

**PUBLIC AND MANAGEMENT INFLUENCE
ON MASS POLITICAL CONSCIOUSNESS:
METHODOLOGICAL AND HUMANIZATION PROBLEMS**

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INTRODUCTION

In a narrow sense, the system of influence on the mass political consciousness can be considered a structural element of the control system, which should be interpreted as a component of the system of social and political engineering. After all, management processes involve the formation and use of certain impact tools. The the system of influence on the mass political consciousness is a complex system of interconnections between the control subsystem and the controlled subsystem (mass political consciousness) using conscious influence to achieve certain results (changes in political attitudes, strengthening of political values, etc.). The phenomenon of managing mass political consciousness is so tightly intertwined with other forms of public consciousness that it stands out at the level of theoretical analysis. But this circumstance does not refute the need for a detailed study of this phenomenon, but only indicates the need to take into account the system of its connections in the context of which it exists.

The study of the system of influence on the mass political consciousness involves the division of the system into elements, tracing their relationships, dynamics; determination of features, goals and functions of the system; studying her behavior. The analysis of the the system of influence on the mass political consciousness is carried out on the basis of the following principles: consistency, evolution, integrity, structuring, decomposition. In the control system, mass political consciousness as a system category refers to the object of control. In this case, the mass political consciousness is considered as a passive object of influences carried out by the control subsystem and the subsystem of the external environment. The processes in such a system proceed on the basis of an imperative strategy, the main functions of which are focused on controlling the behavior and attitudes of the mass, their correction and direction in one direction or another.

The study of the system of influence on the mass political consciousness as a phenomenon in the political sphere of society is based on the following methodological principles:

– the principle of an interdisciplinary approach to the study of the system;

- the principle of structural-functional and dynamic unity;
- causal principle;
- the principle of multilevel.

1. Conditions of functioning of the system of influence on the mass political consciousness: the public-administrative aspect

The system of influence consists of all possible means, mechanisms of influence, connections in the system of influence on the mass political consciousness, which, with the help of a set of measures, change the components of the subject of research, induce the emergence of managerial relations. The impact can be characterized as a separate act or a complex of acts, which includes a number of operations, actions, deeds that change the state of the object. The problem of the influence of the control subsystem on the mass political consciousness is covered by such areas of research as the study of political leadership, intergroup conflictology. Each influence is formed on certain laws, principles or their combination. In the latter case, we can speak of a system of influences. The state-administrative aspect of the system of influence on the mass political consciousness is determined by the functions of the state, the forms and methods of their implementation^{1, 2, 3}.

Scholars before the 20th century practically did not single out the influence on consciousness and individual mass phenomena as objects of their research. The scientific works of those times are more descriptive, non-analytical, they describe the non-democratic interaction of crowds and the elite (F. Nietzsche, G. Lebon, G. Mosca, V. Pareto, etc.). In the XX century research issues relate to the existence of “mass society”, the study of such phenomena as totalitarianism, fascism, the media in the exercise of power^{4, 5}. The main methodological problems of scientific achievements were: the transfer of signs of the crowd to the mass subject; the use of a systematic

¹ Karpa M., Akimov O. (2021). Competence Approach to the Development of Modern Public Administration: Theory and Practice of Implementation. International Conference on Economics, Law and Education Research (ELER 2021). 40–45. DOI: <https://doi.org/10.2991/aebmr.k.210320.008>.

² Karpa, M. (2020). Competence boundaries of public service institutions in Ukraine. *Public Administration and Management: modern scientific discussions : Collective monograph*. Riga, Latvia : “Baltija Publishing”, 2020. 300p. Pp.168–182. URL: <https://doi.org/10.30525/978-9934-26-022-3-10>.

³ Karpa, M. (2020). Implementation of innovative forms and models of public administration in the sphere of culture in Ukraine / Karpa, M., O. Akimov, and V. Shykerynets / *Public Administration and Law Review*, no. 3, Oct. 2020, pp.13–24, doi:10.36690/2674-5216-2020-3-13

⁴ Белл Д. Социальные рамки информационного общества. Новая технократическая волна на Западе. Москва : Прогресс, 1986. 241 с.

