in travel utochnyayetsya and expands the concept of travel formalities. Some of them relate directly to tourists, others - representatives of the tourist business. Simplifying the travel formalities have left their original narrow limits of border formalities and customs procedures. Today we are talking about positive stimulation and promotion of tourism, in particular through the implementation of measures that allow each person to participate in domestic and international tourism, especially the young, the elderly, persons with disabilities "[2] .Komisiya UN Sustainable Development in April 1999. approved the concept of the Global Code of ethics for tourism and offered suggestions to complement its tourist industry representatives, non-governmental and civil society organizations. Written comments on the document were received from over 70 member countries of the UNWTO and various organizations. The latest edition of the Global Code of Ethics for Tourism, developed by the results of a long consultation process, was unanimously approved at the thirteenth session of the UNWTO General Assembly in Santiago (Chile) in October 1999 r. Kodeks contains nine articles that define the "rules" for governments, tour operators , travel agencies and tourists themselves directly. A separate tenth article is devoted to defining mechanism of solving controversial issues, which is based on the

principles of reconciliation and mutual understanding through the creation of the World Committee on Tourism Ethics, consisting of all members of the tourism process - government, private sector and civil society organizations [3]. Global Code of Ethics for Tourism should be a living document, especially in the context of streamlining travel formalities. In particular, in its eighth article "Freedom tourist trips" states that administrative formalities on crossing borders, imposed by States or arising from international agreements (visa, health, customs, etc.) need to be adapted so as to facilitate freedom of travel and freedom access the maximum number of people to international tourism. It should also encourage HS odes among countries aimed at harmonization and simplification of formalities gradually cancel or adjust specific taxes and fees, aggravating the tourism industry and prevent its konkurentospromozhnosti. Vysnovky and prospects for future research. The present system of travel formalities are the result of the long history of entry and exit, reception and service of foreign visitors. Travel formalities to protect the interests of tourists who are outside their country of residence, and allow registration of foreign tourists who cross national kordon. Turystychni formalities are divided into several types and include: passport, visa regime v'yizdu- exit customs regulations, currency control, medical and health standards, insurance, residence and movement of foreign tourists peculiarities of the country, immigration rules and some other protsedury. Poryadok entry and stay travelers in a foreign country, as well as the most international tourist activities for a long time will be under state

control. This is due primarily to the differences in socio-economic development of countries and different understandings of the representatives of various countries such categories as goodwill, order, morality, law and so on. Simplifying the travel formalities - a thoroughly thought out and coordinated policy, specific activities of government agencies, especially the National Tourism Administration, to the development and promotion of tourist travel, providing travelers the necessary social and economic security, a qualified medical and other assistance, protection of their property health and personal rights and svobod. Suchasni state as part of the tourism policy should encourage the people to travel by creating appropriate conditions for the development of the tourism industry, they must also ensure the safety of the individual, society and state, the environment in connection with disorganizing the possible influence of negative processes and phenomena caused by tourism development.

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IMPLEMENTATION WAYS OF ANTICORRUPTION POLICY OF UKRAINE

Abstract. In the article it is analyzed the current conditions of corruption in Ukraine and factors its scattering in public authorities. It is specified world models of anticorruption systems and forming features of national model of anticorruption system. It is analyzed results opinion poll on scattering corruption in deferent spheres of social life and rank of Ukraine in Corruption Perception Index. On results of comparative analysis of anticorruption strategic documents it is identified current status and ways for implementing anticorruption policy. It is addressed reasons of ineffective implementation of State program on corruption prevention and counteraction 2011–2015, and also key recommendations for reforming anticorruption policy of Ukraine. As perspective direction for further scientific research it is proposed the issue on developing measures and mechanisms for implementing new anticorruption strategy of Ukraine.

Keywords: corruption, preventing and counteraction, anticorruption policy, ways of realization, anticorruption strategy Ukraine.

ШЛЯХИ РЕАЛІЗАЦІЇ АНТИКОРУПЦІЙНОЇ ПОЛІТИКИ УКРАЇНИ

Анотація. Проаналізовано сучасний стан корупції в Україні та фактори її поширення в органах державної влади. Перелічено існуючі у світі моделі антикорупційної системи та визначено особливості формування вітчизняної моделі антикорупційної системи. Здійснено аналіз результатів соціологічного опитування щодо поширення корупції у різних сферах суспільного життя та рейтингу України за індексом сприйняття корупції. За результатами порівняльного аналізу антикорупційних документів стратегічного рівня визначено стан та шляхи реалізації антикорупційної політики. Названі основні причини неефективного виконання Державної програми щодо запобігання і протидії корупції на 2011–2015 роки, а також ключові рекомендації щодо реформування антикорупційної політики України. Як перспективний напрям для подальших наукових досліджень запропоновано питання розроблення заходів та механізмів реалізації нової антикорупційної стратегії України.

Ключові слова: корупція, запобігання і протидія, антикорупційна політика, шляхи реалізації, антикорупційна стратегія України.

ПУТИ РЕАЛИЗАЦИИ АНТИКОРРУПЦИОННОЙ ПОЛИТИКИ УКРАИНЫ

Аннотация. В статье проанализировано современное состояние коррупции в Украине и факторы ее распространения в органах государственной власти. Перечислены существующие в мире модели антикоррупционной системы и определены особенности формирования отечественной модели антикоррупционной системы. Осуществлен анализ результатов социологического опроса относительно распространения коррупции в различных сферах общественной

жизни и рейтинга Украины в индексе восприятия коррупции. По результатам сравнительного анализа антикоррупционных документов стратегического уровня определены состояние и пути реализации антикоррупционной политики. Названы основные причины неэффективного выполнения Государственной программы по предотвращению и противодействию коррупции на 2011–2015 годы, а также ключевые рекомендации по реформированию антикоррупционной политики Украины. В качестве перспективного направления для дальнейших научных исследований предложен вопрос разработки мер и механизмов реализации новой антикоррупционной стратегии Украины.

Ключевые слова: коррупция, предотвращение и противодействие, антикоррупционная политика, пути реализации, антикоррупционная стратегия Украины.

Formulation of the problem. In terms of the need to implement policy reforms in various areas: administrative, regulatory, military, law enforcement and medical priority for the government is fighting corruption - one of the main problems of Ukraine, which is constantly in the spotlight as the Ukrainian and international community.

After his election as President of Ukraine Petro Poroshenko said at the inauguration that the Ukraine for European prosperity and building the economy of free competition requires a national anti-corruption pact, under which officials will not take bribes, and people will give them no [1]. However, during the years of independence in our country, the process of development and implementation of the state anti-corruption policy, accompanied by the adoption of anti-corruption laws, development of relevant concepts and strategies, and making government programs for their implementation. The high level of corruption in Ukrainian society today makes the need for systematic study of the state and ways to implement anti-corruption policy in Ukraine.

Analysis of recent research and publications. The state of and ways of implementing anti-corruption policies devoted to the works of domestic and foreign scholars, including G. Kalnysha, ON Kostenko, TB Kachkina, MI Miller, A. Myhnenka, EV Nevmerzhytsky, Mauro Paola, Jeremy Pope, S. Rose-Ackerman, V. Soloviev, etc.

To isolate issues that were ignored scientists analyze in more detail some of them. Doctorate in Public Administration Yu.H.Kalnysh in scientific work "Corruption in Ukraine: Causes and mechanisms for combating the spread" notes that the inadequacy of anti-corruption legislation, unsystematic, ill-

founded and certain provisions of the crude is usually the cause of ineffective anti-corruption activities, but according to scientists in most cases the problem is the inefficient use of the legal base for combating corruption [2]. Instead, Doctor of Law M.I.Melnyk on the issue of anticorruption policy notes that the effectiveness of its implementation depends on the scientific understanding of the social and legal nature of corruption and social conditions of corruption, the causes and conditions of corruption, the proper definition content main corruption processes, patterns of development, as well as the adequacy of the chosen means of combating corruption [3, p. 56]. In his study, Doctor of Political Sciences Ye.V.Nevmerzhytsky offers to share anti-corruption activities in the fight against corruption as a specific criminal or administrative manifestations and complex economic, political, prophylactic, preventive, educational and organizational measures aimed at reaching socio-economic and political background corruption [4, p. 227]. One of the latest comprehensive research Preventing and Combating Corruption in government is a monograph of Doctor of Public Administration V.M.Solovyova "Preventing and combating corruption in public administration of Ukraine", which by the notion of a state anti-corruption policy proposes understood as a set of interrelated activities system of government for the development and implementation of goals, objectives, principles and strategic directions of solving problems in preventing and combating corruption [5, p. 103]. One of the founders of the international organization "Transparency International" (hereinafter - IT) Jeremy Pope says that you can not bring the whole spectrum of possible actions to control the level of corruption to expose and prosecution, but

rather suggests using a combination of blocking measures: improving transparency relations; prevent the development of relationships that may lead to corruption; transparency of financial relations between key players and prospects of the audit by the independent agencies are not enmeshed in corrupt networks [6, p. 40]. Meanwhile, a former employee of the World Bank and board member of the American branch of TI S. Rose-Ackerman in her book "Corruption and the State. Causes, Consequences and Reform" determines that corruption is a symptom of the presence of failure in the system of government [7, p. 7]. As the anti-corruption policy of Ukraine, despite the significant number of works devoted to corruption, needs improvement and efficiency measures, of precursors can be used as the basis for new developments in this area.

The article is to determine ways to implement anti-corruption policy in Ukraine based on the analysis of the current state of preventing and combating corruption. To achieve this goal was set the following objectives: to identify and describe the national anti-corruption model system; analyze the status and nature of anti-corruption policy of Ukraine, define its main shortcomings and justify the ways of further implementation.

Presenting main material. In Ukraine, corruption, consistently hitting the whole sphere of public administration turned its characteristic feature and led to distorted incentives character and social development. Objectively, one can argue that, despite the existence in our state anti-corruption strategy and action plan, as well as a number of relevant laws in Ukraine failed to build a coherent anti-corruption infrastructure, either in terms of policy, nor in terms of legislation or

on the institutional support [8, p. 3]. At our opinion in Ukraine, corruption is manifested primarily in the form of abuse in state government, which contribute to the following factors: extensive licensing and regulatory authority officers and employees; inefficient and inappropriate law enforcement and the security sector to new external and internal requirements, democratic and European aspirations of Ukraine; a large number of permits, taxes and fees; fluidity and temporary stay of personnel in the civil service; Legal nihilism, lack of effective education policies aimed at spreading knowledge of anti-corruption laws; sluzhbi.Naukovtsi state bureaucracy to determine the existence of the world these conceptual models of anti-corruption system: totalitarian, authoritarian, oligarchic, liberal and democratic law [9, p. 64-66]. In the Soviet Union once was reproduced authoritarian model anti-corruption system in which there was a selective responsibility for the orders "from above", as a rule, the ruling party elite [9, p. 64]. So naturally. that the main shortcomings of the public sector of Ukraine became independent, poor organization, lack of harmonization of decisions; numerous delays; lack of decisions framework; slowness and inefficiency of reforms [7, p. 93 - 94]. In such circumstances, the national anti-corruption system of Ukraine, especially in recent years, finally transformed into oligarchic model of implementation responsibility for the clan principle of "your own - someone else" [9, p. 65]. Unfortunately we have to admit that in Ukraine the idea of building a legal democratic state corruption has given way to pragmatism and adaptation, which literally caused rampant corruption in public administration [10]. Odnochasno, according to the corruption perception index ranking "Transparency International" Ukraine following the

results of 2012 2013 years consistently ranked 144th among 177 countries [11]. Along with her settled countries such as Papua New Guinea, Nigeria, Cameroon, Central African Republic, Iran, Kyrgyzstan. [11] For comparison, Poland, Hungary, Romania, Slovakia, Czech Republic and Georgia in 2013 achieved a much better result - 38, 54, 69, 43, 57 and 55 place respectively [11]. Tempy and efficiency of the fight against corruption flew affect Ukrainian society and remain slow. So in 2013, Ukraine's position in the ranking on the Corruption Perceptions Index, Transparency International has improved slightly, rising up only 14 seats. Now in 2016, our country occupies 130th place, sharing it with countries such as Nicaragua and Kamerun. Triykoyu leaders in the world's most famous anti-corruption ranking CPI 2015 is Denmark, Finland and Sweden with 91, 90 and 89 points respectively. Naykoruptsiynishymy countries are North Korea and Somalia with 8 points. "Colleagues" Ukraine for the shameful anti-corruption index is 27 points Iran, Cameroon, Nepal, Nicaragua and Parahvay. Dovidkovo: Corruption Perceptions Index is based on independent surveys, involving international financial and human rights experts, including the World Bank, Freedom House, World Economic Forum, the Asian and African development bank and others. The index is an estimate from 0 (highest level of corruption) to 100 (no corruption) according to a study Transparency International Ukraine www.ti-ukraine.org. Zaznacheni circumstances suggest corruption in our country as corruption crisis type, which is generated by the crisis of contemporary Ukrainian society and can it deepen, with property negate any political, economic, legal and

moral reform [2]. In the minds of the citizens of our state fixed idea about the widespread corruption in all government structures and management at all levels. In addition, high levels of corruption deprives the feasibility of individual anti-corruption struggle [12, p. 4]. V.M. Solovyov study on preventing and combating corruption in government, drew attention to the following key messages [5, p. 60]: - the term "corruption" complex, multi-system organized social phenomenon, which combines a variety of components, including: administrative, political, economic, legal, social, ethical - corruption - is a negative social phenomenon that is constantly and actively influence the minds of citizens and their personal views, forms selfish immoral values, defines corruption subculture in society, destroys social relations reduces resources and undermines confidence in the state - corruption covers higher (elitist), middle and grassroots level keeps vnoho management, penetrating all spheres and subsystems social life infringing affects the interests of all social groups and strata of society, affects politics, economics, social sphere, culture - corruption can be political, economic, administrative and domestic, can occur organized or spontaneously - corruption created a corrupt ethics, which has become an alternative to the moral and ethical standards in Ukraine. It can accept the position of Ukrainian scientist OM Kostenko, who notes that at the present stage combating corruption in Ukraine reduced to a "blind" manipulation changes in legislation (which looks to improve) and random acts of "improving" institutions of criminal justice ("law enforcement"). More than twenty years' experience in combating such evidence of its futility. So, ignoring the laws of the

existence of corruption in Ukraine Crisis type leads to anti-corruption so voluntarism (notably the legislature voluntarism and political voluntarism, which is manifested in haphazard reform institutions combating corruption). Experience shows that a sincere desire of citizens to fight corruption is not enough [20]. The results of nation-wide poll by the Razumkov Centre show that the newly established National Anti-Corruption Bureau of Ukraine flew enjoys high public trust. NABU is trusted by only 14.5% and 59.3% do not trust at most a fraction of those who could not answer (26.1%). Obviously, outstinky citizens is quite subjective, as in a short period of NABU still could not demonstrate a compelling rezultataty work, nor compromise itself, like the courts and the prosecution case [21]. .Kryzovyy and systemic nature of corruption in Ukraine requires consistent implementation of planned and coordinated measures to prevent and combat corruption, united by one anti-corruption strategy, the success of which depends on four components: the presence of a common political will; appropriate legal framework; coordinated with clearly defined functions and system interaction and feedback submission organizational and management structure of anti-corruption activities; measures aimed at forming anti-corruption public awareness and public control system, combined with the active involvement and cooperation with international experts and organizations [13, p. 184]. The first document, which can be brought under the category of national anti-corruption strategy has become accepted April 10, 1997 National program to combat corruption, approved by the Decree of President of Ukraine № 319/97. In the said National Program for the first time stated that

corruption negatively affect the provision of national security. [14] Interestingly Natsprohramy position that existing at the time the anti-corruption legislation largely gives the opportunity to fight with various acts of corruption [14], that is a priori recognized the lack of anti-corruption measures of a preventive nature. However, the national program was first shown in need of criminological examination of regulations to identify criminogenic factors in legislation and the lack of accountability to combat corruption. [14] Noted for fragmented legislative improvement and tightening it [14]. .Sered organizational and legal measures, in particular, was determined the development and submission to the Cabinet of Ministers of Ukraine the draft concept of fighting corruption in Ukraine for 1998-2005, and the preparation of the Code of Conduct of Public employee [14]. However, purely from a legal point of anti-corruption strategies in Ukraine can be considered three documents: the concept of fighting corruption in 1998 - 2005 years (Presidential Decree Ukraine from 24.04.1998 № 367/981); Concept of Eradicating Corruption in Ukraine "On the way to virtue" (Decree of the President of Ukraine of 11.09.2006 № 742/20062); National Anti-Corruption Strategy for 2011 - 2015 years (the Decree of the President of Ukraine of 21.10.2011 № 1001/2001). In the Concept of combating corruption for 1998 - 2005 for the first time at the legal act has been allocated forms (species) of corruption, defined the fight against corruption should be based on a combination of prevention, enforcement and repressive measures, while priority should be given to prophylactic measures [15]. It was suggested to divide and action against corruption in the immediate short term, including emergency, long-term and permanent nature [15]. .Sered preventive

measures Concept allocated social, political, economic, legal, economic, organizational, managerial, social and psychological measures. Implementation Concept ensured primarily through consideration of the document in state anti-corruption policy, the development of new and improvement of existing national and sectoral programs combating korupts ies, the adoption of new laws and amendments to existing normative acts, elaboration of a clear system of state control and responsibility over the implementation of regulations and guidelines Conception [3, p. 236 - 237]. Kontseptsiya combating corruption in Ukraine "Towards Integrity" included the creation of an effective system of preventing corruption, development of comprehensive measures to combat this phenomenon, identifying and overcoming its consequences and social conditions [4, p. 300]. The Concept was determined characteristics of corruption and bribery assigned to the most widespread corruption. Emphasized that secured integrity in executive bodies and local authorities, allocated the corruption risks in the activities of elected bodies, the judiciary and the envisaged measures to overcome these risks. [16] Special attention was paid to problems in identifying corruption civil society and law enforcement agencies, and proposed measures to improve their performance [16]. Zresh toyu national anti-corruption strategy for 2011-2015 was the systematic and progressive document, because it defines priority directions of anticorruption policy, in particular to identify and eliminate conditions conducive to or may contribute to corruption, and to prevent their attempts to create [5, p. 285]. Metoyu National Anti-Corruption Strategy identified reduction of corruption in Ukraine by addressing the conditions of its

emergence through the implementation of preventive measures, strengthening the rule of law, and the formation of social intolerance, negative attitudes towards corruption. [17] That document indicated the issue of anticorruption prefer safety and preventative measures. Separately defined reforms that have positively promote anti-corruption activities of the state, including the judiciary, tax, administrative, criminal justice, improving mechanisms for access to public information and obtaining legal aid. [17] Also progressive in the National Strategy considered using the term "integrity" in the context of determining its level to persons authorized to perform state functions or local government [5, p. 286]. Pursuant to the National Anti-Corruption Strategy for 2011-2015 Government of Ukraine November 28, 2011 adopted Resolution № 1240 "On approval of the State Programme on Prevention and Combating Corruption for 2011-2015", which corresponds structurally National Anti-Corruption Strategy and contains a list of measures the volume and sources of funding, expected results, indicators, terms of responsible and partners implementing measures. In 2013, the "Transparency International", having in Ukraine civil society monitoring of the said State Program, the main causes of ineffective performance attributed the lack of adequate funding most of the planned measures, clear indicators of the tasks and activities proper coordination performers discrepancy of some tasks planned measures, limited opportunities for performers, low executive discipline, lack of public demand for some reforms, laying responsibility for the implementation of anti-corruption organs that are affected by corruption [18, p. 71]. In addition, in its report TI has identified a number of these key recommendations for our state, including: reform of the public

service, law enforcement and judicial system, establishment of a specialized independent anti-corruption body, the definition of a clear hierarchy of regulations, to ensure proper regulation of the administrative process, introduction independent audit of public finances at the local level, reform of political finance [18, p. 71] .2 July 2014 at a meeting of Cabinet of Ministers of Ukraine adopted ten priority anti-corruption steps. In particular, the first realization of which was planned for the end of 2014 to pass in the Parliament of Ukraine anti-corruption strategy that ensures adoption of the political responsibility for the implementation of anti-corruption policies [19] .In the result of the said government plan only in 2014 the Parliament of Ukraine adopted a new anti-corruption "package", which consisted in particular the Law of Ukraine "on principles of state anti-corruption policy in Ukraine (anti-corruption strategy) for the years 2014-2017", "on corruption prevention", "The National Anti-corruption Bureau of Ukraine" and "on amending some legislative acts of Ukraine regarding the definition of final beneficiaries of legal entities and public figures, "" on prevention of legalization (laundering) of proceeds from crime, terrorist financing and the financing of proliferation of weapons of mass destruction, "" on Prosecution "In result of the adoption of the said" package "of anti-corruption laws was:—establishment of the National Anti-Corruption Bureau of Ukraine and Nation Inoho Agency for prevention of corruption; — fixing in law the Anti-Corruption Strategy, which reinforces the political responsibility for its implementation; — introduction of requirements with respect to anti-corruption programs in public administrations, as well as certain

