NETOCRATIC VECTOR OF FORMATION OF PUBLIC ADMINISTRATION IN THE INFORMATION SOCIETY

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INTRODUCTION

The modern information society is characterized by a dynamic movement of transformations caused by the constant acceleration of processes that affect not only the social spheres of human existence, but also the moral and value understanding of what is happening around a person. Today dictates a fast pace of development, as a result of which society has practically no time left for full adaptation to constant changes and for a sense of stability.

Therefore, the paradigm of the existence of society in general is changing – a radical transformation is taking place in all spheres of society, in socio-political and socio-economic relations, in power, in communications between power and society, etc.

Taking into account the heterogeneity of society and the pace of civilizational development, the form of governance and the state system, in which society has become globalized in social, political, economic, cultural, etc. spheres, we can state that in modern society it is not just the replacement of the «old» with the «new», but a kind of accumulation that forms a high level of multiplicity, which complicates all processes of human existence.

Today, it is very important for everyone, especially the authorities, to understand that modern globalization conditions can lead to the segregation of society and the formation of a new architecture of the world order. Therefore, it is important to strive to become a subject and not an object of these processes. This is facilitated by the pervasiveness of the latest information and communication technologies, networks, means and methods of communication.

Today, the means of mass communication, which thanks to modern technologies have practically "gained power" over people, are intensively displacing the mass media. Representatives of the information society spend more and more time on the «spaces of the Internet». Of course, such changes do not occur separately from social, political, economic, humanitarian or other transformations, because the globalization of society expands the opportunities for an individual person as well.

The specified changes indicate the transition of society to another civilizational stage of development, the genesis of a new type of society, which today is named differently: post-industrial, informational, digital, Internet society, infocratic, mediacratic, netocratic.

Today, society's life is increasingly affected by the latest information and communication technologies. The Internet is becoming extremely important, creating not only a global virtual space, but also contributing to the formation of a new form of public administration in the form of «electronic government». It is difficult to imagine a modern state institution that would not have its own website, email address, registration in social networks, etc. In a number of countries around the world, various methods of electronic will detection are used today. Therefore, the state policy is gradually gaining publicity and social accessibility.

Of course, the latest forms of communication cannot but influence the processes of democratization, which, in turn, led to the emergence of the phenomenon that we nominate today as «network democracy», «Internet democracy», «virtual democracy», «electronic democracy», etc. Currently, it is thanks to electronic democracy that active participation of society in globalized politics and state-building processes is possible.

1. Netocracy as a form of information society management

We can tentatively consider the beginning of the XXI century as the beginning of the formation of a new type of society – the period when communication technologies acquired mass status and became accessible to the majority of the population, regardless of their national and religious affiliation, social status, political views or cultural values. Today, we are experiencing a transitional stage of civilizational development, during which the capitalist system has not yet lost its significance and influence, and the new one has not yet been fully formed, and therefore does not meet the urgent needs of society.

Currently, the issue of further development of society, relationships and communication between various social institutions is extremely relevant for scientists of various fields. The study of the mentioned problem in the field of public administration seems especially important, since the full functioning of society is possible only thanks to the established interaction between the state and society.

The outlined problem was studied by a number of foreign and domestic scientists, among them: D. Bell, Y. Habermas, A. Toffler, O. Lyashenko, G. Pocheptsov, E. Romanenko, M. Tur and others.

Despite the considerable number of scientific studies of the information society, power, power relations, management, the need for further research is growing. This is due to the dynamics of modern globalization changes,

which lead to the actualization of the essence of communicative relations between the government and the information society.

The industrial and information revolutions became a catalyst for the commercial use of artificial intelligence, smart technologies, cyber technologies, genetic engineering, etc. All this is gradually forming a new level of globalization of social values, moral and ethical norms, corporate and state management, relations between the government and society, etc.

