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LOCALLY PRODUCED AND FOREIGN EXPERIENCE IN THE IMPLEMENTATION OF STRATEGIC COMMUNICATIONS THROUGH THE PUBLIC ADMINISTRATION SYSTEM

The increase of conflicting interstate sentiments, the threats of hybrid wars and total information pressure from the aggressor countries creates the preconditions for the necessity of developing modern approaches to defining the role of strategic communications in the internal administrative and foreign policy activities of each state. Implementing the concept of strategic communications in public administration will make it possible to contribute solutions the above problems in the current realities concerning global informatization.

Currently, the concept of "strategic communications" in scientific circles has many definitions. At present, attempts are under way to introduce the concepts of strategic communications and highlight their features in comparison with traditional types of communication activities. After studying the variety of views regarding the terminological definition, we settled on the understanding of strategic communications as a formalized model of communication interaction of public administration bodies, their operational co-ordination in order to achieve the key locally produced and foreign policy goals of the State.

Today, the United States and the United Kingdom are almost the only countries where the concept of strategic communications framed at the state level and has an organized structure.

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At the beginning of the XXI century, the active spread of strategic communications to the military authorities of Great Britain and the United States began. Their goal was to promote national interests, using all types of defense to influence the behavior of target audiences.

Ukraine also has a coherent approach to defining strategic communications at the legislative level. Certain aspects of strategic communications system development are outlined in the Military Doctrine of Ukraine 2015, the Military Security Strategy of Ukraine 2021, the annual document “Annual National Program under the auspices of Ukraine – NATO”, the Concept of Security and Defense Sector Development 2016, the Strategic Defense Concept, the Road Map of Strategic Communications Partnership between the National Security and Defense Council of Ukraine and the NATO International Secretariat.

During the last ten years, Ukraine has made some progress towards the introduction of strategic communications in the global understanding of the country’s activities both in the domestic sphere and in the foreign policy arena. However, the need to strengthen movement in this direction through a deeper cooperation with the European Union and the North Atlantic Alliance (NATO). Ukraine’s cooperation with NATO in the field of strategic communications, primarily in the development of a culture of communication, as well as ensuring effective and transparent government communications with a high level of confidence in them, especially in the security and defense sector.

Keywords: strategic communications, Roadmap, Stratcom East, East Stratcom Task Force, cooperation, European Union, North Atlantic Alliance (NATO), objectives, directions.

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