

Humenyuk Victoria Olegivna
Student of academic group 102_SPS,
Institute of Law and Psychology, NAIA

Scientific supervisor:
Pakrysh Oleksandr Yevheniiovych
Candidate of Technical Sciences,
Associate Professor, Associate Professor
of the Department of Information
Technologies, Institute of Law and
Psychology, NAIA

USE OF PR-TECHNOLOGIES IN PUBLIC ADMINISTRATION

In the modern era, public administration increasingly relies on Public Relations (PR) technologies to effectively communicate with citizens, manage information dissemination, and build trust. Ukraine's experience, especially amid ongoing challenges, illustrates the critical role of PR in governance. PR in public administration serves as a bridge between the government and the public. By employing strategic communication, governments can convey policies, respond to public concerns, and foster a transparent environment. In Ukraine, the integration of PR strategies has been pivotal in enhancing transparency, fostering public trust, and countering misinformation, especially amidst ongoing geopolitical challenges.

The advent of digital technologies has revolutionized PR practices within public administration. Tools such as social media platforms, official websites, and digital newsletters enable real-time communication and broader outreach. In Ukraine, the implementation of digital PR strategies has allowed for immediate dissemination of information, crucial during times of crisis or rapid policy changes. Ukraine has established dedicated centers to oversee strategic communication and information security. These centers are tasked with monitoring information flows, combating disinformation, and coordinating communication efforts across various government departments. Their role is vital in maintaining a coherent and unified governmental message. Effective PR strategies are crucial during crises. In Ukraine, PR technologies have been employed to manage public communication during emergencies, ensuring that accurate information is relayed promptly. This approach helps in mitigating panic, directing public behavior, and maintaining order. Through strategic PR campaigns, Ukraine has engaged with international audiences to build a positive national image. By highlighting democratic values and resilience, these efforts aim to garner international support and foster diplomatic relations. The integration of PR technologies into public administration is indispensable for modern governance.

In Ukraine, these tools have enhanced governmental transparency, improved citizen engagement, and strengthened the nation's position on the global stage. As challenges evolve, the continuous development and adaptation of PR strategies will remain a cornerstone of effective public administration.

Therefore, Ukraine's integration of Public Relations (PR) technologies into public administration exemplifies the transformative power of strategic communication in modern governance. By leveraging digital platforms, establishing dedicated communication centers, and engaging in innovative outreach, Ukraine has enhanced transparency, countered misinformation, and fostered public trust. These efforts not only strengthen internal governance but also bolster Ukraine's international standing. As global challenges evolve, the continuous adaptation and advancement of PR strategies will remain essential for effective and resilient public administration.

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