Communication Opportunities of Civil Society Institutions in Countering the Challenges of Post-Pandemic Postmodernity

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Abstract: The modern world space, which is affected by the post-pandemic consequences, is noted by the globalization of society, the increasing role of citizenship in making important state and international decisions has become possible in the context of the information revolution and has its own characteristics of communication in information and communication networks. The importance and need for a thorough study of the chosen topic is that the widespread use of various forms and methods of civil communication, free access of citizens to information at all stages of decision-making and the functioning of central and local governments, the participation of civil society institutions in the work of expert, consultative, and advisory public councils on the expression and protection of the rights and freedoms of citizens, public control, direct electronic receipt of public services, etc. are important factors in the democratization of government in post-pandemic modern times. The main thing in this context is that the rational consensus of civil society and the state is a factor in universal social discourse and a strategic resource for democratic development in the context of post-pandemic postmodernity. The aim of the article is to consider the epistemological and sociocultural aspects of the functioning of the communication capabilities of civil society institutions in the context of revealing the possibility and significance of their involvement in the processes of implementing state security policy.

Keywords: *communication capabilities, civil society institutions, security policy, post-pandemic consequences, society.*

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1. Introduction

Society as the highest form of social systems consists of autonomous subsystems (elements) - individuals, social groups, communities and social institutions. (Livingstone & Markham, 2008). In the process of life, they interact, enter into various relationships and relationships. A characteristic feature of these interactions is that they have an inherent circulation of social information, reproduce a deep trace of class, national, political, economic and other relations, reflect the needs, interests, mental, cultural and other features of individuals, the collective and society as a whole (Habermas, 1974).

Under such circumstances, it would not be too exaggerated to say that the need for information exchange, the necessary basis for communication, arose with the advent of a rational person (homo sapiens), deeply penetrating his behavior, customs, and communication itself exists as much as human society exists, acting as its backbone basis. That is, society is a network of relations; it arises and is maintained mainly due to the existing system of communications. So, the effectiveness of information exchange largely depends on the level of his knowledge and communicative competence (Davis, 2010).

It should also be noted that since all concrete human activity takes place within a certain culture, all real communication as a whole is sociocultural communication as a process of interaction between subjects of sociocultural activity (individuals, groups, organizations) with the aim of transmitting or exchanging information through those accepted the culture of sign systems (languages), methods and means of their use. It is sociocultural communication that provides the opportunity to form social ties, manage the joint life of people and regulate its individual areas, accumulate and transmit social experience. (Vozab, 2012)

The topic of actively involving in ensuring security aspects of the general public, with which public authorities should coordinate mechanisms for ensuring national interests, is extremely urgent and necessitates discussion and elaboration of comprehensive measures to improve the interaction of public authorities with civil society institutions to overcome negative phenomena and processes that today exist in conditions of post-pandemic confusion (Smorgunov, 2003).

The term "civil society" is one of the most difficult to define in political science. The phrase "civil society" has a narrow scientific meaning, rooted in political science closer to the end of the 1960s.

The emergence of civil society is determined by the distinction between human rights (to life, the pursuit of happiness) and citizen rights (political rights). So, the most important prerequisite for the existence of both civil society and the rule of law is a person who has the right to realize both economic and cultural, spiritual and political potentials, realizing which, through civil society, a person reproduces social life. If a person is the main element of civil society, then his supporting structures are all those social institutions that are called upon to promote the full realization of the personality, its interests, and aspirations. Structurally, civil society is a dialectical unity of three main areas: political (relations arising in connection with the satisfaction of political interests and freedoms by ensuring the participation of citizens in different parties, movements, state and public affairs, associations) economic (economic relations, and before total property relations); spiritual (the processes of functioning and development of civil society in the public and individual consciousness - in the form of scientific theories, concepts, as well as everyday consciousness, life experience, traditions) (Castells, 2010).

The importance and necessity of a thorough study of the chosen topic in the context of the development of postmodern society lies in the fact that the widespread use of various forms and methods of civil communication, free access of citizens to information at all stages of decision-making and functioning of central and local government bodies, participation of civil society institutions in work of expert, advisory, advisory public councils for the expression and protection of the rights and freedoms of citizens, public control, direct electronic receipt of public services, etc. are important factors in the democratization of public administration. (Duong, 2017) After all, we are talking about a conscious orientation towards new values - the person and the collective, their direct participation in the democratic organization of the life of the postmodern state and society. The main thing in this context is that the rational consensus of civil society and the state is a factor of universal public discourse and a strategic resource for the democratic development of a postmodern society. So, civic communication in the light of the democratization of public administration acquires special significance both for the state authorities and for the institutions of the postmodern society in the world.

