The Management And Communication Policies Using Electronic Govern (E-Gov)

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Abstract- This paper is about e-gov program like as management and communication policies from Rio Grande do Sul state govern. This technology innovation and its referential elements are engage in to find new ways of communication, information and management in a different form to do these process. When different fields are involved, the technology paradigm can bring the answers to regional development and from population engage on actuality changes. The results are support from description and methodological analyses and the research is bigger than this and utilized secondary dates. The emphasis of the subject of technology innovation is the determinate element for the competition, for to be introduce new govern competences and to main e-gov like vital system in organization changes.

Keywords-electronic govern; technological innovation; public management; communication.

I. INTRODUCTION

In actually world scene before many changes from globalization and dynamic context the Govern and the community are engage to find new communication ways, information, management, technology, knowledge and also make differences. So, the organized and for promote the citizen social movements continued to be great pressure Govern to see realized their demands and to do more efficient and need the public services. We live on society that the complex changes and transformations caused a new way to concept the knowledge. The information development has a privilege space in day-by-day, main from the communication ways. Many people say that we although live in an information society and the development from information and communications technology process (ICTs) are not rest ringed for some few persons.

To understand and to explicate how the presences of these technologies can make the development of the region; how can moves debates about democratic govern and management performance; have social relationships an differences ways to do; to contribute with diversity, with transparency, with participations and interactivity an also like a way to satisfactory and be more satisfaction results; is a consequence from those changes, like says Putnam (1996), because these innovations goals, so many time, can be guaranteed not only the regional interests, for the public institutions desperate.

The governs take actions that can be sustainable and support from management policies. This context have bring out public management policy and uses of E-gov like a model of information and communication technologies and like a political tool to promote the participation and the integration, that are so necessary in those process. So, analyzing the Rio Grande do Sul state can be know with this management tool how to promote citizen and how to promote that people add to councils from regional development (COREDES) and how to another members of population can be participate and contribute in a public transparency process.

That was seemed that is possible to study the E-gov contribution to know about the democratic institutions performance, finding reasons of this kind way to management in new quality built model. To add the change of administration and technological systems with new attitude conquest on city and glamour virtual life of media and outdoors we possible escape from dual and traditional problems, that we were educated and formed to live in those spaces in continued built. To find security and creditability relation with public interests and relationship with a large time vision is fundamental important to be better the image and values from govern organization. To ingress in this wave of information and communications technology process (ICTs) is a way to find how to be prepare for comprehension in the real world where the extern information collaborate for building knowledge and to have a well done head. To understand the importance is to understand the conflict that is inside and between societies, and the way like citizens can be organized and make interventions in theirs social and culture life.

The research methodological has electronic govern (E-gov) like the first subject and consist in accept this like a communication process, thinking like an articulation in the scientific way that involves many stages. So, the goals of this research is to be descriptive, like says Collis and Hussey (2005, p 24) to know the phenomenon beehive. This paper identifies the in formations and the characteristics of de problem or of research question, 3 and for this reason can to centre pieces of secondary sources in a pos-doc research project about the E-gov like the main subject.

This study has a description character and is being realized in Rio Grande do Sul’ Govern, since 2007 until 2010. The actual govern (2010) implements and intend to develop on state a bigger economy development and a growing with programs and technologies of communication and
information like a way to be possible and coherent the contemporaneity the digital inclusion. Today, Rio Grande do Sul state is difference character when analyzing this kind of even. Since 1953, how can shows a govern web (2010) was done a lot of experiences to introduce the plan like an instrument to form people can be more easy the actions of govern. But, just since 2007, the state secretary from make plans and management called Secretaria do Planejamento e Gestão - SEPLAG had began with put a new vision about the plan and be this part of govern be integrate with management like special way, trying to implement the transformers actions on public administration.