categories of public enterprises; — introduction of anti-corruption restrictions after termination activities related to the performance of the functions of state or local government; — strengthen the protection of persons who report corruption; — directly introduce criminal responsibility for corruption, abuse of power and illicit enrichment;—introduction of administrative liability for corruption-related offenses including violations of restrictions on combining, receiving a present requirements of financial control and disciplinary and civil liability for both types of violations; — establish a mechanism for identifying individual - the final beneficiary entities;— establish free access to the State register of rights to immovable property ; — improving legal aspects that affect the quality of crime investigation legalization (laundering) of proceeds of crime; — amendments to the Code of Ukraine regarding jurisdiction crimes legalization; — the Financial Monitoring on national public officials and officials of international organizations;—deprivation prosecutors to exercise general supervision;—setting for prosecutors prohibition to participate in the parliament, boards of ministries, central executive authorities, local councils and administrative bodies; — appearance of clear provisions on the rights and responsibilities of prosecutors;—introducing clearer criteria and procedures for the appointment of prosecutors; — detailed provisions relating to the dismissal of prosecutors and the use of disciplinary way zahodiv.Takym was launched key reforms, which according to international experts for a long time in Ukraine were not implemented [8, p. 5 - 6]. However, there are reasonable concerns that a successful and serious anti-corruption reform should consist of the following elements [6, p. XXXI]

commitment to political leaders to combat all forms of corruption; paying special attention to prevention; adoption of comprehensive anti-corruption laws; identify government actions that are most prone to corruption; the establishment of adequate salaries to civil servants and political leaders; study of legal and administrative protection; partnership between government and civil society; conversion of corruption on very risky and unprofitable affair [6, p. XXXI] .Vysnovky and prospects for future research. In Ukraine, corruption crisis struck all type of social life and become a direct threat to the constitutional rights and freedoms of citizens. The result of high-level corruption in Ukrainian society was the frustration of people in the fairness of public administration and local government in the honesty and integrity of law enforcement agencies and judges. We have to admit that in our country actually operates successfully oligarchic model anti-corruption system. The adoption of national anti-corruption programs, concepts and strategies contributed to the elaboration fairly solid legal base and expertise in the fight against corruption, but its level in Ukraine remains unacceptably high, which prevents the release of the Ukrainian society, economy and politics of the crisis. Analysis of the provisions of anti-corruption strategic documents in terms of the National Program to combat corruption in 1997 the Law of Ukraine "On principles of state anti-corruption policy in Ukraine (anti-corruption strategy) for the years 2014-2017" indicates that all anti-corruption strategic documents are structured and have ordered description of corruption as a social phenomenon, highlighting its prerequisites and anticipating not only legal measures to combat corruption, but

also political, economic, organizational, managerial, social and psychological. Implementation of these instruments planned to implement through appropriate approved by the Cabinet of Ministers of Ukraine. In addition, the methodology of Ukraine anti-corruption policy shift was a response to corrupt acts after the fact in the direction of preventive measures and preventive character that is undoubtedly important result of the study on fighting corruption and serve as basis for progressive development of follow-corruption policy is considered Ukrayiny.Zahalom that the presence of the highest political level uncompromising will to counter corruption is perhaps the most important condition for effective implementation of the state anti-corruption policy, however further this political will must be backed by concrete measures aimed at preventing and combating corruption. Such measures may in particular be a special anti-corruption system of justice adapted to perform the functions of investigation is corruption crimes (including international experience) .2. Agreeing with Ukrainian scientists O.Kostenkom that today is sufficient reason to believe that anti-corruption policy and strategy and tactics against corruption in Ukraine is unscientific and this is one of the reasons for its ineffectiveness. For permanent scientific and expert support for fighting corruption, including the study and enforcement of foreign experience in combating corruption, including activities to create within the National Anti-Corruption Bureau of Ukraine coordinating research center, which would have explored the causes and conditions that facilitate corruption, corruption of technology and social (political, economic, legal, moral) consequences of corruption would hotovuvav materials for anti-corruption education and raising legal

awareness of citizens and anti-corruption activities. Unfortunately the current Law of Ukraine "On the National Anti-Corruption Bureau of Ukraine", which defines the legal basis for the organization and activities of the National Anti-Corruption Bureau of Ukraine existence or scientific institution or institution in its structure is not provided. Also promising directions for further scientific studies consider the study and development of measures and mechanisms for implementing anti-corruption policy, taking into account international experience to take into account when developing new anti-corruption strategic document level.

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CIVIL SOCIETY INVOLVEMENT IN uKRAINIAN CITIES (FOR EXAMPLE, OF THE PARTICIPATORY BuDGET)

Annotation. The article stated that, in Ukrainian cities has increased activity of citizens in recent years, wishing to join the process of solving urban problems. The activity of the society demands from local authorities create effective instruments of cooperation with the community. The first is an open process of discussion and adoption of joint solutions. It is indicated that every resident of the village can provide your own project and after the vote to decide in what way to spend part of the local budget. The article gives the introduction of the practice of an effective system of interaction between local authorities and the public in the budget process to meet the needs of the residents of a particular city. It was noted that the budget for the participation of a wonderful teaching tool with the issues of local self-government: the people are studying the mechanisms of formation and use of the local budget, learn to make decisions regarding the choice of budget spending priorities, taking into account the prospects of development of the area. Participatory Budget performs the service of the local government function. The article noted that the participation of the budget contributes to the transparency and accessibility of the basic budget information, the performance of the authorities at the local level, when any user ceases to understand how local government accumulates, distributes and uses a budget. Participatory budget aimed at creating an effective mechanism of interaction of structural subdivisions of the City Council and citizens in the budget process. The author believes that this practice is useful not only for cities, but also for integrated

rural territorial communities. The involvement of territorial communities to participate in decisions about budget allocation and identify areas of the city; formation of public confidence in local government; increase transparency of local government; increased transparency of decision-making by providing residents of the possibility of direct impact on fiscal policy of the city; solving the problems that most concern people.

Keywords: Participatory (public) budget, form of direct democracy, local initiatives, civic activity.

ЗАЛУЧЕННЯ ГРОМАДСЬКОСТІ В УКРАЇНСЬКИХ МІСТАХ (НА ПРИКЛАДІ БЮДЖЕТУ УЧАСТІ)

Анотація. Зазначено, що в українських містах за останні роки зростає активність мешканців, які бажають долучитися до вирішення міських проблем. Висвітлено активність суспільства, яке вимагає від міської ради створення дієвих інструментів співпраці з громадою, насамперед відкритого процесу дискусії та прийняття спільних рішень. Зауважено, що кожен мешканець населеного пункту може подати власну пропозицію та шляхом голосування вирішити, в який спосіб витратити частину місцевого бюджету. Наведено практики запровадження ефективної системи взаємодії органів місцевого самоврядування та громадськості в бюджетному процесі для задоволення потреб мешканців конкретного міста. Зазначено, що бюджет участі є чудовим навчальним інструментом з питань місцевого самоврядування: мешканці вивчають механізми формування та використання місцевого бюджету, навчаються приймати рішення стосовно вибору пріоритетів витрачання бюджетних коштів, враховуючи перспективи розвитку певної місцевості. Бюджет участі виконує сервісну функцію органу місцевого самоврядування. Доведено корисність даної практики не лише на рівні міст, а й на рівні об'єднаних сільських територіальних громад. Розглянуто питання, що бюджет участі сприяє підвищенню прозорості та доступності основної бюджетної інформації, результатів діяльності органів влади на місцях, коли будь-якому користувачеві стає зрозуміло, яким чином міська влада здійснює акумулювання, розподіл і використання коштів міського бюджету.

Ключові слова: бюджет участі, партиципаторний (громадський) бюджет, форма прямої демократії, міські ініціативи, громадська активність.

ВОВЛЕЧЕНИЕ ГРАЖДАНСКОГО ОБЩЕСТВА В УКРАИНСКИХ ГОРОДАХ (НА ПРИМЕРЕ БЮДЖЕТА УЧАСТИЯ)

Аннотация. Указано, что в украинских городах в последние годы увеличилась активность граждан, желающих присоединиться к процессу решения городских проблем. Освещена активность общества, требующая от местной власти создания действенных инструментов сотрудничества с общиной, в первую очередь, открытого процесса дискуссии и принятия совместных решений. Указано, что каждый житель населенного пункта может предоставить собственный проект и через голосование решить, в какой способ тратить часть местного бюджета. Приведено практики внедрения эффективной системы взаимодействия органов местного самоуправления и обществен-

ности в бюджетном процессе для удовлетворения потребностей жителей конкретного города. Отмечено, что бюджет участия прекрасный обучающий инструмент с вопросов местного самоуправления: жители изучают механизмы формирования и использования местного бюджета, учатся принимать решения касательно выбора приоритетов расходования бюджетных средств, с учетом перспективы развития данной местности. Бюджет участия выполняет сервисную функцию органа местного самоуправления. Доведена польза данной практики не только для городов, но и для объединенных сельских территориальных общин. Отмечено, что бюджет участия способствует повышению прозрачности и доступности основной бюджетной информации, результатов деятельности органов власти на местном уровне, когда любому пользователю становится понятно, каким образом местная власть аккумулирует, распределяет и использует бюджетные средства.

Ключевые слова: бюджет участия, партисипаторный (общественный) бюджет, форма прямой демократии, местные инициативы, гражданская активность.

Formulation of the problem. In Ukraine for a long time interest in the development of civil society and public participation was formal. The government is interested primarily in legitimizing their own decisions, not the participation of citizens in their development and implementation. In recent years, increased activity Incities residents who wish to contribute to solving urban problem.Tse urges city authorities to seek and implement effective instruments of cooperation with the community. The most successful, with global experience, technology townspeople involvement in the shaping and management decisions is to use budget participate (participatory, public) .At the local level this form of direct democracy is a process of open debate by providing every resident of the settlement of their own project (offer) and the final decisions on what to spend part of local government by voting.

Analysis of recent research and publications. This article used information from municipal programs and regulations to implement the budget participation and publication of such scientists, asin. Pisarenko D. Kotin M. Stepura A. Batyuta about. Krylov, A. Kirilenko, Tchaikovsky and others.

Formulation of goals (goal) of the article. Investigate praktykyzaprovdzhennya effective system of interaction between local authorities and the public in the budget process to meet the needs of residents of a particular city.

The main material research. Constitution of Ukraine, the Law of Ukraine "On local government in Ukraine" and the Charter territorial community of the village residents are entitled to participate in local

government. Today gaining direct participation of citizens in the management of the city as a whole and the mechanisms through which interested representatives of NGOs and the general public can have impact on regional and local budget process in some areas. Under the current zakonodavstvomdo means of direct democracy, in addition to the electoral process, include [5; 8, pp. 17-18]

- Hold local referendums on local issues, the results are binding on local authorities;

- The general meeting may make public recommendations for local authorities to address certain issues within their competence;

- Local initiatives is a right of the community to initiate closed and open discussion of any matter within the jurisdiction of local meetings at the local council;

- Public hearings may be held on any issues within the local jurisdiction, including budgetary issues;

- Advisory committee performs an advisory role in the local executive authorities and usually governed by the regulations of the local council;

- Public commission, created for a shorter time than the advisory committee, usually to provide assistance to local councils in the consideration of specific issues.

But note that, for example, a local referendum mechanism are complicated and are not set in practice and developments in Ukraine indicate that the matter requires careful consideration. General meetings, public hearings and local initiatives mainly embodied in the Charter of communities, but not all towns have them. So now developed several laws,

which prescribed mechanisms provided by various forms of direct democracy. This article focuses on local initiatives.

Involving citizens in the budget process for Ukraine is quite novel. The democratization of local governance and transparency of decision-making at the local level actively supported our country through the implementation of various development projects financed by various international donors. In 2015 under the "participatory budget - opportunities to increase public activity and establish good partnerships with authorities" International NGO Polish-Ukrainian cooperation Foundation PAUCI "with the assistance of the Polish-Canadian Programme for democracy DFATD" we analyzed forms of direct democracy.

It was shown that international financial institutions are paying great attention to budget transparency, prevention and control of public budgeting in the Member States. Most of the initiatives coming from civil society organizations and local government officials who have experience in projects and get familiar with the practice of Western democracy. On the one hand, this approach shows that the political process should not be the exclusive prerogative of the heads and members of local councils and administrations, on the other, citizens assert their ideas for making any decisions should take the work and responsibility. This process is often a psychological and

practical terms is supported through the modernization of the current system of local government [4, p. 52].

Found that city. Porto Alegre (Brazil) has pioneered the introduction of the idea of creating participatory budget that residents independently offer and approve projects of urban development. History participatory budget reaches 80 years of the twentieth century. And shows the changes taking place in society: the military dictatorship in Brazil, the low tax revenue, spontaneous (sometimes unauthorized chaotic building) urbanization, high levels of social problems (decline kindergartens schools, hospitals, etc.) and corruption, domination of the oligarchy and Extra-low influence local authorities to modern large annual port, strong educational and industrial center with a population of 1.5 million inhabitants. For 12 years the budget to participate in achieved these positive results [1; 2, p. 89-90]: - achieved the lowest infant mortality rate in krayinized population: life expectancy exceeded the national level and the number of students in primary and secondary schools has increased by 240% - in 1989 1.5 million sewage enjoyed 49% of the population, in 2001 g. access to water 98% of the population compared to other cities in Brazil increased access to water and electricity - in 1998 g., there were 51 professions in the city, in 1990 p. 1.5 million was, which positively affected the level of revenue from local taxes and charges (increase 144%). in the 90 years of the twentieth century participatory budgeting spread at the level of municipalities in the UK, Spain, Italy, Germany, France and other European countries. In the world

there is a diversity of attracting residents, this practice is used in large cities with populations over 700 thousand. Individuals and small - to 30 thousand. Residents. In our view, widely spread budget participation was in developing countries, to address a large number of various socio-economic issues at the level of local communities. Eg., Poland budget participation established for 2011 and an increase in the number of cities. Volumes budgets participation in Poland - from 40 thousand. To 60 mln. Zlotys (0,002 - 3.4% of the total city budget). The activity of the inhabitants in the country is 2 - 40%, the activity of the vote depends on who is allowed to vote - this question given at the discretion of local authorities. Residents unite around ideas and projects, collaborate with each other, for example. Warsaw can combine multiple projects when they relate to one object [1]. Otshe, as the world practice this form of direct democracy is good, because hromadskistsamostiyno "owners" decide upon the spending of budget funds to achieve a specific goal - increasing Make straight life. Citizens see that funds are used efficiently, and willingly pay taxes, this in turn has a positive effect on infrastructure mista. Proekt "participatory budget - increasing opportunities for public activity and establish good partnerships with authorities" is that city officials authorities receive detailed information on budget concepts of participation and understand the benefits of implementation; NGO representatives receive practical skills moderating meetings with citizens and implementing social diagnosis participatory budgeting; project participants study the experience of using this practice; coordinated process

of feedback from the community, reviewed the proposal (priority selection and presentation to city representatives) who, through townspeople will be included in the local budget [3, p. 87; 6]. On our view, it is good that procedurally budget participation is not regulated by the Budget Code of Ukraine - it gives autonomous rights to local authorities and the public of a particular locality to solve problems of the territorial community through the effective use of public funds. Features introduction of budget participation determined rozmiramyta specific local community. We believe that this practice is useful not only in cities but also at the level of integrated rural communities. The process of budget participation vklyuchayedekilka stages [7, p. 11]: 1) approval of the City Council budget parameters for the planned year of participation and forecast volumes for the planned next two budget periods, 2) submission of projects, and 3) evaluation and adoption of the voting 4) voting for the projects; 5) determining proektiv- winners, 6) implementation of winning projects, 7) reporting and evaluation of the implementation proektiv. Vidomo that first became ukrayinskymymistamy Poltava, Cherkasy and Chernihiv. The budget is intended to fulfill the participation of the local service function samovryaduvannya. Zaznachymo that, eg., M. Kyiv budget participation is a process of interaction between Kyiv City Council and executive body of the Kyiv City Council (Kyiv City State Administration) with the public and aims to attract residents to participate in the budget process through the presentation of projects and an open public vote I am for such projects

(mainly infrastructure development of the city). City target program "Public Cherkasy city budget for 2015-2019 years" developed in accordance with the Budget Code of Ukraine, the Law of Ukraine "On local government in Ukraine", using the experience of Poland to enhance public participation in decision-making methodology and implementation mechanisms of public budget. budget participation is an excellent educational tool with pytanmistsevoho government: residents studying the mechanisms of formation and use of the local budget, learn to decide on the choice of priorities of budget spending, given the prospects of development of the area. This is not only a tool that can be used in any circumstances, but the element of the philosophy of a particular community, that together authorities and residents of a local community, collaborating with each other for the sake of development [7, p. 8-9]. Doslidyvshy domestic practice implementation budget participation we found that in Chernigov in 2015 with 56 proektnyh propozyziy 17 nabraly bilshist votes, the total was 4.8 million. UAH. 39 dopuschenyh of Cherkasy won 6 projects worth 5 mln. UAH. ULutsku has a 3-year program budget implementation of participation - produce annually 500 thousand. UAH., 50 thousand. The initiative. In 2015 won in 12 projects: repair of apartments, where there are three disabled, arranging sports ground, park, playground for three condominiums, implementing energy saving initiatives. In m. Ternopil projects implemented at the expense of budget participation, aimed at improving urban infrastructure and municipal concern only one object, for example. streets, parks, roads, sports or playground institutions: schools,

clinics, kindergartens and so on. Each author may submit one project for one calendar rik. Na 2017 budget participate in Poltava is 1.5 mln. UAH. : 900 thousand. UAH. (60%) for small projects - up to 100 thousand. UAH. and 600 thousand. UAH. (40%) for large - from 100 thousand. 500 thousand. UAH., Chernihiv expected amount of budget participation is 6.4 million. (According to position - 1% of the budget of the city). In Lviv in 2017 projects will be divided into citywide and district, 6 urban areas offer select 60% of the total budget participation (9 mln.) And wide - is 6 mln. UAH. In a pilot implementation in 2017 m. Kyiv has allocated 50 mln. UAH. (Up to 1 mln. UAH. 1 project) and then planned amount zbilshuvaty. Zaznachymo that budget participation promotes transparency and availability of budget information and results of the local authorities when any resident becomes clear how the city government has accumulation, distribution and use of urban byudzhetu. Dovedeno that feeling involved in the implementation of local public sector initiative (voice and every opinion is taken into account), citizens actively influence the daily zhyttyacherez spending on priority, in terms of public projects. However, there are problems regarding the implementation of the budget participation, including existing distrust in the authorities, low activity of citizens, lengthy discussions between the public and officials, long term decision-making and lack of motivation, technical problems with the voting, Counter-advertising and so on. Officials participation through the implementation of the budget show interest in cooperation with citizens, returning the confidence of the community in its activities. In turn,

residents, focusing on the general need to improve living standards, increase the financial literacy of the members of the local community and their responsibility for the operation and development of the settlement [2, p. 88] So therefore, the budget provides participation "systematic mechanism" involving citizens in decision-making budget of a particular local community. The concept of "participation budget" can be seen in a broad sense, the implementation of the budget requires a complete change of idea of city management -perehid from representative democracy to participatory democracy, focusing on direct participation of citizens in the political process at the city level, in the narrow sense - the democratic process, where citizens directly decide how to spend part of the budget koshtivbez reformsystemyupravlinnyamistom. Na platform of "public project" is available from the practices of ideyibyudzhetu participate in mistahBerdyansku (<https://berdiansk.pb.org.ua>), Kiev (<https://gb.kievcity.gov.ua>), Kramatorsk (<https://kramatorsk.pb.org.ua>), Lviv (<https://lviv.pb.org.ua>), Melitopol (<https://melitopol-online.gov.ua>), Rivne (<https://rivne.pb.org.ua>), Ternopil (<https://pb.rada.te.ua>), Brussels (<https://gp.khm.gov.ua>), Chernivtsi (<https://gb.city.cv.ua>) and others. Thus, the budget participation as part of the municipal budget, aimed at implementing Local Initiatives (utilities, culture, landscaping, education, health, social security, sports, etc.). Residents offer your ideas and vote by choosing priority projects, which are implemented in the future by kosht.Vysnovky budget and prospects for future research. Thus, in our view, through budget participation as a form

of direct democracy should be an effective mechanism of interaction of structural subdivisions of the City Council and citizens in the budget protsesi.Zaluchennya population in decision-making for priority use of public funds generates confidence in the government, pidvyschuyuchyvidkrytist prozorstprotsesu activities and decision-making by local samovryaduvannya.Otrymuyuchy opportunity to influence budget policy mistameshkantsi feel involved in solving problems that concern them most. Addressing these issues will focus our future research.

