

# CHAPTER 1

## MODERN TRENDS IN PUBLIC ADMINISTRATION

### PRINCIPLES OF REALIZATION OF NATIONAL REQUEST FOR INFORMATION SECURITY

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**Abstract.** *Ensuring information security is considered as one of the priority state tasks, as an important element of national security. The development of state information policy in Ukraine should foresee the fact that all problems related to information security (formation of information legislation, counteraction to threats in the information sphere, counteraction to information conflicts, information wars, development of legal means and protection organizational measures against information wars), must be resolved holistically. The aim of the article: to investigate the principles of realization of the state request for information security. The research methodology: the methods of logical comparison, systematization and generalization, which made it possible to achieve the goal of the study. The importance of developing an appropriate, consistent state information policy aimed at obtaining a qualitatively new result in the field of information security of a person, society and the state, which would meet the state and trends of the global information society and generally accepted international and European standards in this field of interest, has been outlined. State information policy should be implemented in stages based on the use of organizational, legal and economic principles. At the first stage of the state information policy realization it is necessary to consistently reform information production in the system of state power and management as a whole, at the second - to transform the available information resources gradually into real material and spiritual benefits for the population of the country.*

**Keywords:** *public administration, information security, information society, information technologies, state information policy.*

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**Introduction.** The rapid development of information technology and the problem of their rapid implementation in all spheres of human life, the growing importance of information in management decisions by public authorities and management, a new format of the media – these and other factors bring to the front plan the problem of creation and strategic management information security realization.

Protecting its national interests, each state must take care of its information security. The strengthening of Ukrainian statehood requires the same. Balanced state information policy of Ukraine is formed as a component of its socio-economic policy,

based on the priorities of national interests and threats to national security of the country. From a legal point of view, it is based on the principles of a democratic state governed by the rule of law and is implemented through the development and implementation of relevant national doctrines, strategies, concepts and programs in accordance with current legislation. In Ukraine, there is an objective need for state and legal regulation of scientific, technological and information activities, which would meet the realities of the modern world and the level of development of information technology, international law, but would simultaneously effectively protect their own Ukrainian national interests. Relations related to information security, as the most important today for society and the state require the fastest possible legislative regulation.

**Literature Review.** The content and importance of public administration in the field of information security has been studied by such scientists as I.V. Aristova [1], T.I. Blystiv, V.T. Kolesnyk, P.Ya. Pryhunov, K.V. Karpova [3], O.G. Zaluzhny, V.V. Danyleiko [11], V.A. Lipkan, Yu.Ye. Maksymenko, B.M. Zhelikhovsky [5], G. Sashchuk [9] and other national and foreign scientists. At present, the principles of implementation of the state request for information security remain insufficiently studied, and the analysis of scientific achievements of researchers gives grounds to assert the existence of various approaches in the study of this issue.

**Aims.** The aim of the article is to investigate the principles of realization of the state request for information security.

**Methods.** The author used the methods of logical comparison, systematization and generalization, which made it possible to achieve the goal of the study.

**Results.** In modern society, all spheres of life operate on the basis of a developed information structure. The economic, political and military power of any state in the modern world directly depends on the national information resource. Information, penetrating into all spheres of state activity, acquires a specific political, material and cost expression, which is determined by a number of factors, including the amount of damage caused by the quality degradation.

The security of information content is one of the main indicators of the quality of such information. That is why information security and ways to ensure it in recent years have become especially relevant in the process of public administration. Ensuring information security of public authorities is considered as one of the priority state tasks, as an important element of national security. The complex nature of current threats to national security in the information sphere requires the definition of innovative approaches to the formation of a protection system and development of the information space under conditions of globalization and free circulation of information.

Strategic management is the ability to model a situation; ability to identify the need for change; development of the strategy itself; ability to implement the strategy. In addition, strategic management is management that relies on human resources as the basis of the organization, focuses production activities on customer demand,

responds flexibly and makes timely changes in the organization that meet the challenge of the encirclement and allow to achieve competitive advantage, that in the aggregate enables the organization to survive in the long run, while achieving its goals.

Thus, strategic management is first of all a continuous process, rather than a one-time act of developing a stable strategic plan. It starts with an assessment of the situation outside and inside the organization, developing possible directions for the use of organizational forces, choosing the best of the identified alternatives and developing a detailed tactical plan aimed at the gradual implementation of the chosen strategy [4].

Information security is one of the essential components of national security, its provision, through the consistent realization of a well-formulated state information policy, would greatly contribute to success in solving problems in political, social, economic and other spheres of state activity [6].