A specific feature of the above is the determination of the role of information, which is currently a strategic resource. The new reality is formed on completely different paradigms, and no matter how the future socio-economic formation is nominated, information will play a leading role in it – as a basic factor of productive forces, and as a key component of the processes taking place in society[1].

Apologists of the theory of netocracy A. Bard and J. Soderqvist note that in the information society origin, social level, gender or skin color will not be of decisive importance, instead, personal status and influence will be determined by a person's ability to perceive and process information, the level of social intelligence[2].

Today, thanks to modern information and communication technologies, the colossal amounts of information produced are available to all users, regardless of their location, and the only criterion that can be an obstacle to understanding information is the language of communication. However, this issue is also solved by universalizing the language (currently the most common languages are English, French and Chinese). In addition, there are a large number of programs capable of qualitatively translating masses of information in a short time.

Another specific feature of the information society is its mobility. Representatives of modern «nomadic» society have the opportunity to move freely over considerable distances, without losing the opportunity to communicate or learn information thanks to technical capabilities. In this regard, researcher Z. Bauman notes that today mobility has become the most powerful factor of stratification in the world. By mobility, he understands the substance from which «new, increasingly global social, political, economic and cultural hierarchies are built and rebuilt every day»[3].

[1] Князєв В.М. Державне управління: філософські, світоглядні та методологічні проблеми. К. : Вид-во НАДУ; Міленіум, 2003. С. 9.

[2] Bard A., Soderqvist J. Netocracy: The New Power Elite and Life after Capitalism. New Jersey : Pearson FT Press, 2002. P. 165.

[3] Бауман З. Глобализация. Последствия для человека и общества. М. : Издательство «Весь Мир», 2004. С. 19.

In turn, the Swedish authors in the work «Nätokraterna» predict that the development of the information society will lead to significant migration of people. According to A. Bard and J. Soderqvist, the new highly mobile elite will migrate to attractive places for themselves mainly for cultural reasons, and such migration will express the lifestyle of neocrats (the new ruling class) in the information society[4]. In their vision of the information society, the researchers emphasize a new social paradigm, according to which the «lower class» – the consumerism – is often ruled. The fundamental difference between these classes, according to A. Bard and J. Soderqvist, is that the neocrats control the production of their own desires, while the consumerism is subject to the instructions of the elite. In the case of neocracy, the issue of traditional needs (social, economic, financial, political, material, etc.) is replaced by the paradigm of ensuring one's own desires by the «higher class» at the event level and possessing information resources.

Taking into account the above, a natural question arises: how will the netocratic elite fully carry out its «activity»? After all, at present, classical forms, methods, and management mechanisms are effective within the industrial society, and the specifics of their application in the information society have not yet been thoroughly investigated. Currently, we can state that the transformation of the functioning of traditional institutions of power, state institutions, relationships between the government and society is gaining momentum. At the same time, the transition from one paradigm to another does not consist in the multiplication of the new to the already known, but in the fact that new or already known facts, highlighted in a new way, have changed the picture of the world. As soon as we realize that «the former view of the world is outdated and cannot explain a certain phenomenon, but it cannot be denied or ignored – then it is necessary to get rid of a huge amount of unnecessary knowledge. This is one of the inevitable victims of the paradigm shift»[5]. Therefore, a person cannot be in two societies at the same time, and the final transition to the information society is inevitable.

Today, the government, having extraordinary opportunities thanks to the latest information and communication technologies, does not get the desired reverse effect, which was previously provided by the use of the traditional model of communication.

The gradual coverage of an increasingly large audience of society by traditional mass media, in turn, made it possible to increase the effectiveness of the state information policy. Subsequently, thanks to the Internet, the

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[4] Bard A., Soderqvist J. Netocracy: The New Power Elite and Life after Capitalism. New Jersey : Pearson FT Press, 2002. P. 94.
[5] Ibid. P. 25.

government has even more opportunities, but it is very surprising, as A. Bard and J. Soderqvist point out, that today the global network is promoted as a tool that will contribute to the final triumph of democracy. In fact, the Internet is only responsible for a new information and technological environment in which pluralism flourishes due to natural selection, and democracy, as a form of government, is doomed to defeat.

