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## MODERN APPROACHES TO THE IMAGE OF A CIVIL SERVANT

### ПІДХОДИ ДО ІМІДЖУ ДЕРЖАВНОГО СЛУЖБОВЦЯ

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*У статті визначено основні фактори, що негативно впливають на імідж державного службовця та розглянуто заходи щодо його покращення. Також, розглядається проблема формування позитивного іміджу державного службовця в сучасних умовах розвитку державної служби України.*

**Ключові слова:** імідж, державний службовець, професіоналізм, психологічний клімат організації, управлінська культура.

*The article defines the main factors that negatively affect the image of a civil servant and considers measures to improve it. Also, the problem of forming a positive image of a civil servant in the current conditions of development of the civil service of Ukraine is considered.*

**Key words:** image, civil servant, professionalism, psychological climate of organization, management culture.

Effective functioning of state power is possible only in the face of a positive attitude of the public. Therefore, today the question of the image of civil servants in Ukraine is among the most important issues raised for consideration by specialists in public administration.

An important aspect of the general perception and assessment of a public servant is the impression he makes, that is, his image. Regardless of the wishes of the civil servant himself, the image is an objective factor that plays a significant role in the assessment of any social phenomenon or process.

The notion of «image» comes from the Latin «*imago*», which means «simulate». The image is an artificial imitation of the external form of an object or image of a business person, an idea of her and her reputation. Such an idea is deliberately formed in the mass consciousness through advertising or propaganda. The image can be purposefully formed, refined or reworked by means of modification of activities, actions and statements of a social subject [4].

Due to the ambiguity of interpretation, the image became the object of scientific interest of scholars from different spheres. In particular, A. Derkach, E. Pereligina, G. Pocheptsov and other specialists considered the image in the political context. M. Logunov, A. Panasyuk, L. Prikhodchenko. V. Shepel et al. studied the image as a phenomenon of a psychological nature. Also in the scientific literature, there are works on the justification of the image as a philosophical category or subject of study of economics or sociology. However, it should be noted that most scholars rely on the integrative nature of the image.

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The image of the success of a civil servant is very important as it is one of the mechanisms of psychological influence on other people. Formation of the image of a civil servant can be completely controlled and created according to the scheme. Recipes can vary according to circumstances.

The image of a civil servant is an image that is specially formed in the eyes of various social groups. It does not arise spontaneously, but due to the deliberate efforts of an employee. He has to communicate with people both in private conversations, and during public meetings. An important factor in the success of an employee is the perception of his surroundings. This perception depends largely on self-presentation - a way of serving the person to the environment.

It is worth paying attention to the fact that there are certain requirements to the official behavior of the employees of the state institution, which undoubtedly influence the formation of the image:

- constituent requirements (honest performance of official duties, performance of professional service activity within the legal limits, etc.);
- prohibited (adhere to legally established restrictions, avoid conflicts that may adversely affect their reputation and reputation);
- recommendations (correct interaction with citizens, compliance with the rules of providing official information, etc.) [1].

Also, the image of a civil servant is always influenced by external and internal factors (internal psychological and internal ethics).

External factors of the image of a public servant include: poses, manners, gestures, smile, appearance (hairstyle, clothes, accessories), ability to manage facial expressions.

Internal psychological factors of the image include: charisma, ability to communicate, the presence of the necessary positive personal qualities (kindness, positive thinking, sensitivity, etc.), ability to influence people. At the same time, the internal ethical factors include: decency, loyalty to the given word, sociability, respect for the surrounding people, ability to act in accordance with the established rules, etc. [5].

It should be noted that there are also a number of factors that can directly negatively affect the image of a public servant, among them the main ones:

- inconsistency in actions (words do not coincide with actions);
- incompetence;
- non-transparency of actions, closure;
- indifference to work, to citizens;
- insensitivity, rude, unethical;
- participation in public conflicts, etc.

Undoubtedly, such factors need to be avoided and try to minimize their presence. However, in order to form a positive image, active measures should be taken.

Components of the image of a civil servant include: professionalism, the psychological climate of the organization, management culture.

Professionalism is, above all, the ability of a public servant to determine, taking into account conditions and real possibilities, the most effective ways and means of realizing the tasks assigned to them within the limits of the normatively specified powers. Today, the civil service introduces the principle of continuous education for European countries – continuing education to improve the performance of civil servants [2].

The psychological climate of the organization is the mood of the labor collective (personnel), its relatively stable psychological state, reflecting the peculiarities of its life, the moral atmosphere, and the relationship between the staff in the team. In turn, the state of the socio-psychological climate in a state

body can be determined by the attitude of the members of the team: to the tasks and functions assigned by the state to this body, to each other, to the outside world as a whole, to itself (self-perception and self-criticism).

The essence and content of managerial culture is characterized, above all, by the ability to work competently, professionally, and initially. Management culture consists of management skills, managerial consciousness, managerial thinking, style and methods of management and managerial knowledge [3].

Thus, the skills of civil servants disclosed in the performance of their duties must be continuously improved through the use of knowledge gained and experience in public administration. Management consciousness reflects the creative activity of a civil servant in public life.

Also, in order to create a positive image of civil servants in the current conditions of development of the civil service, it is necessary to apply various means of mass communication. To create a positive image will help to highlight the difficulties encountered in the work of the media by civil servants, the productive resolution of such difficulties and other successes of the employees. The aggregate of these measures will help to create a realistic, holistic, successful, positive image of a civil servant and to win the trust of citizens.

Conclusions and suggestions. Thus, the image of the civil servant reflects the level of support provided by the citizens of the acting government, demonstrates the degree of public trust in it. Therefore, the formation of a positive image of a civil servant is a prerequisite for the successful development and effective functioning of public authorities.

For a society, a civil servant should be, first of all, a professional with a high level of responsibility in his case, which adheres to moral and ethical norms and norms of the law. In order to achieve the goal, it is necessary to apply a number of measures: diligently perform official duties, self-improvement, develop, apply mass media to inform citizens about the results of work, to meet the expectations of citizens.

Therefore, the application of the combination of these measures and adherence to the relevant algorithm will contribute to the formation of a positive image of a civil servant in the current conditions of the development of the civil service in Ukraine.

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