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Research paper

Documentary and Information Communication in Public Administration: Legal Aspects and Digital Transformation

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Abstract

The purpose of the scientific research is to analyze the use and determine the importance of documentary and communication activities in public administration. The theoretical aspect of communication, legal support for the information activities of government bodies, is characterized by the Official Internet Representation of the President of Ukraine, Volodymyr Zelenskyy is singled out as a public institution of information support. The main characteristics and key aspects that are integral components in the formation and implementation of state information policy are determined. The characteristics of legal support demonstrated that the Law of Ukraine "On Information" defines the basic principles and mechanisms of access to information in Ukraine. The Law of Ukraine "On Access to Public Information" specifies the procedure for access to public information held by subjects of government authority. The Law of Ukraine "On Citizens' Appeals" emphasizes the importance of documentary communication for ensuring the citizens' right to appeal and receive answers from government bodies. During the analysis of the topic, it was found that the main features of the effective use of information for management purposes are completeness, relevance, and reliability. Information is the basis for decision-making in the public administration system, which is used for analysis, planning, reporting, and control to increase the efficiency and transparency of the activities of administrative structures. The level of information transparency for society is characterized, where information should be available to citizens by the implementation of the accountability principle. At the same time, attention is focused on the importance of compliance with information security requirements, especially regarding personal data or confidential information. The main generalizations on this problem are providing citizens with public information as a key to maintaining the proper level of sovereignty. The effectiveness of such a process is significantly increased when scientifically sound political and legal directions and clear ways of their implementation are functioning.n.

Keywords: *Communication Processes; Digitalization; Information; Information Society; Information Technologies; Legislative Support; Management Decisions; Public Policy; Public Administration.*

1. Introduction

In modern society, information is a key resource that is actively used for decision-making, process management, and ensuring effective communication between participants in these processes. An important component of such exchange is documentary and information communication, which serves as the main means of transmitting and disseminating information in the field of public administration. Technology is creating new opportunities in the public sector and can improve relations between governments and individuals by simplifying procedures, as well as contributing to open government. The digital transformation of government entails increased modernization of public administration, seamless cross-border mobility, and improved digital interactions. Governments across the world are increasingly relying on digital technologies. Figure 1 below presents the OECD Digital Government Index 2023. The top 5 OECD-performers in the 2023 Index were Korea, Denmark, the United Kingdom, Norway, and Australia.

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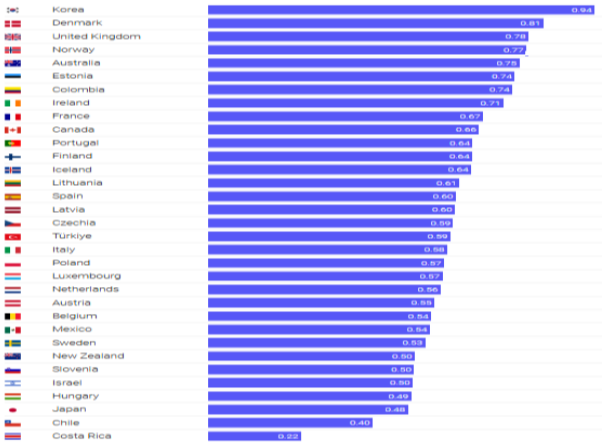


Fig. 1: OECD Digital Government Index 2023 [8].

Digital transformation has enormous potential to create smart governments that are more efficient, responsive, effective, and citizen-centric. For instance, the UAE's digital transformation began in 2001 with the introduction of the electronic currency eDirham, followed by the establishment of an eGovernment at the federal level in 2011 [1]. The move to Smart Government in 2013 was the digital journey's high point. Al-Kumaim and Alshamsi [3] indicate that the UAE's rising reliance on technology makes governments vulnerable to cyberattacks and data breaches. Robust cybersecurity measures, such as awareness programs and data protection rules, are required to reduce these dangers. Despite the UAE government's enormous investment in digitization initiatives throughout time. The UAE's National Digital Government Strategy is drafted on eight dimensions (see Figure 2). The dimensions were aimed at leveraging the OECD Digital Government Policy Framework and were tailored to fit the UAE's developmental plan in the post-pandemic era [2].

