



The Impact of Digital Communication on the Efficiency of the Activity of Civil Servants

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ABSTRACT

In public administration, effective communication is vital for achieving objectives and increasing the performance of civil servants. Clear and open communication can increase productivity by encouraging information sharing and constructive feedback. This can help create a positive work environment, in which civil servants feel motivated and involved in the performance of their duties. In addition, transparent communication can increase trust and respect between public officials and citizens, reducing the risk of conflict and creating a strong relationship between the administration and the community that it deserves.

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1. Introduction

Communication represents a crucial process in any work environment and can have a significant impact on the efficiency of employees' activities. In the case of public officials, efficient communication is particularly important, as they need to communicate with citizens, other departments of the public administration, and other stakeholders to fulfil their tasks.

Efficient communication can have a positive impact on the efficiency of public officials' activities in several ways. Firstly, clear and precise communication can help avoid errors and confusions that could lead to delays and inefficiencies in task fulfilment. It can also help reduce conflicts and tensions between public officials and other stakeholders, such as citizens and other departments of public administration.

Public officials need to be able to communicate effectively to respond to the needs and concerns of citizens and to provide high-quality public services. In this regard, efficient communication can help increase citizens' trust and respect in the public administration and can help strengthen relations with other departments of the public administration.

In the activity of public officials, communication represents a crucial element for the efficient and adequate unfolding of the tasks and responsibilities that fall upon them. Although often considered as a secondary aspect, deficient communication can have major negative consequences on the efficiency and functionality of public administration (Petrariu, R. I., et al, 2023).

One of the negative effects of inadequate communication is the increase in confusion regarding the fulfilment of tasks and objectives. Public officials who do not have access to necessary information, or who receive incomplete or contradictory instructions, may not be able to fulfil their responsibilities on time and properly. This can lead to an increase in the time required to complete tasks and, ultimately, to inefficient results.

In addition, deficient communication can increase tensions and conflicts between different departments or even between public officials. Lack of clarity and transparency can lead to misunderstandings and misinterpretations, thereby fuelling tensions and conflicts. These can negatively affect working relationships and collaboration between different departments and public officials, which can reduce the overall efficiency and effectiveness of public administration (Cristache, N. et al., 2019).

Another negative effect of deficient communication is its impact on the reputation and credibility of public administration among citizens and other stakeholders. Lack of transparency and clarity can fuel citizens' suspicions and distrust in the capacity and integrity of public administration. This can lead to a decrease in citizens' trust and support in public administration and can ultimately affect its ability to efficiently fulfil its tasks and responsibilities.

Regarding the importance of communication in public administration, it is essential for ensuring transparent and accountable governance. Public officials need to communicate effectively with citizens and other stakeholders to ensure transparency and accountability in their activities. Also, efficient communication

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can help improve decision-making processes, by providing relevant and timely information and feedback (Gruia, L. A., et al, 2020).

2. The digital effect: enhancing public sector efficiency through improved communication

Positioned at the intersection between the fields of communication studies, public management, and organizational development, this topic unveils unique insights into the influence of communication on operational efficiency and effectiveness within public administration. In a landscape characterized by rapid social and technological transformations, as well as heightened expectations from citizens regarding the quality of public services, analysing how communication is managed and optimized within state institutions becomes imperative (Popescu C., 2009).

The significance of the topic stems from the direct impact of digital communication on the performance of civil servants and the degree of citizen satisfaction. Effective communication transcends the mere dissemination of information, significantly contributing to the cultivation of a constructive organizational culture, enhancing internal and external cooperation, and facilitating informed decisions. Essential for promoting transparency and strengthening public trust in governmental institutions, effective communication becomes a central pillar in building an adaptable and accountable public service.

The timeliness of this theme is undeniable, marked by an ever-evolving digital landscape and rapid changes in societal and political structures. Technological advancements and shifts in public expectations demand a continuous re-evaluation and adaptation of communicative strategies in public administration. Public servants are thus called to merge their expertise with advanced communication skills to efficiently meet internal needs and proactively interact with society (Colan, G., et al, 2023).

