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**INFORMATION IN CONDITIONS OF EMERGENCY SITUATIONS
AS THE BASIS OF SUCCESSFUL INTERACTION OF AUTHORITIES**

In recent decades, the world has witnessed a continuous increase in the number of man-made and natural disasters and emergencies with simultaneous growth of social and economic losses caused by them. Several dangerous substances can enter the environment as a result of emergency, which will be caused by technogenic pollution of the environment and especially atmospheric air, and it is very important to quickly and correctly make a decision on the prevention, containment and elimination of emergencies. The process of preventing, localizing and eliminating emergencies (especially for long-term, medium-term, operational forecasts of the threat of emergencies) is characterized by incomplete and unreliable information, a small time reserve available for making a decision on emergency assistance to the population in the emergency area. To solve numerous management tasks, the use of modern information technologies for the collection, processing, storage, transmission and display of information is required. These are increasingly based on the use of electronic computers and the automated systems created on its basis, computer networks, mobile tele-systems, data transmission systems, communications and other digital equipment.

The scientific community has a significant interest in this problem. In particular, the normative-legal field of regulation of environmental safety management was considered on the basis of environmental assessment in the area of prevention and liquidation of the consequences of emergencies, the role of the modern state in the prevention and liquidation of the consequences of emergencies and the improvement of state influence on these processes was explored. Scientists studied the structure, functions and principles of situational centers construction as well as decision-making by public authorities in emergency, generalized existing approaches to the methodological principles of development of the sphere of protection of population and territories from emergency situations.

The purpose of the article is to conduct an analysis of the construction of a system for collecting information, processing and making managerial decisions on prevention, localization and liquidation emergencies, studying the relations of state authorities with the media and the public.

Deserve further study of the problem of analysis of the situation, taking into account the uncertainty factor when making a decision, the optimal allocation of resources involved in the liquidation emergencies and assessment of the rates of use of these resources. To respond promptly to the emergencies and minimize their consequences at the initial stage of their development of local self-government are not prepared to act quickly, coherently and professionally. At the same time, the effectiveness and adequacy of the local self-government activity depends directly on the completeness and balance of legally established powers, a clear mechanism for interaction between different levels of local self-government (oblast, district, city, village), professional competence of managerial staff, the availability of sufficient forces and resources, material and other resources. According to objective indicators, the current functioning of local self-government in most of the territorial communities does not provide an adequate level of protection of the population and territories from the emergencies.

Working with internal, external audiences and the media is a challenge. Lack of control and management of messages coming from the leaders of the reaction to the event may be more resonant than the crisis itself. Such a dynamics can weaken public confidence enough to make it impossible to carry out the task and also to badly affect the response bodies. Thus, summing up theoretical developments of researchers regarding the nature and specifics of crisis response in emergency situations, we can note that each crisis is unique and requires further professional discussions of scientists and practitioners.