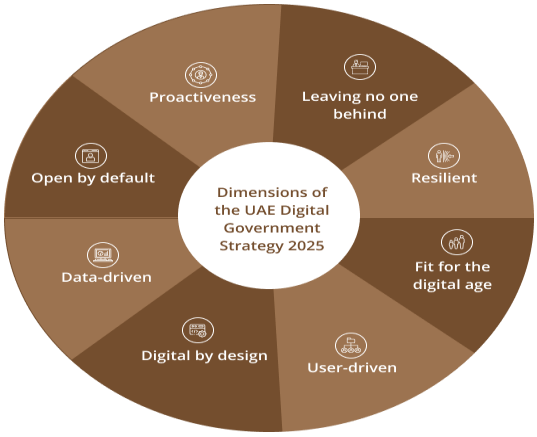


Fig. 2: The UAE's National Digital Government Strategy [2].

The new wave of technology has the potential to improve participation and civic engagement; make government more responsive, transparent, and responsible; and bring new types of democracy, including smart participatory democracy [9]. The worldwide smart government market was valued at USD 36.20 billion in 2024 and is predicted to reach USD 175.87 billion by 2033, rising at a CAGR of 19.2% over the forecast period (2025-2033) [10].

The combination of artificial intelligence with operational performance has become a popular trend in the digital government services sector. AI technologies are being used to automate regular tasks, provide useful virtual help, and analyze large datasets to improve decision-making [16].

In Ukraine, the process of reforming the public administration system is aimed at achieving greater efficiency, transparency, and accountability in the exercise of government powers. In this context, documentary and information communication an important tools for achieving such goals. Being specified as one of the priority areas for further development, this type of communication is of particular importance in the context of the digital transformation of public administration in Ukraine [6].

The relevance of the chosen topic is directly related to the modern challenges of the information society. The search for answers allows not only to realize the importance of documentary and information communication and its legal support in public administration, but also to assess the impact on increasing efficiency and transparency in the implementation of the tasks in Ukraine.

This topic of study contains an applied aspect of ensuring the information activities of government bodies, using the example of the Official Internet Representation of the President of Ukraine, Volodymyr Zelenskyy, as a public institution of information support. The main characteristics that are integral components in the formation and implementation of modern state information policy are identified.

The purpose of the article is to analyze the information and communication activities of public authorities in Ukraine and legal support in modern conditions of development. In particular, the Official Internet Representation of the President of Ukraine, Volodymyr Zelenskyy, activities are highlighted.

The scientific works of V. Bebyk [5] contain definitions of the term "documentary", and the expression "documentary communication" is applied as "communication consisting of documents". O. Kalchenko [11] expresses the scientific opinion about "two types of information channels: documentary channels through which various documents are transmitted and non-documentary channels, namely the channels of personal communication for people" in his works. According to G. Pocheptsov [21], "the documentary channel of communication acts as a channel through which documents are transmitted as material objects". As for the documentary component, a scientific approach to structuring the system of documentary communications was proposed by A. Solyanyk [23]. The issues of data privacy and digital human rights in the modern global environment, where information flows cross borders in real time, are examined in the works of O. Homaniuk.

The author analyzes the key challenges in protecting personal data in international communications, highlighting the diversity of legal approaches in different countries and the risks associated with the exchange of personal information. As digital infrastructure evolves, the number of cyber threats that endanger both individual states and the international community continues to grow. Cybersecurity has become one of the critical components of both national and international security, requiring collective efforts for its provision [7].
The source base of the study is the laws of Ukraine: "On Citizens' Appeals" [15], "On Information" [16], "On Access to Public Information" [14], which ensure the implementation of the right to information, information activities, etc. Thus, according to the Law "On Information" [16], everyone has the right to freely receive, use, distribute, store, and protect information necessary for the exercise of their rights, freedoms, and legitimate interests. It is worth noting that when adopting the Laws of Ukraine "On Access to Public Information" and "On Amendments to the Law of Ukraine "On Information" (as amended), each person is guaranteed the openness and accessibility of information held by subjects of government authority. The Law of Ukraine "On Citizens' Appeals" determines the order and procedure for submitting, considering, and resolving citizens' appeals to state authorities, local self-government bodies, associations of citizens, enterprises, institutions, organizations regardless of their subordination and forms of ownership [14; 15; 16]. The law ensures the protection of citizens' rights to receive information about the status of the appeals consideration as well as to receive a response to their appeal within the time limit established by law. An important modern information resource is the Official Internet Representation of the President of Ukraine, Volodymyr Zelensky [12].

