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DEVELOPMENT OF THE CONCEPTUAL MODEL OF IMPLEMENTATION OF THE STATE STRATEGY OF COMMUNICATION WITH REALIZATION OF EUROPEAN INTEGRATION APPROACHES

ABSTRACT

The article examines the aspects of the conceptual model of state communication strategy (SCS), which implements the approaches of European integration. Tasks to be solved by SCS are established. They include, in particular, a decrease in the lack of information in society, the lack of communication between communities and each citizen, ignorance of the direction of current political processes, and a decrease in the level of social tension. The main goal of the conceptual model of this strategy was formulated. This is the unity of society on the way to overcoming threats, reducing society's level of public anxiety, fear of taking responsibility for actions, for the protection of the country and public good, and to use all the mechanisms and tools provided by European integration. The importance of the formation of reliable feedback and the introduction of a self-regulatory process is indicated. Defects in the communication process have been identified, and SCS must be directed to correct them. A structural diagram of a conceptual model of the implementation of SCS with the realization of EU approaches was developed using a system approach. The developed scheme should become a methodical basis for the construction of SCS, which implements the approaches and basic principles of European integration under the conditions of discrediting the work of the aggressor. It is indicated that the conceptual model should take into account the need for external communication. For this purpose, it is necessary to improve the contractual basis between Ukraine and the EU in the sphere of security policy. The main paradigm of external communication which consists of the need to form a synergy of all public strata in the formation of information influence on the outside world for the implementation of cooperation policy and reduction of common threats has been revealed. The creation of a synergistic effect should be the result of SCS implementation.

Keywords: communication, state strategy, conceptual model, European integration, a block diagram

JEL Classification: H10

INTRODUCTION

The process of European integration of Ukraine necessitates the systematic implementation of the communicative component of public administration. The communicative process forms the necessary support for civil society management actions in difficult times of economic and political turmoil, provides the necessary level of transparency of public administration, and provides feedback to the general population, which ensures the orderliness and sustainability of the state. But European integration is a difficult multi-layered process. The pace of its dynamics, longevity, complexity, and drama of its practical implementation depends on a significant number of internal and external factors, the directions of which in most cases are opposite.

LITERATURE REVIEW

This determines the various aspects of the communication process in the implementation of European integration approaches. Some results of the study of these aspects are given in particular in the works of Kostenko [1], and Kozminykh [2].

European Union politicians have been ambivalent about draft laws aimed at improving communication. This indicated that the existing legal framework needs a formalized goal and a holistic strategy to improve it.

The systematic implementation of the communicative component of public administration cannot be realized by order and immediately, so it requires the implementation of a long-term strategy, which Barbé, Morillas [3], and Ferreira [4] point out. Moreover, this strategy should be consistent with the Global Strategy adopted by the European Union [5]. Of course, this Global Strategy [5] is only a framework document, but there are many review papers, including Tocci [6] and Wróblewski [7], which detail the process of shaping the Global Strategy. The development and implementation of such a strategy, according to Rieznikov [8], demand formalization of the conceptual framework of the strategy of formation and implementation of public policy.

A significant body of works by national and foreign scientists Gomez-Arana [9], Palmowski [10], Markakis [11], González-Gómezetal, and Gualda [12], Basboga [13] is devoted to the study of various aspects of the implementation of the state communication strategy in the sphere of European integration. Valenza [14], Capello et al [15], Crescenzi, and Giua [16], Yatsenko et al. [17], Camagni et al. [18], Votoupalová [19], Yatsenko et al. [20], Neuberger et al. [21], Maslov [22], Ingram, and Nitsenko [23] studied identification of regional differences in European integration and the related range of issues of cross-border interactions.

However, the complex of issues related to the peculiarities of solving this problem in modern Ukrainian conditions with a significant level of external threats has not been systematically studied in detail. This led to the formation of goals, problem statement, peculiarities of the structure, content, and directions of the presented research.

Military aggression against Ukraine has significantly increased the importance of the power-society communication process and has necessitated the development of a conceptual model for the implementation of the state communication strategy with the realization of European integration approaches. A radical change in the level of threats requires a revision of the tasks to be solved by this strategy, the study of the peculiarities of the communicative process, and the formation of a methodological basis for the conceptual model of communication strategy.

AIMS AND OBJECTIVES

The aim of the study is to determine the purpose of forming a conceptual model of the state communication strategy, the tasks to be performed by this strategy, formulating the peculiarities of the communicative process in modern conditions, developing a structural scheme of the conceptual model of implementing the state communication strategy.

