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ADAPTATION OF SCIENTIFIC APPROACHES, THEORIES AND MODELS OF COMMUNICATION TO OBJECTIVITY OF THE PUBLIC ADMINISTRATION

Problem setting. Processing of complex application of theoretical principles concerning theories, methods and techniques of various sciences to explore and model the effective communication in the public administration, to influence effectively the condition and processes in the social media space in order to integrate the society which is determined by the communication itself.

The theoretical principles occupy an essential place in reformation of the public administration, directed at originating an efficient, transparent, open and flexible structure of the public administration exploiting the contemporary information and communication technology, which is able to produce and implement a coherent national policy aimed at social sustainability and adequate response to internal and external challenges.


Paper objective. Considering the fact that prerequisites of building the theoretical model to ensure effective communication in the public administration is
an analysis of the classical theories of communication and modern scientific approaches of communication interactions, the topicality of the research is stipulated by the necessity of the theoretical and methodological analysis of ways to adapt them to the objectivity of public administration.

**Paper main body.** The main scientific issues of the communication problems are:

– traditional (formed on the basis of philosophy, logic, rhetoric, argumentation theory);

– theoretical (based on the theory of mass communication, semiotics, theory of international communications);

– contemporary (characterized by signs of transition from linear to non-linear models of communication).

The peculiarities of the communications system components in public authorities as well as any other organizations, are mainly determined by the type of structural and functional establishment such as linear, circular, cellular, multi-connected, "wheel" type, hierarchical, star, etc.

**Conclusions of the research.** Communication objectivity in the public administration should be considered as a systemic formation of multi-level structure and content of the information and incentive interactions (transfer and exchange of information, encouraging the activities in accordance with the content of the informative message, the production of content in the process of mutual exchange, the formation of individual and collective consciousness) among subjects of various hierarchical and authority levels.