COMMUNITY OF CHARACTERISTICS OF THE STRATEGIC COMMUNICATIONS AND PUBLIC MANAGEMENT

Problem setting. Strategical communications according to their origin of the defense structures point at the innate tasks to influence the information space and form communicative links in order to affect the political transformations in the society.

The question on use of the strategical communications potential is emerged in the public management, which is based on society participation in the decisions making, balance of interests of the key actors of social and political processes.

Recent research and publications analysis. For the first time the Head of Research Board applied the term for independent consulting of Minister of Defense of the USA Vincent Vitto. He described the strategic communications possibilities to determine the agenda and create the context, which will assist to achieve the political, economic and military aims.

In general, the scientists ascertain the existence of common ground of strategic communications (as a defense institutions development) and public management. At the same time there are no conceptual approaches suggested for bringing together two abovementioned management technologies to the common positions.

Paper objective – to find out the community in characteristics of strategical communications and public management.

Key research findings. Entry of the strategic communications to the state administration processes in Ukraine is only beginning. The example of embodiment to the practical experience in Ukraine is signing of the Road-Map of Partnership in the sphere of strategical communications between our country and the NATO on September 21-22, 2015.

In the Department of Defense of the USA Dictionary of Military and Associated Terms there is explanation that the strategic communications are the
concentration of efforts of Government on understanding and attraction of the key audiences for the purpose of creation, consolidation or preservation of favorable conditions for promotion of the state interests of the USA, using the coordinated programs and plans, which are synchronous with all State Government instruments. Now then, the military institute finds the influence technology and sense reporting in the strategic communications, tasks of which cross the line of the military activity properly.

In consequence, we get the platform for using of the strategic communications in public management. Bringing the definitions, aims of the strategic communications together with their potential as for the public management, we receive the common ground vision.

**Conclusions.** Aims of the strategic communications generally concur with the public management aim, in spite of the fact that they appear from defense institutions tasks, for example, in a part of attraction of the key audiences and achievement of the national (strategic) importance aims. However, there are still peculiarities of the strategic communications, which are common to military institutions and cannot be implemented on the basis of public management.