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MAJOR TRENDS IN THE COMPETENCY FOCUS OF NATIONAL EDUCATION SYSTEM

Abstract. This article attempts to analyze the competence approach in the educational space reforming in Ukraine. We characterize the adoption of the European Reference Framework of Key Competencies for Lifelong Learning for implementation in EU member states, comprising eight key competencies. They are all considered equally important, because each of them can be useful for a successful life in a society of knowledge.

Keywords: competence, ability to learn, political and social competence, competence related to life in a multicultural society, competence related to the development of the information society.

ОСНОВНІ ТЕНДЕНЦІЇ КОМПЕТЕНТНОЇ СПРЯМОВАНOSTІ НАЦІОНАЛЬНОЇ СИСТЕМИ ОСВІТИ

Анотація. Зроблено спробу аналізу компетентнісного підходу в реформуванні освітнього простору в Україні. Схарактеризовано прийняття Європейської довідкової рамкової структури ключових компетентностей для навчання упродовж життя для запровадження в державах-членах ЄС, що містить вісім ключових компетентностей. Усі вони вважаються однаково важливими, оскільки кожна з них може бути корисною для успішного життя у суспільстві знань.

Ключові слова: компетентність, уміння вчитися, політичні та соціальні компетентності, пов'язані з життям у багатокультурному суспільстві, компетентності, пов'язані з розвитком інформаційного суспільства.

ОСНОВНЫЕ ТЕНДЕНЦИИ КОМПЕТЕНТНОСТНОЙ НАПРАВЛЕННОСТИ НАЦИОНАЛЬНОЙ СИСТЕМЫ ОБРАЗОВАНИЯ

Аннотация. Предпринята попытка анализа компетентностного подхода в реформировании образовательного пространства в Украине. Охарактеризованы принятия Европейской справочной рамочной структуры ключевых компетентностей для обучения в течение жизни для введения в государствах-членах ЕС, которая содержит восемь ключевых компетенций. Все они считаются одинаково важными, поскольку каждая из них может быть полезной для успешной жизни в обществе знаний.

Ключевые слова: компетентность, умение учиться, политические и социальные компетентности, связанные с жизнью в многокультурном обществе, компетентности, связанные с развитием информационного общества.

Formulation of the problem. The entry of Ukraine into the European and world educational space requires a modernization of educational content in the context of its conformity with modern requirements. First of weighty importance is secondary education - a central element in the educational system of any country and the basis for successful education levels and these lifelong self-education. In today's world, human capital is the main social value and a prerequisite for economic growth, since economic system competitive advantages are achieved not only by natural and material resources, but also by knowledge, information, innovation, the source of which is the man.

Analysis of key studies and publications. In the scientific literature problemikompetentnisnoho approach in education paid great attention to our scientists Shchedrovitski P., M. Satkin, I. Lerner, N. Bibik, LA Vashchenko O. Ovcharuk, Parashchenko L., A. Pometun, E. Lokshin, A. Khutorskoi, S. Trubacheva and others.

However, the basic Bind prepared draft law "On education" and after it is approved Ministry of Education and Science of Ukraine plans to approve the plan of establishing a new Ukrainian school, which has offered to discuss and in which proposals singled out 10-key kompetetnostey.

The article aims to analyze kompetentnyypidhid in reforming educational space in Ukraine.

Expertise in teaching (lat. Competentia - a range of issues in which the person is well understood) becomes a young man, not only in the study of the subject, a group of objects, but also by means of non-formal education, due to the influence of environment and so on.

Presenting main material. Competence in science as the

characteristic learning outcomes widely used in the educational systems of European countries, USA and Canada. In the last decade competency oriented education issues considered by international organizations: UNESCO, UNICEF, UNDP, Council of Europe, the Organisation for European Cooperation and Development, Department of International standards which summarized achievements of teachers around the world [1, p. 408].

Scientists believe that the concept of "competence" was introduced in the US in 1965 by the American linguist Noam Chomsky in the context of the theory of language, including transformational grammar [2, p. 14].

American scientist P. Haydzher defines three phases of the concept of competence:

- first (1960-1970rr.) - Biheovirystychne interpretations of when competence is understood as a simple demonstration activities in the framework of individual fragments of tasks aimed at developing skills;

- second (1970-1990rr.) - Competence treated as general skills that define the essence of future performance or perform certain actions;

- third (z1990r.) - Competency interpreted as being necessarily require as part of the implementation and the mandatory possession of certain individual intellectual, moral and social qualities [3, p. 130-131].

According to Ukrainian researcher O. noodles periods may be based on consideration as conceptual space of kompetettnostey and practice of the country and the international community in implementing the idea of competence in education. Especially in this process believe the lack of clear boundaries between the stages - each next only enriched with new ideas and previous events, given that the steps proposed

periodization in no time. So:

□ The first stage (from 60s of XX century.) We characterize as a so-called "competence movement" in education that started in the US and Europe in language, vocational and teacher education influenced by the theories of behaviorism and kohnityvizmu;

□ second phase (from 90s of XX century.) - Is a recognition of the importance of competencies at international level, they apply to secondary education as part of establishing of continual education, research kompetetnostey key nature;

□ third stage (XXI century.) - The beginning of transformation of national education systems to the principles of competency through a modification of educational content and assessment systems [3, s. 131].

Discussions are continuing around the world and still on the issue of dilution of the concepts of "competence" and "competence" in education. Significant prevalent approach, according to which "competence" is interpreted as the ability of the individual, acquired during training (including knowledge, skills, values and attitudes) that can be implemented in practice. "Competence" refers to a range of issues for which the individual is aware or certain areas in which an individual should possess competence. A. noodles spreading these two concepts, holds the position, based on the results of a joint study MES, APS of Ukraine and UNDP in Ukraine [4], according to which "competence" relates to the characteristics acquired student in learning a particular school subject (subject-matter jurisdiction) and "competence" - the meta-characteristics that make up a key competence.

Contribution to the development of key topics kompetnostey was made in 1996 under the UNESCO D the narrative

of the International Commission on Education for the XXI century, "the ability to live together", "ability to learn", "ability to act" and "ability to be" dealt with as a global competence [2, p. 8]. Do 'abilities to live together "was included understanding the culture, traditions and spiritual values of other peoples on this basis, the formation of a new morality, to facilitate peaceful coexistence, avoiding conflicts and misunderstandings." The ability to learn, "which proclaimed the need for training lifelong proposed to form by combining the general direction of depth study of a number of separate items. "ability to act", stated in the report it - competence that allows a person to act in different situations, often unpredictable, to work as a team. "The ability to be" should include the ability to implement instincts of each individual - imagination, physical strength, aesthetic taste, the ability to communicate with others and the natural charisma of a leader, etc. [2, p. 8 - 9]. In the interpretation of Council of Europe expertise -It's "general ability based on knowledge, experience, values which the individual acquired in the learning process." Competence can not be reduced to factual knowledge - "not be competent in all cases be synonymous trained or educated," says the report [5, p. 4]. Perelik five groups of competencies that young Europeans should have suggested Council of Europe, reflected the views of the organization for the future of Europe as a multinational and multicultural continent that is rapidly developing in conditions of global transformation. These are: political and social competence; competence and related to life in a multicultural society; competence relating to the possession of oral and written communication; competence related to the development of the information society; ability to learn [5, p. 11]. Pidsumkom discussions kompetetnisniy field within the EU was the

adoption in 2006 of the European reference frameworks kompetetntnostey key to lifelong learning for implementation in the Member States, containing eight kolyuchkovyh competencies. They are all considered equally important, because each of them can be useful for a successful life in a knowledge society. Many kompetetntnostey overlap one another and are interrelated, aspects significant for one area, maintain competence in inshiy.1. Communication in the mother tongue -ability express and interpret ideas, thoughts, feelings, facts and attitudes, both orally and in writing (listening, speaking, reading and writing) and to interact linguistically adequate and creative way in all kinds of social and cultural contexts - in the education and training, at work, at home, at dozvilli.2. Communication in foreign movamyu generally covers the same basic parameters and skills that are characteristic of communication in the mother tongue: it is based on the ability to understand, express and interpret ideas, thoughts, feelings, facts and attitudes, both orally and in writing (listening, speaking , reading and writing) in their respective social and cultural contexts (in education and training, at work, at home, at leisure according to the will and needs indyvida.3. Mathematical competence and basic competences in science and tehniky.A. Mathematical competence - the ability to develop and apply mathematical thinking to solve various problems in everyday sytuatsiyah.B. The scientific competence - the ability and willingness to use a set and methodology used to explain the natural world, for formulating questions and making conclusions based on the existing realities. competence in technology is seen as the application of that knowledge

and methodology in response to a conscious human desires or needs. Both areas of this competence involve an understanding of the changes caused by human activity and responsibility at the individual hromadyanyna.4. Digital competence involves computing confident and critical use of Information Society Technologies - IST for work, leisure and communication. The foundation for her serve basic skills in ICT: the use of computers for Finding information, its evaluation, storage, production, presentation and exchange, and to communicate and participate in interactive networks via Internet.5. The ability to learn - is the ability to show consistency and persistence in learning, the ability to organize their own learning, both individually and in groups, including effectively managing time and information. This competence includes awareness of the learning process and problems of individual and simultaneous determination of existing capacity, the ability to overcome difficulties for successful learning. It provides for the acquisition, processing and assimilation of new knowledge and skills, as well as search and use recommendations. The ability to study predicts that those studies are based on previous knowledge and experience with a view to the application of knowledge and skills in various kontekstah - at home, at work, in learning and training. Motivation and confidence are crucial characteristics osobystosti.6 competence. Social and civic competences they include personal, intercultural competence and cover all forms of behavior that enable the individuals to take effective and constructive participation in social and working life, especially in an increasingly complex societies and, where necessary, to resolve conflicts. Civic competence equips individuals for full involvement in public life on the basis of social and political

concepts and structures as well as readiness for active democratic uchasti.7. Initiative and entrepreneurship related to the ability of the individual to turn ideas into action. This expertise includes creativity, ingenuity and willingness to take risks and ability to plan and manage projects in order to achieve objectives. It supports all not only in everyday life at home and in the community, but also helps to understand the context of the workplace work allows to realize opportunities grows basis of formation of specialized knowledge, abilities and skills needed someone who starts or is public or commercial activities. It should include an understanding of ethical values and promote effective vryaduvannyu.8. Cultural education and expressiveness - positive assessment of the importance of the creative expression of ideas, experiences and emotions in various ways, including music, theater and visual arts, literature [3, p. 324-331] .At present stage, we believe the content of education begins to be determined not by specifying the number of subjects (so-called "entry regulation"), and a determination result ("output regulation"), which is planned to receive at national level, level educational sectors and educational achievements of students, the totality of which is reflected in the national standards that are actively being implemented in the EU. There is a transition to a competency model of education, and basic pidhruttya seen as key to forming kompetetnostey.MON Ukraine offered for public discussion a draft Concept of Education of Ukraine for the period 2015-2025 years. On the official website of the Ministry of Education and Science of Ukraine posted for public comment draft Concept of Development of Education of Ukraine for the period 2015-2025 rokiv.Proekt Concept of Development of Education of

Ukraine for the period 2015-2025 years - an open document designed to free discussion involving all stakeholders and institutions. This is not a directive, and an invitation to discussion. After public discussion and revision of the draft concept of the expert group should be the basis for education reform roadmap. This Roadmap will be a detailed plan for the implementation of the main provisions of the Concept - with clearly defined indicators describing the expected results, risk analysis, estimates of time and money to the project configuration vytrat.Vidpovidno new school will have 8 key components: 1. New content, based on the formation of competencies needed for successful self-realization in suspilstvi.2. Motivated teacher who has creative freedom and develops profesiyno.3. Through a process of education that forms tsinnosti.4. Decentralization and good governance, which will shkolirealnu avtonomiyu.5. Pedagogy based on partnership between the student, teacher and batkamy.6. Targeting potrebyuchnya in education, dytynotsentryzm.7. The new school structure that allows good to learn new content and gain competence for zhyttya.8. Equitable distribution of public funds, which provides equal access of all children to quality education [6, p. 9] .For the definition of team sponsors novohobazovoho Law of Ukraine "On education", Article 1 of the new concept and a new school, key competencies are those which all individuals need for personal realization and development, active citizenship, social inclusion and employment and are able ensure success in life of young people in the knowledge society [6, p. 12] are analyzing the competence of Education of Ukraine, we should take into account not only social responsibility subjects and objects of the educational process of education but also of market economy, civil society

organizations, both domestic and foreign. [7] Today, CSR vary depending on the socio-economic priorities, affected by historical and cultural factors, and from different social entities that require action within these priorities. The issue of dialogue with stakeholders is essential for effective development companies, but its not disclosed in the context of Ukrainian business realities. consideration of the interests of interested parties (stakeholders) in the development and implementation of policies of social responsibility in Ukraine remains quite low [8, p. 89]. Stakeholder - market entity that has an interest in the enterprise or to certain areas of its activity, but This interest is not based on a desire to get net income [9]. Vysnovky and prospects for future research. Thus, a detailed analysis of the impact of all factors on the development of educational institutions, determining the most influential and the most important among them, setting priorities for different groups of competencies will formulate an effective plan of strategic development of the education system that will achieve maximum possible meet the interests of all members of society, leaving the dominant child rights issues and social involvement of the social rozvytok. I now, today an important prerequisite for the decentralization of the education system and its management, which involves different population groups to solve urgent problems of our time, is collegial management education [10, p. 612].

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HOLODOMOR OF 1932–1933 IS AN ACT OF GENOCIDE AGAINST THE uKRAINIAN PEOPLE

Annotation. In the article the origin of genocide in Ukraine is analysed, as a result of artificially organized famine in 1932–1933. Scientific research of socio-economic and political reasons of holodomor, policies of the totalitarian regime is extended and deep. International and domestic confession of holodomor in Ukraine set down a scientific base for its research.

Keywords: holodomor, totalitarianism, genocide, political repressions, bread harvesting campaign.

ГОЛОДОМОР 1932–1933 РОКІВ — АКТ ГЕНОЦИДУ УКРАЇНСЬКОГО НАРОДУ

Анотація. Проаналізовано виникнення геноциду в Україні, як наслідку штучно спричиненого голодомору в 1932–1933 роках. Розширено і поглиблено наукове дослідження соціально-економічних і політичних причин голодомору, політики тоталітарного режиму. Міжнародне та вітчизняне визнання голодомору в Україні заклало наукову базу для його дослідження.

Ключові слова: голодомор, тоталітаризм, геноцид, політичні репресії, хлібозаготівельна кампанія.

ГОЛОДОМОР 1932–1933 ГОДОВ — АКТ ГЕНОЦИДА УКРАИНСКОГО НАРОДА

Аннотация. Проанализировано появление геноцида в Украине, как следствия искусственно вызванного голодомора 1932–1933 годов. Расширено и углублено научное исследование социально-экономических и политических причин голодомора, политики тоталитарного режима. Международное и отечественное признание голодомора в Украине заложило научную базу для его исследования.

Ключевые слова: голодомор, тоталитаризм, геноцид, политические репрессии, хлебозаготовительная кампания.

Formulation of the problem. Today much attention Ukrainian public, scientists, historians, politicians and their international colleagues, focused on studying the issue of artificial mass famine that caused the deaths of millions of Ukrainian rural areas in the territory of the Ukrainian SSR, to suppress the Ukrainian national liberation movement and physical destruction of Ukrainian peasants.

But the problem is much deeper genocide. Its solution requires rethinking not only of violent seizure of food blockade villages and whole districts, banning leave the Ukraine affected by the famine, collapse of rural trade, repression of dissent and creating a totalitarian system to Ukrainian conditions of life calculated to their physical destruction. This policy regime - a crime against humanity, which corresponds to the UN Convention of 9 December 1948 on prevention of the crime of genocide and punishment for it - the objective of this study was the formation Ukrainian Institute of National Memory. One of the answers to the occurrence of genocide in Ukraine and prevent its manifestations is the study of the causes and effect of laws and democratic values, in which all human beings are born free and equal in dignity and rights, they are guaranteed the right to freely express opinions and the right to freedom of thought, conscience and religion.

Analysis of key studies and publications. The problem of the Holodomor of 1932-1933 in view of its known works of historians T. Snyder, H. Norman J. Mace, Robert Conquest, M. Popovic and others. In the past period the national historiography expanding and deepening scientific research on the socio-economic and political causes of the famine of 1932-1933. The majority

of scholars said that the reason was the policy of famine totalitarian regime P. Panchenko, A. inanimate, S. Kulchytsky.

Holodomor widely represented on the Internet. Most sites can be useful: — <http://www.archives.gov.ua/Sections/Famine/> special section of the official website of the State Committee of Archives of Ukraine; — <http://www.golodomor.org.ua/>

For a long time the famine in Ukraine in 1932-1933 was deleted from history. This topic is ignored in the press, literature and official documents. Only in the last decade, a period of glasnost, democratization and national revival of Ukraine started talking about this terrible hardship. Scientists are trying to understand what really happened in 1932-1933, to understand the causes of famine, to determine its nature, demographic consequences. After all, the truth about the famine is most needed today's generation of Ukraine. Therefore, the relevance of research topic due to the need for further development of scientifically based assessments act of genocide against the totalitarian regime of the Bolshevik government.

The purpose of this paper reveal and assess the scale of the tragedy caused by famine 1932-1933rokiv. Bring and unleash genocide of Soviet power in relation to the Ukrainian people.

Presenting main material. The term "genocide" for the first time in 1944 proposed a Polish lawyer criminologist R.Lemkin. Based on research of R. Lemkin specified period has been recognized by the international community and its participation UN General Assembly December 9, 1948 adopted the Convention on the Prevention of Genocide and Punishment noho.Zhidno Article 2 of the Convention recognized genocide acts committed "with intent to destroy, in whole or in part, a national, ethnical, racial or religious group

"including through" deliberately inflicting on the group conditions of life calculated to its total or partial physical destruction "[3, p. 4].

The repressive policy as a form of alien domination regimes in Ukraine has deep roots and many components. Traditionally, the main pre-Soviet period it was the source of the Russian authorities in various forms. This thoroughly researched Hrushevsky, since the seventeenth century and ending with the events of 1918 [9, c.45].

Better understand the tragedy of famine contemporaries will analyze the mechanisms of the political system of the Soviet state 30 years of the twentieth century.

The political system - a combination of governmental, non-governmental social and political institutions that carry out government regulation of political processes, relationships between social groups, nations, states, ensure political stability, progressive development.

The rights of specific persons, different classes, nations in society can protect the political system that has a set of methods that way regulate relations in society, control the activities of authorities, provide freedom of citizens, but no such opportunities in a totalitarian political system.

The term comes from totalitarianism piznolatynskoho word totalis, which means "wholeness", "fullness". He arose and was spread in 20-30 years of the twentieth century and was used to describe political regimes in fascist Italy, Nazi Germany and Bolshevik USSR [18].

