COMMUNICATION APPROACHES TO THE PROMOTION OF THE REGIONAL STRATEGY AND ENSURING THE COMPETITIVENESS OF THE REGION

The problem. Society is constantly in a state of quantitative and qualitative transformations, which periodically lead to significant transformations in various spheres of life. The current stage of such changes is caused by the sixth technological order, which is characterized by the development of bio-, nano-, info-, cognitive, communication, social and digital technologies.

Against the background of comprehensive informatization and digitalization, new types of processes, communication links, events, etc. are being formed. The toolkit of a new generation, which appears thanks to new technical and technological possibilities, needs additional analysis and systematization, which will allow to further increase the efficiency of its use, create qualitatively new measures, develop in accordance with fast-moving market requirements.

In the regions, society sets an extremely difficult task – accelerating the pace of socio-economic development, improving competitive positions on the national and international markets, which allows them to solve complex tasks and practical problems. That is, regional authorities that work to meet the modern needs of the community should already reformat their activities, form such strategic plans,
use such tools, etc., in order not only to respond to today's challenges, but also to provide the necessary basis for successful development in the future.

Thus, fulfilling the public request, modern bodies of local public power and self-government should become more technological, use the latest tools, which, in turn, require additional study.

**Analysis of recent research and publications.**

The problem of formation and use of communication tools is not new. Scientists widely research both theoretical and practical aspects of communications in various spheres of activity, in particular, the main aspects of methodology, organization and management, principles and mechanisms of event implementation were analyzed by T. Povaliy and N. Svitailo [1]; communicative professional competence as a condition of interaction with clients – O. Polyanychko and A. Chernyakova [2]; information and communication technologies in public administration – Yu. Dyachenko, I. Sedikova and V. Bondar [3], etc. Many works of foreign scientists are devoted to the problem of the application of active measures in practical activities [4; 5; 6].

Separately, we note the works devoted to ensuring the competitiveness of the region (O.I. Datsko [7] and others).

But the specification and systematization of the modern communication toolkit, which provides an opportunity to ensure the implementation of the specific needs of regions and society, as well as the formalization of proposals for improving the theoretical and methodological approach to its formation, in our opinion, are not sufficiently researched and require in-depth scientific research.

**The purpose and objectives of the article.**

The purpose of the article is to substantiate the author's proposals for the systematization of communication tools and the improvement of the approach to the promotion of the regional development strategy with its use.

To achieve this goal, the article formulates a set of tasks:

- to investigate communication tools, activities and means used in the practices of the regions;
- to systematize the toolkit of modern communications according to certain characteristics;
- substantiate proposals for improving the approach to promoting regional strategy and ensuring competitiveness using modern communication tools.

**An overview of the main material.**

Modern communications include a wide range of advertising tools, public relations, active interaction activities, etc. The latter can be individual, corporate, mass and have different goals (economic activity, patriotic education of youth, etc.). Regions are entrusted with a high responsibility by society, because their mission is not only to ensure a certain level of the quality of life of the population, the development of social and economic activities, but also to activate scientific, innovative, investment, international and other types of activities, to present the region at various levels, which imposes additional requirements on the selection of tools that they can use.

Such activity involves the use of certain specific tools, the successful selection of which, in turn, depends on its success. Modern technologies make it possible to implement the most daring technological solutions (for example, the involvement of gamification and virtual reality in order to stimulate the activities of representatives of youth audiences).

In general, the communication toolkit that can be used by local authorities includes tools, means and measures. Means include:

- mobile communication devices;
- television means;
- means of radio;
- Internet environment tools;
- means of printed editions;
- personal communication tools.

Any of these means can be used to implement regional tasks. When choosing tools, it should be taken into account that young people primarily use the Internet and mobile communications; representatives of the economically active population – by mobile communication and personal communication; older people trust television and radio; printed editions have limited effectiveness (only if they meet the requirements and mood of the target audience).

