

## **SOCIO-PSYCHOLOGICAL METHODS OF PUBLIC ADMINISTRATION**

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Management of state social processes is carried out using various methods that allow the interaction between the object and the subject so that the main strategic, operational and tactical goals are achieved with maximum effect throughout the state. The management method is a set of techniques, methods, means of ensuring the desired result. Methods determine the management quality side: improving them means improving management. Public administration methods can be general, special, administrative, economic, socio-psychological and others used in public administration [1].

Methods of public administration are divided into 2 groups: direct and indirect regulation of public life. The first group of methods includes those types that have a direct impact on the object of management through the order, instruction or financing (investment in the project), the grants provision. The method of indirect influence on public relations is carried out in the form of taxes and duties collection. The choice of management method is determined by the type of the organization ownership in accordance with the legal forms of ownership - public (budget) or non-state (private) sector. Direct influence is appropriate in the organization of state and communal institutions, and indirect - in the management of non-budgetary institutions [4].

Socio-psychological methods are ways of implementing managerial influences on staff, based on the use of the sociology and psychology laws. The objects of influence are groups of people and individuals. Socio-psychological methods of government, as a rule, address the dignity, honour and conscience of a person. They include measures of education, clarification and popularization of the goals and content of public administration, means of moral encouragement and punishment, taking into account the psychological characteristics of a person's character, etc. Their function is to develop and maintain certain beliefs, spiritual values, moral positions, psychological attitudes regarding social phenomena and processes among the people [5].

The socio-psychological methods include the following:

1. conducting agitation, propaganda;
2. holding meetings of state heads and heads of regional and city state administrations with working groups;
3. creation of explanatory work on the provisions of legislative regulations through media representatives;
4. providing promotion, encouraging staff;
5. carrying out a negative sanction of a moral nature - condemnation, reprimand, which has a stronger effect on the human mind than measures of administrative influence.

Socio-psychological methods shape the psychology of behaviour and collective thinking schools, universities, enterprises workers, promote the assimilation of civil, legal and corporate values, determine the value orientations of the team and the individual, promote leadership in a small social group [2].

Sociological management methods include: methods of managing social processes (for example, regulating the staff movement, staff distributing, increasing the professions prestige, etc.); methods of managing collectives, bodies, groups, intra-group phenomena and processes (increasing social and group activity, the continuity of glorious traditions, etc.); methods of managing individual and personal behaviour (creating favourable working conditions for employees, forming an optimal management system, the presence of creativity elements in work, instilling in employees a sense of responsibility for the performance of official duties, etc.).

The psychological methods of management include: methods of recruiting small groups and collectives based on the psychological compatibility of workers, methods of humanizing labour, methods of psychological motivation, the formation of labour motives, the provision of trust, methods of workers' professional selection with such psychological characteristics that are most consistent with the position held, etc.

In the practice of public administration, all management methods are in interaction. There are no good or bad government practices. For each situation there are "own" methods or a special management methods combination.

## **References**

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