METHODS

In performing the study, the results of which are presented in the article, general and special methods of cognition were used. The method of induction and deduction is used to substantiate the purpose of the study and to identify unresolved aspects of the problem. The method of content analysis was used in the analytical review of literature sources. The method of system analysis was used to determine the range of tasks to be solved by the state communication strategy. The systematic approach is used to determine the main purpose of the conceptual model of communication strategy, identify features of the communicative process that should take into account in the proposed model, and in the process of developing a structural scheme of the conceptual model of national communication strategy. The use of induction and deduction helped to establish that the conceptual model should take into account the need for external communication, which requires updating and clarifying the contractual framework between Ukraine and the EU, especially in the field of security policy. The method of convergence from the abstract to the concrete was used to establish the basic paradigm of external communication and realize the synergistic effect of the interaction of all social strata, and state structures in forming informational influence on the outside world to implement cooperation policy and reduce common threats.

RESULTS

Military action in Ukraine has proved the importance of the communication component in the system of public administration. Prior to the beginning of the active phase of Russia's military aggression, not only the public but also the expert community were critical of the prospects of Ukraine's European integration and the leadership's integration policy. Therefore, the experts, for the most part, did not think it relevant to even consider proposals for the development of a conceptual model for the implementation of the state communication strategy for the implementation of European integration approaches. Thus, 64% of surveyed experts believed that this process does not have sufficient information support, more than half of experts did not consider public policy in this direction transparent and open, while 57% of respondents believed that public policy in this area should be more clearly defined. The beginning of the active phase of hostilities significantly accelerated these processes.

The beginning of the war showed the unsystematic nature of the existing process of communication at the level of the state society and various social strata and demonstrated its inefficiency. Therefore, nowadays it is time to develop a national communication strategy in the sphere of European integration. In turn, the implementation of the state communication strategy requires a systematic analysis of the conceptual approach.

The introduction of such an approach requires the formation of a solid basis. We believe that the archetypal values of the Ukrainian people should form such a basis. The importance of moving to the archetype has been confirmed by a powerful social and volunteer movement during recent hostilities.

The complex of archetypal values needs a detailed study, but today it is clear that they include: support for the Ukrainian army as a whole and each combatant in particular; strengthening national consciousness, language, and culture. Rejection of imposed imperial stereotypes is not always steady, but any, even subconscious, hints about them in the communicative process of the state-society lead to the rupture of this process.

The formation of a conceptual model for implementing the state communication strategy in the sphere of European integration should be aimed at solving the following main tasks:

- reduction of the level of unawareness of society;
- elimination of the lack of communication between the authorities and communities in general, and the authorities and each citizen in particular;
- reduction of ignorance of the public in the genesis, direction, and goals of current political processes;
- reduction of the level of social tension, avoiding political and social crises, and ensuring the sustainable development of society.

These tasks correspond to European principles. These main tasks form a holistic system in a certain way, as well as the basic principles of the implementation of the policy of the European Union in the sphere of communication between the government and society form their own holistic system. Although from systems theory the characteristic properties of systems - such as emergentness and inherence, for example, - are known, it is possible to connect the direct implementation of each of the selected main tasks with the condition of fulfilling a separate basic principle of the implementation of the policy of the European Union. In particular: main task No. 1 - first of all corresponds to the implementation of the principle of the widest openness and transparency of all stages of communication policy; main task No. 2, first of all, corresponds to the implementation of the principle of formation of a single information field; the main task No. 3 - first of all, corresponds to the implementation of the principle of interaction between the government and public society in accordance with European norms without exception; main task No. 4 - first of all corresponds to the implementation of the principle of promoting the formation of the European identity of Ukrainian citizens.

The main goal of implementing the conceptual model is to ensure an appropriate level of cohesion in society in overcoming threats and challenges, reducing the level of anxiety, worry, and fear in society, to take responsibility at all levels of government and every citizen for actions to protect the country and public good, to use all the mechanisms and tools provided by European integration.

The concept should take into account the following important features of the communicative process: consistency, continuity, coherence at all levels, the acquisition of the greatest openness and transparency of information flows; formation of a single information field; targeting not only the target group but also society as a whole; diversification of communication channels and tools; formation of the European identity of Ukrainian society. As it can be seen, the specified peculiarities of the communication process correspond to the need to realize the basic principles of the implementation of the European Union's policy in the sphere of government and societal communication.