It is necessary to remember that society has always independently created its future. This is happening even now. It is worth realizing that when forming a new social reality, we must take into account civilizational experience, extrapolating it to modern trends in the development of society and social institutions, as indicators of the relationship between society and the government through the mediation of modern communications.

Considering such netocratic processes, it will be appropriate to consider the development of modern management through the prism of deliberative democracy, in which members of society recognize each other's ability to deliberate – the public exchange of reasonable judgments[6], and the legitimacy of the results of the discussion is based not simply on the wishes of the majority, but on the results of the collectively reasoned thoughts of those interested in solving the problem.

Modern political life is a symbiosis of «bargaining» and «compromise», conflicting interests and a general advisory process regarding the implementation of state policy, taking into account rational public arguments or consultations. The inclusion of elements of deliberation in political life is currently a widespread trend, because according to the deliberative model, «legitimization of power and agreement in society is achieved primarily through communicative procedures – rational discourse, dialogues, reasoned debate, constructive criticism, compromises, sociological surveys, referenda. <...> The participants of the discourse must see the world through the eyes of another, be ready to give up their preferences if they interfere with the compromise that is possible thanks to free, not forced choice and on the basis of convincing arguments»[7].

Today, the crisis of traditional democracy is not directly related to a general loss of confidence in the activities of politicians – «it is accompanied by an increasing concern about their growing helplessness. <...> The silent protest of an increasing number of citizens who do not leave their sofas to vote is not caused by abuse of power, but by the inability to use it»[8]. We cannot but agree with the opinion of M. Castells that the tragedy lies in the

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[6] Kohen J. Deliberation and democracy legitimacy. Malden MA, 2006. P. 161.

[7] V. Hoecke M. Law as Communication. London : Hart Publishing, 2002. P. 82.

[8] Bard **A.,** Soderqvist J. Netocracy: The New Power Elite and Life after Capitalism. New Jersey: Pearson FT Press, 2002. P. 54.

fact that at a time when «the majority of the countries of the world finally gained access to the institutions of liberalism (which are the basis of democracy), these institutions appeared to be far from real structures and processes, they seem with a sinister smile on the new face of history»[9].

In turn, the netocratic approach allows for the integration of management and deliberative politics in the virtual information space, which creates favorable conditions for the formation of an effective electronic democracy, as a logical continuation of the transformation of socio-political processes in the conditions of the formation of an information society. Modern information and communication technologies, thanks to which it is possible to implement e-democratic processes, as a form of social relations in which citizens and institutions of civil society are involved in state formation, state administration, local self-government, etc., make it possible to strengthen the participation of citizens in public life; to improve the response of subjects of power to appeals from citizens; make the decision-making process of authorities transparent and accountable to the public; to contribute to public discussions and draw public attention to the decision-making process. Therefore, effective electronic democracy provides the opportunity for every citizen to participate in the formation and implementation of state policy, decision-making by authorities, while using information technologies for two-way interactive communication between the state and society.

Modern information and communication technologies have not only opened up new horizons for traditional types of communication (press, radio, television), but also made it possible for society to access various databases, which enables the free acquisition of large amounts of information, the exchange of experience with practically the whole world in the mode online, thereby leveling the barriers of time, distance, nationality, language, etc., relevant for the foundations of a traditional «settled» society. As Z. Bauman notes, with the emergence of the global information web, a third, cybernetic space was formed over the territorial, urban, architectural space of our world, which is under construction[10], which makes it possible to join global information networks, economy, science, education, management system, etc.

According to I. Eidman, the «regulated information society» (television society) is transformed into a «free information distribution society» (Internet society), in which the technological capabilities of the Internet create conditions for the transition from a modern society of private property and representative democracy to a direct Internet society democracy and free

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[9] Castells M. The Information Society and the Welfare State: The Finnish Model. Oxford : Oxford University Press, 2002. P. 198.

