

MINISTRY OF EDUCATION OF THE REPUBLIC OF BELARUS
BELARUSIAN STATE UNIVERSITY
FACULTY OF PHILOSOPHY AND SOCIAL SCIENCES
Department of Social Communication

MA DAN

**NETWORK GOVERNANCE IN PUBLIC ADMINISTRATION: BUILDING
EFFECTIVE COMMUNICATIONS BETWEEN THE STATE AND SOCIETY
IN THE INTERNET**

Master's thesis

ABSTRACT

Speciality: 1-23 80 11 Communications

Scientific adviser:

Elena V. Lebedeva

Doctor of Philosophy in Sociology

Associated Professor

Minsk, 2022

ABSTRACT

The master's thesis of the graduate student of the Department of Social Communication of the Faculty of Philosophy and Social Sciences of BSU Miss Ma Dan “network management in public administration: building effective communications between the state and society in the internet” It is believed that network governance should evolve and change with the rapid development of the Internet. The modern network management should strengthen and improve the government's governance capacity in the network society and establish a public management system in the network society. The thesis mentions improving the responsibility mechanism, innovating the government's governance capacity, strengthening the construction of network government, and enhancing the government's ability to guide social forces to participate in network governance as important means of network governance.

The master's thesis describes the national government's ability to reflect society in public management as a reflection of the viability of the network system and gives countermeasures and suggestions for establishing effective communication between the state and society.

The goal of this research is to investigate the specific of building effective communications between the state and Society in the Internet.

Keywords: public administration network governance, network space, government communication.