Totalitarianism - is characteristic of dictatorships s twentieth century management system that sought to complete subordination of society to the state by means of: 1. Informatsiyu.2 monopolies. The official state ideology,

mandatory for hromadyan.3. Terror sluzhb.4 secret. Mass mono partyi.Tvortsi theory (H.Arendt, Z.Bzhezinskyy, K.Fridrih) emphasized the structural similarity of fascist and communist totalitarianism derzhav.Teoriya built in 40-50 years of last century. The first theoretical research on totalitarianism - labor Austrian economist and political Ivan Kuras, psychologist Friedrich Hayek's "The Road to slavery" (1944) and political thinker X. Arendt "Sources of totalitarianism" (1951) and American political scientists working together K. Friedrich and Z. Brzezinski "totalitarian dictatorship and democracy" (1956). These sources should be added to the work of British philosopher and sociologist Popper "The Open Society and Its Enemies" (1945) .Totalitaryzm - a certain type of political and social system, the appropriate political regime. There are two generalized definition of the social order. According to the first, totalitarianism - a way of organizing political power over society and the individual, which is characterized by comprehensive government control over them, the subordination of the entire political system of collective purpose and official ideology. Totalitarianism - is the appropriate type of political and social system, political regime. The second, "totalitarian regime - a public-political organization of society, based on a strong personality, with full state control over all areas of suspilstva.Totalitaryzm - avtorytaryzmu.Dlya most sophisticated form of totalitarian regime characterized by: the control of one political organization - the party-state over politics, economics, the social, spiritual spheres of society. At the head of this political organization is the individual, no one is accountable leader. Under the totalitarian regime carried out direct political economic reforms. The main institution is

the party-state political police of her practice of mass repression. Totalitarian Soviet regime clearly fit into the structure of political subsystems that bloody provided him success in solving zavdan. Persha subsystem: the construction of socialism, a strong state. The second subsystem: integration of different social groups. Third, legitimation, namely the consent of society to the rule of power by the specific procedure. Consequently, the authority of the government supported by the fact that in order to expose "wine" was continually search for enemies on the ground, in the lower tiers of governance. The decision of the CC CP (B) of 18 November 1932 noted that in some rural party organizations, especially in the grain, exposed conspiracy whole groups of communists and some leaders of party branches with kulaks, Petliurists and other enemies of the people [14, p. 42]. Holod 30s holds a special place in the history of the Soviet totalitarian system. It was the peak of Holodomor practice of power. This was the worst manifestation of social destruction of the second Soviet famine of its terrorist orientation, when a person deliberately doomed to extinction flour vitality, loss of human form. Penalties hunger was riding cynicism of Soviet power. March 15, 1933 S. Kosior signed addressed to the Central Committee of the CPSU (b) a memorandum with information on preparations for the spring sowing. It is a phrase that says it all: "The fact that fasting is not taught many farmers Uma-time shows poor preparation for sowing just in the most disadvantaged areas" [2, c.443]. Ukrainian general secretary complained that even famine taught the peasants to work on derzhavu. Sotsialnoyu pathology famine 30s is its genocidal nature - killing an increasing number of farmers

and other sections of the population. As you know, the power of the totalitarian system rested on the power of punitive and repressive orhaniv. Yakscho in Nazi Germany socio-biological breeding population was carried out on the basis of race, in the Stalinist USSR - for ideological class. Famine 30s is special and the duration of time and space. The famine covered the whole territory of Ukraine and had a nationwide, comprehensive nature, which increased its tragic and murderous force - never possible to escape the famine in Ukraine. Hunger was the longest for the validity, actually began a hunger strike in January 1931, and its symptoms (hunger, fear, hunger) impact on public life years 1934-1935 [4, s.171]. Podiyi that occurred in the 30-ies century were a natural consequence economically unjustified policies party and government leadership of the USSR, especially Stalin. He gradually matured and had the specific socio-economic and political conditions. Hunger is not turned in to the terrible tragedy, if not disregard the supreme leadership of the objective laws of social development. The terrible fact that Ukrainian leaders were aware of the situation on the ground and knew treacherously silent. Silent and most of the party-state local authorities who were obedient "screw s "Stalinist dictatorship. Moreover, they have contributed to misinformation and falsification of the true situation of starving naselennya. Politychna system of the Soviet state used the methods of despotic regimes. The worst thing was the regime against the Ukrainian peasantry. One of his stage - collectivization. Collectivization - destroy the Ukrainian peasantry - the basis etnosu. Pisllya February Revolution of 1917 in Ukraine has risen wave liberation movement. With the proclamation of the People's Republic

Ukrainian nation on the path to a democratic state. For a month in early 1917, Lenin and Trotsky Ukraine declared war. Ukraine viewed the Bolsheviks as a huge resource base. Ukrainian grain and coal, salt and metal - one of the main reasons for the aggression of Bolshevik Russia Ukrainian People's Republic. Actions against Ukraine were motivated not only economic, but also ideological reasons. In 1919, the Bolsheviks begin implementation of communist ideology in praktyku. Obrunтовуyuchy need for a new terrorist policy, Stalin's supporters poklykalasyananibyto plight of agriculture, grain procurement crisis that can be overcome by going to the sole collective management, starting with the fight kurkulyamy. Hoch as it was, grain deficit in January 1928 amounted to some 2.16 million tonnes. It is in any case not entailed a "crisis" or "hazard" (Stalin insisted on anything), because, despite a slight decline in cultivation of grain, other field of agriculture (including livestock) were at elevated and GDP compared to previous years increased by approximately 2.4% (according to other sources, the annual growth of gross domestic product reached 5-5.5%, which is quite likely). Thus, no "crisis" was not just farmers but normally respond to a specific market situation caused by artificial understating state purchasing prices for grain [12 s.100-101]. Thus an American scholar points out forensic actions Bolshevik policy, which launched the disastrous actions and consequences: massive and complete collectivization. In fact collectivization resulted in desotsializatsii individual and society, rejecting them both to the days of primitive society, when the property was really common, because not yet developed human subjectivity are not

vychlenovuvala its individuality among his own kind and thinking within himself in the way. With the knowledge of his identity and identify itself as a proprietary product of creation man is not able to return to a state of tribal identity for yourself and imagine himself the creator of his destiny. When deprived of its property and "kolektyvizuyut" coercion, loses gained millennial experience of public life and where socialized, subject to total power of coercion [17, p.145]. This was the plan and the Bolshevik regime. Since that time the actual extermination of the Ukrainian peasantry as a social class segments of the Ukrainian people. The main in relations between the government and Ukrainian peasantry was the dilemma of personal freedom and communist coercion. Farmer hardly saw himself tool in the history of mechanization. Even when he is fully aware of the ultimate goal of Bolshevik policy, it seems, that he did not approve. He opposed the policies that forcibly taken from his land and svobodu. Totalitarna policy of the Bolshevik regime was a complete systemic in nature and was aimed at creating conditions that condemn millions of Ukrainian peasants to starvation - first through the confiscation of all food, and through the entire residential insulation points in order to prevent people leaving in search of yizhi. Same the autumn of 1932 the Bolshevik government action become clear signs that give reason to classify them as genocide under Article 2 Konventsiyi. U July 1932 Kremlin determines to advance Ukraine unrealistic grain procurements. Setting unrealistic to perform in shipments created opportunities for further use of repression for non grain delivery quota. To ensure early implementation shapes Communist Party on reconstruction of the village Stalin and his supporters have developed a set of repressive and punitive measures.

This bread fines and confiscation of property and eviction, arrest and imprisonment, and even execution. The victims were total terror not just ordinary farmers, but also collective heads, heads of village councils, district committees and workers rayvykonkomiv.U peredzhnyvni days in 1932 were "nesuny." Exhausted by hunger villagers secretly crushed corn ears and carried home in his pockets, his bosom. When this became known in the Kremlin, the government July 7, 1932 adopted a special law on the protection of socialist property, which for the theft of collective property meant "higher degree of social responsibility" - shooting with confiscation of all property or imprisonment for a term not less than 10 years as with confiscation of all property. Amnesty prohibited in these cases. N Arod called the legislation "Law on five ears." During his performance closely supervised Prosecutor [19, p.31]. Voseny comes to Ukraine from Moscow commission headed by SNK V. Molotov. Adopted a resolution "On measures to strengthen the grain. Resolution as repressive measures introduced fines - removal of food and cattle farms that are owed by unrealistic grain procurement plans. In December of the same year the CPSU (b) requires the Ukrainian leadership in grain procurement funds from Ukrainian villages take all the available grain stocks, even sowing material.Dlya massacre of peasants government makes extensive use of special repressive action - adding the "black" areas, villages and farms for "failure grain procurement." This is a gross violation of human rights was one of the most common forms of totalitarianism bullying defenseless selyanyna.Syhnalom driving action to become ruling CPSU (b) and SNK "On grain requisitions in Ukraine, the North

Caucasus and western regions" of 14 December 1932. Violence and terror rolled Ukraine. While the "red broom" went from yard to yard, vyhribayuchy impoverished farmer property and starvation mowed people in Ukrainian villages, authorities GPU purified from "hostile elements" and "organizers disrupt grain procurement" machinery of state and cooperative sector. The law is a weapon of mass destruction hromadyan.Za few years communists have turned a large state first in the camp area, and it vyhorodyly ghetto. Numerous facts living witnesses and evidence, the results of years of research proving international commissions, the famine was artificial, planned to biological destruction of the Ukrainian nation. Unfortunately, not preserved records of deaths in 1932-1933 or in the village hall or at the registry office. Official documents were falsified at the time, were being destroyed. After authorities realized his involvement in crimes against the people and did not need extra afishuvannya their crimes because they do not set kennel interested in real scale tragedies dissemination of all the information on this pryvodu.Zhertyvny famine estimated millions. Researchers call different numbers died during the famine, 5, 7, 9 and 10 million. But in any case, it is MILOYNY innocent victims. And given the indirect victims (because of complete physical exhaustion, fever, gastrointestinal poisonings, cannibalism, repressions, suicides motivated by mental and social collapse), it is estimated, famine claimed the lives of 14 million lyudey.I ordinary Ukrainian village from famine killed 2-4 times more people than world war II. Following the 1939 census of the USSR was held only in 1959. Since 1926, ie for 33 years, the number of Ukrainian increased by only 1.5 million. And this despite the fact that at the turn of the years 1930-1940, Ukraine has received

significant injections population as a result of its entry into Galicia, Transcarpathia and Bukovina [18]. When researchers say the Holodomor of 1932-1933 meant the period from April 1932 in November 1933. It is for these 17 months, about 500 days in Ukraine killed millions of people. Peak famine took place in spring 1933. In Ukraine, then died of starvation 17 people every minute, 1000 - every hour, almost 25 thousand - every day. The most affected by hunger former Kharkiv and Kyiv region (current Poltava, Sumy, Cherkasy, Kyiv, Zhytomyr). They account for 52.8% of the victims. The mortality rate is higher than the average 8-9 times or more. In Vinnitsa, Odessa, Dnipropetrovsk mortality rate was higher in 5-6 times. In the Donbas - in 3-4 times. In fact, the famine covered all the central, southern, northern and eastern regions of modern Ukraine [6]. The criterion magnitude of the tragedy is, obviously, not only numbers, but also the ability of each person to perceive another's distress as his own. Comprehensiveness of national catastrophe can only grasp the depth of inner turmoil anyone who considers himself civilized lyudynoyu. Bahato tragedies experienced Ukrainian people, but no one denies that the 1932-1933 years is the most tragic page in our history. Hunger became a real national catastrophe. The blame for this tragedy, a crime against humanity rests on the top party and state leadership of the USSR and the CPSU (b). The full measure of responsibility are following the Stalin generation of Soviet-Communist Party kerivnytstva. Pro famine forbidden to mention. Only established through the efforts of the Ukrainian diaspora the US Congress commission headed by James Mace in 1986 called the Holodomor of 1932-1933 in Ukraine as genocide. On

the initiative of the World Congress of Free Ukrainian was created the International Commission of Inquiry famine of 1932-1933 in Ukraine led by Professor Swedish Institute of Public and International Law Yakuba Sandberha. 28 November 2006 the Verkhovna Rada of Ukraine adopted the Law of Ukraine "On the Holodomor of 1932-33 in Ukraine" which identified the tragic pod uu 30s in Ukraine as genocide of Ukrainian people. This law laid the legal basis for large-scale research, legal interpretations and political assessment of the crimes against lyudyanosti. Vysnovky and prospects for future research. Analysis of the work indicates that the famine was planned in advance, artificially created by the totalitarian regime of Soviet power. Working on the facts we can safely say that the famine of 1932-1933 is not a physiological phenomenon and, above all, a cynical form of political terrorism. Analysis of the then events strongly suggests that the Ukrainian village took place all the elements of the policy of genocide. The famine of 1932-1933 - the most horrible crimes among many stalinizmu. Svit where totalitarianism in various forms continues to exist, must know the truth about the Holodomor, because this knowledge will allow him to avoid such tragedies in the system maybutnomu. Tilky qualified and continuous operation can be achieved success in the international recognition of the Holodomor as genocide, not from case to case, from anniversary to anniversary, but constantly. We need to learn from the experience of other countries that were victims of genocide to avoid mistakes in the way of building a democratic society in Ukraine, the recognition of our free and independent country in the international community.

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CONSTITUTIONAL FOUNDATIONS OF INFORMATION SECURITY AWARENESS

Abstract. In the article the constitutional legal analysis of information security in Ukraine, studied the constitutional system and corporate legislation on information security, determined the structure of administrative and legal relations regarding information security, certain features of information relations, analyzes the definition of information security and its constitutional compliance.

Keywords: information law, information security, information security system, information relations, legal security, constitutional principles.

коНституцІЙні ЗасАди Розуміння ІнформАційної БЕЗПЕки

Анотація. Проведено конституційний аналіз правового забезпечення інформаційної безпеки в Україні, досліджено систему конституційного та корпоративного законодавства про інформаційну безпеку, визначено структуру адміністративно-правових відносин щодо забезпечення інформаційної безпеки, певні особливості інформаційних відносин, проаналізовано визначення інформаційної безпеки та її конституційної відповідності.

Ключові слова: інформаційне право, інформаційна безпека, система інформаційної безпеки, інформаційні відносини, правове забезпечення, конституційні засади.

КОНСТИТУЦИОННЫЕ ОСНОВЫ ПОНИМАНИЯ ИНФОРМАЦИОННОЙ БЕЗОПАСНОСТИ

Аннотация. Проведено конституционный анализ правового обеспечения информационной безопасности в Украине, исследовано систему конституционного и корпоративного законодательства об информационной безопасности, определено структуру административно-правовых отношений по обеспечению информационной безопасности, определены особенности информационных отношений, проанализировано определения информационной безопасности и ее конституционного соответствия.

Ключевые слова: информационное право, информационная безопасность, система информационной безопасности, информационные отношения, правовое обеспечение, конституционные основы.

Formulation of the problem. In modern Ukraine formed the necessary conditions for the transition to an information society and one of the following conditions - the development and improvement of the constitutional legal regulation of relations in the field of information security. Fair to recognize that it is the public relations regarding the information sphere, is the stimulus that affects the development of information law.

Analysis of recent research and publications. Among the scientists who deal with this subject, it is advisable to select the following: I. Behyshev, L. Zadorozhna, M. Smith, B. Brizhko, V. Tsymbalyuka D. Dovhal, B. Kormich, G. Vinogradov, V. Zarosylo, E. School, A. Maruschak, G. Kalyuzhny V. Lipkan A. Podolyaka, N. Banchuk A. Movchan, IA Aristova and others.

At the same time, some studies information security issues remain open.

The wording of Article purposes. Determining the constitutional principles of understanding of information security.

Presenting main material. New trends in information law and information security in Ukraine are reflected in the law "On information", "On Personal Data Protection", "On the National Informatization Program" and "On the scientific and technical information" taken from 1992 to 1998. However, analysis of the current legislation in the field of information security confirmed the fundamental shortcomings, such as inconsistency, declarative, availability constitutional controversy [16, 21].

The Law of Ukraine "On National Security of Ukraine" has identified areas where public entities of national

security should ensure the security of the information sphere. It was also noted that the main areas of information security chosen as follows: displays restrictions on freedom of expression and access to information; distributing media cult of violence, cruelty, pornography; computer crime and computer terrorism; disclosure of the information is public and the other, by law, secret and confidential information held by the State or to meet the needs and national interests of society and the state; attempts to manipulate public opinion, particularly through the dissemination of false, incomplete or biased information. [6] We can not regulate the issue of interaction between business enterprises with state bodies and regulate their internal self-interest.

As a result of the constitutional legal analysis of information security in Ukraine, revealed a number of problems in this area in the regulations of the ministries (departments) and individual enterprises. There is no single approach to the regulation of information security from illegal intrusion, destruction, modification, blocking, copying, provision, distribution, and other misconduct in individual information systems. Noted shortcomings of administrative and legal regulation of public accounting, registration databases and data banks, which are created in the ministries and enterprises.

Based on the research of the system of constitutional and corporate law on information security, with current trends in the legal information security, the array is not always coordinated acts regarding information sphere, and the complex nature of information legislation, the conclusion is the need to develop basic constitutional principles legislation Ukraine on information security. The adoption of such

fundamental constitutional amendments of a legal nature is important for the development and improvement of legal information security both in the public and the private level. At the same time, we should eliminate mass overlapping legal and regulations established in this area, which only confuse the process of information security in enterprises and the country as a whole.

Information society creates a special relationship information of interest for research. Defining the relationship as a public relations arising from the law, whose members acquire subjective rights and duties provided by the state, we are considering legal information as a homogeneous group of public relations in the information sphere. With constant improvement of the information society, a growing number of which carry information and legal activities. Features of these relationships are determined by the content of information security as a balanced protection of the individual, society and state in the sphere of information from internal and external threats [15, 17]. The specifics of these relationships is defined as activity as information activities. The question of the concept and content of information and legal activity in most developed monographic studies Tsimbalyuk VS, Dovhal DV, Kormich BA

The structure of the administrative and legal relations on information security protection is defined main directions object information sphere, so information legislation: the protection of information rights and freedoms; protection of information, information resources and information systems from the undue influence of outsiders; protection of the individual, society and state from harmful, dangerous,

poor quality of information [16] .In works of Ukrainian scientists noted that certain features of information relationships that distinguish them in the administrative and legal terms. These include the fact that the relations arising develop and terminates the information area at the independent address information separated at creation and application of automated information technology tools and mechanisms of information security. Similarly, they reflect the features of the application of public law and civil law regulation methods in the exercise of constitutional rights and freedoms of the specific features and characteristics of legal information, news and other objects information environment. And the main thing is that information relations on policy of information protection of the rights and freedoms of man and citizen. Multisectoral nature of the legal relationship in the information sector provides their integrated management with a balanced use of various industry standards [14] .Kompleksni research issues are ignored developers separate legislation. Some regulations, or in their projects, over-complicating the formulation of clear concepts demonstrate the legal definition of excessive state control. Also attempts administrative control to ensure the consolidation of state functions over to determine what information is "true," "false," "corrupt," etc., and which should be banned, as an expression the threat or challenge to safety. In accordance with the Constitution of Ukraine, the state can only promote pluralism in the information sector of society on the principle of correlation needs and interests of individuals and social structures. [19] Regarding the definition of information security and its constitutional conformity, it is proposed

to pay attention to research Kormich B. [15], which identifies them together according to key provisions reflected in the Constitution of Ukraine on the specifics of conditionality as a subject of law. His thoughts are offered in the following interpretation on the formation of constitutional principles regulating information security as a display of their rights and freedoms in the sphere of information: - Information Security - a type of information certain public entities. That activity to maintain national security information component covers a portion separated from other areas of the state. - Information Security - dynamic social phenomenon. In this regard, in terms of the content of national security it is expressed in the ratio between the activities of the different actors for information and therefore constantly changing under the influence of objective and subjective factors (among them is crucial threats, challenges, danger) .- The basis of regulation and state involvement in social information processes (relations) have the competence and jurisdiction of which are enshrined in the relevant articles of the Constitution of Ukraine and determine the legal nature of information sovereignty of individuals, businesses and the state, as components of the national Constitution suverenitetu.- Ukraine provides information security status, scope and content functions as a separate state, which is manifested in its legislation, including recognition of the priority areas of the state, among other diyalnosti.- competence of state for security in the information sector of society conditioned by the need to harmonize the rights and responsibilities of various individuals , overcoming competition between them

and the functions of the state through its agencies powers in respect of the regulation of information processes in social vidnosynah.- state regulation of information sphere now, just because the law establishing the level of legal laws (especially in the form of such as codes). - Policy on information security has multi features that diversity by objective social relations informatsiyi.Take content provisions of legal regulation of information security is more simple and understandable from the standpoint not only of legal science, but practice. The introduction of the theory of information law will specify the legal acts regulating relations in the sphere of information and fill prohalyny.Napovnennya provisions of the constitutional principles of legal regulation of information security, it is proposed to consider in the context of its features: • the content of information security, as the sphere of social relations balances at the intersection of various components of national security and the respective roles of the state; • information security has zahalnorespublikanskyy and local (regional) the content arising from the needs and interests of different people - participants of information relations; • state avenay regulation in the sphere of information should occur only on a legal basis, according to the norms enshrined in the Constitution of Ukraine; • the policy regarding national information security should be implemented by each of the institutions of public power, as well as through the institutions of society [20] .As term research administration and information law, isolated problems setting up the organizational component in the public and corporate governance in the information sferi.Z position of administrative law, information security,

as social and technological legal phenomenon, it is proposed to consider in order to develop effective general provisions concerning guarantees of information rights of interconnection 'communication with the state and other interests in the country, social values, benefits; forming system regulation signs organizational and management measures; prevent the public dissemination of information, which is the legal regime of restricted distribution, toscho.Yak basic constitutional proposed to allocate principles of information security by Behyshevym I. [18]. They may look like this: priority to the rights and freedoms of the citizen (as a fundamental principle enshrined as standard in international law); the balance of interests of individuals, society and the state as sovereign in public relations for information; adequate measures to counter threats to security challenges in the information space; state supervision, control in the field of information security (eg, developing and manufacturing special tools information weapons); transparency and public control over the activities of public authorities in the information sector suspilstva.Odnyeyu of the main components of the constitutional and legal regulation of information security should be - the impact on competition of the state enterprises and other entities for ownership of different media, including the process of monopolization, concentration - for political power by certain individuals. Nowadays, some forces struggle for influence in the electronic and print media, for control of film companies, publishers and news agencies entails usurpation "fourth branch of government." This creates a tendency

to concentrate power over society to manipulation by political parties and individual NGOs totalitarian direction [19]. In scientific sources expressed the views that the right to information - the only element of freedom of speech, expression, ideas and more. Freedom of information - the symbol of an entire group freedoms formalized in rights - freedom of speech or freedom of expression; freedom of the press and other media; the right to information that has social significance; freedom to disseminate information. [22] In connection with the freedom of the individual, the citizen directly extrapolated to possible challenges, threats, danger to others, society, state, international spivtovarystva.Slid state that the information law, as a branch of law - is an important and necessary tool to regulate the activities of state and local governments, state and non-state enterprises, institutions and organizations, and civil rights in the field of information security. Scientists Zadorozhna L., M. B. Smith Brizhko, stressing the importance of legislative regulation of information security, define "information security can be understood on the one hand, direct information security, and especially - the protection of privacy, commercial information of restricted access personal data, etc., on the other - as a protection of information systems, which is actually a means of conveying information "[20]. Consideration of information security issues from the perspective of receipt, storage, use, dissemination and protection of information, that is - the sphere of information relations related to the circulation of information inevitably reduces the role of the state and management of administrative and legal regulation of relations in this field.