We will provide an example to specify these provisions. The inconsistency of the speakers causes distrust of certain segments of the public to the relativity of the information flow and violates the basic foundation of the communicative process. In some cases, this can lead to the emergence of an alternative communication center and, consequently, to alternative communication links. With the strengthened network structure of horizontal ties in modern conditions, the change of the center of communications can be of a knockout character. This, in turn, requires increased attention to the coherence of the actions of speakers at all levels. Any compromising of either one of the speakers or the existing information tools should give rise to a process of its official disavowal and rejection as such manifestations create a dangerous effect of distrust in honesty, transparency, and even the expediency of the whole communication process.

The formation of reliable feedback and the introduction of a self-regulatory process of communication should help to correct the existing shortcomings of this process: lack of communication; non-monolithic perception of information by society - when the same message provokes mixed reactions from social groups; low level of awareness of local authorities about the general state of affairs at the state and interstate levels; lack of cooperation between local authorities and civil society structures; attempts by the authorities to communicate only with "professional" public speakers who have lost real support of the community; not involving representatives of local authorities in the development of European integration reforms, conceptual provisions of state strategies, i.e. violation of the communication process at the level of central-local government.

The concept should take into account the targeted activities of the aggressor to disrupt Ukraine's European integration. The main tools involved are intimidation by military force and the scale of destruction and killing; destabilization of the internal communication process in Ukraine, in particular through the use of "agents of influence" and pro-Russian political forces; information war in the media space and social networks to compromise the idea of European integration; political and economic pressure on European Union countries, European Union statesmen and public structures; application of planned and directed information psychological special operations; the propaganda campaign is aimed at discrediting Ukraine and reducing the level of support.

This allowed using a systematic approach to build a block diagram of the conceptual model of implementation of the state communication strategy for the realization of approaches to European integration (Fig. 1).

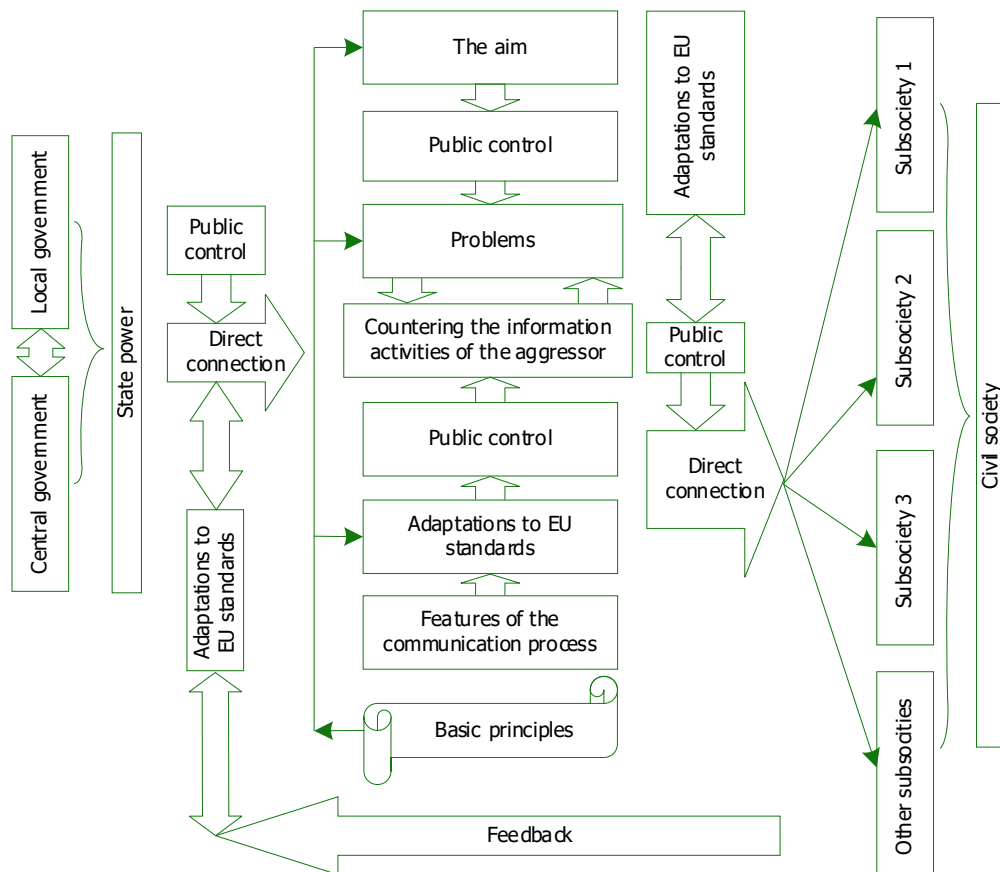


Figure 1. Block diagram of the conceptual model of implementation of the state communication strategy with the realization of European integration approaches.

