Theoretical Basis of Studying the Educational Environment with the Application of GR-Technologies

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Summary

The article discusses the theoretical and methodological part that characterizes and assessment of the current state of the theory of GR-activity, disclosed the essence and content of the concept of GR-technologies, as well as their classification.
The analysis of the system of additional education for children in the social structure, as well as the analysis of the current state of the education system is carried out.
The formulation of tasks for the construction of an effective model for the use of GR-technologies in the process of developing the education system using GR-technologies

Key words:
GR-activities, GR technologies, Education system, Media relations, Public-private partnership, Lobbying.

1. Introduction

Currently, the study of the role of GR-technologies (Government Relations) in the development of education is relevant. Today the education sector is experiencing a systemic and substantive crisis, since the existing obstacles do not contribute to its effective development and reduce its effectiveness activities of educational institutions. Paramount it is important to attach importance to the creation of favorable conditions on the part of the authorities and business for the effective formation, formation and development of educational institutions.
So, in modern realities, the priority building mutually beneficial cooperation between the business community, including commercial organizations that implement education, and the state.

In the process of developing an empirical study of the article, it is worth taking into account a specific aspect - an analysis of the applied GR-technologies in the development of the education system, an analysis of the state of the education system at the present time, as well as the main problems of its development.

Thus, the purpose of the article is to identify the possibilities of using GR-technologies in the field of education and the definition of the main GR-technologies acting in as a tool for the development of the education system.

The hypothesis-basis of the study is the following statement: improving the quality of professional application of GR-technologies in the education system determines a high level of creating favorable conditions for the development of education. After proof hypothesis-basis, it is necessary to prove the following: the most frequent use by business and society in relation to interaction with authorities of technologies of public-private partnership in the issue of development education, proves the most effective this technology in the process of developing additional education.

In the course of writing this article, institutional methodology; structural functional analysis allowing to consider power and business in the process of their interaction; a comparative method, with the help of which the general and specific characteristics of GR-technologies, the features of GR practice in the field of additional education for children are revealed; historical analysis; structural analysis; theory of communication management; theory of analysis of communication mechanisms and technologies GR; theory political communications; theory of social responsibility; case study method; special methods, etc. In addition, the following methods were

used: search and collection of information on the research topic, analysis of documents and sources, data processing, desk research.

Currently, the study of the role of GR-technologies in the development process education has received insufficient attention. AT to a greater extent, researchers and authors of scientific literature emphasize attention to the widespread use of GR technologies in the following industries: pharmaceuticals, telecommunications, automotive, petroleum industry, etc.

Despite this, we will analyze the scientific thought in regarding the study of GR activities in general. Since GR is both the way of interaction between business and government, and the function management, activities developing in modern realities, then the study of GR in foreign and domestic science is based on several directions.

The direction concerns the consideration of institutional GR system based on the works of E. Durkheim, as well as M. Weber, who believed that the state as an institution constitutes a community of people whose behavior should be based on rational principles.
The last direction concerns directly the study of GR. Foreign researchers GR, J. Adams, T. Grant, M. Gray compare them mainly with the lobbying activities of business in relation to the authorities and management (and others).

The article deals with GR technologies in the field of development education as a set of tools, mechanisms, methods used in the interaction of business and government authorities, aimed at building relationships between them to optimize investment processes in the development of the education system.

So, in modern realities, the priority building mutually beneficial cooperation between the state and the business community. However, we emphasize once again that researchers do not pay enough attention to identifying the role of GR technologies in the development of education.

2. Theoretical Consideration

In the modern world, the state elite and business elite of the country need dialogue. Recently Government Relations (GR) are becoming an increasingly relevant field of activity. So the role of GR as for state, as well as for large companies, small and medium-sized companies business comes to the fore. Accordingly, the need arises establish mutually beneficial cooperation between public authorities and business, improve the mechanisms of their interaction in order to successful socio-economic development as organizations, involved in the process of interaction, and the state as a whole.

First, you need to understand the essence and content of GR activity. There are many points of view that define GR. Let's consider some approaches to the interpretation of the concept "Government Relations (GR). The most straightforward of them is limited to translation.