Information security, expressed in the subject and method, working closely with virtually all existing branches of law. This interaction includes their regulatory influence various spheres of public and social life. State administrative activities under the direct influence of processes taking place in society, especially in the economy, which inevitably affects the content of information security and the nature of its regulation [23]. Conclusions and recommendations for further research. The impact of current realities management system of information security system forms the constitutional principles that will, in the future, present and guarantee legal regulation. Thus, the creation of appropriate principles must adequately respond to the challenges of each stage of development of information society. The information revolution, globalization processes information, a wide range of new negative factors have turned information on information security categorical imperative of our time, as an important area of law and areas in administrative and legal regulation. Organizing information security rules must take place in accordance listed constitutional principles, completely getting rid of complex procedures and unnecessary barriers most consistent system of rules.

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GUIDELINES OF THE DEMOCRATIC PARLIAMENTS IN THE ACTIVITIES OF uKRAINIAN PARLIAMENT

Abstract. In this paper the theoretical and methodological aspects of the using of guidelines of democratic parliaments in the activities of Ukrainian parliamentarism are investigated. The conducted analysis of the functioning of democratic parliaments guidelines allowed not only to identify a number of problems, but also to develop a comprehensive list of recommendations to address them. This should enhance the role of the Ukrainian parliament as a representative body of the government.

Keywords: parliamentarism, guidelines for democratic parliaments Ukrainian parliament, parliamentary development priorities.

КЕРІВНІ ПРИНЦИПИ ДЕМОКРАТИЧНИХ ПАРЛАМЕНТІВ У ДІЯЛЬНОСТІ УКРАЇНСЬКОГО ПАРЛАМЕНТУ

Анотація. У статті досліджено теоретичні та методологічні аспекти використання керівних принципів демократичних парламентів у діяльності українського парламентаризму. Проаналізовано функціонування керівних принципів демократичних парламентів, що дало змогу не лише виявити ряд проблем, а й розробити вичерпний перелік рекомендацій щодо їх вирішення. Це має сприяти підвищенню ролі українського парламенту як представницького органу державної влади.

Ключові слова: парламентаризм, керівних принципів демократичних парламентів, український парламент, пріоритети розвитку парламентаризму/РУКОВОДЯЩИЕ ПРИНЦИПЫ ДЕМОКРАТИЧЕСКИХ ПАРЛАМЕНТОВ В ДЕЯТЕЛЬНОСТИ УКРАИНСКОГО ПАРЛАМЕНТА

Аннотация. В статье исследованы теоретические и методологические аспекты использования руководящих принципов демократических парламентов в деятельности украинского парламентаризма. Проведенный анализ функционирования руководящих принципов демократических парламентов позволил не только выявить ряд проблем, но и разработать исчерпывающий перечень рекомендаций по их решению. Это должно способствовать повышению роли украинского парламента как представительного органа государственной власти.

Ключевые слова: парламентаризм, руководящих принципов демократических парламентов, украинский парламент, приоритеты развития парламентаризма.

Formulation of the problem. Modern European Union - is the result of hard diyalnosti i porozuminnya not only The European nations, but i intelektualiv some political figures, who have managed to find an optimal balance between the National nadnatsionalnym i measurements [1, 2, 3].

Katastrofichni consequences of the Second World War were a powerful incentive usvidomlennya need to create favorable conditions for economic cooperation of European states. Now up high standard of living in member countries create an attractive international image of the EC, causing acute discourse on the limits of its expansion, The European integration model [4, 5].

European Economical advantages hruntuyut'sya on Political responsibility, on zasnovaniy dotrymanni laws. These aspects are closely linked, i easing one of them inevitably vidobrazytsya other [6].

Ukraine has chosen strategic direction of integration in the European Economic i political and legal space. Declared at the state level course on Ukraine's accession to the EU, the importance of making our country the concept of joining the European communities, finding its place in the European evolution process determine the need for comprehensive i-depth study of the characteristics of the internal structure i functioning of the EU, accounting intehratsiynoho experience its new States members.

New prospects for deepening cooperation between Ukraine and the EU came as a result of signing the Association Agreement between Ukraine, on one hand, and the European Union, the European Atomic Energy Community and their Member States, on the other hand, part of which should be the area agreement free trade

negotiations to join the EU. [7]

Analysis of recent research and publications. Different aspects of the problems of formation of parliamentarism in Ukraine and worldwide study: V.Zhuravskyy, A.Zayets, Campo M.Kozyubra, O.Yuschyk, V.Borde-nyuk, H.Zhuravlova, Mr. Shapoval, Yu.S.Shemshuchenko etc. .

The article is a systematic analysis of guidelines for democratic parliaments in the work of the Ukrainian parliament.

Presenting main material. In this article the European guidelines for democratic parliaments in the work of the Ukrainian parliament. Most important democratic standards and guidelines not only in Europe but throughout the world is the democratic principle of true and fair elections to representative bodies (Parliament and others.). Parliamentary elections in Ukraine should meet international standards for free and fair elections. Elections should be a regular and periodic. Election standards both at international and national levels were determined and approved by governments, intergovernmental and international organizations, including the United Nations, the Organization of American States, the Economic community of West African States, the Inter-Parliamentary Union and the rest.

Direct, popular election of MPs as legislators is one of the basic principles of representative democracy in Ukraine, and serves as the basis of legitimacy of the legislative branch. [8] While members of the Upper House (in some countries, such as Belarus) may be designed or selected (eg, the President), we can assume that this chamber parliament with less legislative functions. Only the popularly elected House of Representatives, representing all the people of the country has the right to legislate on its behalf. This basic governing democratic principle enshrined in the EU,

"Warsaw Declaration of the community of democracies" (adopted in Warsaw 27.06.2000 r), where more than 100 countries signed the "basis of the authority of government to the will of the people expressed through the implementation of citizens' rights and civic duty to choose their representatives through periodic, free and fair elections with universal and equal suffrage" [9]. Indeed, the direct election of parliamentarians is essential to representative democracy, which means not only widely accepted principle of governance and society, but also to consolidate the fundamental principle of the rights of citizens. This is clearly presented in the Charter of Fundamental Rights of the European Union [10].

The will of the people in the formation of the parliament, expressed through the implementation of citizens' rights through elections: voting for the list of political parties in the proportional system and election of representatives to the majority system. Political parties are a must tool for the implementation of participatory democracy through which citizens participate in government. Moreover, political parties play an important role in the formation of informed and active electorate. In addition, political parties often act as a "bridge" between the executive and legislative branches of government and can effectively contribute to the definition of the program of action of the Parliament within a specific management system.

Based on the scope of the parliaments, the functions of parliaments, I think, can build a system of parliamentary procedures and guidelines pryntsipov.

Duverger on to vnovazhen Parliament considers the legal, financial, foreign policy, executive, administrative

(appointment of certain members of executive bodies, control over the executive power, the state of emergency, decisions on management of state property, etc.), legal (appointment of some judges, d'conditioner is required penalties, etc.) and the authority to make constitutional revision [11]. In comparison system can offer the powers of parliament, proposed by British researcher J. Coombs, which identifies five groups of powers, with the Government (vote of confidence, ministerial responsibility, impeachment, etc.); enacting laws; approval of budget; control of administration (parliamentary inquiry, a special commission to investigate the activities of the various organs, etc.); organization of work of the Parliament. [12] Researchers at the German parliament JP Uryas, G. and B. Klein thisis indicate the number of functions the German parliament: representing a nation; political will; legislation; government formation and control its activity [13]. Central to Parliament, in their opinion, is the formation of public will. These factors explain this constant race Parliament and other higher authorities of the Federation for the prestige and influence in society. [14] So, if you use the base of the parliament on the activities based on the fact that each authority needs its own parliamentary procedures, it is possible to allocate two groups of parliamentary procedures. The first group includes the procedures for the exercise of the powers of parliament as a representative and legislative body: - used in the nation's representative - used in political voleobrazovaniya - used in the lawmaking; -yaka used when addressing issues relating to the formation of other state bodies - which is used in solving control functions - which is used in solving issues relating to the socio-economic structure and finances - which is used in solving issues concerning the legal status of citizens, their

organizations and associations - used when addressing issues relating to security and defense - which is used in solving issues concerning external znosyn.Druha group less numerous, but very important, because using these procedures, the parliament exercises all its powers: - which used when addressing issues relating to form their own organization and function diyalnosti.Zakonodavchi in turn can be divided for various reasons. The same bases can be used to classify the parliamentary procedures for the exercise of parliamentary powers. For Ukraine by said classification, it is possible to select the next parliamentary procedures for adoption, amendments to the Constitution; constitutional laws, laws and aktiv.Odyn variant classification legislative powers of Parliament - powers at various stages of the legislative process: - parliamentary procedure at the stage of initiation - Parliamentary procedures at the stage of preliminary examination - Parliamentary procedures at the stage of decision - Parliamentary procedures at the stage of approval bill - Parliamentary procedures at the stage of coordination (to overcome the veto of the President) bill. With respect to the classification of parliamentary procedures, there are two types of powers of parliament: - The constitutional powers (primary, that is enshrined in the Constitution); legislative powers; procedural powers. parliamentary procedures in Ukraine: Verkhovna Rada session, the activities of committees and commissions, parliamentary hearings, head of chambers, the legislative process) - The powers enshrined in legislation and regulations (deputy parliamentary questions and requests, roundtables, activities of special bodies) .With regard activities function Parliament divided

into two groups: domestic and outside public functions. In carrying out those and other functions can be carried out legal, financial, control, ceremonial activities, work on formation time; government agencies and private activities on the adoption of disposable non-normative acts. [15] In addition, the bicameral system of parliamentary procedures may be different in scope between the Houses of Parliament even in the exercise of its general functions; possible additional functions Houses of Parliament, which, of course, entails a new characteristic of only one chamber procedure. For example, John. Madison and Alexander Hamilton explained the objectives of the second chamber of the Senate need to compensate the disadvantage of lack of familiarity with elected members with the objectives and principles of law. [16] Approved US parliamentary experience as A.Tokvil that showed that the privilege of senators to be elected to a long period dictated by the fact that among the legislators maintain core that has experienced a Cases of people. In his view, such a measure is the first necessity for society [17]. In federal states (Germany, Russia, USA, Switzerland, etc.), for example, among other functions, performs a special function of the lower house of containment [18], which also entails fixing special parliamentary procedures specific to this chamber so therefore, in relation to parliamentary procedures in Ukraine can be identified parliamentary procedures unique to one chamber of the implementation unique to its authority. For BP typical procedures of the voters interact with political parties and electoral blocs from which were elected deputies. Normative regulation of the legal status of BP includes laws and regulations akty.Tsey unit is to review the guidelines for democratic parliaments associated with the development and adoption of legislation regulating the activities of

parliaments in democratic societies. First of all, you must remember that the level of democracy in a particular country depends on the legislative (Parliament) of those countries who are citizens of the society, and controls the executive power of the country; independent judiciary, ensuring the protection of law; political parties that are open and accountable; and elections in which voters freely choose their representatives in a representative government. On the other hand, democracy demands that those who were freely elected have the right to perform its constitutional duties. There is a growing recognition that elections can not be meaningful if the national legislature, which is caused by the choice of the citizens and not functioning democratic or does not have authority to work effectively. While elections provide a basis for democracy, they do not guarantee that citizens effectively represented. If politicians, MPs are not able to establish a national legislative body with far-reaching powers, people soon find themselves in government, where their voices do not count (or not count properly), and their voices will not be heard. Legislative bodies that do not fulfill their representative and oversight functions to breed public cynicism and ultimately undermine the popular support of the democratic system. My in this paper will attempt in the framework of international experience in parliamentary procedures and standard operation of democratic parliaments identify their corresponding guidelines to Parliament Ukraine. Of course, there is no international or European standard formula for creating functioning democratic parliament. At the same time, to be considered democratic Parliament, Parliament must always adhere to standards across the spectrum of legislative life, particularly in the

organization, procedures, functions and values of the legislature, etc. Different countries have different developing their parliaments and legislative practice, and there is no single institutional forms (models) that could blindly implement. The true extent of the legislature is how he conducts public policy and implements state power on behalf of their people whom they represent. During the legislative body we understood all national legislative bodies, be it Parliament, Senate, Congress, the National Assembly or the Assembly, the Federation Council, etc. may also be necessary to study additional standards become the norm in some legislatures in some new democracies. These include the right of the legislature to ratify treaties, trade agreements and loans due to executive vlad. Pryntsy democracy is manifested in the exercise of powers legislative, judicial and executive. Each branch exercises its authority through its own procedures. With regard to the legislature, it has its own feature. This property parliament, which allows him to create institutions to modify their same procedure. This tool is the ability to change its own rules of procedure is a measure of autonomy and independent existence parliament. Organization for Security and Co-operation in Europe (OSCE) has identified this tool as a "key standard" democratic governance [OSCE Office for Democratic Institutions and Human Rights. OSCE Dimension Seminar on Democratic Institutions and Democratic Governance, Warsaw. 12-14 May, 2004.]. This exclusive right of Parliament and MPs to set and modify their own procedures present in most legislative bodies of various countries. The differences in the procedures for amending the country - a vote. In Italy, for example, the legislature may amend the rules of procedure of the absolute majority of votes, while in Austria legislatures require two-thirds majority

(Constitution of Commonwealth of Australia, Art. 50.) In most countries, however, you need only a simple majority. This procedural autonomy is clearly stipulated in the constitutions of some countries, such as Himechyna (Constitution of the Federal Republic of Germany, Art. 40 (1)), the Netherlands (Constitution of the Kingdom of the Netherlands, Art. 72), and Spain (Constitution of the Kingdom of Spain, Art. 72 (1)). In France the Constitutional Council approves the rules of procedure, after they voted for change in both chambers of the National Assembly (Assemblée Nationale) Constitution of the French Fifth Republic, Title VII, Art. 63. Vazhlyvym guiding principle is the right of individuals to unite. The right of private individuals to associations and political parties should be as much as possible free from interference. Although there are limits to freedom of association, they should be interpreted very narrowly and only unconditional reasons may justify the introduction of similar measures in respect of freedom of association in the organization. Restrictions in this field shall be defined by law, must be necessary in a democratic society and proportionate. It is necessary to join the political party was of a voluntary nature, and no one shall be forced to join any organization or membership in it against their will. Another principle - it is the duty of the state to protect the right of individuals to freedom of association. The State shall provide appropriate legislation enters into effect necessary mechanisms and procedures that allow individuals to practice freely exercise their right to freedom of association and political parties together with others. Moreover, the state will be responsible for adopting legislation prohibiting interference with these rights by non-state actors. Also, it

is the State must refrain from such intervention. In case of violation of freedom of association state is liable for damages in accordance with established procedures and should ensure cessation of the breach. As noted above, the restrictions on freedom of association may be imposed only if they are prescribed by law and are necessary in a democratic society. The next principle - legality and timeliness of decision making. The law should specify the powers of supervisory authorities and limits of these powers. There should be legislation to ensure fair and objective application of these by laws on elections and political parties. Another component of good governance in this area is timely decisions. Decisions affecting the rights of political parties should be taken urgently, especially when they are associated with the timing critical processes like elections. Any restrictions imposed on the right of individuals to freely associate in the organization and express their opinion, should have a formal basis of the state constitution or laws passed by Parliament. Such restrictions should not be the result of biased and one-sided political activity - on the contrary, they must pursue a legitimate aim whose achievement is necessary in a democratic society. In this regard, the frequent amendments to the law on political parties be regarded more as a result of the political turmoil, not a desire to meet pressing social need. In addition, the constitution and the legal acts adopted by the Parliament must respect the right to association in the form in which it set out in relevant international and regional legal instruments. Legislation should clearly and precisely indicate the political parties which activities are considered as illegal and sanctions can be used against them in case of violations. Laws in Parliament should be made openly, after appropriate discussion, and should be submitted to the general public, in order to ensure

awareness of citizens and political parties of their rights and their obmezheniya. Pryntsyp - political pluralism. One of the goals of the legislature should create favorable conditions for political pluralism. The ability of citizens to perceive different political views recognized as most important feature of a strong democratic society. As indicated in paragraph 3 of the Copenhagen Document EU pluralism is necessary to ensure citizens a real choice of candidates and political associations. This principle is especially true when it comes to the political financing and access to the media during election campaigns. Since the parties are advantages not found in other associations, it is appropriate to oblige them to take on certain responsibilities in view of the resulting legal status. This may be a requirement to provide reports on their activities or requiring transparency of financial transactions. The law must be given a detailed description of the rights and obligations arising from obtaining legal status of a political party. The international legal framework to protect the rights of political parties based primarily on the rights to freedom of association and freedom of expression and the right to freedom of peaceful assembly. These three principles were enshrined in the Universal Declaration of Human Rights (1948) and later became legally binding provisions of a number of international and national instruments on human rights. The International Covenant on Civil and Political Rights and the European Convention of Human Rights and Fundamental Freedoms include the role and importance of political parties has long been identified, the specific legal provisions governing the activities of political parties are a relatively recent phenomenon. Despite the fact that many

states with party system of government now have a mention of the role of political parties in their constitutions or other laws, the first examples of legislation directly affecting the operation of political parties, appeared only in 1940. Even today, after major changes in this area, differences in legal traditions and constitutional structure of states leading to what degree of regulation of political parties in different countries are different. Different ways of historical development and unique cultural context of each country make it impossible to develop a universal and uniform set of regulations for all of the regulation of political parties. However, using the European Court of Human Rights, the general human rights principles and commitments of the OSCE, you can define the general principles of regulation of political parties in multi-party democracy, applicable to any legal system. Z a fundamental view of the role of political parties in democratic societies on the basis of documents of the OSCE Office for democratic institutions and human rights (ODIHR) and the European Commission for democracy through Law (Venice Commission) Council of Europe's experience, knowledge and examples of good practice of the EU in the regulation of political parties may be European standards and guidelines for Ukraine in ensuring the proper creation, development and functioning of political party. Parliament Ukraine should regularly holds meetings at intervals sufficient to perform their duties. In a representative democracy, load the MP is sure to be difficult: it work in a political party, coalition or district, review and preparation of draft laws and executive authorities. This means that the deputy should be the appropriate time for these tasks. Parliament (the legislature) should adjust the time sufficient for each deputy, while ensuring the session so that no excessively delayed legislative process,

given the time of the convening of Parliament. Each convening parliament meets his "lifetime" to be elected by the legislature. When the interim parliament setting functions well, then the legislature devotes as much time as he chooses to perform their duties. However, if the parliament does not have time-management, it can lead to unproductive legislation. In European realities, ideally, to stimulate rapid lawmaking and provide time for MPs in committees and constituency (voters) Parliament shall meet in sessions from 100 to 200 days a year. While in authoritarian and "inactive" Parliament session takes less than 50 days a year. The Rules of Parliament provisions for convening the special session of the legislature should be clearly defined. If any event held in while the legislature is not in session, it deserves attention with representatives of the citizens, a special session of Parliament be convened. And legislative and executive power can simultaneously enjoy the right to convene such a session. It is not contrary to the principles of representative democracy, where there are special provisions for the executive branch or the President to convene a special session, as well as the principle of legal independence remains unchanged after the parliament was sklykanyy. Krim of executive responsibility to respond to sudden events taking into account a wide range of technical and human resources, which it used as the executor of state policy. Thus, the position of the executive branch to convene a special session of parliament should be clearly defined. Indeed, in most countries where there is a condition for convening special sessions, the head of state or government often convene such a session. In the UK, for example, the speaker of parliament may report an earlier meeting if the

government minister said that this session should convene in public interesah. Odnym of the guidelines can be proposed amendment to the agenda for discussion in the plenary session of the Parliament. For the separation of powers of the executive, judicial and legislative branches of government to be effective, each branch must have a significant degree of autonomy of the legislative process. This sovereignty branch of government is essential to streamline the legislative process and especially important in establishing and amending the agenda for discussion at the session. Changes in porya STU agenda set by the legislative body of executive power in many countries, de facto if not de jure. This practice is not considered completely undemocratic, because understand that the executive power is a key part of a legislative process. However, the executive should not dictate the life of the legislature and its role in changing the agenda should be balanced with the right of the legislature to amend the proposed agenda. Thus, the legislature in many countries has the right to make changes to its own agenda independent of other branches of government (it came out of the executive or other). The practice of preparing the proposed agenda is extremely diverse worldwide. In most countries, the agenda is set Speaker and members of the collegial body that are usually chaired by the Speaker and leaders of factions and party groups. This collegiate body is sometimes called the office, both in Estonia and Belgium or the Bureau, as well as in Norway and Ukraine. The agenda may be changed if the proposed modification is supported certain part of legislators. The situation in Belgium, for example, where 13 members of Parliament could be offered a vote on amending the agenda. In some other countries formed a special committee under the control of the Speaker, who determines the agenda. An important

consequence of guidelines for democratic parliaments can the process of establishing clear procedures for structuring debate at the session and determine the order of speeches made by MPs. Under the principle of autonomy of the legislature, Parliament should have full control over structuring their discussions. This prerogative of Parliament must be clearly stated and explained in the rules of procedure in the regulations, which always remains in the competence of Parliament. That's right, both the majority and minority in parliament, which allows MPs to express their views on all matters before the legislative body. In some countries, the lineup can be made in advance, such as France and Germany, and in the case of special hearings organized in Italy and Russia. The Chairman shall be guided by the rules of procedure in determining the practical details of discussions counting time for each performance. It operates in Hungary and Spain. Interestingly, we add that in India, the chairman shall ensure that the time for speech is divided among the political groups in proportion to their seats in parliament. Vysnovky and prospects for future research. Also important democratic procedure for Parliament is providing real possibility of public discussion of bills before voting. All citizens in democratic countries have the right to express their views and influence the creation of laws. Parliament shall provide adequate opportunity for members to discuss draft laws, information and opportunities for discussion must be provided prior to the vote. The possibilities of citizens to participate in public discussions during the legislative process should be clearly defined and strictly followed. Legislators usually have several periods of time in which laws can be publicly discussed, for example, one, two in the case of

Denmark, France and Finland, or three, in the case of the UK and Ukraine. This is known to us as "reading" laws in parliament. This process of systematic re-examination and clarification of articles, which allows to amend the law in the careful reading. French laws with two readings. The first reading usually consists of a general debate on the principles of the bill and the other consists of a detailed study of the provisions and amendments proposed komitetom.U for further research to be carried modern principles of forming democratic parliaments, prioritizing the development of parliamentarism.