Some problems are historic and structural, like the problems showed in Govern plan, so have replay and became harder for long time and ask for the new solutions can be a new way to management. Then, the information society came to be a great investment that aim govern new goals, like as, sources to introduce too. Have a frame where new cyber technologies are integrate to the (Lemos, 2002), relational for communication and information for people and community, became, today, a vital source to make the relation between urban spaces and social relations. One of the manners that govern uses like says Lemos (2007) is the elaboration of door in web that can join information, services and can be more approached to citizen and his public actives.

To realize the value of public space can turn possible for utilizing new Technologies, growing the transparency, can integrate and grow the contacts of members to apply the strategic none, like as need competitive differential that is the responsible for success of public communication policy. So, when could be seeing the perception and the communication access for the door: “Very Easy” from the govern Rio Grande do Sul state together of participate population of COREDES from metropolitan region and the cities of Vale dos Sinos we can take better relationships from management relations and govern policy. This tool of management and communication of electronic govern (2007-2010), that 4 have social values and special positions in political arena. The instrument can be important piece for support political speech and actions on political communication arena. That owned from govern. The political paper of this management and communication program was because real and potential consequences for the function of this political system.

Could be knew that the make function the door depends, in great part, for involved people in the process. Today, the discussion about this subject is frequently in all political ways and different action arena. With the last economic world crisis forced the needs to maintained ethical frames for management of business, the information transparency, social equality and the same level of responsible. The political organization that centres its strategic management, its transparency, near relations from ethical frames and ways to treat its human resources will be more prepared to goals and challenger from global competition and its posture will be recognized like possible to be in good stage on the market, having the best economics and social results.

II. E-GOV LIKE COMMUNICATION AND INFORMATION

On the communication, the language resources can promote new forms, instruments and can built, can destroy and built again the new knowledge. The activities of communication are not without annex from other public or private activities of social life. Its influence is recognized together the decision ways of organization structure, with reflex on ideological systems and on the culture from society, its interest and conflicts, consents and politics development. Can be influence also like says Dominique Wolton (1998, p.28), “the communication policy says all that can annex the production and the change of political speeches”, on today social relationships. It is vital focus on the subject of communication process. Here, the political communication of a govern program is like a plural system with large grade of advantage democratic and with qualities and commons errors of this kind of system.

So, the orientation for include and exclusion sense of typical information from capitalist system for Gohn (2001), shows the great importance to see and ask for a concept built that can know the new historic synthesis and can find thearticulation of this complex field, where the communication aim on the real relation of other arenas. If we focus on political communication and analyzed the management program of govern communication we can find a new stage that permits the understanding about dual knowledge4.

The web site information (2010) is a technological base converge where could be relation tree phenols that are on the born transformer. The first is the converge of technological base that couriers from the fact of process any information form and unique way, the digital form. For digitalization, the computation and communication can approach with the subject. There are so many possibilities to apply the creative, the curiosity and the can to absorbed new way to do for people. The second element is the dynamic of industry and market that can show the fall of computers prices and permits that a growing number of people can buy these machines. Like a consequence of add the first and second elements, the third aspect is the grow or web and the fast large of communication.

The information society is not a fashion way. Each more and more the represent member of changes in society and all theirs aspects. We live in a new aim of technological and economic view, with a great potential for promote the integration and the interaction, reduced the distant between people, growing the information level. But can do more and more social differences and show the development conditions. In Brazil, like says the Communications Ministry (2010), is urgent fast the process of articulation of national program for all information society.

Each more efficient and focus for services prostration of information to people, the great contribution that Technologies of information and communication can be for the relationship between govern and citizen, including private arena in its management process. Founded in this use from ways and digital methods can show information and
The analogies are trying to investment actives, new solutions. The management is a system that uses care and better ty and best view image, things that are zing subject. Lot of definitions for the term are iminish the optimism from services has exigencies that sites and r t operational concepts for an citizen that has access to inclusion. The Govern needs to incentive all mechanisms of digital web, including promotion actives, new solutions for attend in web for special needs in web.