The term "Government Relations" as "relationship with government organizations ". This translation allows us to conclude that the GR specialist supervises only the executive authorities: government and ministries relevant to its industry. However, the scope GR is much more extensive. "The concept of" Government "in the specified context should not be translated as "government" but as "state system management "as a whole, which includes all branches of the state and municipal authorities ".

"The broad definition of GR is interpreted as "interaction between business and government in order to ensure, defend and promote the interests of business in the system of government bodies". This interaction it is characterized as mutually beneficial and presupposes both the protection of business interests in government structures and the availability of the necessary forms and methods of government influence on business.

It is worth paying attention to the concept of "GR-management", which acts as one of the areas of communication management, "the purpose of which is to coordinate the own interests of organizations with the interests of public authorities at various levels for reducing risks and ensuring sustainable development". Within the framework of this approach, the term GR approaches the concept of "lobbying", which is defined as a legalized form of intrastate communications, enshrined in the relevant legislative acts in the countries Europe (Germany, Hungary, Poland, Lithuania, etc.), North America (USA, Canada). For Ukraine conditions, this approach is ineffective due to the lack of a similar regulatory framework.

According to many GR researchers, "in modern reality, relations between the state and society as managers and governed.

"Under these conditions, GR acquires a different quality, primarily under the influence of the fact that the state acts as a structure that considers its main goal not to be power, but management - regulation, ordering of social, economic and other relationships between people. Therefore, the strategy of communication between society and the state is based on a fundamentally a new concept -

interaction. In this vein, the main tasks of state activities in the field of communications are:

1) promoting the democratization of public administration,
2) ensuring the formation of civil society".

"Based on a more correct translation of "Government Relations" as "relations with the public administration system", it should be recognized that GR is, in fact, a space for dialogue between representatives of the state and society in social communications of the country. This space includes a whole complex of elements and connections between them, which gives reason to talk about the GR-environment" [1-4].

A broader interpretation of the concept of GR is given by the American researcher, McC.S.: "GR is the application of communication technologies by individuals or social institutions to influence government decisions at a local, regional, national or international levels, or combinations thereof. "

According to the American researchers W. Agi, G. Cameron, F. Olt, D. Wilcox GR is an "activity on building relationships between different social groups (business structures, professional unions, volunteer organizations, etc.) and state authorities, which includes the collection and processing of information on government activities, training and dissemination of information about the positions of the groups represented, influence on the processes of making political and administrative decisions (lobbying)".

In our opinion, this definition more succinctly reveals the essence of GR due to the fact that in the definition the authors took into account the subjects of interaction, the subject and content of GR-activity as much as possible. However, in this the definition uses the term "lobbyism", which is essentially different from GR.

It is worth noting that there are problems with the conceptual field GR and its difference from other concepts that are similar in content and meaning. An important problem for the theory and practice of GR is the separation from lobbying activities. In the specialized literature, the concepts of "GR" and "lobbyism" are mainly used as identical. Sometimes in the scientific literature one the concept includes something else. Lobbying activities can also be considered as a technological part of GR and understand by GR the relationship of social actors with public authorities, and by lobbyism - the solution of issues of interest groups in public authorities based on knowledge of administrative procedures. In other words, GR specialists are people who "build a bridge" between government and business (or other public organizations) so

that lobbyists can freely cross this bridge to resolve their issues with the authorities. A lobbyist must be proficient in the theory of decision-making in various power structures and must know specific decision-making procedures at a particular level of government. GR-activity presupposes, first of all in total, the ability to build trusting relationships with the authorities using PR-activity technologies, which are understood as a socially communicative technology for managing external and internal communications of a social subject with its target audiences. In turn, social communication technology is based on a specific plan (action program) purposeful systemically organized activity to manage the communication of a social subject to solve socially significant problems. A GR-specialist must have perfect communication skills and be able to "write" the problems of his business into the agenda of the authorities.

A GR specialist, unlike a lobbyist, does not need to know the details of the adoption of a law, regulation, etc. Its main task is to build positive relations with the authorities. He must also be able to select and organize specialists (professional lobbyists) who have the necessary to solve a particular issue professional competencies in various fields and personal characteristics.

In addition, the modes of operation in GR and lobbying are also different. A GR specialist, as a rule, works in the structure of the company, developing and implementing its strategy in relation to the authorities.