⁵ Тоффлер О. Третья хвиля. Київ : Основи, 2004. 187 с.

approach to individual phenomena (such as “mass consciousness”, “mass culture”, “elite”, etc.) and its limitation in studies of the control system, influences on mass consciousness; lack of proper scientific and methodological tools for analyzing influences and controlling consciousness. Developed in the 19th century approaches to the theory of elitism in a certain way influenced the formation of certain managerial characteristics of influence on the mass consciousness. But the main such features of the action on the mass consciousness, its behavior were: conservatism, the manipulative action of the bureaucratic institutions of the early twentieth century; massivization of all actions in society. The Constitution of Ukraine refers to the three main functions of state power, implemented by the legislative, executive and judicial authorities. But along with them, there are others that are no less significant in the context of influencing the political consciousness of the population. The functions of executive authorities can be considered as their managerial influence on political consciousness, which in the new conditions does not consist in direct administration, but in orientation, provision of resources and means to achieve the goals and objectives facing the subjects of management.

It is necessary to distinguish between the implementation of an action according to the form of implementation by the country’s authorities – legal and organizational activities. The forms of implementation of the functions of the state are special aspects of its activity, with the help of which state functions are implemented. Legal forms of influence are such types of implementation of the functions of the state by state authorities that entail legal consequences. There are different types of legal forms of influence – law-making, managerial (executive-administrative), law enforcement, law enforcement, control and supervisory, etc. Based on these statements, the following features of the impact can be formed^{6, 7, 8, 9}:

– law-making – is manifested in the means and methods of preparing, adopting and informing the population about regulatory legal acts by public

⁶ Karpa, M (2021). Peculiarities of regulating the activity of public authorities in the conditions of constitutional changes: on the example of the system of judicial authorities. *AD ALTA: Journal of Interdisciplinary Research*, Czech Republic. Vol. 11, Issue 2. 60–67.

⁷ Pustova, N. and Akimov, O. (2021), Child labor and public administration policy against its use, *Investytsiyyi: praktyka ta dosvid*, vol. 20, pp. 81–86. DOI: 10.32702/2306-6814.2021.20.81.

⁸ Akimov, O. (2020), Systemogenesis of personal competences in psychogenic measurement, *Investytsiyyi: praktyka ta dosvid*, vol. 5–6, pp. 81–88. DOI: 10.32702/2306-6814.2020.5-6.81.

⁹ Akimov, O. (2020), Substantiation of the paradigm of the systemogenesis of public administration, *Investytsiyyi: praktyka ta dosvid*, vol. 4, pp. 86–92. DOI: 10.32702/2306-6814.2020.4.86.

authorities; reflected in the activities of the state in the preparation and adoption of normative legal acts and other sources of law;

- managerial – is manifested in the ways of implementation of executive activities by government institutions; characterized by the activities of the state and its bodies for the operational application, execution, use and observance of legal norms in the process of organizing the implementation of state functions;

- organizational – manifested in the ways of organizing activities (forecasting; research; analysis, control, etc.);

- law enforcement – is manifested in the organization of the protection of legal norms from offenses, in the control and supervision of the implementation of law, discipline and law and order.

For example, at the national level, one can indicate the following legal forms of relations between the state and citizens, which are used by state authorities in relations with associations of citizens:

- law-making, that is, the state adopts relevant laws (provides for the organization and functioning of a public association);

- control over associations of citizens;

- law enforcement, which consists in the application by the competent authorities of the existing legal norms through the issuance of individual law enforcement acts that are mandatory for execution;

- bringing to legal responsibility for violation of the current legislation.

We can consider the following forms of influence, taking into account organizational activities: economic, control, educational, etc.^{10, 11, 12, 13}. The economic form is manifested in the organization of material and technical support for the implementation of state functions; control – at the time of organization of non-state control in the field of implementation of state functions; educational form – in the organization of education, propaganda, agitation, information and other support for educational impact on the population in the field of state functions.

¹⁰ Akimov, O. (2020), Tendencies of development of public-service activity as the bases of the paradigm of the systemogenesis of public administration, *Investytsiyyi: praktyka ta dosvid*, vol. 3, pp. 135–142. DOI: 10.32702/2306-6814.2020.3.135.