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MODELING OF THE INFLUENCE OF GLOBAL CIVIL SOCIETY ON PUBLIC POLICY

Abstract. This article states that the institutions of global civil society use different strategies to influence public policy of national states. The types of government response to the influence of the global civil society are determined. They are, in particular, confrontation to these influences from the side of national governments by creation of barriers, applying of the policy of “open doors” for international organizations and donors, formation and realization of the government public policy of assistance of the development of civil society by authorities. It is grounded that Ukraine has to enhance assistance of development the civil society as direction of public policy.

Keywords: authorities, civil society, the global civil society, strategy, public policy

МОДЕЛЮВАННЯ ВПЛИВУ ГЛОБАЛЬНОГО ГРОМАДЯНСЬКОГО СУСПІЛЬСТВА НА ДЕРЖАВНУ ПОЛІТИКУ

Анотація. Зазначено, що інститути глобального громадянського суспільства використовують різні стратегії впливу на державну політику національних держав. Визначено види реакції влади на вплив глобального громадянського суспільства, зокрема: протистояння цим впливам з боку національних урядів, створюючи бар'єри; застосування політики "відкритих дверей" для міжнародних організацій та донорів; формування та реалізація органами влади державної політики сприяння розвитку громадянського суспільства. Обґрунтовано, що в Україні слід посилювати такий напрям державної політики, як сприяння розвитку громадянського суспільства.

Ключові слова: влада, громадянське суспільство, глобальне громадянське суспільство, стратегія, державна політика.

МОДЕЛИРОВАНИЕ ВЛИЯНИЯ ГЛОБАЛЬНОГО ГРАЖДАНСКОГО ОБЩЕСТВА НА ГОСУДАРСТВЕННУЮ ПОЛИТИКУ

Аннотация. Указано, что институты глобального гражданского общества используют различные стратегии влияния на государственную политику национальных государств. Определены виды реакции власти на влияние глобального гражданского общества, в частности: противостояние этим воздействиям со стороны национальных правительств путем создания барьеров; применения политики "открытых дверей" для международных организаций и доноров; формирование и реализация органами власти государственной политики содействия развитию гражданского общества. Обосновано, что Украине следует усиливать такое направление государственной политики, как содействие развитию гражданского общества.

Ключевые слова: власть, гражданское общество, глобальное гражданское общество, стратегия, государственная политика.

Formulation of the problem. Every country and Ukraine in particular, is exposed in a globalizing considerable amount of influence because it can not be in isolation. Global civil society institutions use different strategies to influence public policy of nation states to unify economic and legal standards, dissemination of value priorities.

Analysis of recent research and publications. Among foreign scientists, who studied the issue of public policy and external features of exposure to it should be called such foreign scientists, including L. Pal [6] Raymond A. Rosenfeld [9] A. Young and L. Quinn [14]. Obruntuvannyu state policy as management dedicated to the phenomenon of Alexander Walewski, Yu Kalnysha [15] A. Hook [15] Orlov [15] L. Prokopenko [15] A. Rudenko [15] B. Solovyha [15] C. Tertychka [15] others.

The article is to systematize strategies to influence public policy definition sposobivprotystoyannya these influences by national governments and modeling of global civil society in public policy.

The main material. Kozhna strategy requires certain organizational and legal basis, various means of implementation and ekspertyzy. Zazvychay, institutions of global civil society engaged in external advocacy, mobilization of public opinion, participation in protest movements and humanitarian assistance. However, collective awareness campaigns have a limited impact on the decisions and directives of the European Commission. Civil servants European institutions are less susceptible to campaigns of public opinion than governments of nation states.

Vïronique de Geoffroy, Director of Operations Groupe URD, proposed a typology of strategies of influence. The strategy aims to achieve the following

objectives: to inform, persuade, motivate, encourage action. Choosing a strategy of influence depend on various factors: the dialogue to achieve power and access to power and, according to risk analysis, culture of the organization. The table below indicates the types of actions for each strategy (Table. 1).

Pressure can be organized in such forms as published reports, the mobilization of citizens, denunciation, litigation and more. These pressures made to influence public policy.

The development of international organizations (thinkthank) concerned with the assessment and monitoring of practical implementation of international decisions and commitments is a form of influence on the development of global governance. Until recently it was thought that their ability to influence and change the rules is much weaker than the international non-governmental orhanizatsiy. Odnak SCL (Strategic Communications Laboratories - Laboratory strategic communications ") - Analytical Center, which manages the campaign, offering marketing based on psychology and logic, and Cambridge Analytica, which is branching SCL, dispelled this mifsytuatsiyeyu of Brexit Trump and elections for the US presidency. Cambridge Analytica have developed a model that allows you to calculate the personality of each adult citizen. Marketing success Cambridge Analytica based on psychological behavioral analysis, study and Big Data tarhetovaniy advertising - personalized advertising that is as close as nature adapts to the individual user.

Results of electronic surveys on global civil society summit in Stockholm on "Building civil space" showed that the situation with the cooperation of civil society and government in the country has deteriorated; This was confirmed about 80% of the [13]. In fact, there is a definite

inclusion in government institutions, civil society, the legal regulation of civil society is complicated, increases state control and national governments struggling with the impact of the spread of global civil society institutions on a national civic space.

Model the impact of global civil society (GHS) on public policy shown in Fig. 1. You can distinguish some types of government response to the impact of GHS. The first - to confront these influences on the part of national governments, creating barriers:

1) prevent funding from abroad through such organizations awarding the status of "foreign agent"; This means that the organization is undesirable for communication, it can not work with state or local governments. Other civil society also afraid to work with "foreign agents", so they fell suspicion of disloyalty to the government;

2) provide that civil society organizations have no right to engage in "political activity", which it considers of public events, sociological studies, publishing its own periodical, monitoring and evaluation of government agencies;

3) express suspicion of collaboration with extremist organizations and terrorist, the result of which may be a prohibition of the organization and its members prosecution in; used as such suspicions to human rights organizations and the organizations of sexual minorities, who make certain demands of national governments. However, such measures may adversely affect the image of the country internationally, and denial of communication with the public sector and its removal from policy "turns the public sector on alternative and rival powerful sector in social and political spheres; negative impact on the level of support for government institutions from the public; undermines the legitimacy of

public decisions and reduces the willingness of the population to their implementation [3, p.7]. "The second type of reaction to the impact of GHS authorities - a policy of "open doors", which provides smooth penetration of foreign capital in any part of the country through grants. Such policies can have both positive and negative consequences. Positive - facilitate the implementation of social functions, which are unable to meet the government during the economic crisis and military conflict. The negative - the country becomes dependent in financing major powers terytoriyu. Tretiy kind of reaction to the impact of power GHS - forming and realization of state policy authorities to promote civil society. Government strategy includes identifying active public authorities and the main goals for society, according to which will be built by public policy. The strategy provides a promising adoption of legislation by different levels, develop an action plan for the specific policy and organization measures to achieve these goals. An important part of the "Strategy - 2020" - the main strategic document of the country - aside of interaction with the public. In terms of systemic crisis seen out in a phased implementation focused, science-based strategy out of it, the essence of which is a combination of economic procedures addressing social pytan. Derzhavna policy of promoting civil society - the activities of the executive branch, which aims to establish effective partnership with civil society and includes: 1) development of the legislative framework for the implementation of public policies to promote the development of civil society, 2) the implementation of the plan of action for implementation of the state policy, 3) financial support IHS. Naybilsh acceptable to independent state has a second type of reaction to the impact of power GHS -

formulation and implementation of government's own public policy. The first step in this direction was the creation in Ukraine of public policy strategies to promote the development of civil society, which was approved by Decree of the President of Ukraine of 26.02.2016 g. № 68/2016 [8], and which details the plan of priority measures for its development of civil realizatsiyi. Spryyannya society allows the state to exempt itself from the sale of some overly burdensome social problems while maintaining high social standards for the population. So, thanks to the involvement of NGOs in Germany, the state saves 30-37% of the cost of such services; improve the quality of public law decisions through better consideration of the needs of the population, alternatives and possible consequences of decisions; increase the level of trust in public authorities and the legitimacy of public law decisions; ensure a full implementation of public law decisions public. The aim of the Strategy of state policy to promote the development of civil society is creating favorable conditions for the development of civil society, establishing effective cooperation of the public with the government, local authorities on the basis of partnership, providing additional opportunities for realization and protection of the rights and freedoms of man and citizen satisfaction of social interests using various forms of participatory democracy, social initiatives and strategies samoorhanizatsiyi. Realizatsiyu public policy to promote civil society, is supposed to occur in the following strategic areas: - creating favorable conditions for the development and institutional development of civil society - ensuring effective procedures for public participation in the shaping and

implementation of state, regional policy, solving local issues - to stimulate the participation of civil society in the socio-economic development of Ukraine - the creation of favorable conditions for spivpratsi. Realizatsiya intersectoral strategies at the expense of budget funds and other sources not prohibited by law .With a view to target support on a competitive basis to finance programs, projects and activities of civil society organizations aimed at implementing the Strategy, seen advisable to study the issue of the Fund of civil society [318] .Spryyannya of civil society does not provide for the intervention of public authorities in the self-organization citizens identifying areas and methods of public administration and CSOs. The strategy set by the executive tasks, among which the most important are: - shortening and simplifying registration procedures for organizations of civil society, including the procedures for submission of documents in electronic form or on a "single window"; improvement of the order classifying civil society organizations to nonprofit organizations - improving the legal status, order creation, organization and termination of community organizations, expanding their powers to participate in solving local issues - the legislation regulating the issue of mandatory planning in the State Budget Ukraine and local budgets expenditure on providing the competitive financial support for the implementation of programs (projects and measures), developed by civil society organizations - the introduction of a single competitive procedure for the selection of executive power applications (project management), developed by civil society organizations to perform (implementation) which provided financial support to the state and to ensure the legislation equal access of these organizations, including charities, to

participate in this selection - the introduction of effective mechanisms for providing financial support to community initiatives aimed at implementing this strategy - introducing a practice purchase social and other socially important services through the social order and to ensure equal access of civil society organizations and budgetary institutions providing social and other socially important services from the budget - to ensure the right of non-profit civil society organizations carried out in accordance with the law business, if such activities are consistent with the objective (goals), civil society organizations, contributes to its achievement and does not provide for the distribution of revenues (profits) or of the founders (participants), members of the organization - introducing mandatory involvement of civil society organizations to assess the needs of citizens in social and other public relevant services, - introduce compulsory monitoring and evaluation of spending funds programs and projects carried out by civil society organizations from the budget - the introduction of mandatory reporting of CSOs that receive state financial support, public access to such records, as well as the results of mandatory monitoring, evaluation and examination results of state financial support for civil society; - promoting voluntary activities, including working toward the participation of Ukraine in the European Convention on long-term volunteer service - inclusion in the curriculum of secondary schools, vocational technical and higher education courses and topics for the development of civil society [8]. Odnak during strategy development was not included the proposal that we think is important - developing strategic direction "International public organizations" that

would reflect the opportunities CSOs outside of Ukraine on the international arena permitted means of raising funds and funds of international organizations, cooperation and control of public organizations of foreign countries and international organizations in Ukraine. The need for this area due to the growing sense of interdependence among national civil society organizations and a growing sense of solidarity public interests globally. Analysis of the NGO in the world today shows that on the one hand, these organizations play an important role "pressure groups" at the global level and make a constructive contribution to the search for solutions to global problems. On the other hand, the power and influence of the global non-governmental entities is increasing, and therefore requires a legal settlement. Thus, the need for environmental protection led to the creation of a new international law. However, human rights violations caused by local conflicts that affect sovereign states, require settlement at the international and national level. Although the world has not transformed into a global society, the growing influence of non-state actors requires legal regulation to reflect the changes that are caused by the increase in variety of the international system. Whereas existing INGOs influence public policy of nation states, there is a need in the legal basis for establishing the boundaries of influence of powerful interest groups and ensure the accountability of these organizations for the consequences of their actions. However, this process of strengthening the international legal order also requires enhanced examination of the role of INGOs at national and regional level. As part of public policy is a regional flight Ica promotion of civil society activities as regional and local authorities and local authorities, carried out according to the

developed and approved a program of action specific to the region. The regional target program for development of civil society including measures aimed at the development of civil society in rehioni. Instrumentary interaction between local authorities, local authorities and civil society institutions are organizational forms and means of cooperation, with the aim of forming and implementing effective public policy to ensure the socio-economic and political life of the municipality, citizen participation in public affairs and control over executive power to establish effective interaction of these bodies with the public, taking into account public opinion when forming and implementing state and prospects of further polityky. Vysnovky doslidzhen. Z above, it follows that the institutions of global civil society use different strategies to influence public policy of nation states to unify economic and legal standards, dissemination of value priorities. We can distinguish several types of government response to the impact of GHS: opposition to these influences on the part of national governments, creating barriers; implementation of the policy of "open doors" for international organizations and donors; formulation and implementation of government public policy to promote civil society. Last - the most acceptable to the Ukrainian realities. Because along with globalization glocalization processes are enhanced and increased the powers of local government are important regional programs promoting the development of civil society.

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FEATuRES OF THE PuBLIC POLITICAL RESPONSIBILITY OF THE SuBJECTS OF POLITICAL RELATIONS

Abstract. The features of public political responsibility of subjects of government relations are considered; presence of mandatory connection of political, legal and moral responsibility is marked; given on the existing problems of defining the circle of political responsibility; the problem of evaluation and formation of the evaluation system of political activity is considered; ways of solving the problems of completeness of the circle of subjects of responsibility and the need of the balance of accountability institutions, both public and public are outlined.

Keywords: political responsibility, legal liability, the subject of political responsibility, political activity, civil society.

осоБЛивості ПУБЛІЧНОЇ ПОЛІТИЧНОЇ ВІДПОВІДАЛЬНОСТІ СУБ'ЄКТІВ ВЛАДНО-ПОЛІТИЧНИХ ВІДНОСИН

Анотація. Розглянуто особливості публічної політичної відповідальності суб'єктів владних відносин; висвітлено наявність обов'язкового зв'язку політичної, юридичної та моральної відповідальності; вказано на існуючу проблематику окреслення кола суб'єктів політичної відповідальності; розглянуто проблему оцінювання та формування системи оцінювання політичної діяльності; окреслені шляхи вирішення проблеми повноти кола суб'єктів відповідальності та необхідності балансу інститутів відповідальності як державних, так і громадських.

Ключові слова: політична відповідальність, юридична відповідальність, суб'єкт політичної відповідальності, політична діяльність, громадянське суспільство.

ОСОБЕННОСТИ ПУБЛИЧНОЙ ПОЛИТИЧЕСКОЙ ОТВЕТСТВЕННОСТИ СУБЪЕКТОВ ВЛАСТНО-ПОЛИТИЧЕСКИХ ОТНОШЕНИЙ

Аннотация. Рассмотрены особенности публичной политической ответственности субъектов властных отношений; отмечено наличие обязательной связи политической, юридической и моральной ответственности; указано на существующую проблематику определения круга субъектов политической ответственности; рассмотрена проблема оценки и формирование системы оценки политической деятельности; очерченны пути решения проблемы полноты круга субъектов ответственности и необходимости баланса институтов ответственности как государственных, так и общественных.

Ключевые слова: политическая ответственность, юридическая ответственность, субъект политической ответственности, политическая деятельность, гражданское общество.

Formulation of the problem. Specific requirements for accountability of public institutions based on their role in addressing social problems and the specifics involved means - to the legal and legitimate coercion inclusive. Improper or efficient use of public power leads to loss of confidence not only to its carriers, but also to public institutions. The complexity of security responsibility in this case determined that the subject of power to a certain extent favors behaviors and activities according to their interests and needs. Under such conditions the objective society requires universal and effective concept that will be able to subordinate private interest media power common needs, goals and objectives. This submission is guaranteed by the combination (overlay) on the subject of three specific formats: legal, political and moral responsibility. Unfortunately, the practice of public administration in Ukraine reveals confusion in understanding their differences. The circle of political responsibility is also too vague, often society does not know who is responsible for an action which has led to negative consequences and do not know about anyone to use political responsibility. The concept of information accessibility, accuracy and its public review at the moment only declared, not seen by the public administration, as being necessary for the healthy use instytutu political responsibility.

Analysis of recent research and publications. In domestic naukoviy literature There is a noticeable amount of research the phenomenon "politych-noyi vidpovidal-nosti." Rizno-manitni aspekty funktsionu-van-nya politych-noyi vidpovidal-nosti roz-hlya-da-yut in

their pra-tsyah uk-rayinski naukovtsi such as S. Ba-lan, I. Kresina, MA Sa-muylik, S. Du-ben-ko V. Mel-ny-chen-ko, N. Plahot-nyuk O. CORN. However, pra-vy-lo, doslidzhu-yut-sya pro-ble-my politych-noyi responsibility of individual responsibility, particularly urya-du, par-la-men-tu, pre-zy-den-ta and py-tan-nyu legal nature of the legal and institutional framework politych-noyi vidpovidal-nosti pry-dile-no ne-do-stat-uva-hy cover sufficiently. Therefore, the need to expand scientific approaches to the mentioned problems is indisputable.

Formulation purposes stati.Me-toyu da-noyi article is doslidzhen-nya osob-ly-vo-s-tyey politych-noyi vidpovidal-nosti of public-political relations, their statusu.Vidpovidno performed the following tasks: 1) isolating the subject the specific political responsibility of public institutions of power compared to the legal and moral; 2) defining the role of the legal consolidation mechanism of political accountability; 3) the definition of public authorities which fall under the political responsibility; 4) separation of the political and legal responsibility, the formation mechanisms of organizational reflection events between the political and legal responsibility.

Presentation of the main materialu.Instytut political responsibility as part of public or social (beyond legal) responsibility, is important in democracies. Smart is used as a lever of influence on society of government agencies and requires them to act in accordance with the social contract. Unfortunately, Ukraine is now attributed to "full-fledged" democracies

impossible, since most legal norms are declarative, morality and ethics authorities does not meet those who are willing to see citizens. Many scholars of public administration, constitutional reform Ukraine belongs to the so-called "transit" countries with a defective democracy, which, though no longer are authoritarian or dictatorship, "banana republic", but have not formed effective signs of democratic government and a real civil society.