It is necessary to understand that the state information policy is a policy that by means of state (political) power creates and ensures the functioning of the system of legal regulation of information relations, protection of human rights and fundamental freedoms, balance of human interests, society and state in all spheres of information [1]. The development of state information policy in Ukraine should include the fact that all issues related to information security (formation of information legislation, counteraction to threats in the information sphere, counteraction to information conflicts, information wars, development of legal means and organizational measures to protect against information wars), must be resolved holistically [8]. Thus, we note the importance of developing of independent, consistent state information policy aimed at obtaining a qualitatively new result in the field of information security of a person, society and state, which would meet the state and trends of the world information society and generally accepted international and European standards in the investigated sphere.

In terms of the state information policy realization, the foundations should be laid for solving of such tasks as:

- 1) Formation of a single information space of Ukraine and its entry into the world information space;
- 2) Ensuring of information security of an individual, society and the state;
- 3) The formation of a democratically oriented mass consciousness;
- 4) Development of the information services industry;
- 5) Expanding of the legal field of public relations regulation, including those related to the receipt, dissemination and use of information, which, in turn, should help strengthening of ties between the center and the regions, strengthening of the country's integrality.

These foundations allow forming the strategic goal of the state information policy - to ensure the transition to a new stage of development of Ukraine, to build an

information society and the country's entry into the world information community. The following components must be provided:

- Formation and development of an open information space of the state under the necessary condition of ensuring its integrity and unity;
- Integration into the world information space taking into account national interests and peculiarities;
- Ensuring information security at the domestic and international levels.

The success of the state information policy will depend on the fulfillment of the following priorities:

- Modernization of information and telecommunication infrastructure, development of information and telecommunication technologies;
- Effective formation and use of national information resources and ensuring of wide, free access to them;
- Providing citizens with socially significant information;
- Development of independent mass media;
- Creation of the necessary regulatory framework for building of a modern information society.

The performance of these tasks must be accompanied by appropriate functionality:

- Providing information services to the population based on the development of mass information exchange and mass communications;
- Information support of the system of public authorities and local self-government;
- Ensuring information interaction between civil society and government, including state and local authorities;
- Human preparation for life and work in the information society.

In order to perform the tasks, regulation is required with the help of various forms of influence of the information sphere objects [6], which are involved in this process, namely:

- Legal basis of information relations;
- System of formation and use of information resources;
- Information and telecommunication infrastructure;
- Scientific, technical and production potential required for the formation of information and telecommunications space;
- Market of information and telecommunication means, information products and services;
- Home computerization;
- International cooperation;
- Information security system.

It should be noted that the following basic principles must be observed during realization of the state information policy tasks.

The principle of policy openness means that all major information policy measures are openly discussed by society, and the state takes into account public opinion.

The principle of equality of interests means that the interests of all participants in information activities, regardless of their position in society, ownership and nationality are equally taken into account.

The principle of systematization means that under the implementation of decisions to change the state of one of the regulation objects must be taken into account the consequences of these decisions on the state of others.

The principle of priority of domestic producers means that under equal conditions, priority is given to domestic producers of information and communication means, products and services.

The principle of social orientation means that the main measures of the state information policy should be aimed at ensuring the social interests of citizens of Ukraine.

The principle of state support means that information policy measures aimed at information development of the social sphere are mainly funded by the state.

The principle of priority of law means that the development and application of legal and economic methods has priority over any form of administrative solutions to problems in the information sphere.

The realization of information policy includes a key set of interconnected components.

The normative-legal component contains certain legal tools that will be used to overcome these threats with the obligatory priority of human and civil rights and freedoms, forms a certain vector of development of information relations.

The organizational and technological component is represented by a set of organizational and technological means of search, storage, distribution and use of information products and services in all spheres of society and the state, including territorially distributed depositories of information resources, state and corporate computer networks, telecommunication networks and special systems. purpose and general use, communication lines, networks and data transmission channels, means of switching and management of information flows, organizational structures of management and control.

Economic component means preservation, development and effective use of objects of the national information space, which are of strategic importance for the economy and security of Ukraine; providing comprehensive support and protection of domestic producers of information products, promoting the development and implementation of the latest information technologies; economic support of the state for the development of information infrastructure and information system, assistance in the development and implementation of the latest information technologies.

Social component - the state must have a sufficient number of professionally trained specialists to work in the information spheres of government and civil society,

who would be able to ensure the assimilation, implementation and effective operation of modern information and communication technologies, systems, networks and technical devices, and all the citizens must be sufficiently prepared to become their mass individual users both in their professional activities and at home. At the same time, both professionals and mass users must know well and clearly follow the legal norms of activity in the information sphere. An important socio-educational factor of the state information policy is the formation and development of a unified national system of mass information education and training, training and retraining of professionals in the information sphere.