¹¹ Akimov, O. (2019), System-genesis approach to the implementation of public administration in Ukraine: problems of formation, *Investytsiyyi: praktyka ta dosvid*, vol. 21, pp. 90–95. DOI: 10.32702/2306-6814.2019.21.90.

¹² Akimov, O. (2019), The robustness of the system of professional activity of public employees: systemogenetical context, *Investytsiyyi: praktyka ta dosvid*, vol. 5, pp. 104–109. DOI: 10.32702/2306-6814.2019.5.104.

¹³ Akimov, O. (2018), Functional factors of the system genesis of the professional activities of civil servants, *Investytsiyyi: praktyka ta dosvid*, vol. 24, pp. 68–74. DOI: 10.32702/2306-6814.2018.24.68.

The functioning of the system of influence on the mass political consciousness is supported when such prerequisites are provided. A prerequisite for the effective functioning of the system of influence on the political mass consciousness today is the formation and regulation of the process of social interaction. Social influence is one of the most significant, since its direction is determined by the general tasks of society. Conducting an analysis of political sentiment in society allows you to coordinate the vector, the strength of the impact on the object and the choice of methods of influence.

A necessary condition for management in an environment of feedback is the influence on the process of formation of political attitudes and values, on the basis of which a certain mass political behavior is formed. Similar approaches are common in the field of electoral sociology, the subject of which is electoral attitudes – formed on the basis of previous experience and certain information about the objects of the electoral process, the attitude of voters to participation in elections and objects of choice, manifested in the emotional assessments of parties or candidates. willingness to vote for them¹⁴. Anything can acquire the status of a political value as soon as it becomes the subject of political relations and begins to determine the behavior of the subjects of politics. Political values are a key element of political culture, which in turn determines the building of civil society. The system of political values, which embodies the political interests of a particular subject of politics, constitutes the corresponding political ideology^{15, 16, 17, 18}. However, active social attitudes, which are more changeable and situational, are less dependent on value orientations.

The next important condition in the functioning of the system of influence is the feedback between the management structure and the object of management. In modern society, power acquires a communicative character, changes its essence, technologies. The modern communicative approach proposes to interpret the essence of power as a communicative means that regulates management processes in the system. Communication

¹⁴ Вишняк О. І. Електоральна соціологія: історія, теорія, методи. Київ, 2000. 341 с.

¹⁵ Akimov, O. (2018), The concept of the system genesis of the professional activities of public servants, *Investytsiyi: praktyka ta dosvid*, vol. 23, pp. 133–138. DOI: 10.32702/2306-6814.2018.23.133.

¹⁶ Akimov O.O. (2014) Psychological aspects of corruption in public administration. *Derzhavne upravlinnia: teoriia ta praktyka*, vol.1, pp. 181–188.

¹⁷ Акімов О. О. Професійна діяльність державних службовців в умовах євроінтеграції України: питання формування психологічної готовності: моногр. Київ: Центр учбової літератури, 2014. 176 с.

¹⁸ Akimov, O., Troschinsky, V., Karpa, M., Ventsel, V., & Akimova, L. (2020) International experience of public administration in the area of national security. *Journal of Legal, Ethical and Regulatory Issues*, Vol. 23, Issue 3, 2020.

technologies offer a number of effective means of ensuring social interaction, one of which is verbal and non-verbal communication. True, in the process of communication technologies, a conflict of interpretation often arises. According to W. Schneider, its essence lies in the subjective transformation of the content, when “the same text receives different, sometimes contradictory, meaningful interpretations from the point of view of different interpreters”¹⁹. The conducted studies note one of such means as suggestion, since the “mass” person is more dependent on the influence of authority, the masses, and is not capable of independent critical thinking and perception. In addition, there is a powerful fragmentation of the audience of influence. Today, there is a rapid process of individualization, the use of the personal factor in building dialogue communication. Therefore, it is proposed to use group methods more widely. The predominance of connections between heterogeneous components within individual dispositions will determine the priority of influence on the behavior of this particular disposition. The formation of managerial relations in the system should be carried out by the entire dispositional structure. The leading regulatory role in the case of a political choice is played by an active political attitude, which should be updated according to the situation and if necessary^{20, 21}. It is obvious that the effectiveness of any interaction depends on how its participants maintain the specified systemic logic of applying the mechanisms of influence. The subjects of interaction should coordinate their intentions at all stages of their joint activities. After all, if, say, the subject provided motivational unity with certain influences, and due attention was not paid to reaching agreement on the means and methods of interaction, conflict situations may arise on this issue. Often the performance of the process is diametrically opposed to the expected forecasts because of this. The communicative nature of management requires the construction of a functional-organizational system of influence of the “subject – subject” type, which should be built according to the principles of social management, among which they occupy an active place: the principle of dominance of public opinion, the principle of pluralistic organization of the management system, the principle of priority of the rights and freedoms of man and citizen²².