This diagram details the structure of the conceptual model, which is proposed as a methodological basis for building a national communication strategy. This structure allows the implementation of the approaches and basic principles of European integration even under the conditions of discretionary work of information, political and other resources of the aggressor country.

The functioning of the proposed conceptual model is based on the following methodological postulate: two subjects of the communication process interact - the government and the public (see Fig. 1). The basis of the proposed methodological approach is that these entities interact in the communication process as equal partners who will not use the communication process as a means of pressure or a tool for information programming of the partner for actions that harm him.

Power is fragmented into Central and Local authorities. This does not mean that the views of Central and Local authorities on the main goals and objectives are radically contradictory. But their views on ways, tools, and means of solving local problems, and their priority may differ. That is why in Ukraine the reform of local self-government was carried out, the transfer of powers and finances from the Central, state power to local self-government bodies. Central and local authorities are in direct contact with the public, as it has all the tools and powers to do so. In the implementation of direct communication, the government should monitor the reaction of the public to the information that the government wants to convey to the public, and to certain management actions of the government itself. Negative public reactions should lead to corrections of government actions. Direct communication, as already mentioned with the use of certain sets of tools and methods of communication (see Fig. 1). These tools and methods are adjusted in the presence of certain features of the communication process and should be consistent in all aspects of the communication process with the defined goals and objectives of the communication process.

In general, the proposed conceptual model for the implementation of the state communication strategy should ensure the appropriate level of efficiency of the communication process and the implementation of the goal.

Implementation of the proposed conceptual model of the state communication strategy (see Fig. 1) with the realization of European integration approaches in view of recent military and political realities, in our opinion, will require updating and clarifying the contractual framework between Ukraine and the EU, in particular Chapter II of the Association Agreement between Ukraine and the European Union. This section focuses on cooperation in foreign and security policy. In our opinion, with the broad support of Ukraine by the world community and the European Parliament, this will not require significant efforts at this historic stage.

At the same time, the process of developing a conceptual model of the state communication strategy (see Fig. 1) requires attention to the formation of the direction of external communication of all social groups and state institutions [24-28].

The use of the communication process to increase the role of civil society in the realization of state and regional policy should be one of the most important tasks of the conceptual model of the implementation of the state communication strategy for the realization of European integration approaches in Ukrainian realities. The need to increase the influence of the public is due to the fact that civil society in Ukraine is currently at the stage of formation. Therefore, its development should be in focus on the interests of institutional structures, public organizations, and individual citizens as a basis for ensuring the European future of Ukraine. The proposed approach of implementing a closed cycle through the formation of direct and reverse mutual influences of the government and society in the communication process, in our opinion, is able to form a multiplier mechanism for the growth of the influence of public society on all spheres, in particular, the sphere of communications of state structures and citizens. The use of this type of multipliers is known in technical solutions of various directions but has not yet been tested in communication processes at the social level. Nevertheless, there are no principled methodological objections to the implementation of the multiplication mechanism in the communication between the government and civil society.

The methods and tools used in the realization of the proposed model should also represent a holistic system. According to the experience of the EU, new countries that become members of the European Community must use methods and tools of adaptation (see Fig. 1) to the rules, norms, and standards of the EU when forming their own communication policy in accordance with the mentality of the representatives of their society. This is due to the fact that the communication strategy and the parties in the communication process should not use methods and tools that can become destructive to ensure the implementation of EU principles. For the effective implementation of the specified model, it is proposed to use, in particular, the following methods: public discussions; open debates of representatives of the authorities and the public; interactive methods; integrated methods, audience segmentation; adaptation of the parties of the communication process to EU standards, etc. Let's take a closer look at the introduction of the audience segmentation method. This method is common in the implementation of the process of communication between the authorities and society in the countries of the European Union and, so far, is not widely used in Ukraine. It is based on the fact that society is not homogeneous in