The lobbyist is often recruited on a project basis for a fee and is a professional external to the organization. "Lobbying is more often a single project, although it can imply a whole system of events. GR - systematic work on the study and monitoring of actions government bodies and officials, as well as reporting the company's position on a particular issue".

So, lobbyism and GR are related but not identical concepts. "Compared to traditional forms of lobbying, closely associated with interpersonal interaction of the lobbyist with politicians and civil servants, GR has a number of advantages".

First, in the public mind, lobbying has practically become synonymous with corruption, since contacts between stakeholders and representatives of the political establishment occur behind the scenes. The aura of secrecy and inaccessibility leads to the psychological effect of negative perception of the activity itself [5-7].

Secondly, lobbying leads to the dependence of the subjects of GR activity on the personalities in the power structures, on their subjective preferences and wishes. This

cannot have a positive effect on long-term planning, and also puts market participants in an unequal position when government orders or legislative decisions are distributed in favor of one of the participants.

Thirdly, one should agree with the American researcher and practitioner Charles Mack that GR differs from traditional lobbying by the constant introduction of innovative communication technologies, marketing, PR and electoral campaigns.

And finally, an important circumstance that led to the transition to modern forms of GR-activity was the problem of the implementation of decisions made by state bodies. Public support, publicity and coalition politics make decisions resulting from GR activities irreversible, while lobbying efforts can be disavowed some time after government decisions are made [7-11].

It should be noted that the concept of "lobbying" is much older than "GR". If about lobbying as an important institution of democratic political system that originated in the West, we can already say in the 19th century, GR appears much later - in the 70s of the XX in the USA and in the 80s – 90s in Europe. This was due, first of all, to the increased attention of the public and the media to the activities of corporations, with a change in the public space, in which communication took a central place.

The technological block of Government Relations includes the following algorithmic methods and methods of activity: monitoring of the socio-political and economic situation; political consulting and business consulting; general, reputation and crisis management; technologies of the negotiation process; technologies of "civilized" lobbying activities; image making; PR tools; advertising technologies, as well as a wide range of information and communication technologies.

New forms of interaction between business structures and the state deserve special attention: business forums, public expertise, state and public commissions. The totality of using the largest toolkit from the named arsenal predetermines the effectiveness of GR.

So, in the process of analyzing the basic definitions of the concept of GR, presented by modern researchers in this area, the essence of GR was revealed. In the future, in the master's thesis, GR should be understood as special technologies for the formation of mutual trust between business and government authorities, representing non-political and political spheres, in order to obtain both mutually beneficial and socially useful results.

Thus, GR-activity acquires a new quality and a new place in the interaction between the state and business, potentially providing a civilized and legal optimization of the interests of political and economic actors. At the same time, it is important to emphasize that GR performance can only be achieved by effective application and implementation of GR technologies. Therefore, the concepts of "GR" and "GR-technologies" are inextricably linked with each other.

Conclusions

Thus, an effective model of the use of GR-technologies in the development of the system of additional education for children involves the systematic use of non-state educational institutions in the course of interaction with the authorities power of all GR technologies: public-private partnership, expert community, media relations and lobbyism. Then, improving the quality of professional use of GR-technologies in the education system will determine a high level of creating favorable conditions for the development of education. In addition, the most frequent use by business and society in relation to interaction with authorities of technologies of public-private partnership in the development of education, proves the greatest efficiency of this technology in the development of education.

As a result of research conducted as part of writing articles, the possibilities of using GR-activity technologies are revealed and the main, most effective, GR technologies are identified, which act as a tool for the development of additional education. Among other things, hypotheses have been proven: on the one hand, a survey of experts showed that only a third of them are familiar with and implement GR technologies in their activities, and on the other hand, it is precisely the improvement of the quality of application GR-technologies in the education system determines a high level of creating favorable conditions for the development of education.

In particular, it was revealed that the most effective GR-technologies at this point in time are such technologies as public-private partnerships, media relations and the expert community.

In view of the indicated problem, an empirical study was carried out in order to identify the possibilities of using GR technologies in the field of education and to determine the main GR technologies that act as a tool for improving this area. In the process of conducting an empirical study of the article, a specific aspect was taken into account - an analysis of the applied GR-technologies in the development of the education system, an analysis of the state of the education system at the present time, as well as the main problems of its development.

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