¹⁹ Шнайдер В. Б. Коммуникация, нормативность, логика. Екатеринбург, 2002. 356 с.

²⁰ Акімова Л. М. Механізми державного управління економічною безпекою України: аналіз чинників впливу систематизованих за окремими сферами її розвитку. *Аспекти публічного управління*. Дніпро, 2018. Т. 6. № 6–7. С. 5–11.

²¹ Докієнко Л.М., Клименко В.В., Акімова Л. М. Інвестиційний менеджмент: навчальний посібник. Київ : Академвидав, 2011. 408 с.

²² Токоленко В. В. Політичне керівництво і державне управління: проблеми взаємовідносин та оптимізація взаємодії : моногр. Київ : Вид-но УАДУ, 2001. 256 с.

To organize feedback, it is necessary to create a monitoring scheme for all parameters of information flows (information subsystems), determine the parameters that are characteristic and essential for the life support of the system, determine their allowable sizes and create mechanisms for comparing (control subsystem) and progressiveness of parameter deviations from the planned (subsystems) analysis²³.

An important condition for the effective functioning of the system of influence on the mass political consciousness is the constant monitoring of mass political behavior, which will contribute to the development based on the information collected:

- dynamics (according to certain characteristics, for example, age, professional) of the existing public opinion on problematic issues. This will determine the direction of the formation of public opinion, activities in accordance with it. A weighty feature in the perception of public opinion is unambiguity. For example, in an unstable transitional society there is no unambiguous public worldview²⁴. In society, the prevailing public opinion is ambivalent, double, mutually exclusive positions are often taken in it. Public opinion, like a number of other concepts – public sentiment, the state of mass consciousness is considered as a way of expressing mass consciousness;

- analysis of the causes of mass political behavior;
- forecasting development trends.

Therefore, taking into account the results of the processes of analysis of the management system and the system of influence on the mass political consciousness is provided by:

- development of the theory and methodology of structural analysis of the control system of mass political consciousness;
- forecast of development of control methods, forms and structures of subsystems;
- building effective managerial relations between the subjects of political leadership, public administration and the public;
- highlighting the communicative nature of the interaction and influences of the control and managed subsystems.

²³ Маркіна І. А. Методологія сучасного управління : монографія. Київ : Вища шк., 2001. 311 с.: іл.

²⁴ Карпа, М. (2019). The place and role of public-private partnerships in the performance of public service functions. *Visnyk NAPA pry Prezydentovi Ukrainy. Serii "Derzhavne upravlinnia"*. 2019. Вип. 2. С. 95–103.

2. Methodology of the functioning of the system of influence on the mass political consciousness: humanization problems of application

Let us analyze the main methodological criteria for establishing the scope of the system of influence on the mass political consciousness. The exercise of influence is limited by the form of public administration, which is an externally expressed action – the will of the executive and administrative authority, carried out within the framework of the regime of legality and its competence to achieve a managerial goal^{25, 26}. The role of influence: maintenance of the established order; use in the interests and purposes of public administration of the potential of non-state structures and citizens; publicity and consideration of public opinion; strengthening the rule of law, discipline and organization. The same forms are successfully used in different industries and areas. The most regulated forms associated with the implementation of law enforcement, law-founding and law enforcement functions of the executive branch. Forms that do not entail direct legal consequences (meetings, consultations) are much less regulated.