Due to the growing number of cases of illegal use of information weapons, unauthorized dissemination and receipt of information via the Internet, the spread of cybercrime, the process of information policy formation in the electronic information environment, which should be understood not only legal norms but also generally accepted moral canons of behavior, i.e. specific rules of information culture, neglect of which is negatively reflected in the implementation of the requirements of information legislation (including legislation in the field of state information policy provision and information security).

Undoubtedly, the proper level of state information policy and information security in the state can be ensured only if a well-developed information society is created and functions effectively. However, to date, a number of shortcomings can be identified that hinder its construction and prevent the provision of an adequate level of information security of man, society and the state [7]:

- Insufficient development of the regulatory framework to ensure the proper functioning of the information sphere, ensuring the information security of a person, society and the state - the inconsistency of certain rules of law governing the information sphere;
- Ineffective system of state regulation of the media space, lack of a common vision of the directions of its further development;
- Insufficient information presence of Ukraine in the global media space, increased information dependence on foreign countries and media structure;
- Unsatisfactory condition of the broadcasting network; outdated technological equipment of Ukrainian TV and radio companies, insufficient level of development of the latest means of communication;
- Monopoly of cable broadcasting; extremely slow transition to digital broadcasting;
- Market spontaneity of telecommunication networks and computerization, low control over them by the state;
- Unregulated training and employment of IT specialists within the state;
- Insufficient number of state programs related to the formation of the information society;

- Low level of computer and information literacy of the population, slow implementation of the latest teaching methods with the use of modern information and communication technologies;
- Uneven provision of access of the population to computer and telecommunication means, deepening of "information inequality" between separate regions, branches of economy and various segments of the population;
- Low level of provision of information services by state authorities and local self-government bodies to legal entities and individuals using the Internet, low rates of development of the relevant information infrastructure;
- Low development of the mechanism of protection of copyrights on computer programs, absence of the corresponding system state decisions;
- Lack of effective protection of information rights of citizens, primarily regarding the availability of information, protection of information and minimization of the risk of "information inequality" and others [10].

The state information policy should take into account these shortcomings when planning measures to stimulate the development of the information society.

Today in Ukraine the basic principles, tasks and strategic directions of the state information policy are legally formulated and fixed, the state institutes of the corresponding competence are formed, a number of concepts, programs and action plans are accepted [2]. However, at the level of practical implementation, the information policy of the state in modern Ukraine is characterized by uncoordinated activities of various departments, inconsistency and opacity in the implementation of the planned measures. As a result, Ukraine is not yet one of the information-independent states and its information sphere is characterized by the following features:

- Inefficient system of state regulation of the national media space, lack of a consolidated vision of its further development, underdeveloped cultural industries, the national system of collecting and disseminating information on a global scale;
- Low level of presence in the global media space, high information dependence on foreign countries and media structure;
- In the presence of positive dynamics of introduction of telecommunication networks and computerization – market spontaneity of these processes, low controllability by the state, persistence of lag in the field of ICT, unregulated training and employment of IT specialists within the state.

**Discussion.** Improving of the organizational and functional support of public administration in the field of information security of Ukraine has been created to avoid duplication of public administration, strengthening control and responsibility of the state and the public in this area, adapting the mechanism of formation and implementation of public security and information policy to best practices. They make provision of bringing the government closer to the population, publicity of the management decision-making process. To do this, it is necessary to develop and realize a long-term state program to create the foundations of the information society,

which can become a unifying ideological principle for Ukraine, because along with the concept of sustainable development model provides targeted social development, and on this basis can be identified courses dealing with information security of Ukraine.

**Conclusion.** Ensuring of information security of public administration, public authorities is one of the strategically important tasks for strengthening of the state national security. The considered problems concern those which demand constant attention of the state and the priority decision, increase of degree of the state control over observance of requirements of safety in information space. A significant contribution to information security can be the development of conceptual foundations for determining optimal ways to improve the information security system of Ukraine.

State information policy should be implemented in stages based on the use of organizational, legal and economic principles. It is assumed that the implementation will last quite a long period, the timing of which is associated with a certain level of development of society. The speed of this development determines the growing need for information. At the first stage of implementation of the state information policy it is necessary to reform consistently the information production in the system of state power and management as a whole, at the second - to transform gradually the available information resources into real material and spiritual benefits for the population.

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