2. Method

The research methods are determined by the topic, purpose, and objectives of the scientific paper based on the integrated use of general scientific and special methods used to achieve the set goal. The research rests on the principles of objectivity, scientificity, comprehensiveness, and systematicity, which together enable to characterization of the features of the documentary communication organization in public authorities.
The methodological basis of the research was formed by mutually complementary general scientific methods of analysis, synthesis, abstraction, and generalization. Thus, the analysis method allowed determining the significance of legislative sources that directly relate to the specified topic. Based on the synthesis method, all materials were grouped according to the tasks.
We define documentary communication as one that uses a document as a communication channel and a communicant simultaneously. Documentary communication is communication mediated by a document, where the document is used to transmit information (message) from the communicator to the recipient. If to use the simplest scheme of information communication, then the document is first and foremost a communication channel that contains the communicant (transmitted message) in a fixed form.
We proceed from the fact that a document and other similar information materials are a social product. Accordingly, the analysis of documents allows identifying certain features, properties and interrelations of certain social phenomena and processes; the specifics of the inclusion of various individuals, groups and communities in them; recognizing the norms, values, ideals that are used as a guide at various stages of the development of society and in various social situations, and tracing the dynamics of the development of certain social strata and groups, their relationships with each other, as well as with the state, culture, religion, political parties, etc., identifying the main trends and proportions of social development.
The structural-systemic method was also involved, which made it possible to consider the object of research with all its main features as a single whole. The conceptual scheme of research is presented in Figure 3.



Fig. 3: The Conceptual Scheme of Documentary Communication Research

3. Results and discussion

Information is a key resource that ensures the functioning of public institutions, serves as the basis for reporting, and contributes to the quality of public services. It is an important tool that determines the effectiveness of state authorities and their interaction with the public. Within the framework of the digitalization of national policy, there is a gradual development of information support in the field of public administration, which is formed under the influence of such factors as the creation of a global information space and the improvement of information integration processes. This contributes to increasing the accessibility, dissemination, and more effective use of information, as well as providing it with modern technical means.
The growing importance of information resources, the development of information and communication technologies, and the creation of new technological conditions in the economy have become the main catalysts for supporting life. This, in turn, has emphasized the critical importance of ensuring information security for the individual, society, and the state [13].
Information support is recognized as one of the key functions that determines the quality and validity of management decisions and affects the effectiveness of the public management system functioning. In dynamics, information provision is considered a process included in the concept of communication.
The modern information era is characterized as a global process that causes fundamental changes in the structure and nature of world economic and social development. The stage is accompanied by the introduction of new generations of high-tech solutions, innovative

systems of technology and materials, as well as the emergence of new forms of information exchange. All these aspects contribute to significant transformations in the way and conditions of human life.

One of the characteristic features of public information is its preliminary fixation using various storage means on certain media. In addition, it belongs to entities authorized to exercise power or management functions, which have appropriate access to the information [10].

The key aspects of the modern information society are: innovation, information exchange, and changing human living conditions. In this context, the following characteristics of public information as fixation and storage, are of key importance. Public information is fixed in advance in established forms, namely on paper, electronic, or other media. This allows it to be stored for a long time and provided with access if necessary.

It should also be noted that public information belongs to state authorities, local governments or other entities that perform management functions. Its circulation is regulated by legislation that ensures a balance between openness and data protection [14].

Information is the basis for decision-making in the public process system. It is used for analysis, planning, reporting, and control to increase the efficiency and transparency of the administrative structures' activities. As for accessibility for the public, the information should be available to citizens by the principles of transparency and accountability. At the same time, it is important to comply with information security requirements, especially regarding personal data or confidential information.

The modern information age creates new challenges and opportunities for the state, society, and business. It also requires constant improvement of approaches to managing information flows and ensuring information security.

Public information managers can be various entities, including: state bodies; local self-government bodies; entities that perform administrative functions and make binding decisions; legal entities that receive funding from state or local budgets; entities that have delegated authority to provide educational, health, social or other public services; entities that possess information about the state of the environment, the quality of food products, accidents, catastrophes and other emergency events of public interest [14; 16].

For information to be effectively used for management purposes, it must be complete, relevant, reliable, and cover all aspects of issues of interest to government bodies. Information collection must be carried out systematically, with a certain frequency, in the volumes necessary to achieve the tasks set, and correspond to the set of goals defined by the management structure, as well as considering the methods and tools that are planned to be used to achieve them. The quality and sufficiency of information provide government agencies with the opportunity to create effective plans and set both realistic and clear management goals.

The carriers of information in public administration are public institutions, public organizations, libraries, archives, information agencies, special services, political and public structures, as well as business entities. Each organization must implement appropriate information support for its activities, which includes internal document flow (internal information flows) as well as external (open) information sources. These sources are obtained by a public institution through systems of communications, functional influence, and intersectoral interaction.