Methods of influence are the means and methods by which various types of influence are carried out. For example, administrative and legal methods can be found as methods and techniques of direct and purposeful action of the executive authorities (officials) on the basis of the competence assigned to them. Methods are manifested in the forms of management, through the interaction of subjects and objects of management, in the established links between them. They reflect the will of the state, the powers of a legally imperious nature, belonging to the executive authorities. Therefore, the methods of management are legally formalized, fixed by administrative and legal norms.

Public administration methods are methods, techniques and means of purposeful influence of government authorities on the consciousness, freedom and behavior of citizens, fixed in legal acts. Their features:

- implemented in the process of public administration;
- express the guiding influence of the subjects of management;
- in the methods there is a guiding will of the state;
- have a form and external expression.

²⁵ Публічне адміністрування. Англо-український словник термінів : навч. посіб. / К. О. Ващенко, Р. Г. Щокін, Є. О. Романенко, Л. М. Акімова [уклад.]. Київ : *ПрАТ «ВНЗ «Міжрегіональна Академія управління персоналом»*, 2020. 232 с. Бібліогр. : С. 231. Публічне адміністрування; Вип. 4.

²⁶ Публічне адміністрування. настільна книга державного службовця і політика. Понятійно-термінологічний словник / К. О. Ващенко, Р. Г. Щокін, Є. О. Романенко, Л. М. Акімова [уклад.]. Київ : *ПрАТ «ВНЗ «Міжрегіональна академія управління персоналом»*, 2020. 764 с. Публічне адміністрування; Вип. 3.

The main methods of public administration are the methods of persuasion, encouragement and coercion. The guarantee of the correct combination of the methods of persuasion, encouragement and coercion is the recognition of the main role of the methods of persuasion and encouragement as methods of mental influence on consciousness, and through it – on people's behavior. These methods are manifested in the system of encouraging, educational, explanatory, recommending measures that ensure the legitimacy of the actions and actions of participants in managerial relations. Persuasion and encouragement, as comprehensive methods, form the basis for the functioning of the public administration apparatus.

In the implementation of state management of the economy, socio-cultural and administrative-political construction, as well as in the process of law enforcement, government authorities use a variety of techniques and methods of persuasion and encouragement as methods of targeted influence. The growth of consciousness, organization of people makes the methods of persuasion and encouragement more and more effective tools for regulating public managerial relations. At the same time, the area of administration is narrowed, the unjustified use of administrative-coercive means of influence.

Methods of influencing the mass political consciousness depend on the competence and forms of activity of state institutions. Since the competence of a state authority is a normatively fixed set of its power capabilities (rights and duties) and legal responsibility, the basis for the formation of the boundaries of the action of the system of action is the power capabilities of all branches of government. The content of the powers of specific state authorities and competent links with other authorities is also important. The distribution of powers plays an important role in the formation and development of the theory of the competence of state authorities.

In the 19th century such concepts as competence, and capabilities were formed, more or less generalized theses were proposed on the formation and activities of state authorities and their classification. Often in practice there are conflicts over the definition of competencies and disputes between different state authorities. Only the state has the right to issue legal norms and apply the established sanctions, and having a special apparatus of coercion, has the right to apply coercive measures to citizens. At the same time, the competence of a state authority is often defined as a set of not only powers, but also subjects of jurisdiction, which are areas of public relations in which the relevant authority is competent. Therefore, competence is in this case a broader concept that allows supplementing the powers of state bodies. A significant part of the provisions of any constitution is devoted to determining the competence (powers) of state authorities, certifying its nature as the fundamental law of the state.

However, the statuses of only the highest bodies of the state are constitutionally established. Usually, each of the highest authorities of the state is devoted to a separate part (section, chapter) in the structure of the Constitution, which regulates the procedure for its formation, determines the powers and main means of their implementation. The competence of the head of state, the highest authorities of power and administration is determined by the Constitution, and other state authorities – by laws and regulations on these authorities. The competence of state authorities is of a special nature and is not the same for all state authorities²⁷. The procedure for establishing and the scope of competence depend on which link in the state apparatus the state authority is included in – legislative, executive, judicial power, prosecutor's offices, etc.