Communication activities at the regional level include many activities that can be systematized according to the following characteristics:

- by field of activity:
  - economic;
  - social;
  - cultural and mass;
  - sports, etc.;
- by species:
  - conferences, seminars, round tables, etc.;
  - celebrations on the occasion of state and regional holidays (city days, anniversaries of the day of foundation, etc.);
- by direction of influence:
  - administrative;
  - educational;
  - organizational, etc.,
- for the purposes of:
  - reputable;
  - anti-crisis;
  - informative, etc.

The main task in determining the plan of communication events in the region is to maintain a balance between the expediency of their implementation (when the information space is
overloaded with various events, their significance and the level of influence on target audiences are lost) and the mutual agreement of the goals that must be achieved.

In our opinion, communication tools should be divided into communication and technological features. Scientists [8] include the following as communication tools: advertising, propaganda, public relations, stimulation of activities and others.

Generalized characteristics of communication tools in view of the expediency of their use for the purpose of promoting the regional strategy and improving the competitive positions of the region are presented in the Table 1.

Technological tools include specialized services for improving the effectiveness of communications in the Internet environment (for example, Google Docs, DropMeFiles, Wordclouds, and others). Features of such tools through the prism of their use in regional communications are presented in the Table 2.

The classification of communication tools is presented in Fig. 1.

The range of available communication tools allows regions to diversify their own activities, to creatively approach the solution of social and economic problems and their own practical problems, to form an information space, to establish the necessary messages in society. The selection and application of the elements of the toolkit is carried out in a certain sequence. In general, the theoretical and methodological approach to the formation of communication tools at the regional level includes the following stages (Fig. 1).

1. Determination of goals and "tree of goals" (strategic, operational, tactical), in accordance with the mission and tasks of the region.
2. Specification of communication tasks (terms, benchmarks and/or results, places, responsibilities, etc.).
3. Determination of measures necessary to achieve goals (in virtual and real space).
4. Specifying the means to be applied.
5. Selection of communication tools according to goals, means and measures.
6. Monitoring of implementation and performance (informational, economic, psychological, etc.); replacement of tools in case of low efficiency.

This approach makes it possible to implement at the regional level new approaches to the formation of the information and communication environment.

Table 1

<table>
<thead>
<tr>
<th>Name of the tool</th>
<th>Characteristic</th>
<th>Features of application at the regional level</th>
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<tbody>
<tr>
<td>Advertising</td>
<td>One-sided long-term influence; concise and clear wording; low efficiency</td>
<td>Clarity of messages, minimization of spatial expressions with double meaning</td>
</tr>
<tr>
<td>Propaganda</td>
<td>Two-way communication; urgency of information messages; high efficiency</td>
<td>The effect of the tool depends on the image of the region</td>
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<tr>
<td>Public relations</td>
<td>Long-term interaction to establish / maintain loyal relationships; average level of efficiency</td>
<td>Necessity of involving appropriate qualified (specially trained) personnel</td>
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<tr>
<td>Stimulation of activities</td>
<td>Active interaction through individual interest (rational, emotional motivation); high efficiency</td>
<td>Limited opportunities in the case of financing from the regional budget</td>
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Source: compiled by the authors

Fig. 1. Classification of tools

Source: compiled by the authors
to interconnect the goals, tasks and elements of the communication toolkit in order to promote the regional development strategy and increase the competitiveness of the region.

Conclusion. Thus, based on the results of the research, the following conclusions can be drawn:

1) the systematization of the communication toolkit provides an opportunity to deepen the understanding of the essence of each of the tools, measures and means and to apply them more effectively at the regional level;

2) an improved theoretical and methodological approach to the formation of communication tools at the regional level in terms of mutual coordination of strategic goals and tasks with the elements of the tool system allows to increase the efficiency of activities as a whole, to improve the competitive position of the region at the national and international levels.

The results of this study can be implemented in the activities of regional authorities, as well as be used as a basis for further scientific research on the development of an organizational mechanism for the implementation of communication measures in the regions.

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