[10] Бауман З. Глобализация. Последствия для человека и общества. М. : Издательство «Весь Мир», 2004. С. 31.

dissemination of information[11], as the main capital of our time and an attribute of the neocratic coordinate system. Under such conditions, the modern management system enables the use of a wider range of mechanisms and tools for conducting a reasoned dialogue with society and actualizing the role of deliberative democracy. At the same time, the public has access to masses of information and the possibility of a direct dialogue with the authorities, which contributes to the adoption of an optimally balanced decision.

2. The specifics of the formation of electronic democracy in the conditions of the transformation of modern communication processes

In the world scientific practice, the genesis of the mechanisms of electronic participation of citizens in the life of the state (E-Participation) is no longer a new topic for research. In particular, the second half of the 20th century. was marked by the publication of a number of works on the theory of communication (C. Cooley, H. Lasswell, R. Park, etc.).

M. McLuhan, researching the impact of electronic communication on the formation of society, saw new information technologies as an important factor in the historical process and argued that it is the dominant type of communication that determines the type of social organization. According to M. McLuhan, after the «pre-literate» and «written» stages of the development of civilization, an «electronic society» (the concept of a «global village») emerges, which with the help of electronic information and communication technologies forms a new multidimensional picture of the world[12].

In turn, A. Toffler in his work «Future Shock» singles out a new political phenomenon, naming it «anticipatory democracy», the essence of which is the decision-making by the authorities taking into account the opinion of civil society regarding possible consequences. At the same time, the enterprising public can apply to the state authorities of the country with proposals and development projects of any institution. This form of democracy was initially based on the involvement of traditional mass media, but with the advent of the latest information and communication technologies, its capabilities have significantly expanded[13].

The crisis of the liberal model of democracy is stated by M. Castells in his writings. In particular, the researcher determines the need to transition from a hierarchical management system to a decentralized and network one

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[11] Эйдман И. Прорыв в будущее: социология интернет-революции. М : ОГИ, 2007. С. 336.

[12] Мак-Люен М. Галактика Гутенберга : становлення людини друкованої книги; пер. з англ. В.І. Постнікова, С.В. Єфремова. К. : Ніка-Центр, 2001. 464 с.

[13] Toffler A. Future Shock. New York: Bantam, 1984. 576 p.

based on the development of local self-government, the establishment of horizontal ties between society and authorities, and also notes the importance and necessity of widespread use of electronic communications[14].

According to the mentioned concept, a direct connection is established between the authorities and the public with the help of the latest information technologies, which allows for constant dialogue, which, in turn, contributes to the prompt discussion and solution of urgent social problems and the achievement of the support of representatives of society. Therefore, a gradual transformation of management processes takes place, acquiring more and more democratic accents.

The information society is gradually creating new forms and mechanisms of democratic participation. This was emphasized by R. Dahl, noting that interactive information and communication systems help to reduce the «distance» between the «elite» and the «people», make it possible for the average citizen to receive any public information in an accessible form[15].

Considering such netocratic processes, it will be appropriate to consider the development of modern management through the prism of deliberative democracy, in which members of society recognize each other's ability to deliberate – the public exchange of reasonable judgments[16], and the legitimacy of the results of the discussion is based not simply on the wishes of the majority, but on the results of the collectively reasoned thoughts of those interested in solving the problem.

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[14] Castells M. The Information Society and the Welfare State: The Finnish Model. Oxford : Oxford University Press, 2002. 216 p.

[15] Dahl R.A. Democracy and its critics. New Haven: Yale University Press, 1989. P. 314.

[16] Мак-Люен М. Галактика Гутенберга : становлення людини друкованої книги; пер. з англ. В.І. Постнікова, С.В. Єфремова. К. : Ніка-Центр, 2001. С. 161.

