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## **MANAGEMENT OF THE INFORMATION AND COMMUNICATION SPHERE**

Communication and information are extremely important in society. They are gaining special importance in a globalizing society. The latter is characterized by a truly revolutionary development of information and communication technologies, which are used at all levels, in all spheres, branches, territorial and temporal spaces of management

Information and communication management is a system of management of the information and communication sphere of society based on the use of forms, methods and technologies of legal, economic, social, humanitarian and political management and marketing [1].

Modern information technologies are the latest business tools, because the experience of the most successful companies was used in their creation. The use of modern technologies allows enterprises to borrow this experience, adapting it to specific working conditions.

There are many elements that are required for work that permeate the culture thanks to the Internet. Such elements are:

- operational communications (e-mail, mailing lists, etc.);
- distributed resources and means of access to them (databases, portals, terminals, computer networks);
- means of coordinating activities (electronic bulletin boards, forums, electronic surveys);
- forms of feedback and organization of cooperation; means of production (tools for finding resources and partners, standard software tools).

Information management is an innovative activity focused on the constant search for new ways of organizing information activities, creating material and social prerequisites for effective access to information in order to ensure information and communication processes, activation and development of existing forms of their rational use [2].

Information management includes the following types of work [3]:

- research of the enterprise as an object of management;
- formation of information resources of the enterprise as a management base;
- to work in an information environment. creation of information products as a means of management.

Thus, information management is considered as a new type of organization management based on the integrated use of all types of information: research, technological, material and technical, personnel, financial, etc. The peculiarity of information management is that it belongs to two areas of activity: on the one hand, general theory of management, operations research and system analysis, and on the other hand, to the information and communication area of activity, the basis of which is the fundamental principles of informatics.

The structure of activities in the field of information management is determined by the sphere of coverage of industries at the intersection of which it arose and develops:

- operative use of information as a strategic resource in order to ensure the competitiveness of the organization - information support of the enterprise's activities;
- management of information processing processes, which is the content of management documentation support;
- use of information for purposeful formation of the organization's external and internal communication policy.

**The main tasks of information management are [4]:**

1. Formation of the technological environment of the information system of the enterprise.
2. Development of the information system and provision of its maintenance.
3. Planning in the environment of the information system of the enterprise.
4. Formation of the organizational structure in the field of enterprise informatization.
5. Use and operation of information systems at the enterprise.
6. Personnel management in the field of enterprise informatization.
7. Management of capital investments in the field of enterprise informatization.
8. Formation and provision of comprehensive protection of information resources of the enterprise.
9. Selection of rational forms of communications, equipment and information technologies, as well as characteristics of information resources necessary to achieve the goals of the organization.

The problem of information preparation for managers is highlighted as a separate direction in the concept of information resource management, and information provision is considered as an element of information management.

Information management plays a very important role in the activities of every organization because it is actually a powerful and effective information support. And this ensures its existence in modern economic conditions, which require fairly quick planning and decision-making.

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