Scientific doslidnyky repeatedly have noted that Ukrainian society is not efficient mechanism vidpovidalnosti derzhavnyh orhaniv and posadogovernmental entities for tsilespryamovane, nalezhne and exercise of svoychasne nya nymy vladnyh povnovazhen [5; with. 96].

To form such mechanisms need to create mechanisms to monitor the actual content of public choice in the sense Wickseil and Byukennhema. One must bear in mind that providing citizens of any government (state) authority to any body or official served only to - in the interest of the people (society). This process is usually carried out as an election. In the case of an ineffective state of the chosen subject should come certain responsibilities. Effective institute of political responsibility in the developed democratic countries - elections, which Ukraine can not possess the appropriate level of public political assessment of political actors and public authorities. Dissolution of elected representatives motion of censure, impeachment of the head of state is also significant, but at the same time radical methods of political responsibility. Even taking into account the fact that the abuse of power tend all, regardless of country.

The subject politychno her vidpovidalnosti are the carriers vykonavchoyi vlady that really vyznachayut content derzhavno-upravlinskoyi diyalnosti. [6; p.20]. Although this notion of the subject of political responsibility is debatable, as referring to the circle of responsibility only the executive branch is false. The executive branch is part introduces and implements policy. Legislative - shall form the legal framework and the rules of politics in the broadest sense. It is therefore appropriate during this work and further use of the term subject of political responsibility - a body or person within its activities effectively implement, implement, corrects, implements government policy on all levels of state and local authorities, represents the state or its organs to society, other countries toscho. Nynishniy period stanovleniya ukrayinskoyi derzhavnosti characterized aktyvnym rozvytkom instytutiv hromadyansko on society that prahnut vplyvaty on instytuty derzhavnoyi vlady of me toyu vyrobleniya adekvatnoyi derzhavnoyi polityky [9 ; with. 541]. Although the need to give a reasonable estimate, the formation of civil society, establishing it at least some control over public authorities of other countries took several centuries. Democracy is not solely shaped by the law, not enough to rewrite the rule and it is important to implement it as necessary to interpret the terms of the law and times. The very existence of the institute of political responsibility (classic version - elections) at the moment does not give tangible results in the Ukrainian society, because in addition to the rules should be formed using the process, morality and beyond.

According to the classical division of responsibility, the latter is a social (public) and law. By legal scholars include constitutional and legal, criminal, administrative, civil, disciplinary and more. The moral, ethical, political, social responsibility, etc. related to the social responsibility of [1; with. 24]. It is logical that the basis for the prosecution of any legal responsibility is extremely fact specific act or omission of the subject of the powers provided for in the relevant rules and usually entails negative result - punishment. Political responsibility is significantly different from legal liability. If the latter is associated with the use of negative sanctions, various enforcement measures for violations by law norms of behavior and activity, the political responsibility seen as a responsibility for the proper conduct of the government, public administration as a whole [7; with. 19]. Another characteristic difference between political responsibility is a legal requirement of intent as a form of guilt, as there is a political liability in case of negligence as *ne-mozh-ly-vosti pro-hno-zu-va-ty* consequences of their *diy.Tak* this type of liability does not include offenses, we can say that political responsibility is not the judicial jurisdiction, since the judicial system can not be the subject of policy. This approach formed the political sphere is the responsibility of political perceptions and motives, not legal regulations. Thus, bringing political responsibility is solely the result of failure of political commitment. In the legal form it could only be a certain reflection contract law which authorizes penalties for violations of political promises' social *vyboru.U* broad sense political responsibility means the quality of media power-management

activities (business, cultural, etc.) and performance of their functions and powers in order conditions and challenges facing the country and society (the challenges of time, the answer to the objective requirements for it). This awareness of the subjects of power and control vital interests of society and country calling his dedication to fight for their implementation, the ability to produce a quality policy, to make the best decisions to implement them with maximum benefit for the common good [4; with. 581]. In *po-st-ra-dyans-kyh* countries *politych-nu roz-hlya-da-yut* responsibility as responsible to society for *vla-dy vy-ko-nan-nya pryy-nya-tyh* required to se-be the relationships, and *obitsya-nok pro-hram* as *for-mu sotsial-noyi vidpovidal-nosti* that *vy-ny-kaye* in *pro-tsesi diyal-nosti* different actors in *zv'yaz-ku* of *or-hanizatsiyeyu*, implementation and development *der-zhav-noyi vla-dy* and *ta-kozh* during *roz-rob-ky* and *vtilen-nya* in *zhyt-tya polity-ky* that *vido-b-ra-zhaye* progressive and *na-prya-my me-tu roz-vyt-ku* society [11; with. 5]. Under the responsibility should be understood not only retrospective (negative), but also perspective (positive) - a limiting arbitrariness on the part of the subject, forced to work within a framework defined for a particular purpose. In general, the development of a successful mechanisms promising political responsibility are increasingly interested scientists. Today's society demands and the "perspective" of responsibility, which is in the origin of this subject a sense of duty, applicable rules and regulations. [9; with. 542]. In the civil society of developed democracies is accountability system

balance - usually tortious activity subject of authority fall under the legal responsibility, and if no reasons - political responsibility as subjective evaluation of society. Civil society and the smaller formation of citizens to monitor the activities and influence the actions of enforcement authorities. This ensures that the principle of inevitability of "punishment", even if it is only subject to disciplinary authorities. Civil society is trying to balance the application responsible for using those areas of law which do not require or legal confirmation or have not received this, but can be applied to common "coercion" of society. This naturally applies when the rule of law and legal responsibility for it is effective, so eliminating the irresponsible activities of the subject and the lack of real penalties for violations. Value "morality - policy" and "morality - right" [2; s.131] must find expression in politics solely as a rule of custom, as necessary, agreed by all actors in the political arena of the state. Anything that goes beyond regulatory consolidation is the responsibility of political and is "deprived of the right to exercise state power by withdrawing from politics" [10; with. 387] .Yakym way will be "exempt from the policy," in the form of estimates at the next regular election or early, during the second term employment offices or through the mechanisms of public censure, etc., is a matter solely for society. Since people as a source of power, free to decide how it will express confidence or lack thereof to the public or political figure. But the people as an abstract legal category has the organizational capacity to implement its exclusive prerogative power in the constitution without institutionalizing organizational forms diy.Suttyevym issue of political

responsibility and its application covers evaluation activities. Rating activity is always subjective, of objectivity, especially in the political sphere we can not go. Formation evaluation system should be made more widely than legal norms or political views. There are objective conditions, criteria, guarantees and promises which began its work public authorities. This assessment is the basis by which society must choose and control response - confidence or loss on its subject. In any case, the most objective assessment, based on fact, is the guarantor of impartiality and reliability assessment of the subject. The content of the information, the way its accessibility for those to whom the person reports to, and to the public right of access to it determines the effectiveness of mechanisms of accountability [3; with. 612] .Hocha in this case there is a certain contradiction: a legal norm (criteria and conditions) is a narrower category than moral, social responsibility. Their consolidation is normally abstract or feigned. Public relations is always developing and emerging faster than regulations. Thus, the system of evaluation can be objective, but may not be relevant at the time of evaluation. In this sense, analysis and other methods of scientific investigation is appropriate after a certain period of time - after the real result of action or vice versa - their absence in case of omission of the subject of public and political powers. Summing up, it should be noted that the absence of a codification of a consolidation of political responsibility criteria (including for violation of morality, ethics, etc.) can not be regarded as a negative point and one that undermines the basis of the Institute of political responsibility. It

should be seen as a tool of society, which is not limited to fixed rules (rule may disagree with justice) [8; with. 177-178.] Is more flexible and ambitious than any codification when applied public pressure in its various *proyavah*.V most developed countries vertical link state agencies because of poor management or specific decentralized territorial structure of the state, local governments or territorial bodies of the central government in general - local authorities carry out their activities both on an elective basis and on the basis of appointment. They bear the same responsibility as members of parliament or the government, but their political responsibility is scalable to requirements and needs of the unit. Can we say the lack of political responsibility in these people? No, because they also represent a *yayut* state, implementing its policies, sometimes even based on their own decisions. Any ordinary officer or official of local self-government bears full responsibility for their actions within its powers and not only intent, but also not effective or unfamiliar activity. Elected bodies (local council) which was appointed as the person or formed an appropriate body - the subject of responsibility, should be responsible for the entity in accordance with and within the limits of its own powers, which made it possible to control, influence and evaluate the activities of the sub ' object. It is therefore appropriate to introduce category-through or solidarity that would encourage public authorities to more productive and socially oriented work under duress responsibility not only for active own actions, but actions controlled or those who are in authority, the sub ' objects of political responsibility. Political responsibility for the most part are not directly related

to specific decisions, actions or omissions of a particular public institution or a separate power official, though not preclude the occurrence of these effects on behavior or activity in a particular situation. No doubt the need for greater transparency of political responsibility, directly related to the nature of the representation of large groups of people. On ensuring such responsibility can speak only if not identified only nominally, but conscious society in general or a local community who is responsible for public administration; What political forces determine the content, form and methods of use of public power and who they *uosoblyuvatysya* the consequences of such use. Noting the difference between political responsibility by law, it should be noted that the political responsibility of individual public power relations can be transformed into a legal (constitutional and legal) [8; with. 181]. Conclusions and recommendations for further research. Based on the above it can be concluded that the political responsibility in government is the ability to understand and perform the functions of government within the competence of the office, to foresee the consequences of their actions, actions and omissions as to the system of government and society in general, directing their actions on efficiency and competitiveness of the state *upravlinnya*.Zabezpechennya political responsibility in the country is implemented through cooperation between public authorities and the public, as a prerequisite for the establishment and regulation of effective political communication in terms of law. Symbiosis legal and moral standards as state agencies and community groups (general public) can

provide sufficient evaluation activities of political responsibility and punishment in case of porushennya. Osnovny my problems in the implementation mechanisms of political accountability is their close relationship, but not identity constitutional and legal responsibilities, the adequacy of application and temporal perspectives uncertainty assessment, no actual defined range of public political vidpovidalnosti. Vodnochas not forget that the final consolidation of democracy and thus also of political responsibility is at the level of political and social organizational culture groups and strata, which is a common basis of political processes. But the development of organizational and political culture requires a dynamic, yet harmonized with civilizational challenges of institutionalization of public accountability, which in turn, opens opportunities and the need for further scientific development of this problem.

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COMPETITION IN THE SYSTEM OF CIVIL SERVICE: THREATS AND WAYS OF IMPROVING

Abstract. In the article the approaches to the concept of competition in the system of public service are analyzed. The analysis of the existing legal framework for recruitment of the candidates on the public service is conducted. Application of the innovative methods of recruitment of the candidates on the public service are proposed.

Keywords: public service, civil servant, competition, selection of personnel, personnel selection, selection methods.

кОНКУРС В СИСТЕМІ ДЕРЖАВНОЇ СЛУЖБИ: ЗАГРОЗИ ТА ШЛЯХИ УДОСКОНАЛЕННЯ

Анотація. Проаналізовано підходи до поняття конкурс в системі державної служби. Здійснено аналіз чинної нормативно-правової бази щодо відбору кадрів на державну службу. Запропоновано застосування інноваційних методів відбору кадрів на державну службу.

Ключові слова: державна служба, державний службовець, конкурс, відбір кадрів, селекція кадрів, методи відбору.

КОНКУРС В СИСТЕМЕ ГОСУДАРСТВЕННОЙ СЛУЖБЫ: УГРОЗЫ И ПУТИ СОВЕРШЕНСТВОВАНИЯ

Аннотация. Проанализированы подходы к понятию конкурс в системе государственной службы. Осуществлен анализ действующей нормативно-правовой базы для отбора кадров на государственную службу. Предложено применение инновационных методов отбора кадров на государственную службу.

Ключевые слова: государственная служба, государственный служащий, конкурс, отбор кадров, селекция кадров, методы отбора.

Formulation of the problem. One of the main aspects of formation personnel in the civil service of Ukraine is to attract the public service professional employees. After all, as prepared, adopted, implemented state-management solutions depend not only processes of public policy, and welfare and Ukraine.

Today the adoption and attract professionals to the public service is fairly serious. The lack of real motivational incentives, increasing the variety of assessment distrust of the population to public authorities, lack of prestige in the public service - all this affects the turnover in the civil service of Ukraine, the lack of trained professionals working interest in public service.

The valid legal documents Ukraine provided for formation of the professional staff of the civil service. Thus, the strategy of sustainable development "Ukraine - 2020" approved by the decree of the President of Ukraine of 12 January 2015 r. Number 5, provides for civil service reform and optimization of public authorities. [13] This, in turn, implies professionalization of public service personnel, the formation of an effective corps of public servants in Ukraine.

In accordance with the strategy of personnel policy for 2012-2020 years approved by Decree of President of Ukraine from February 1, 2012 r. Number 45, the main objectives of the implementation of personnel policy for the years 2012-2020 [12] is available, including: development of mechanisms for the involvement of in public administration of highly skilled experts, successful entrepreneurs, financial and economic sphere, talented graduates; formation of effective personnel reserve to occupy managerial positions in public administration; training and professional development of senior executive civil

service capable of ensuring the effectiveness of the state policy in the field of public administration and leadership in conducting administrative and economic reforms. [12]

The strategy of reforming the civil service and local government in Ukraine for the period until 2017. [11] The main areas of the Strategy implementation, in particular: the formation of an effective human resources management in the public service and service in local government, which will be based on consideration of knowledge skills and personal qualities of civil servants and local government officials.

Given the above, current strategic documents defined priority professionalization of civil service personnel by attracting talented and trained personnel for public service.

Analysis of recent research and publications. Problems of formation and development of personnel in the public service professionalization of the civil service staff Ukrainian and foreign scientists, including: V.Aver'yanov, G. Atamanchuk, N.Honcharuk, V.Malynovskyy, R. Naumenko, N. Nyzhnyk, OH . Obolensky, V.Oluyko, E. Okhotsk, Rachinsky A., S. Seregin, Alexander Sitsinsky, I. Shur, Alexander Turchinov, Hadzhyradyeva S., A. Jakubowski et al. These researchers analyzed current trends of public administration staff, the problem of cadres in the civil service, selection and tender procedures, the main stages of reform and modernization of the Civil Service of Ukraine.

Thus, unsolved problems is part of the overall analysis of innovative forms of recruitment to the civil service.

The article is based on an analysis of scientific literature to identify ways to improve recruitment to the civil service in Ukraine.

The presentation material. At baseline analyze the basic concepts used in the article. Thus, the concept of "competition" comes from the Latin "concurans" and means "coincidence", "meeting", "collision." In the scientific literature the term "competition" is considered as a kind of competition for the established rules and in specific terms, which aims to identify the best among those who take part in it, according to certain criteria, depending on the scope of their activities. [8]

However, certain interprets the term "expert on the public office" as a choice from among the applicants for the positions in the structures of public service the most qualified [1; 6].

Thus, the competition - is an assessment of professional and educational qualification of candidates by competition, organizational and legal means replacing public office in public administration [1; 6].

Based on the analysis of the scientific literature on evaluation servants should be noted that competition may differ for the following types:

- Competition for admission to the civil service;
- Competition for filling other positions in the public administration.

For the purpose of selecting persons able to perform professional duties, a contest to occupy the vacant civil service positions (further - competition) according to the procedure of competition for positions of public service, approved by the Cabinet of Ministers of Ukraine [9].

Carrying out Competition is carried out with the level of professional competence, personal qualities and achievements of candidates to contest the vacant posady. Poryadok defines: the conditions of the tender; requirements for disclosure of vacant civil service

position and the announcement of the competition; composition, formation and powers of the competition committee; order acceptance and review of documents for participation in the contest; procedure of testing, interviews and other forms of evaluation of candidates to vacant civil service positions; assessment methods candidates to vacant civil service positions [2; 9]. Informatsiya of vacant civil service position shall be published on the official websites of state authority, which is a contest, and the central executive body to form and implement the national policy in the civil service, in accordance with the laws and regulations of the competition [9]. Rishennya declare the competition to occupy the vacant post of public service category "A" accepts an appointment on vacant posts of public service category "B" and "C" - the head of the Civil service [2; 9]. Sub'yekt destination or head of the Civil Service ensures publication and transmission of the central executive body to form and implement the national policy in the civil service, order (Order) and calls for the terms electronically no later than the next working day from the date of signing the order (order). Tsentralnyy executive body to form and implement the national policy in the civil service, the inspection order (order) calls for the terms and in compliance with the law on civil service and in the absence summarizes comments submitted information or the next business day from the date of receipt place it on its official website [9]. In published the announcement of the tender shall specify: name and address of the public body; job title; job responsibilities; wage conditions; professional competence requirements for candidate for the position; Information on maturity or indefinite appointment; exhaustive list of documents required for the contest, and the deadline for their submission; date and place of the competition; name, phone

number and email address of the person who provides additional information on the competition [9]. The application for the contest can not be less than 15 and more than 30 calendar days after the publication of information on the competition. Competition results made public no later than 45 calendar days from the date of disclosure of this competition [9].

Konkurs to occupy the vacant post of public service category "A" spends Commission senior civil service sluzhby.

Konkurs to occupy the vacant post of public service category "B" "public authority whose jurisdiction covers the territory of one or more regions of Kyiv or Sevastopol, holds competition Commission, formed by the head of state civil service rivnya.

Konkurs higher authority to occupy the vacant post of public service category "B" "and" B "category holds competition Commission consisting of at least five members, formed the head of the civil service in state bodies. This part of the tender committee may be involved on a competitive basis by representatives of NGOs operating in accordance with the Law of Ukraine "On public associations" [9].

So way contest for the post of category "A" conducts independent commission on top Civil service positions in category "B" and "B" - the competition commission, set up in public vldy.

Do main stages of competitive procedures should include: testing and interview. For the posts of category "A" is attached solving situational problems. Information about the winner published on the official websites of the central executive body to form and implement state policy in sphere of public service and administration, which held a competition no later than the next business day after signing the minutes of the tender committee according to the procedure

tender [2]. For a competition to occupy vacant civil service category 'A' on the official website of the central executive body to form and implement state policy in the field of public service, published information about the winner and the second results competition candidates for the vacant position proposed by the Commission for the senior civil service subject pryznachennya.

Druhyy As a result, candidates for the vacant civil service position is entitled to appointment to the post for one year from the date of the competition, if the position becomes vacant and in the case If the winner of the positions abandoned him or refused appointing the results of a background check [2; 9].

Provedenny analysis gives grounds to note that the selection of personnel in the public service is the following stages: Stage 1 - attracting staff; Stage 2 - the actual selection - "selection" of candidates involved, Stage 3 - application of different methods of selection of personnel (testing solution situational tasks interview) stage 4 - the assessment of the results, 5 stage - the decision to enroll in the state sluzhbu.

Now, during the selection of civil service professionals accounted formal criteria (the documents that give reason to participate in the substitution this position, statement, employment history, medical records, etc.), knowledge of law, ability to navigate in a situation when spivbesidy.

Mozhna state that currently the main method of professional selection to the civil service is a test and interview candidates for vacancies of civil servants. In our opinion, these conditions when applying for public service can only discover the knowledge of the civil servant legislation of Ukraine, including the Constitution of Ukraine and laws of Ukraine "On State Service" and "On Corruption Prevention" as well as legislation on specific functional authority

relevant executive authorities and the branch. Overlooked is the psychological quality candidate for the position, which could negate all tender procedures (for example, if people have problems or conflict with komunikuvannyam etc.). Therefore, methods of selection (selection) frame of the civil service do not meet the needs of today, as selected general (uniform) type of employee, but not every public servant can be a leader or performer. The result is unjustified growth of non-system of the central executive authorities (and not improve the quality of performance of government), non-compliance with regulatory rules and procedures established by appointment, often violated the democratic principles of openness, transparency and fairness in dealing with personnel issues. However, errors (mistakes) in the selection of workers may negate the result of meaningful study or give a minimal effect of the use of relevant experience and constructive use of personal yakostey. Napryklad business in the UK at selection on public service into account the following characteristics: analytical skills and reasoning skills; interpersonal skills; communication skills (written, verbal, presentation); teamwork skills; special technical skills. In the selection of candidates for rapid career advancement system used the following key groups of requirements: focus on the result (if several tasks need to be able to plan, analyze and prioritize in order to perform the task on time, the capacity for initiative and leadership); flexibility of thinking (the ability to think creatively and show imagination, openness to new ideas); determination (the ability to manage a team in time to stop the debate, decide); ability to build relationships (openness in relations and the ability to work well in a team); the

ability to create a positive impression (to be convincing and able to argue their views, defend their views art in a different audience); personal and professional development (ability recognition of development needs and creating training opportunities) [3; 4, p. 42; 7; 10] .pri implementation mechanism for recruitment of civil service, in our opinion, be aware that public service typical hierarchical structure, each higher level of the civil service needs to set higher intellectual, professional and moral qualities. In our view, appropriate to use such methods of evaluation during the selection of experts in public service: 1) Check the guidelines and track record. In selecting candidates may be asked to provide feedback previous chiefs or other similar documents. Recently often practiced special requests in which former employer asked to evaluate a candidate for a specific list of qualities. With such verification analyzes chronological order of jobs candidate, it draws attention to gaps and changing jobs [14] .2) complex methodology assessment centre, which includes tests, discussions, questionnaires, analysis of situations, simulations and business games, solving cases (complex situational problems). The advantage of them is the inclusion of a procedure to assess job requirements, organizational roles, practical situations, and the possibility of feedback between appraiser valued and sharing summing the results of the assessment [14] .3) Methods STAR (Situation Target Action Result) - this method identify behavioral reactions. The technique is that a candidate for the vacant position in the company set situational question. As obhovoryuvalnyh problems are often used real or hypothetical situations of future professional activity of the candidate. This type of interview allows more to assess the candidate's ability to solve certain types of problems

than his analytical skills as a whole [14].