Consequently, the effect of power influence on the mass political consciousness in the sphere of public administration is outlined by the following criteria:

- powers (rights and obligations);
- departmental issues (subordination);
- legal liability;
- social and political responsibility.

It should be noted that the government is obliged to make interaction with the public in the sphere of socio-political responsibility of the executive authorities. The system of executive authorities should create optimal conditions for the realization of the rights and freedoms of citizens, providing them with a wide range of public services, including management services. Due to the lack of data on the competence of the system of executive authorities, many of the directions of state influence on the relevant social relations are not fixed. This is unacceptable in conditions where the interests of the individual and the citizen are put at the forefront, because such a practice reduces the volume of realization of the rights and freedoms of citizens. Many details of the possible competence of the relevant authority are not taken into account.

The limit of the action system of influence is determined by the following methods of establishing and changing the competence of executive authorities, namely:

- establishment of competence – normative consolidation of issues of reference, rights and obligations;
- centralization – the implementation of functions only by central authorities;

²⁷ Karpa, M. (2021). Universally recognized and national principles of competence of civil servants as a basis for legal provision of information security: the experience of the European Union. *Journal of interdisciplinary research* (11(2)). Pp. 48–53.

- decentralization – transfer of part of the functions to lower and local authorities;
- deconcentration – the distribution of management functions along the “horizontal” and “vertically”, including functional aspects;
- delegation – an agreed mutual transfer of powers to authorities of different levels;
- subsidiarity – complementary activity of various levels of power and management²⁸.

The main components of the system of influence in the sphere of public administration today should be considered – state regulation, state policy, a set of measures. For example, the main directions of the state information policy and information security of Ukraine are the improvement of state regulation of the development of the information sphere by creating regulatory and economic prerequisites for the development of national information infrastructure and resources, the introduction of the latest technologies in this area, the prevention of unlawful interference by state authorities, local authorities self-government, their officials in the activities of the media, discrimination in the information sphere and the persecution of journalists for political positions; adoption of comprehensive measures to protect the national information space and counter the monopolization of the information sphere of Ukraine.

The influence can be divided:

- in the direction of the controlled subsystem: direct, indirect.
- by level of awareness: conscious, unconscious.
- by the term of the expected results: strategic, tactical, operational.
- according to the duration of exposure: permanent, temporary, instant.
- by sphere of implementation: informational, psychological, administrative, ideological, etc.
- according to planning: random, planned.
- by the nature of the impact: formative, stimulating, hindering, destructive.
- by legitimacy: legitimate, formally legitimate, illegitimate, criminal.
- by perception in society: popular and unpopular.
- according to the form of implementation: hidden, open.
- according to the methods of implementation: neurolinguistic, influence by technical means, manipulative, power, etc.
- according to the result: regulating, corrective, incentive, formative, regulating.

²⁸ Тихомиров Ю. А. Курс административного права и процесса. Москва, 1998. С. 212–216.

This section can be significantly expanded, because when the types of exposure are combined, many other combinations will be formed. The system of influence must coordinate the interconnected functions of the elements, establish their subordination to self-preservation, create a control system in which destructiveness and randomness are overcome. To bring the system in line with the measurements and needs of its self-preservation to ensure coordinated actions in society, such managerial relationships are formed that encourage the subordination of individual subsystems to a socially determined community of actions²⁹.

An important criterion for determining the boundaries of the system already in its existence is the process of coordination. Let's try to depict the process of coordination between the managed and managing subsystems. The most powerful components of the control subsystem are state-administrative and political institutions. Elements of imperious influence on the mass political consciousness, acting as different components and levels of a single process, have a clear delineation of their functions. This distinction is seen quite well in the context of system coordination:

- development and adoption of legal boundaries for mass political behavior, political freedoms;
- study of the mass political behavior existing in society, the reasons for its appearance and forecasting further dynamics;
- administrative sanctioning of mass political behavior (permission of rallies, meetings, demonstrations, state registration of parties, public organizations);
- making decisions on the means and methods of influencing the mass political consciousness;
- management of mass political consciousness through the implementation of information, ideological, psychological impact;
- the presence of the institution of coercion as a legal norm in society;
- organizational support for mass political actions by providing premises and other conditions for holding mass actions;
- material and financial support of mass political actions and movements favorable from the state point of view.

