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ORGANIZATION OF INTERNAL COMMUNICATIONS AS A COMPONENT OF STRATEGIC COMMUNICATIONS IN THE STATE ADMINISTRATION SYSTEM

The impetus for reviewing the role and place of communications was the full-scale invasion of the Russian Federation. In the framework of external communications, the Armed Forces of Ukraine have become an important communication link between the military-political leadership of the state and Ukrainian and international society in the difficult conditions of the unprecedented aggression of the Russian Federation.

Actual issues of the organization of internal communication as a component of strategic communications of the Armed Forces of Ukraine are considered in the state management system by a wide range of domestic scientists. The military doctrine of Ukraine defined strategic communications as one of the main tools for the implementation of state policy in the information sphere. The national security strategy of Ukraine defines threats in the information sphere and directions for countering them. The strategic defense bulletin of Ukraine defines the development of strategic communications as one of the main areas of improving the management system of the Defense Forces.

The processes taking place during communications are designed to provide informational support for state administration. It was created under the Ministry of Culture and Information Policy of Ukraine as one of the mechanisms for combating disinformation through the joint efforts of the state and civil society. The Center's work is focused on communication countermeasures against external threats, in particular — information attacks from the Russian Federation.

The strategic communication system of the Ministry of Defense and the Armed Forces of Ukraine is a component of the national communication system [1,3].

Both external and internal communications are important components of the strategic communications system. In the Armed Forces of Ukraine, the organization of external relations is carried out by the Department of Public Relations of the Armed Forces of Ukraine. The organization of internal communication is entrusted to the Main Department of Moral and Psychological Support of the Armed Forces of Ukraine [1,5]. During the repulse of the Russian aggression, the involvement of highly mobile internal communication groups, their work directly in the military units, played a positive role and contributed to the strengthening of the fighting spirit of the personnel [4].

The problems of the first stages of repelling the armed aggression of the Russian Federation, caused by the information vacuum of reliable information among the servicemen of the Armed Forces of Ukraine, which was filled by the enemy, also actualized the urgent need to create a system of internal communications [2].

As part of the initiated internal communications, the exchange of information from commanders to subordinates and vice versa has been established. In the process of exchanging information, experience was accumulated, structured and worked out, which was used in making relevant decisions. In the reverse direction, internal communication helped the personnel to understand the military-political and operational situation, to feel their involvement in the implementation of the general plan of the operation. Therefore, internal

communications have also become an important component of planning and conducting any military operation, and the problems associated with them always remain relevant [6].

During the anti-terrorist operation, the operation of the United Forces and the repulsion of the full-scale invasion of the Russian Federation from February 24, 2022, the Armed Forces of Ukraine accumulated unique practical experience of internal communication, which requires the collected, scientific analysis and introduction into the activities of state administration bodies and training programs for military specialists of all levels, including strategic ones.

Our partners have repeatedly emphasized the need to create an effective model of information exchange at both the national and international levels, which will allow sharing of experience, lessons learned, and correct and timely response to the emergence of threats in the information space.

The content of the annual national programs under the auspices of the Ukraine-NATO Commission, approved by the decrees of the President of Ukraine, states that the main goals of the Partnership in the field of strategic communications are to develop the capabilities of state authorities in the specified field and all its components at the strategic and operational levels by providing advisory and practical support; supporting Ukraine's cooperation with experts who have relevant experience in the field of strategic communications; promoting the development of a culture of strategic communications at the institutional level in Ukraine, establishing closer cooperation with non-governmental organizations and promoting the development of their ability to carry out strategic communications in the interests of Ukraine.

Internal communications, as an element of strategic communications of the Armed Forces of Ukraine, are on the way to building potential, optimizing processes, training personnel, taking into account their own experience and the experience of NATO partners.

The collection, analysis and systematization and implementation of experience in the organization and implementation of internal communication in the units of the Armed Forces, obtained during the work of communication subjects, the development of proposals for the transfer of experience is an important element on the way to the formation of a culture of internal communications. Therefore, the development of the theoretical foundations of the creation and functioning of the internal communications organization system is an urgent scientific task.

References

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