most of its characteristics. That is why the method of audience segmentation is used in EU countries, which are very different in terms of economic development, national composition, development of civil society, etc. Different strata and different social groups in Ukraine are also, for example, characterized by different levels of awareness in the course of political and social processes: different degrees of unity, social mobility, access to various information sources, etc. Therefore, the communication process with each social strata, with each social group, must be conducted in forms that are understandable to it, using a variety of information channels. In fact, it is necessary to form not a single communication policy, but a system of such policies, which is divided into separate directions for the implementation of the communication process with different social or national groups based on the consistency of goals and principles. But institutional structures in Ukraine often neglect the use of this method. A concrete example of the lack of implementation of the audience segmentation method is the integrated approach of forming a rating assessment of one or another representative of the Ukrainian government, one or another party, common in Ukrainian realities. The implementation of the modern European method regarding the communication process in Ukrainian realities should be taken into account when developing a conceptual model for the realization of the state communication strategy with the implementation of European integration approaches.

Therefore, the traditional set of tools for the realization of the conceptual model of the implementation of the state communication strategy with the realization of European integration approaches should be updated and improved. The toolkit of the government-society communication process can be stratified by direction. For example, financial instruments, which can, in turn, be divided into budgetary and extra-budgetary, public funds, grants, etc.; technical and technological tools, which, in particular, include information and communication technical and technological means; organizational tools, regulatory and legal tools, etc.

For the effective implementation of the specified model, the intensification of the use of such methods and tools as public control; introduction of regular reports of state managers of all levels; improvement of the transparency of the communication process; public appeals to the authorities are proposed.

Unfortunately, due to the lack of space on the presented structural diagram of the conceptual model of the implementation of the state communication strategy with the realization of European integration approaches (see Fig. 1), it is not possible to detail all the methods and tools. Some proposed approaches, for example, a self-reinforcing cycle of direct connection and feedback for the formation of a mechanism for increasing the role of public society in the implementation of state and regional policy, are shown implicitly in Fig. 1. Therefore, in our opinion, Fig. 1 illustrates the application of the most important methods and tools of the government-society communication process, and others are detailed in the text of the presented article.

The main proposed concepts of the presented model are, firstly, its proposed use for the formation of a self-reinforcing cycle of direct connection and feedback for the formation of a mechanism for increasing the role of civil society in the implementation of state and regional policy; secondly, strengthening the mutual consistency of the goals of the communicative component of public administration and the European principles of the communicative process of the state and society; thirdly, the formation of feedback between "public" and "government" under the conditions of strict adherence to European principles. This is evidenced by the symbols of the "coordination" mechanisms: "goals" and "Basic Principles"; feedback "public - government" and "Basic principles" in Fig. 1. These principles include: the widest openness and transparency of all stages of communication policy; formation of a single information field; implementation of mutual coordination of the communication policy of all institutional structures; diversification of information channels; the interaction of the authorities with civil society in full compliance with European norms without exception; promoting the formation of the European identity of Ukrainian citizens.

In our opinion, it was the presence of shortcomings in the external communication sphere that caused the shock reaction of the European community to the active phase of Russia's military aggression in Ukraine.

Nowadays the European Union is in a situation where the European Community is not sufficiently informed about the importance of all types of threats that should affect not only Ukraine but also our neighboring countries and intergovernmental organizations, not accepting individual warnings, with a broad coordinated campaign of information counteraction of the aggressor country, led to a shocking perception of the moment of crisis. This, in turn, led to a lack of readiness to confront the challenges together.

The study identified the main paradigm of external communication, which is the need to form a synergy of all segments of society, not just institutional structures of the state in the formation of informational impact on the outside world to implement cooperation policies and reduce common threats. The formation of social synergy should be ensured by the

consensus of all segments in the coverage of the situation and the risks associated with it. In turn, achieving the appropriate level of consensus of all social groups is determined by the level of efficiency of the communication process.

This efficiency is largely ensured by the degree of relevance of the conceptual model of implementation of the state communication strategy with the implementation of European integration approaches.

This proves that external communication should be built with an emphasis not only on risks for Ukraine and its citizens but for every citizen of the European Union. The organized implementation of the synergetic effect of the combination of communication tools of all public structures and state institutions must be ensured by the common position of all social strata.

In turn, the formation of this position requires a coherent common vision of the situation, existing threats, and ways to overcome them.

The creation of such a position should be the result of the implementation of the state communication strategy in the sphere of European integration.