III. E-GOV BUILDING MANAGEMENT POLICY

Today, the market is higher competitive and extremely exigent, this fact moves all public and private organizations to find new kinds of make a difference, trying to investment on management of theirs sources, on compromises with their audience and on organizational credibility. So, the management appears to be stronger the relationships between enterprise and strategic client, being vital for the execution of a good management.

The compromises with a social transparency is the focus and a great importance for politic management, like says Chiavenato (1999, p.121), “[...] the duty grade that one organization shows for the actions that take care and better the well fair of society is when it finds to reach its own interests”. The adotion of policy of comunicacion and information technologies appears like a competitive ando is totally indispensable for survivor and can 7 be more creditibility and best view image, things that are important for the stronger values of transparency and reputation.

In the 90’s the public management is on top in world scene, because the adoption of Better Ways to Do Codes. In Brazil isn’t different. The management is a system that the using tools and instrument (law, regulations and commercial practices) is important thing to do and aims to share different interests from all people that relationship with enterprise, like as controllers, managers, auditors, councils and stakeholders. So, adoption of management policy for a region is the way to use transparency, ethic, human rights, responsibility for products and services, environmental care and protection and compromises with sustainable development.

Information and communication technologies integration between different govern sectors presupposes the built of informational structures from state. This fact may be observed if the state wants the qualify exercise of informational citizen. So, its necessary more than technological dimension, useful called like a digital inclusion. The Govern needs to incentive all mechanisms of management to realized policies and informational govern management. That means to produce and disponibilizing subjects that can be better conditions to do exercise from information, accountability and transparency. That is a way to produce informational intercession between civil societies and govern for control of state in a democracy.

The number of Brazilian citizen that has access to information society is low and the real conditions to it are growing either. The way to resolution this problem, according Diniz (2009) for have a real e-gov must be guarantee the social contract. So, it is very important realized studies for efficient manners for all population access the tools and necessary structures for a establish sustainable management. The trying to regulate public power interventions in the web nets and technological and financial restrictions can not diminish the optimism from Brazilian public managers.

The reality is not so different. According Amadeu (2009), the virtual process of cities in actually society’s shows that warriors about the game of CIBER cities and the struggle against social exclude. There is not enough for the Govern just offers information and digital services to the citizen. Govern needs management policy of this question with 8 clear conceptions, low costs, private partnerships and an integrate environmental. We believe that the proposal must be amply for guarantee a govern plan with continuity for the digital including and the growing technology through bigger offers of services.

IV. O E-GOV LIKE COMMUNICATION AND POLITIC ACCELERATION INSTRUMENT

The electronic govern like subject born in a many approaches arenas as social and technological ideas. These arenas could not do an isolate approach because the reunion of the elements that shows the relevance and ways to understand the subject. Lot of definitions for the term are founding in literature, some uses electronic govern like modern agent from social relationships, others use like a way to connect the state with one more product from capitalism.

There is a great discussion about operational concepts for follow subjects: govern democracy, state, suffrage and power for one side and bits, nets, CIBER space, artificial intelligence, virtual reality for other side. They are consolidating in a big target, on sense to understand the limits of electronic govern. In the Federal Govern of Brazil web site the information and communication technologies are the instruments for a sustainable development from these tools, like a form that can be better the services and put for all the vital information for the citizens.

These technologies are public administration responsibilities that have the grown of efficient level and govern transparency. For the web site the adoption of electronic ways to do govern services has exigencies that sites and doors are developing and eminence for them and became easy. The new technologies of information represent one new stage of economic organization and from organization of society. According Castells (2002, p.459) these technologies are a real virtuality. In this context with use of
web appears the power of production of knowledge using each time more and more the information.
A new person society has been appears, like a society of people and of net between people, not a society Just of traditional social institutions. A new challenger to called social institution was in land in globalized process and fragmentation of culture primary individuality, the new concept of E-gov of management of organizations demands goal to inclusion and accessibility. A new informational model also needs many regulations and codifications not yet written. The electronic govern is not just door or exclusive from 9 govern power, but shows strategic objectives to be reaching, like as: better quality, security, speed services to the citizen, transparency on govern actions, facilities to Access govern and integration of information to citizen. The subject electronic govern seems to be like unanimous human history. Since the conference of IADIS Ibero-Americana (WWW/Internet200) showed great changes in course almost compared to Industry Revolution. The way to try to intensify the relationship between citizen and state trespass the proposal, then the big desire is aim enterprises and different circles of public power too. The structure demands of ICT like a great basis for services and creation electronic govern are primordial needs to give better services to society, with low costs. The modern and integrate govern demands either modern and integrate systems with a connection of working ethical, secure and coherent in all public sector.