2. The role and functional features of the communication capabilities of civil society institutions in countering the challenges of the post-pandemic postmodernity

The communication of civil society institutions in the context of ensuring security in the post-pandemic postmodernity is the main element of the communication network in society, on the one hand, on the other hand, it acts as a regulatory and coordinating mechanism in relations between the state and society, ensuring stability and efficiency of functioning of the public organism as a whole and therefore it is called upon to fulfill The following series of functions (Razzaque, 2007):

- conservative, aimed at maintaining the status quo of the state system, contributes to the stable existence of the social organism;

- coordinating, which ensures the coordination of power influences of the control subject in accordance with the parameters of the object;

- integrating, related to the implementation of such a state policy, which would take into account the interests of all elements of the social system, contribute to the development and adoption of coordinated management decisions;

- mobilization, aimed at ensuring the legitimacy of the existing public order, obtaining support and approval of the society regarding management decisions;

- socializing, associated with the assimilation in the process of information exchange of socio-political norms, values and traditions of the state, increasing the level of political and managerial competence of citizens. Despite all the difficulties of the formation process, today, in the context of post-pandemic realities, the system of communication capabilities of civil society institutions in counteracting the security sector cause new political models serves as the organizational principle of the purposeful activity of people, their groups, and in the final sense of society as a whole. In relation to the latter, it represents a political and administrative structure, and its managerial activity acquires the political and legal nature of society (Edwards, 2005).

Each society forms its own communication space, the agents of which are individuals, groups of people and social institutions. The totality of relations that arise between people, their groups, social institutions, forms a communication space. The dissemination of meanings in the communication space means the perception of them by people who are in certain social relations with the communicants. In the communication space

it is customary to understand, in its most general form, a system of diverse communicative connections arising between various communication agents.

Also, the system of communication capabilities of civil society institutions in counteracting the security sector can be called up in the form of the two most common information and communication subsystems.

One of them characterizes the internal relations and management mechanisms that are directly influenced by and the challenges of the external environment with the help of which civil society institutions solve information and communication problems related to their most important functions, namely, the collection of information with current security problems in the conditions of post-pandemic reality , decision making, allocation of resources, duties and responsibilities for the implementation of decisions and control (Curran, 2010).

The second one reveals the sphere of relations between civil society institutions, where information, on the one hand, in the form of decisions enters the external information market, that is, it tries to implement one or another impact on public relations and the consciousness of citizens, on the other hand, the information impact on the activities of other state entities authorities that are not included in the public administration system (Blumler & Gurevitch, 2005).

It is this approach that is attractive in the context of our study, because it allows further analysis in the subsystem of external communication to find the place, role and content of communication of civil society institutions as one of the important resources for the democratization of public administration.

So, the whole set of internal and external relations of the system of civil society institutions form the basis of the communicative network, which manifests itself (Bolleyer, 2014):

1) in the framework of activities in civil society institutions, namely:

- in the course of the exercise of their powers on managed objects of the external public (economic, social, etc.) environment;

- in the course of the implementation of civil society institutions and the powers of self-government bodies delegated by the relevant local councils, while the executive branch itself does not initially have these powers;

- during the management of higher civil society institutions by the activities of civil society institutions; - in the course of managing the work of employees of civil society institutions within the apparatus of each body of civil society institutions;

2) outside the activities of civil society institutions, namely:

- inside the apparatus of any other public bodies;

- on the part of their leaders for other employees (for example, in the offices of parliament, courts, prosecutors, etc.);

- inside state enterprises, institutions and organizations

- on the part of their administrations for the rest of the staff;

- on the part of certain entities authorized by the state in the process of managing state corporate rights;

- from the various deliberative and advisory bodies created by state bodies.

3. The relevance of improving the communication capabilities of civil society institutions in countering the challenges of the post-pandemic postmodernity

Today's post-pandemic reality has become one of the main conditions for the formation of new features of the social system, including the communication capabilities of civil society institutions in countering the challenges of the information society, which is a computerized community of people in which information technologies acquire universal significance and cover all spheres of human activity, and communication technologies change the communication process and contribute to the provision of social services through a computer communication network. (Livingstone & Markham, 2008)

The search for effective ways, methods for the formation and application of high-quality mechanisms for the interconnection of power and society in solving problems and problems that arose during the introduction of quarantine and the security problems that ensued with this both at the individual and in the whole society; adoption of balanced power management decisions, implementation of civil society control in order to increase the responsibility of public authorities for their results (Webster, 2011).

An immediate solution is the problem of establishing an effective model of the functioning of the institutional component of civil society as a guarantor of its existence as a sovereign and independent, democratic, legal, social state, a full member of the European community, including through a feedback system, through a dialogue of its structures with bodies public authority. It is precisely because of the lack of systematic information exchange of the latter with civil society institutions that the communicative processes of the political system are defined as undemocratic. (Stein, 2009)

In the structure of constitutional and legal relations between the state and civil society institutions, it is precisely the level of communication

opportunities that occupies a special place, since it is endowed with legal, organizational and other means of supporting influence on them, on the one hand, and on the other, the restriction of their private and public interests (Anheier & Salamon, 2006).

As a result of a study of the relevance of the communication capabilities of civil society institutions, it can be found that it is the establishment of a communication system that is one of the largest security challenges in post-pandemic reality.