Discussion. The presented work demonstrates some of the results of the research, which the authors worked on for a considerable time and still continue to work on. In particular, in our opinion, the influence of the politicization of the communication process between the government and society on its effectiveness, compliance with the stated goals, and European values requires additional research. Some aspects of this issue are discussed in the scientific works of Barbé et al [3] and González-Gómez et al [12], but even nowadays a significant difference in politicization in Ukrainian and European realities is evident. The level of negative external reactions of representatives of friendly states to manifestations of politicization of the state-civil society communication process in Ukraine is also increasing. Also, the study of the level of effectiveness of communication tools and methods and the reasons for slowing down their implementation and leveling off of their impact has to be continued. Previously, the application of an algorithmic approach to the communication process between government and society was not studied in detail in scientific works. Therefore, the structural scheme of the conceptual model of the implementation of the state communication strategy proposed by us should become a training ground for algorithms for support and decision-making systems in this area. The problems, the solution of which should be facilitated by the state communication strategy, their peculiarities, and shortcomings, were discussed in the scientific works of Kostenko [1], Kozminykh [2], Rieznikov [8], and other researchers. The tasks specified by us were revised and argued, the peculiarities were adapted to the proposed model, and the approaches to eliminate the shortcomings were determined. The importance of ensuring the effectiveness of external communication is indicated, in particular, in the works of Basboga [13] and Valenza [14], but we formulated this direction of implementation of the communication process as the main paradigm for ensuring the synergy of all institutional structures and public strata in the formation of information influence on the outside world to realize cooperation policies and threat mitigation. In general, many aspects of the task of developing a conceptual model for the implementation of the state communication strategy with the realization of European integration approaches require clarification and detailing, which is determined by the complexity and importance of the task.

CONCLUSIONS

As a result of the research, a range of tasks was identified, the solution of which should be facilitated by the state communication strategy. The main purpose of the conceptual model of this strategy is formulated, and the peculiarities of the communicative process which should be taken into account by the proposed model are revealed. The importance of forming reliable feedback on communication and implementing a self-regulatory process is pointed out. The shortcomings of the communicative process have been identified, and this strategy should be aimed at correcting them.

The structural scheme of the conceptual model of the state communication strategy is constructed, which is the methodical basis of the state strategy under the conditions of discretionary work of information and other resources of the aggressor country. It is stated that the conceptual model should take into account the need for external communication, which requires updating and clarifying the contractual framework between Ukraine and the European Union, especially in the sphere of security policy.

The main paradigm of external communication is established, which is the need to form a synergy of all social strata, not just state structures, in the formation of informational influence on the outside world to implement cooperation policies and reduce common threats.

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РОЗРОБКА КОНЦЕПТУАЛЬНОЇ МОДЕЛІ ВПРОВАДЖЕННЯ ДЕРЖАВНОЇ СТРАТЕГІЇ КОМУНІКАЦІЇ ЗА РЕАЛІЗАЦІЇ ПІДХОДІВ ЄВРОПЕЙСЬКОЇ ІНТЕГРАЦІЇ

У статті досліджено аспекти концептуальної моделі державної стратегії комунікації (ДСК), яка реалізує підходи євроінтеграції. Установлені завдання, які має вирішувати ДСК. Це, зокрема, зменшення рівня неінформованості суспільства, брак комунікацій громад і кожного громадянина, незнання напряду поточних політичних процесів, зменшення рівня соціальної напруги. Сформульована основна мета концептуальної моделі цієї стратегії. Це згуртованість суспільства на шляху подолання загроз, зменшення рівня занепокоєння суспільства, зниження страху брати на себе відповідальність за дії на захист країни та суспільне благо, для використання всіх механізмів та інструментів, які надає євроінтеграція. Указано на важливість формування надійного зворотного зв'язку та впровадження само регулятивного процесу. Визначено недоліки комунікативного процесу, на виправлення яких має бути спрямована ДСК. За використання системного підходу розроблено структурну схему концептуальної моделі впровадження ДСК за реалізації підходів ЄС. Розроблена схема має стати методичною основою для побудови ДСК, яка реалізує підходи та базові принципи європейської інтеграції за умов дискреційної роботи агресора. Указано, що концептуальна модель має враховувати необхідність зовнішньої комунікації. Для цього потрібно вдосконалити договірну базу між Україною та ЄС у сфері безпекової політики. Виявлено основну парадигму зовнішньої комунікації, яка полягає в необхідності вироблення синергії всіх громадських прошарків у формуванні інформаційного впливу на зовнішній світ для реалізації політики співпраці та зменшення спільних загроз. Створення синергетичного впливу має бути результатом впровадження ДСК.

Ключові слова: комунікація, державна стратегія, концептуальна модель, європейська інтеграція, структурна схема

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