[17] Kohen J. Deliberation and democracy legitimacy. Malden MA, 2006. P. 159–170.

Today, the crisis of traditional democracy is not directly related to a general loss of confidence in the activities of politicians – «it is accompanied by an increasing concern about their growing helplessness. <...> The silent protest of an increasing number of citizens who do not leave their sofas to vote is not caused by the abuse of power, but by the inability to use it»[18].

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Today, several conceptual directions of e-democracy research are distinguished: «direct democracy», «communitarian» approach, «populist», the concept of «accelerated development of pluralism».

«Direct democracy», according to I. Masuda and B. Barber, involves the direct (direct) participation of the public in political life and the management of social processes through the mediation of new information and communication channels. As a result, the dominance of the positions of political figures, state representatives, experts will be gradually leveled off, and the «demos» will gain real power.

H. Rheingold (a supporter of the «communitarian» direction) believes that in the virtual world there is an interaction of various groups of society (beyond territorial affiliation, nationality, gender, age, etc.), who are able to freely discuss the problem and make a decision independently without the participation of «professional mediators». According to the «communitarian» theory of democracy, Internet networks will institutionalize relationships between different social groups, and their main function will be the formation and development of society. According to

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[18] Grossman L.K. The Electronic Republic: Reshaping Democracy in America. New York : Viking Penguin, 1995. P. 53.

H. Rheingold, a "community" is formed when people interact in a virtual network for a long time, as a result of which strong ties are formed between them, and the Internet, in turn, contributes to the elimination of restrictions caused by the physical distance of people in space[19]. Therefore, these processes globalize the capabilities of the local community – from a small virtual group of people to the scale of a global association with a wide range of social perspectives (exchange of cultural, political, economic, and other experiences, elimination of discrimination based on race or gender, formation of common values, etc.).

At the same time, it is appropriate to note that a number of researchers focus on a qualitatively new stage of the development of democracy, which involves a kind of feedback to «direct» democracy with «communitarian» elements (absence of intermediaries in the form of political figures, parties, state managers, etc.). This position is consonant with the «populist» approach to the development of democracy, according to which the Internet provides the possibility of individual influence on the government. Proponents of the «populist» concept note that the virtual environment can ensure communication between society representatives and the authorities without «intermediaries», as well as reduce the dependence of ordinary citizens on officials and political parties[20]. Representatives of the «populist» approach see the Internet as a «guarantor of democracy» that provides full opportunities for citizens to exchange information, thereby strengthening their influence on politics and power, and thus weakening the influence of the real «owners» of mass communication. From the «populist» point of view, the Internet decentralizes society's access to information exchange, and the personal participation of society representatives in the formation and decision-making increases in proportion to their influence on public life, which in turn leads to the transformation of society.

The concept of «accelerated development of pluralism» is considered in two aspects. On the one hand, globalized, thanks to the Internet, the possibilities of possessing information do not change the essence of pluralism itself, since at the personal level, the resources of the virtual space cannot strengthen/weaken the interest of an individual person in the mass of political, social, economic, etc. problems (as a rule, in a person's field of vision there are social problems that directly affect his existence, the rest of the issues are outside the zone of attention). On the other hand, data flows and the possibility of free exchange of information simplify the

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[19] Rheingold H. The Virtual Community: Homesteading on the Electronic Frontier. URL: http://www.rheingold.com/vc/book/intro.html

[20] Castells M. The Information Society and the Welfare State: The Finnish Model. Oxford : Oxford University Press, 2002. P. 54.

encouragement of citizens to participate in state and political processes and democratize the process itself.

R. Dahl believes that democracy in practice has already experienced several revolutions, the «participants» of which often do not realize that such changes have taken place at all[21]; L. Grossman notes that the development of information and communication technologies determines the «arrival» of the third era of democracy[22].

