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ESSENCE AND FEATURES OF INTERACTION OF THE PENSION FUND OF UKRAINE WITH MASS MEDIA

Full development of Ukraine as a modern democratic and legal state is impossible without establishing safe and effective partnerships between the authorities and the public. The question of the interaction of the state authorities with the public in the field of formation and implementation of social policy is of particular importance. Social policy is a set of activities that covers various areas of the social sphere of society and is carried out by state and public organizations in order to improve the welfare and social protection of different groups of the population.

Cooperating with the media, the authorities of the Pension Fund of Ukraine thus implement in their work the principles of publicity, transparency, and openness. Interaction with the media is a powerful tool that, on the one hand, allows the Pension Board of Ukraine to influence the minds of citizens and to shape certain aspects of their world outlook, on the other makes it avail-

able for the public to have an additional possibility to monitor the legality and efficiency of the authorities of the Pension Fund of Ukraine. In addition, through cooperation with the media, the Pension Fund of Ukraine not only transmits certain information on its activities to participants of social relations but also is able to monitor the content of mass communication on the scope of its (PFU) reference.

Despite the fact that the legislation is more or less clearly regulates the media coverage of the authorities, including the PFU, we think it would be appropriate to develop and adopt a special ministerial normative act that would more fully regulate the shape and direction of interaction between the PFU and the media, and determine their rights and obligations. As an example, it may be a “Memorandum of Cooperation between the Ministry of Income and Fees of Ukraine and the National Union of Journalists of Ukraine”.