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The Key Vectors of the State Information Policy

Institutional aspects of the socio-political communication at the beginning of the XXI century act as correlates of the dominant subjects of interaction that regulate the production and dissemination of the socio-political ideas of that time. In this respect, just is the opinion about the strategic orientation of the socio-political communication towards the formation of “public opinion and mass consciousness, directly or indirectly affecting the content and nature of a variety of socio-political processes.”¹ As the state and society are the most significant subjects of the social and political communication today, the quality of the institutional communication depends on the nature of the interaction between the state and public institutions.

The state information policy as “a special sphere of daily life connected with the reproduction and dissemination of information, satisfying the interests of the state and civil society and aimed at ensuring a creative, constructive dialogue between them and their representatives”² is called, like any other sphere of the state policy implementation, above all, to ensure the constitutional rights and freedoms of citizens. The right of citizens to information is one of the most important political and personal rights. The Constitution of the Russian

1 Murashko S.F., Bogoslovskaya V.R., Krotova A.S. Mechanisms and instruments of socio-political communication at the beginning of the XXI century // Ethnosocium and interethnic culture. – 2017. – № 1 (103). – P. 83.

2 Information policy Under general edition of V.D. Popov. - Moscow.: Ed. RAGS, 2003. – P. 38.

Federation stipulates that the State and local authorities and their officials are obliged to provide every person and citizen with an opportunity to become acquainted with the documents and materials directly affecting their rights and freedoms. The realization of the right of citizens to information, ensuring free access to information of public importance, information transparency of the governmental bodies are the major preconditions for the functioning of a legal state and the criteria for its effectiveness.

The realization in the context of the state information policy of the citizens' right to information ensures the real participation of citizens in the life of the state. Only if it is observed, can we talk about the actual realization of personal, political, social, economic, environmental and cultural rights and freedoms. Thus, the simplicity and ease of obtaining by citizens of the socially relevant information that is of interest to them is the most reliable indicator of the civilization of the state. The access to information provides citizens with control over the activities of the governmental bodies and provides the basis for a competent discussion of their actions. If people do not know what is happening in their society, if the actions of the rulers are hidden, they cannot take consciously an active participation in the affairs of the society and the state. Therefore, the system of informing the public about the activities of the governmental bodies should be considered as the second constant of the state information policy.

In the designated context, the state information policy implemented by the Moscow Government is very indicative. On the one hand, it is aimed at ensuring the rights and freedoms of the citizens and organizations in the information sphere, ensuring freedom of mass information, and, on the other, protecting the citizens and organizations from the abuse of this freedom. Ensuring freedom of access to information is considered by the Government of Moscow as one of the decisive conditions for the further development of the city, the develop-

ment of effective mechanisms of social regulation. At the same time, it should be taken into account that the most influential Russian mass media are concentrated in Moscow; therefore it is extremely important that the information materials placed in them reflect objectively the socio-economic and socio-political processes in the city.

The strategic priorities of the information policy implemented by the Moscow Government are based on quite understandable constructive principles: information openness, the unconditional right of the citizens to receive information; intelligibility and regularity of information disseminated; recognition of the priority of the media in informing the public; providing the mass media with reliable and complete information and analytical materials; personal participation of the employees of the executive bodies in the information and educational work with the population; close institutional cooperation with the executive and representative authorities and local self-government bodies; stimulating the citizens' aspiration to personally participate in the implementation of urban social programs; the use of modern means of informatization for the rapid transmission of information to the public, etc.³ Besides, the primary goal of the state information policy of the Government of Moscow at the first stage was the creation of an effective system of informing the population about the activities of the executive authorities of the city. Generation of such a system as a whole was carried out. However, its quality always raised questions, and even among the creators. Nevertheless, a certain unity of the concept, if you will, the unity of style in the aspects of the information impact, propaganda and publishing work, as well as improving the management efficiency of the information management was achieved.

At the second stage, the main vector of the information

³ Moscow Government Decision № 703 of August 23, 1994 «On additional measures for organizing transmission of information to the public about the activities of the Mayor of Moscow and the Government of Moscow».

policy of the Moscow Government was aimed at creating conditions for the development of high-quality, accessible and diverse media, in compliance with the principles of information security and compliance with the current social and economic priorities of the city, as well as promoting a positive image of Moscow. The latter was expressed in the purposeful provision of the widest possible representation of the mass media at the events organized or patronized by the Moscow authorities, in providing “feedback” to the citizens and organizations. As a result, it was possible to create conditions for the development of the electronic mass media that are relevant in quality, accessibility and diversity to the best international models, while observing the principles of information security and compliance with the current social and economic priorities of the city. At the same time, the creation of conditions for the development of the electronic mass media required the development of a technical policy aimed at the development of the electronic media and telecommunications. Thus, a number of problems remain unresolved. For example, new impulses are needed for the development of the media market infrastructure, support for new electronic technologies for the transfer of information products, creation of conditions for the development of professional skills and professional growth of media professionals, primarily in the field of network technologies and reputation management.

Building relations between the government and the media is another vector that determines the nature of the interaction between the state and society, in view of the fact that the media is a most sought-after intermediary and a very active independent subject of the institutional communication. For successful implementation of the state information policy, the most effective form of relations between the authorities and the media is a constructive dialogue. At the same time, cooperation between state authorities and the media should

be based on the understanding that the government cannot conduct an effective policy without prompt coverage of its activities, and the media need unimpeded access to the information of national importance. The mass media, which take a constructive approach, become one of the factors of socio-political stability for the state (however, unfortunately, and vice versa).

To summarize, it should be noted that the main vectors of the state information policy correlate with the strategic dominants of the institutional communication in the system of interaction between the government and society. The information policy of the governmental bodies, as the experience of the city of Moscow shows, is quite adequate to the value priorities established by the Constitution of the Russian Federation and the foreign policy doctrine of the state. At the same time, the goals, tasks, priorities of the state information policy, strategies, tactics and specific mechanisms of the institutional communication should always be outstripping, which, among other things, will help the state institutions avoid the problems of reputational nature.

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