It is worth noting that globalization processes have a significant impact on the democratic configuration of information networks, which gradually weaken the control of the national state over communication sources and contribute to the mass dissemination of world experience. At the same time, the latest information and communication technologies operate with significant opportunities for manipulation of public consciousness and opinion – the low level of communicative culture and social activity of citizens, the interests of ruling elites, disinformation can not only level the potential of information resources, but also lead to destructive consequences in society.

The above raises certain doubts about the democratic nature of the emerging information society. Researcher D. Zolo considers the ideas of electronic democracy generally utopian. He explains his position by the fact that despite the many possibilities of the latest information and communication technologies (e-mail; interactive platforms; survey, voting, document management systems; automated programs for two-way communication, etc.), which allow unhindered communication with society, "true" democracy has not yet been formed.

D. Zolo explains that modern professional agencies in the field of communication focus on the interests of the «customers» of the service, in the form of large companies or the managerial elite, who are able to financially satisfy the "executor". That is why they silence controversial political, social, economic, etc. problems and innovations. In addition, the activity of the information and communication virtual systems themselves is controlled and regulated by the state. In addition, the permanent lack of time and attention inherent in modern society, the excess of information, the uncontrollability of the processes of its transmission lead to disorientation regarding traditional collective forms of social participation and become

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[21] Dahl R.A. Democracy and its critics. New Haven: Yale University Press, 1989. 397 p.

[22] Grossman L.K. The Electronic Republic: Reshaping Democracy in America. New York: Viking Penguin, 1995. P. 52.

another significant obstacle in the involvement of citizens in the necessary processes that form a «true» democratic society[23].

Therefore, only full-fledged equal state and public control over the means of mass communication will enable the latest information and communication technologies to play an important role in the formation of a real electronic democracy, the main postulates of which are declared in the Recommendations CM/Rec(2009)1 of the Committee of Ministers to member states on electronic democracy (e-democracy)[24].

In particular, the document defines the main goal of e-democracy, which is to support democracy as such and strengthen democratic institutions and processes. According to the Recommendations, e-democracy is an integral part of the information society, based on democratic, human and cultural values, which complements traditional principles and interacts with them; e-democracy can be used in different types of democracy and at different stages of democratic development. The document emphasizes that e-democracy implements governance in electronic form and includes informal politics and non-powerful participants, as well as implements fundamental freedoms, taking into account freedom of information and access to it. The Recommendations state that the main principles of e-democracy, formed on the basis of informativeness and the provision of representative powers to society, are transparency, accountability, responsibility, accessibility, participation, discussion, inclusiveness, subsidiarity, social unity, etc.

Of course, the latest means of mass communication and open electronic environments play a key role in electronic democracy. E-democracy provides an opportunity to expand political debate and improve the quality of decision-making at all levels, bringing together responsible individuals and citizens involved in decision-making, thereby supporting social integration and social stability. In addition, according to the Recommendations, electronic democracy strengthens the international and global essence of politics, facilitates transregional communication[25].

Today, in domestic realities, we have all the prerequisites for the stable development of effective electronic democracy. In 2017, the Cabinet of

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[23] Zolo D. Democracy and Complexity. Penn State Press : University Park PA, 1992. 202 p.

[24] Recommendation CM/Rec(2009)1 of the Committee of Ministers to member states on electronic democracy (e-democracy). URL: https://www.coe.int/t/dgap/democracy/Activities/GGIS/CAHDE/2009/RecCM2009_1_and_Accomp_Docs/Recommendation%20CM_Rec_2009_1E_FINAL_PDF.pdf

[25] Recommendation CM/Rec(2009)1 of the Committee of Ministers to member states on electronic democracy (e-democracy). URL: https://www.coe.int/t/dgap/democracy/Activities/GGIS/CAHDE/2009/RecCM2009_1_and_Accomp_Docs/Recommendation%20CM_Rec_2009_1E_FINAL_PDF.pdf

Ministers of Ukraine decree № 797 approved the Concept of the Development of Electronic Democracy in Ukraine and the Action Plan for its Implementation with further changes in 2018 and 2020[26].