4) «CASE-interview" or situational interview. The above method provides more opportunities to collect relevant information than the method of STAR, because it covers the candidate characteristics that are important to a particular employer. The interviewer suggests a situation that allows you to check exactly what is interesting at the moment, to get information that will determine the suitability of the candidate for the post. This technique makes it possible to appreciate how the skills and individual personality traits, values and behaviors of the candidate [14].

5) The use of "lie detector" (polygraph). Thanks to a polygraph can explore the physiological responses of the human body (respiratory rate, heart rate, blood pressure, skin moisture) when answering developed a special program questions. But the polygraph can be used only with the consent of applicants [5, p. 232-233].

6) stress interview (interview or shock that more reflects the essence of this approach). The objectives of this interview is to determine the candidate stress by creating stressful conditions for it and for its reaksiyi.

7) Brainteaser-interview (literally "interview that tickles the brain"). The essence of this method is the need for intricate candidate answers questions or logical decision tasks. This objective is to verify the analytical thinking and creative abilities of future spivrobitnykiv. Vysnovky and prospects for future research. The analysis gives grounds to note that the choice of methods (test, interview etc.) on which will carry out the selection of personnel, should be determined by the criteria which must meet the requirements of the position and authority of the government. The choice of technology used in the selection, intended to determine how the candidate meets the

requirements of the position and needs of the public authority. The process of recruitment should be based on scientific principles, since mistakes in its implementation, adversely affect the performance of public authorities and the socio-psychological climate kolektyvu. In our opinion, it is advisable during the tender procedures used methods: «CASE-interview ' S "or situational interviews; Complex methods of assessment centre; zatrebuvannya and check recommendations from a previous job applicant, if necessary - to use the polygraph.

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NATIONAL-PATRIOTIC EDuCATION OF uKRAINIAN STuDENTS AS A PuBLIC POLICY PRIORITY

Abstract. The article is devoted to the actual theme of the national-patriotic education as a priority of public youth policy today. The analysis of the legal legislation on the subject of the study is provided. The essence of the concepts of “patriotism”, including ingredients and structural components; “national consciousness”, “national identity”; “civic responsibility” is distinguished. It is proved that systematic and integrated events of national and patriotic direction in high school operate the formation of Ukrainian national consciousness and national identity, civic activity of students. The embodiment of public youth policy among students through the applying of mechanisms of state regulation of national-patriotic education is proposed. There are included: legal, organizational, informational and communicational, marketing, political and social mechanisms.

The importance of their mutual appliance in the educational process in higher school as important components of learning of student as citizen-patriot and competent specialist-patriot is emphasized.

Keywords: public youth policy, national-patriotic education, college students, higher education institution, Strategy of the national-patriotic education of children and youth in Ukraine in 2016–2020, national consciousness, national self-consciousness, patriotism, mechanisms of government regulation.

НАЦІОНАЛЬНО-ПАТРІОТИЧНЕ ВИХОВАННЯ УКРАЇНСЬКОГО СТУДЕНТСТВА ЯК ПРІОРИТЕТ ДЕРЖАВНОЇ ПОЛІТИКИ

Анотація. Висвітлено актуальність теми національно-патріотичного виховання як пріоритету державної молодіжної політики на сучасному етапі. Проаналізовано нормативно-правову базу за тематикою дослідження. Схарактеризовано сутність понять: “патріотизм”, його складників та структурних компонентів; “національна свідомість”, “національна самосвідомість”; “громадянська відповідальність”. Доведено, що систематичність і комплексність заходів національно-патріотичного спрямування у вищій школі впливає на формування української національної свідомості, національної ідентичності, громадянської активності студентства. Запропоновано втілювати державну молодіжну політику серед студентської молоді через застосування механізмів державного регулювання національно-патріотичного виховання. Серед них: правовий, організаційний, інформаційно-комунікаційний, маркетинговий, політичний, соціальний. Наголошено на важливості їх комплексного застосування у навчально-виховному процесі вищої школи як

ключових компонентів виховання студента як громадянина-патріота та підготовки компетентного фахівця-патріота.

Ключові слова: державна молодіжна політика, національно-патріотичне виховання, студентська молодь, вищий навчальний заклад, Стратегія національно-патріотичного виховання дітей та молоді в Україні на 2016-2020 рр., національна свідомість, національна самосвідомість, патріотизм, механізми державного регулювання.

НАЦИОНАЛЬНО-ПАТРИОТИЧЕСКОЕ ВОСПИТАНИЕ УКРАИНСКОГО СТУДЕНЧЕСТВА КАК ПРИОРИТЕТ ГОСУДАРСТВЕННОЙ ПОЛИТИКИ

Аннотация. Статья посвящена актуальной теме национально-патриотического воспитания как приоритета государственной молодежной политики на современном этапе. Проанализирована нормативно-правовая база по теме исследования. Охарактеризована сущность понятий: “патриотизм”, его составляющих и структурных компонентов; “национальное сознание”, “национальное самосознание”; “гражданская ответственность”. Доказано, что систематичность и комплексность мероприятий национально-патриотического воспитания в высшей школе влияет на формирование украинского национального сознания, национальной идентичности, гражданской активности студенчества. Предложено воплощать государственную молодежную политику среди студенческой молодежи через применение механизмов государственного регулирования национально-патриотического воспитания. Среди них: правовой, организационный, информационно-коммуникационный, маркетинговый, политический, социальный.

Ключевые слова: государственная молодежная политика, национально-патриотическое воспитание, студенческая молодежь, высшее учебное заведение, Стратегия национально-патриотического воспитания детей и молодежи в Украине на 2016–2020 гг., национальное сознание, национальное самосознание, патриотизм, механизмы государственного регулирования.

Національна справа — це справа всього народу і справа кожного громадянина!

Іван Дзюба

Патріотизм — політичний щит нації!

І. Жданов

Formulation of the problem. Ukrainian unrest today radically changed the public perception of Ukraine to the state and national symbols, distinctive ethnic traditions, spiritual values, historical past, cultural heritage and overall involvement in state processes. The powerful engine of change, strategic intellectual, creative and active resource and activity of these changes was the Ukrainian youth.

Awareness of domestic power generating impact on the youth community fateful events of our time confirming the search tool of dialogue, partnership and active cooperation of state and power structures of civil society with Ukrainian youth community.

Priority nayzatrebuvanishyh ideology and youth policy is now a national-patriotic education (hereinafter - IVC), which for the first time since independence, Ukraine faced the agenda as an indicator of integrated educational strategies and factor of national security.

In view of this, the annual report of the State President of Ukraine, Verkhovna Rada of Ukraine on the situation of young people in Ukraine in 2015 was given issue. Now we have a basic regulatory framework [9, 11-15], which requires effective and emerging scientific and practical tools for use by various social institutions. Accordingly, at all levels (national, public and personal), the role of NSW.

However, the number and systematic involvement of citizens of Ukraine in age from 14 to 34 years are considered young in accordance with applicable law, to state processes present colorful ambiguous and has its regional specifics, significant differences in ideological orientations, values and needs of

effective individual and personal adaptation means penetration among youth.

Still not singled out a single strategic approach to systemic and systematic activities of higher education institutions as leading institutions in the implementation of NSW. Ukrainian students, mostly aged 17 to 24 years, usually chooses his own, so to speak, patriotic, civic, national standard of progress that takes place outside of educational institutions. So important in this context is to partner government and public institutions of social institutions on the basis of professional training students for future professional activities and their involvement in community initiatives, an active social life. The weak link in the university is the lack of systematic conceptual visions and approaches to NSW students and the state's influence on these processes.

Therefore, at this stage of the Ukrainian state is important and urgent formation, establishment and implementation of national consciousness and social responsibility in the young professional students. These and other aspects of state youth policy require detailed scientific study and practical application, confirming the relevance of the present study and relevance in scientific discourse today.

Analysis of recent research and publications. The term "national-patriotic education" began to be used widely in the activities of local social institutions since the end of 2014 It is a comprehensive, systematic and purposeful activity of state and local governments, community organizations, families, educational institutions and other social institutions on formation of young high national and patriotic awareness, readiness to perform civil and constitutional obligations [14;

10, s.117].

This was facilitated by developments specific framework. Priority - Decrees of the President of Ukraine 06.12.2015 p. Number 334 "On measures to improve national-patriotic education of children and youth" and of 13.10.2015 p. № 580/2015 «On the strategy of national-patriotic education of children and youth in 2016 -2020 years "that define the main components of NSW (civil-patriotic, military-patriotic, spiritual and moral education) and their scope, including: education, science, culture and art; Military service proforiyentatsiya to specialty; History, commemorating anniversaries and historical figures; local history; tourism; protection of the environment; fizkultura sport, popularization of healthy lifestyle; civil defense; Ukraine defense [15].

Background documents defining Ministry of Youth and Sports of Ukraine (hereinafter - MoFYS Ukraine) central executive authorities, which empowered the state policy of NSW children and youth, and relevant regional, district structural subdivisions of local state administration responsible for its formation at the local administrative level .

Since 2015 as a part of Ukraine MoFYS functioning department of national-patriotic education. However, in the composition of the Verkhovna Rada of Ukraine on Youth Policy, Sports and Tourism earned subcommittee on national-patriotic th education. At the level of the Cabinet of Ministers of Ukraine established the Interdepartmental Commission on national-patriotic education. As you can see, the main focus of the state in 2015 was aimed at building institutional structures, their staff, which can vyokremlyuvatys as an organizational

and legal mechanisms of state regulation of NSW children and youth. Of course, taking into account the scope of educational institutions of I-III levels of accreditation, they perform strategic objectives NSW under the above-mentioned legal acts. These institutions are in fact undecided on areas of activity have developed action plans and appropriate staffing, capable of implementing the principles IVC according to regional specificity of child and youth audiences. The problem still remains field and educational institutions of higher education. According to the academician ID Behan to university is a dilemma: either to "stamp" functionaries, or develop a personality. It is the choice of the mission of the institution depends on the orientation of the higher education reform. [1] It is difficult to find a legal framework that would locally defined areas of educational institutions as systematic work with the students in terms of NSW. However, social networking sites and Universities fix fragmented scientific-practical activity and initiative of individual students' communities and teachers on the use of elements NPV.Varto noted that active research interest in the formation of systemic measures NSW as components of youth policy presented in the works AG Didenko [3, 4]; NSW adaptation strategy papers to the educational process in educational institutions dedicated to research, NM Carols [7]; Scientific-practical aspect NSW students in educational institutions of engineering profile highlights: SB Buravchenkova, NM Levytska, NV Naumenko [2] and inshi.Vazhlyvym theoretical basis for adaptation NSW instrumental in educational institutions of different levels of play methodological guidance material developed by scientists of the Institute of Problems of Education of the National

Academy of Pedagogical Sciences of Ukraine, including the ID Bech, ZV Petrochko, VI Kirichenko, K.I.Chorna other scientists. Popular among Ukrainian teachers began training techniques NIP implementation of ideas that have been successfully tested in the cities of Kiev, Svyatogorsk (Donetsk region), Kherson, Chernobay (Cherkasy region.) And aimed at training personnel potential of a new generation of educators. Authors led by ID Behom VI Kirichenko and ZV Petrochko developed unique materials for training sessions with children and young people of school age - "With Ukraine in the heart" [5] and representatives of structural subdivisions of Youth and Sports of local state administrations - "Inspired Ukraine" [10]. Each of the guides can be adapted to work with the student audience profile universities. However, the question remains: "Do Universities of teacher-educators who are able to systematically and creatively, systematically implement the educational process ideology NSW youth? " Is NSW component of scientific, practical and educational activities of universities? "It is this theme consider promising areas of scientific and applied research among local scientists. Thus, the purpose of the article is to distinguish public policy priorities NSW students. Tasks include: analysis of the legal framework on the subject of the study; description of the concepts "patriotism", its components and structural components; "National consciousness", "national identity"; "Civic responsibility"; proposals for the creation and use of mechanisms state regulation of NSW students. Presenting main material. In the context of our study is important zaksentuvaty attention to the interpretation of key theoretical concepts. At the heart of NSW is activity-specific component

associated with a sense of patriotism. Now the scientific literature, there is a large amount of his interpretations. The first, trying in his own way to explain the concept of "patriotism" - was the ancient philosophers who believed patriots of their countrymen, countrymen, and patriotism explained as respect for elders and family traditions (by Confucius) or love for the state, which should be more than to the father-mother (Plato), or a personal desire to fight for justice (Socrates) and other explanations in.Vyschezhadani and definition "patriotism" clearly distinguish the psychological and emotional basis of his merits. In terms of today's most compelling in the context of NSW, in our opinion, is the interpretation of patriotism by ID Behom. A scientist finds it "special, that feeling of unconditional and vysokosmyslove - value which characterizes the attitude of the individual to the nation, the homeland, and to the state itself. What is important is unconditional and vysokosmyslovyy aspects of this feeling. Unconditional means that patriotism can not be based on the external reinforcement in the form of specific rewards or condemnation. It should just be a persuasive potency to the relevant act, samoznachuschym be. Regarding vysokosmyslovoho aspect, it means that patriotism is not associated with lower existential needs often mercenary orientation and guidelines of the summit of the individual. " The basic components of patriotism advisable to consider: 1) the love of country, nation, State; 2) deyatelnostnuyu devotion to the Motherland; 3) public interest commitment; 4) moral resistance; willingness to sacrifice; 6) dignity [4, p. 25] .Varto pay attention to the characteristic structure of patriotism that the fault falls AG Korkishko through: 1) the relation of the individual to himself,

which is manifested by such features as: national consciousness, honor, dignity, kindness, sincerity, patience etc. 2) understanding the individual feeling to be part of the Ukrainian people (people / communities) irrespective of the ethnicity of the Ukrainian inherent tolerance, national tact, responsibility, that national identity; 3) the relationship between the individual for the motherland, which manifests itself: the demonstration of feelings (love, faith, hope) and civil responsibility, loyalty to national values; readiness to defend the country; desire to work on its development; efforts to raise the international prestige of the state; proud of its success; vbolivanniam for failure; implementation of constitutional provisions; social activity and initiative; 4) respect for national values: the Ukrainian language; desire and need for accumulation, preservation and transfer of related national symbols, traditions, customs and ceremonies; respect for national wealth, natural, historical, cultural, ethnographic heritage; promote the spiritual life of the Ukrainian people; respect for national and state symbols; a sense of caring host their land etc. [8, 110-112] .Statystychno youth in Ukraine at the beginning of 2016 was almost one-third (42,635,100) population or 11,829,350 individuals [9; 18]. From its views, ideological orientations, values beliefs, life priorities, participation in the state building process depends largely on the further course of development. Persuasive and relevant in our time is the thesis of Elena Teligi that youth is able to become parents of the future of their nation. As a result of the survey "Youth of Ukraine - 2015", held on the initiative MoFYS Ukraine and with the support of the United Nations (hereinafter - SD "Youth of Ukraine - 2015") 81% of respondents are proud of being

Ukrainian, and patriotism, in their view - is: consciousness, pride in their involvement in the nation (63%); the love of home, the place where lives (52%); respect for Ukrainian history, traditions (46%); desire to work for their country (37%) [16]. Among domestic classics teaching science to the problems of patriotism turned GG Vashchenko II King James, SF Rusova, GS Pan, VA Sukhomlinsky, KD Ushinsky other scientists. In his creative works they saw the upbringing of patriotic feelings in the national system of education and training. Astropolyuyuchy their views on the present, we can say that since the 2000s .. number of young people who are proud of Ukrainian citizenship has increased by more than 20%, and the total number of young people who are proud decreased to 8% in 2015 g. [16]. For the younger generation question of pride for the country is a natural, youth does not separate himself from the homeland, it is part of, because they were "born free", as they say in advertising appeal to the 25th anniversary of Independence of Ukraine. As a result of diabetes "Youth of Ukraine - 2015" for 43% of young people aged 14-19 g. A top priority is education (including self). Therefore, this "golden time" for establishing, implementing significant value orientations and life of active citizenship and opportunity "to become parents of the future of the nation." So what should be the national consciousness / identity Ukrainian youth? When national consciousness should be understood set of social, economic, political, moral, ethical, philosophical, religious beliefs, behavior, customs and traditions, values and ideals, which are features of national identity . It manifests itself through: human perception of the surrounding world and his relation to history and culture of their national and ethnic communities; the representatives of

other nationalities; patriotism and patriotic samosvidomist. Klyuchovoyu part of the national consciousness is the national self-consciousness. Scientists ZV Petrochko and VI Kirichenko treat it as a young attitude to itself, based on identification with the people of Ukraine, regardless of their ethnic origin. National identity involves attitude to his people, his belief in the spiritual power and future willingness to work in favor of [10, p. 118]. National identity is the spiritual foundation of state processes in Ukraine: so says V. Charles and notes that the der state concerned must use a variety of mechanisms of formation [6]. An important part of NSW is the formation of Ukrainian national-patriotic consciousness, according to the law "On Youth" is a collection of the Ukrainian centered social, economic, political, moral, ethical, philosophical, religious beliefs, behavior, customs and traditions, values and ideals, in which are features of the life of the Ukrainian nation, its inspiration to build a successful and effective Ukrainian sovereign state, the willingness of citizens to defend the independence and territorial integrity of Ukraine, national-democratic values. [14] Under the influence of national consciousness / identity formed civic responsibility to the family, state, nation. Civic responsibility of students is manifested through values, rather than random learning motivation for the budget in the chosen specialty of further employment in the specialty. Therefore, the state youth policy aims to create conditions for NSW students with specific vocational training her and universal, national tsinnostyah. Derzhavna policy as a tool of influence on state institutions specialized branch directed learning environment (according to applications IVC) to address specific problems and requires

appropriate tools to solve them. For example, future specialists turyzmoznvtsi - Graduates tourism - should have the professional patriotic competence associated with deep knowledge of the historical, cultural, ethnographic, natural and recreational tourism resources of Ukraine and their ability to promote both within the country and abroad. For future teachers pedagogical competence patriotic priority is the ownership and use of Ukrainian folk traditions with modern pedagogy interactive forms and methods of work, etc. Educational Institutions except that there are institutions where young people spend much of their student life, is also the place where values largely shaped life guidance. Therefore, the state youth policy of NSW should be a systematic activity of the state in dealing with young people, carried out in order to create social, economic, political, organizational and legal conditions and guarantees for intellectual, moral and physical development of young people, realize its creative potential both in their own interests and in the interests Ukrayiny. Na according to the author, state youth policy of NSW, embodied in various areas of application, according to the Strategy of national-patriotic education of children and youth in 2016-2020 gg., is able to be realized through the mechanism of state regulation. These include: legal, organizational, information and communications, marketing, political, social. Consider yih. Vysnovky and prospects for future research. State Youth Policy of NSW should be the systemic activity of the state in dealing with young people. To do this, at the present stage of Ukrainian state has the necessary political, legal, socio-economic ethical, legal, philosophical and religious background. Their implementation partner because of multi-vector activities of public authorities, local governments, public

institutions of higher education the school provides opportunities for implementation of a comprehensive system of measures NSW students molodi. Dlya its effective functioning is necessary in higher education in Ukraine continue to use inheritance traditions NSW Ukrainian young generation. Universities are called to become social institutions where plekatymut To undertake, develop national distinctive traditions to preserve the national Ukrainian culture, history, language and form the Ukrainian patriotic consciousness, moral values, implement civic education students. Each institution shall see in this multi-activity, multi system and the formation of professional competence of students patriotic depending on the specific sector and higher education. Effective argument the whole educational system of higher education in Ukraine should be a demand for intelligent resource Ukrainian young generation and the creation of appropriate conditions for its realizatsiyi. Tomu state youth policy must demonstrate active use of legal, organizational, information and communications, marketing, political, social mechanisms of state regulation national-patriotic education of Ukrainian students and to penetrate into all spheres of public, social, personal lives of young people.

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