The underdeveloped communication capabilities of civil society institutions in today's post-pandemic realities is one of the important reasons for the low level of adaptation of the political system as a whole and the public administration system in particular to modern realities and problems of public life, which leads to the loss of the proper level of their support in society, deepening their contradictions. In particular, in most cases, the activities of almost all participants in mass and public communication are not always consistent with the concept of "universal values." Only those values that stem from an understanding of the need for society as a holistic system can be attributed to universal values, it seeks self-preservation and development (Nicola et al., 2020). These are rightly called today, for example, the values of peace and security, family and environmental values, the destruction of which can put society at risk of death. Among the priority areas for the establishment and development of democratic communication networks is the issue of full ensuring of the rights and security of man and citizen. After all, they are considered to be an integral part of the personality, is its legal property, and therefore a person, as a social being, deprived or limited in rights, is not only disempowered in the narrow legal sense, but cannot be a person, since he does not have the ability to satisfy his needs and interests.

Today, the main essence of the communication capabilities of civil society institutions in countering the challenges of the post-pandemic postmodernity is manifested in the following (Katin, 2020):

- ensuring the relations of individuals with non-profit, non-governmental, public organizations;

- The relationship between the structures of civil society (non-profit, non-governmental, public, etc.)

- the relationship of civil society as a whole (as a set of non-profit, non-governmental, public organizations) with other components of the social system

- the opportunity for individuals and civil society structures to participate in the development, discussion and decision-making on

economic, political, social and other issues, that is, in the field of public policy.

The role of such non-state actors as civil society institutions is determined by their ability in the current realities of post-pandemic society to perform the functions of (Mcintosh White, 2012):

- early detection and warning of sources of danger, emerging threats to information security, contradictions, conflicts, crisis situations (the so-called warning signaling system)

- the involvement of the broad masses in practical activities in the field of ensuring information security, stabilizing the situation, achieving civil peace and harmony; the formation of public opinion and influence on it, the development of civic consciousness; protecting the rights, freedoms and interests of civil society in the information sphere;

- substantial control over the activities of authorities, management and the implementation of their decisions in the information sphere.

Civil society institutions carry out various tasks to counter the challenges of post-pandemic postmodernity (Villanueva, 2020). Some of them are:

1. Help the state to counter the challenges of the post-pandemic postmodernity, the implementation of certain functions of state bodies.

2. Supplementing the national security system, performing those functions to protect the vital interests of the individual and society in this area that the state does not consciously perform or cannot perform due to limited resources, or for other reasons.

3. Creation of favorable conditions for the activities of authorities and management to ensure security and counter the challenges of post-pandemic.

4. Control over the activities of the state in fulfilling the functions of ensuring security and countering the challenges of post-pandemic postmodernity.

5. Evaluation of the effectiveness of state activities to ensure security and counter the challenges of post-pandemic postmodernity.

6. Encouragement of the state to take measures to protect the interests of the individual and society, to correct the mistakes made in this area.

7. Training of qualified personnel capable of holding public office in the field of security and countering the challenges of post-pandemic postmodernity.

8. Carrying out scientific research on current security issues and addressing the challenges of post-pandemic postmodernity.

Thus, the role of civil society institutions as subjects of ensuring security and combating the challenges of post-pandemic postmodernity is to force the state to effectively defend precisely national interests in all spheres of society, to help the state realize the vital interests of the individual and society, and contribute to stability in the state and society, harmonizing the interests of various social groups and finding a balance of interests, hinder the possible replacement of national interests with corporate ones. (Schwarz & Fritsch, 2014)

The mechanism of interaction between state bodies and civil society institutions should be determined, first of all, by the degree of their participation in solving urgent problems of ensuring security and countering the challenges of post-pandemic postmodernity. This, in turn, suggests that the method of state regulation of the activities of civil society institutions should not be based on a ban, but on the creation of conditions for active use in order to ensure security and to counter the challenges of the post-pandemic postmodernity of the state, society, and the individual.

But the state authorities that are responsible for the decisions made, including joint ones, must have inherent in the art of security policy the ability to rationally overcome situations that threaten the country with significant losses and not allow them to be able to build relations and establish effective interaction with civil society institutions occurrence, to find the main thing, without which strong statehood is impossible.

4. Conclusions

As a result of the study, the role, essence and basic functional features of the communication capabilities of civil society institutions in countering the challenges of post-pandemic postmodernity were revealed.

The underdevelopment of the communication capabilities of civil society institutions in countering the challenges of post-pandemic postmodernity is one of the important reasons for the low level of adaptation of society to existing post-pandemic realities, as well as to modern realities and problems of public life, which leads to the loss of the proper level of their support in society, the deepening of their contradictions.

In particular, in most cases, the communication activities of civic institutions of almost all of its participants are not always consistent with the concept of "universal values." The functioning of the system of civilian institutions, taking into account the influence of civilian communication, forms its own adaptation and modernization mechanisms with specific

methods and means of transforming requirements and support that are inherent in it, turns it into a self-regulating mechanism for concrete participation of citizens in the context of countering the challenges of post-pandemic postmodernity.

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