Information being a management resource must meet specific criteria, such as usefulness, timeliness, accessibility, relevance, and completeness of presentation. Only in this case the informed decisions be taken and adequate responses to various management situations be made. In modern conditions, it meets the needs of the public, ensuring the identification of unique characteristics and assets of the administrative object, reflecting the results of the new management methods, recording cooperation between various public institutions, regional and national authorities, and the non-governmental sector, as well as reproducing innovative activity. This information should also accompany the initial stages and be creative [4].

Therefore, the introduction of modern information support is an indispensable prerequisite for optimizing the activities of public administration bodies to allow more effective implementation of state functions. Modern information systems provide access to the necessary information, increasing the accuracy, speed, and validity of management decision-making. This, in turn, contributes to the improvement of planning, monitoring, and analysis processes, which are key aspects of the productive work of state structures.

The development of information technologies, particularly the automation of data processing processes, the implementation of database management systems, and the creation of integrated information platforms, allows for a significant reduction in the time for performing routine tasks. This not only optimizes the work of government bodies but also ensures their greater transparency and accountability to citizens.

The digital transformation being built up allows for to introduction of innovative tools that significantly improve the quality of management processes. Among them, the researchers define the use of artificial intelligence, analysis of big data (Big Data), e-government, and integration of services into the online space. All these measures not only increase the accuracy and speed of information processing but also create the basis for building a more efficient, transparent, and citizen-oriented public administration system [24].

Information protection is becoming an extremely important aspect of information security. Public administration bodies must pay due attention to preserving the confidentiality and personal information of citizens. Coordination and cooperation between public administration bodies in the field of information exchange contribute to the effective performance of their tasks and the achievement of common goals.

It is also important to ensure the availability of information to the public, since openness and transparency contribute to increasing trust in state bodies and stimulate citizens' participation in decision-making and control over state activities. In general, the organization of information support plays a key role in modern public administration, contributing to the effective, transparent, and safe work of state bodies.

The legislative framework is the basis of policy and a tool for influencing society, enabling effective state regulation of all spheres of life. Since obtaining the status of an independent state, Ukraine has faced the issue of forming its own regulatory and legal framework in the field of documentary support for management.

The Law of Ukraine “On Information” [16] defines the basic principles and mechanisms of access to information in Ukraine. It establishes that information is an important resource for ensuring the rights and freedoms of citizens, as well as for the state authorities' effective functioning. Being a process of exchanging information through documents, documentary communication is the main means of implementing these principles.

The Law of Ukraine “On Access to Public Information” [14] specifies the procedure for access to public information held by public authorities. It determines that public information is open, except in cases provided for by law, and must be accessible to citizens. Documentary communication in this context provides mechanisms for providing such information to citizens, including requests for information and the publication of documents.

The Law of Ukraine “On Citizens’ Appeals” [15] regulates the procedure for submitting and considering citizens’ appeals, which can be in the form of written documents. This law emphasizes the importance of documentary communication for ensuring the right of citizens to appeal and receive responses from state authorities.

Thus, all three laws are interconnected through the mechanisms of documentary communication, which is the main means of exercising citizens’ rights to access information and to appeal to state authorities. It is documentary communication that ensures transparency, accountability, and efficiency of public administration.

In this context, as Newman et al. [19] claim, in digital governance, bureaucracy is not disappearing. This situation is paradoxical. Reexamining some of the seminal work of sociologist Max Weber, who saw public administration as a bureaucratic machine, might help explain this contradiction. Artificial intelligence and other advanced computer technologies are not eradicating bureaucratic tendencies in the public sector; rather, they are strengthening them. However, Newman [19] demonstrates that future technological developments may make bureaucracy more effective than before, based on Weber's thesis. Artificial intelligence (AI) systems and other computer-based technologies are evolving quickly. Around the world, many of these technologies have already become indispensable parts of public service delivery. Naturally, some people are concerned about how new technologies may impact the public service's administrative structure. Nonetheless, the Weberian qualities of public administration should be strengthened by more knowledge and computational capability.

At the current stage, ensuring citizens' access to public information is key to maintaining the appropriate level of sovereignty and national security of the state and society. The effectiveness of this process is significantly increased when scientifically sound, legal, and political directions as well as clear ways of their implementation, are applied.

A special role in the process of forming public opinion is played by the Internet, which is currently not only a channel for expressing public opinion but also the main tool for its formation [6]. Its important role in the information space is determined by the wide coverage of the audience, the speed and interactivity of information transmission, and the main factor is accessibility. The development of information technology in the modern world has reached a level that allows controlling the behavior and actions of many people, to shape their opinions about the world and specific facts, events, phenomena, processes of social reality, etc. Ukrainian society is informed about political events that are taking place, but often this information is presented improperly. Through the Internet, citizens receive information that is sometimes difficult to verify. This puts before them a choice: to believe or doubt the reliability of such messages. Information can be both truthful and misleading, forming a false idea about the activities of individual political forces. Another important aspect is the manipulation of public opinion, that is, influencing the audience on certain issues, as well as protecting the population from "unnecessary" information or, conversely, drawing attention to current problems [17].