In particular, the Concept considers a number of problems in the field of e-democracy that need to be resolved (uncertainty of state policy in the field of e-democracy and the ways of its implementation; imperfection of the regulatory and legal framework regulating the field of development of e-democracy and accountability to the citizen of subjects of power with the use of modern possibilities of information and communication technologies; low level of involvement of civil society subjects in the processes of improving state policy and in the implementation of its individual tools; lack of sufficient electronic interaction of state electronic information resources and insufficient level of development of information infrastructure; presence of digital inequality due to insufficiently developed access infrastructure to the Internet; low level of readiness and insufficient level of knowledge and skills of civil servants, officials of local self-government bodies, citizens regarding the development of electronic demos rations, etc.).

The Concept also proposed a step-by-step plan of measures regarding the ways of its implementation and ways of solving the identified problems, including ensuring the implementation of comprehensive measures in the relevant directions (normative and legal support for the development of e-democracy; resource support for the implementation and use of e-democracy tools by subjects of power); increasing the readiness of state authorities and local self-government bodies to use the possibilities of e-democracy; ensuring the availability of e-democracy tools)[27].

Undoubtedly, the implementation of these positions enables the formation of an effective electronic democracy. Today, a significant number of information and analytical projects and systems have been created that simplify decision-making processes or even offer ready-made solutions (mostly this happens in areas with a complex management system structure). Therefore, taking into account the experience and technical capabilities, our society is ready and capable of actively introducing e-democracy.

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[26] Про схвалення Концепції розвитку електронної демократії в Україні та плану заходів щодо її реалізації. URL: https://zakon.rada.gov.ua/laws/show/797-2017-%D1%80#Text

[27] Ibid.

CONCLUSIONS

Today, a significant number of information and analytical projects and systems have been created that simplify decision-making processes or even offer ready-made solutions (mostly this happens in areas with a complex management system structure). Therefore, taking into account the experience and technical capabilities, modern society is ready and capable of actively introducing such a form of social relations as electronic democracy. However, the political will of the ruling elite for change remains not fully clarified, because this can lead to the transformation of the essence of the traditional institution of democracy, since Internet democracy does not need intermediaries between the voter and the government, it has no place for political parties called by manipulative methods mobilize voter activity to solve the social tasks of their leaders. There will be a desacralization of political governance and the transformation of executive power elections from a manipulative show into the purchase and payment by the consumer of a necessary average service.

However, taking into account the current pace of development of the information society and mass informatization, we can state that certain elements of electronic democracy, which have successfully passed the test, are gradually being introduced into widespread use. Therefore, we can talk about the gradual formation of netocratic management, which acquires more and more mechanisms, tools, methods and forms of communication between the government and society.

At the current stage of the development of the information society, the netocratic government has sufficient opportunities for communication at the latest level, therefore, the so-called conceptualization of the essence of the relationship between the actualization of the netocratic government and the processes of establishment of the information society takes place. The virtualization of space and the informatization of society today play the role of a catalyst in the formation of a new globalized society, and modern communication capabilities create prerequisites for open access to global information, which, in turn, contributes to the formation of deliberative democracy and influence on non-authoritarian government.

SUMMARY

Despite the considerable number of scientific studies of the information society, power, power relations, management, the need for further research is growing. This is due to the dynamics of modern globalization changes, which lead to the actualization of the essence of communicative relations between the state and society.

The study focuses on netocratic processes in modern management activities as a special form of information society management.

The development of modern management through the prism of deliberative democracy is considered. An attempt was also made to investigate the specifics of the formation of electronic democracy in the conditions of the transformation of modern communication processes. A number of concepts regarding the role of communication in the implementation of power relations are considered. The main contradictions and problems of the formation of electronic democracy are analyzed; ways of solving the mentioned issues are outlined in order to enable the formation of effective e-democracy.

Key words: information society, communication processes, netocracy, deliberative democracy, electronic democracy, management.

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