CONCLUSIONS

The study of the condition of the system of influence on political consciousness, its dynamics and directions of its changes will make it

²⁹ Karpa, M. (2020). Competence boundaries of public service institutions in Ukraine. Public Administration and Management: modern scientific discussions : Collective monograph. Riga, Latvia : "Baltija Publishing", 2020. 300 p. Pp. 168–182. URL: <https://doi.org/10.30525/978-9934-26-022-3-10>

possible to determine the boundary of the system and foresee the results of its activity. The main result of the functioning of the system should be the preservation of its stable state. In modern sociology and political science in the United States, three areas of theories related to the preservation of stability have been formed: the theory of social integration, communication and organization. Theories of social integration study the problems of harmonization of individual and collective interests, processes of disorganization leading to the disintegration of communities and collectives. Some scientists consider the activities of government institutions and organizational groups to be stabilizing factors that can achieve a balance between groups. Destabilization is the result of ignoring the real contradictions in society, untimely resolution of problems in social practice, the lack of rationally acceptable legal ways to resolve conflicts, which is a secondary indicator of the inefficiency of public administration. The low level of efficiency of public administration, as a rule, contributes to the decline in the legitimacy of power, which, in turn, complicates the implementation of the very process of influence in the system. The processes that influence the formation of a system of influence on the political mass consciousness become very sensitive to legitimation, but at the same time they have an urgent need for its implementation. Often this process occurs due to the legitimization of methods and means of influence. The basis of legitimation can be not only such legal forms as elections, a referendum, constitutional norms, but also traditions, customs, charisma. For the legitimation of the monarch or the aristocracy, traditions, charisma were sufficient grounds. Today, tradition and charisma are not enough and are supplemented by rational legality, which is based on knowledge and calculation of benefits and costs. Therefore, the elite is forced to look for new technologies for their legitimacy that affect the entire society, each individual, based on the cohabitation of all. The main management strategy is the formation of norms of behavior, and social, political and other types of technologies are used for legitimacy. The countries in transition, which have just embarked on the path of democratization, feel this complexity of the socio-economic and political process even more acutely. Due to the transience of the social and political changes taking place in the world, they do not have time to first go through all the stages of the formation of a social, legal, democratic state, which the leading Western countries once went through.

The study of the control system in general and the system of influence on the mass political consciousness in particular, as one of its main components, contributes to the systematization of already scientifically substantiated phenomena, the study of new ones, the establishment of links between them, the study of new properties. The study of the phenomenon of

consciousness control in the state-administrative context will outline the boundaries, methods, properties, methods of interaction between society and power; will create a clear distinction between the form of the embodiment of power, the use of opportunities; will allow to build a civil society on the principles of democracy, legality, protection of the rights and freedoms of citizens.

In the article, in a narrow sense, the system of influence on the mass political consciousness is analyzed as a structural element of the control system, which should be interpreted as a component of the system of social and political engineering. The study revealed that domestic science has not yet encountered such complex interdisciplinary problems. We are talking about the development of new high humanitarian technologies. The control system of mass political consciousness is analyzed as situational, dynamic, that is, not constantly acting, but arising out of necessity of its subject. The dynamics of the control system of mass political consciousness is explained by such factors as the constant change in the needs of the subject regarding domestic politics, changes in the political courses of the state, crisis phenomena, supranational phenomena of an international character. According to the principle of structural-functional and dynamic unity, the dynamism generated by the functions of the mass political consciousness control system is shown.

It has been established that the mass political consciousness control system is a hierarchy of fairly autonomous subsystems. Managerial relations between them cannot be in the nature of unambiguous commands. A regularity has been revealed, according to which the higher levels of the hierarchy do not completely subjugate the activity of individual elements of the lower levels. The controlled subsystem, exerting a reverse influence on the subject, simultaneously sends control signals to the subject. From the control system, impulses must be received that regulate the transitions of subsystems from one mode of operation to another. The analyzed role of the prognostic function used in the dynamics of the mass political consciousness control system (sociological surveys, public opinion studies) helps the control system to choose goals, determine the most optimal ways for the functioning of this system, avoid undesirable processes and provide for the direction of the system development.

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