Morin affirmed that policy is fragmented (1969, p.9), but it is into life of all in society. For Rubim (1994) the media way is more complex and dark, it needs focus messages on politics ideas, even touch life and actual worlds with specific rules that could change sociability matters. The policy is on centre of analyses and incorporates the communication. So, a struggle for make more public the political events and political activities are goals to synchronized for actuality.

The govern of all the world are make more and more investments on political and policies development, on process and trying to establish the rules of ICT, building specific structures for better services and provide better quality of management with low costs. The policies and rules are clearing done for management of information like a fundamental govern connections, on intern way or in society contacts, or on bigger level, investing approach with the rest of the world with others govern. To line the tendencies of today world, the private initiative amply theirs markets and capital for worlds levels of international policies and different governs, we can see introduce of ICT like a canal of needs changes for the success of the globalization process.

V. END CONSIDERATIONS

The Rio Grande do Sul govern state implanted a digital include program loosing its function for integration between technologies consume and better services for being a sailor 10 of services on web or wants more Technologies each just minority of population has Access. This policy confirms what is written on Information Society Program that treats from access of structure, endurances and policies to do a new basis of new tendency of society, now like an information client.

The offers of services on web from public services are common on the govern doors and had sign the electronic govern in Brazil. So, when we try to value the services qualities, we need to consider real line with consumers needs when ask for services.

The modern democracy is a system where the politic power is a direct result for all members of society, like says Wilson Gomes (1994). To be done, the democracy cans utilized consults and asking people and be legitimated actions in citizen exercise. The power of vote is the main action for the govern or legislation.

The Rio Grande do Sul state govern won election in 2007, and had a politic Project to intend develop actions for stimulate the citizen on state, using like administration tool the called electronic govern.5.

The passage to electronic governs and its necessary administration reform is to stronger abilities of actions from population, more than subordinate then for a power (PINHO; INGLESIAS; SOUZA, 2005 apud LEVY, 1999, 367). The electronic govern initiatives are essentials for theirs potentials of democratic management and democratic practices, like one that can be easy the relationships between govern and citizen. The govern administration must be on three arenas: e-public administration, e-public services and e-democracy (Unesco, 2004). The apply of ICT can make better the management.

The great importance aspect from the models is the participation cycle, since the entrance of citizen on the web net until finish of process with multidirectional communication, with new spaces on relationships in society. The elect govern understood these in web net uses and began challengers for great part of population.

The E-gov is like a communication instrument of govern who wants to be different for others. In that way, it aims to tell and view social and participate management using speech to reaching the public opinion. Then, trying to legitimate actions, projects and programs.

5For electronic govern (e-gov) we understand an instrument of management of govern institutions to aim diminish costs and permits a bigger integration with relationship of users.

The information strategic E-gov asked for information and services.

The communication ways are accumulators and acceleration of culture and are part of system that was founded on mass communication ways. With natural tendency to develop an information circulation on a mass culture. For Morin (1972, p.20), “the development for culture can permits faster the process.” The political communication seems potential to produce events for consume information. So, the approached categories are borders to built public policies in information society with include people. The advantage of changes in formal institutions and on political behavior like affirms
Putman (1996, p.53) eminence this new way to do policy that is amply and autonomy

VI. REFERENCES


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