The official online representation of the President of Ukraine, Volodymyr Zelenskyy, is an important communication tool that allows the President to effectively communicate with the Ukrainian people and the world community. This resource contains information on all aspects of the President of Ukraine's activities, including his speeches, interviews, and regulatory documents. The information on the site is presented in an easy-to-read format, including news articles, analytical materials, photos, and videos. The site is available in Ukrainian and English, which allows the President to communicate with a wide range of audiences. The mobile version of the site allows visitors to receive information about the President at any time and from any place. According to the Office of the President, the site was visited by more than 100 million people in 2022. This indicates that the site is an effective tool for disseminating information [20].

In the system of public administration, public opinion plays an important role, which is influenced by the media and modern information technologies. It is worth noting that in countries with developed democracies it is possible to use IT not only to shape public opinion but society itself also gets the opportunity to express its attitude to ongoing processes, phenomena, facts, and problems, to evaluate them, and to influence the adoption of managerial decisions, acting as an active participant in public administration [22].

In the last decade, one can observe the popularization of political topics not only in the information space but also in the entire social life of the Ukrainian people. Currently, citizens are increasingly participating in the political and economic processes of the country. They are concerned about political issues, the situation at the front and in the international arena, the activities of state authorities, as well as the future of the state in general [17]. The media are traditionally considered the main channels of influence on public opinion. However, most participants in the political process in Ukraine are gradually beginning to give preference to new information technologies such as social networks, online platforms, and digital media. This allows for direct interaction with the audience, bypassing traditional media channels, and significantly increases the speed of information dissemination.

4. Conclusion

The role of communication is becoming extremely important in the modern era of globalization and the development of information and communication technologies. It acts as a powerful tool for influencing public opinion, capable of shaping sentiments both at the national and international levels. In conditions where information can be spread instantly via the Internet and other platforms providing access to a wide audience, communication becomes an important element not only in domestic political processes, but also in shaping the country's image on the world stage.

The strategic use of communications by state leaders is especially important, as it directly affects political decisions, the public's attitude towards governments and leaders, as well as international relations. In a world where every message can cause certain actions or reactions, political leaders must consider the power of strategic communications, which determine the effectiveness of their policies and the country's role in the global political process.

In this context, strategic communications mean the organized and effective use of all state communication capabilities, such as public diplomacy, public relations, military communications, information, and psychological operations, aimed at achieving the country's goals. In Ukraine, these principles are enshrined in documents such as the Information Security Doctrine and the Information Security Strategy [12].

After Russia's full-scale invasion of Ukraine, the strategic communications of the country's military and political leadership have been significantly strengthened. They have become more intensive, dynamic, and multi-level, as they are aimed at attracting additional resources to counter Russian aggression. In the conditions of martial law, political institutions attach great importance to communication that takes place not only between them but also with the public.

The rapid development of information technologies, their ability to unite like-minded people, produce and distribute various, including multimedia, content, has opened completely new ways of forming public opinion and led to the emergence of previously unknown forms of its demonstration through the same technologies. The ways of influencing public opinion using IT include the expression of public opinion through value judgments, for example, during online surveys, social behavior in the Internet space, and the expression of public opinion through various user activities.

In modern Ukraine, the use of IT to form public opinion is a reality. Such methods are used by politicians of various levels, including the highest ones [17].

Information support is recognized as one of the key functions that determines the quality and validity of management decisions and affects the effectiveness of the public management system. Documentary communication in public administration is the process of exchanging information between authorities and the public using documents. It includes the creation, processing, storage, and dissemination of

documentary information, which ensures the effective functioning of state institutions and the implementation of citizens' rights to access information.

Regarding the legal support for information communication in public administration, it is worth noting that the Law of Ukraine "On Access to Public Information" regulates the transparency of the activities of government bodies, contributes to the formation of citizens' trust in state institutions, and supports mechanisms of public control. The main goal of this regulatory act is to optimize the transparency and openness of subjects of government authority and ensure the mechanism for implementing everyone's right to access public information. The Law of Ukraine "On Information" outlines the principles of information activities, defines the concepts of "document" and "information". The Law of Ukraine "On Citizens' Appeals" carries out the practical implementation of the rights and freedoms granted to citizens by the Constitution of Ukraine, as well as provides the opportunity to participate in the management of state and public affairs, etc.

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