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WEBSITE OF PUBLIC AUTHORITIES AS THE MECHANISM OF DIALOGUE INTERACTION AND A KEY ELEMENT OF DEMOCRATIC GOVERNANCE

Under the influence of modern technologies, democratization of society goes to a new level with indirect forms of electronic interaction. As a result, the Internet websites are widely used, e-governance is implementing and e-democracy spreads actively. These changes have led to active scientists studying of this subject, namely: Serenok A., Krutiy O., Habrinets V., Kandzyuba S., Kravtsov O. and others. However, the problem of dialogue interaction as a result of the introduction of e-democracy and e-government is not studied enough. Therefore, the purpose of this article is to present the mechanism of dialogue interaction as a key element of democratic governance and system of public monitoring of access to administrative information and decision-making. To achieve this goal the following objectives were set: to outline the essence of the concept of "mechanism of dialogue interaction"; consider the structure of the mechanism of dialogue interaction; review the mechanisms of dialogue interaction as a key element of democratic governance and so on.

Under the terms of implementation of elements of e-government and e-democracy and active implementation of information and communication technologies, government relations with civil society are moving to a new level, the level of partnership and equal relations. Since the websites of public authorities is a key integral part of e-government, we propose to look at the official website of the government as a mechanism for implementing of dialogue forms of cooperation in public administration.

In this interpretation, the mechanism of dialogue interaction it is a combination of modern information and communication electronic tools for interaction between public authorities and civil society, access to this tools is provided from the official authority’s web site. Active use of this modern information and communication
electronic tools is to overcome the differences between the state’s and citizen’s interests and lead to implementation of the system of public monitoring of access to administrative information and system of public control of the implementation of local public policies, as a result, equal and partner relationships set between citizens and authorities.

Looking at the authority’s web site from this vantage point, the mechanism of implementation of dialogue interaction could be represented as a combination of two interconnected structural mechanisms: informing and network interactions. The constituent elements of the mechanism of informing are the following: coverage of mandatory general information about public authorities; presentation of mandatory documents; familiarization with additional information relating to the competence of the authority and its territory; access to the latest news and announcements of the authority. The mechanism of network interactions consist of the following components: electronic appeals from citizens; the electronic consultation; officials' Internet reception; online poll; electronic public hearings; Internet-forums; Web conferences; links to the officials’ pages in the social networks such as Facebook, Twitter, etc.

The constant interaction through the official web site will facilitate of the systematic dialogue public authorities with citizens. As a result, it will restore the confidence of society and citizens to the government and its representatives. That is why we consider that it is necessary to continue actively analyze and propose new ways to use modern information and communication tools in public administration in order to establish equal and partner relationships between government authorities and the public.