The originality of the proposed investigation lies in its multidisciplinary approach and application within the specific context of public administration, highlighting the need for a holistic perspective on communication. Recent studies emphasize the importance of adopting an integrated communication strategy that harmonizes traditional methods with digital ones, promotes an inclusive organizational culture, and effectively leverages stakeholder feedback.

Effective communication is a catalyst for the performance of civil servants, by facilitating access to relevant information, encouraging collaboration and innovation, and increasing team morale and commitment. However, public administration faces significant challenges in managing information flows and adapting to new communication environments and citizen expectations. This dynamic also creates valuable opportunities for improving public interaction and strengthening transparency and accountability.

Through its endeavor, the research titled "The Impact of Digital Communication on the Efficiency of the Activity of Civil Servants" aims to make a significant contribution to understanding the complexity and impact of communication in public administration, identifying effective strategies for optimizing this essential process in achieving efficient and responsive governance.

3. The importance of communication in the activity of public officials:

Public officials play an important role in implementing policies and government decisions, which can have a significant impact on people's lives. Efficient communication plays a crucial role in ensuring that the message is transmitted clearly and understood by all involved. It can also help avoid conflicts and resolve issues in a more efficient manner (Senge, P. M., Scharmer, O., Jaworski, J., & Flowers, B. S., 2018)

Communication can be used to promote a culture of transparency and accountability within public administration. By establishing an open and transparent dialogue with citizens and other stakeholders, public officials can gain trust and credibility in their eyes (Bungay S., M., 2016). Thus, efficient communication can contribute to improving relations between public officials and citizens, facilitating the process of implementing policies and government decisions.

Also, communication can be used to prevent and solve issues that may arise within public administration. By establishing an efficient communication system, public officials can identify issues in time and address them in a faster and more efficient manner. This can help prevent the emergence of conflicts that could affect the activity and efficiency of public institutions.

In addition, efficient communication can facilitate collaboration between different departments and institutions within public administration. Thus, public officials can work together more efficiently and can coordinate activities to ensure the implementation of policies and government decisions in a coherent and efficient manner.

4. Efficient communication is essential in any social

In addition, communication can be used to prevent and resolve issues that may arise within public administration. By establishing an efficient communication system, public officials can identify problems in time and address them in a faster and more efficient manner (Franc I., V., Popescu C., Ristea, A., L 2020). This can help prevent the occurrence of conflicts that could affect the activity and efficiency of public institutions. Moreover, efficient communication can facilitate collaboration between different departments and institutions within public administration. Thus, public officials can work together more efficiently and coordinate activities

to ensure the implementation of policies and governmental decisions in a coherent and efficient manner (Newport, C., 2016).

Effective communication is essential in any social or professional situation, but to succeed, we must be aware of certain essential traits. Among these are active listening throughout the discussion, i.e., paying full attention to the speaker and being receptive to what they convey (Goleman, D., Boyatzis, R., & McKee, A., 2015). Additionally, we must formulate the message in a clear and easy-to-understand way to avoid any confusion. It's important to show respect and empathy towards the speaker, even when we disagree with their views. To successfully convey a message, it's crucial to harmonize the verbal message with the non-verbal one, i.e., to have a coherent attitude between body language, voice tone, and chosen words (McChrystal, S., Collins, T., Silverman, D., & Fussell, C., 2015).

Also, we need to be attentive to feedback and adjust our message according to it. This can help us ensure that our message was correctly understood and correct any misunderstanding. In the end, developed emotional intelligence can be the key to successful communication, as it can help us understand and manage our emotions and those of others in an appropriate way. Therefore, these essential traits are vital to have efficient and positive communication in any situation.

5. Impact of communication on the efficiency of public officials' work:

In a complex work environment, efficient communication can be essential for task fulfilment and goal achievement. In the case of public officials, who are responsible for implementing policies and governmental decisions, communication can have a significant impact on the efficiency of their work. In this article, we will detail how communication can influence the efficiency of public officials' work and discuss its importance in the field of public administration (Herman, E., 2011).

Effective communication can help public officials accomplish their tasks in a faster and more efficient way. Through clear and precise communication, public officials can avoid confusion and misinformation, which can lead to wrong decisions and inadequate implementation of policies and governmental decisions. Also, effective communication can help prevent conflicts and resolve problems in a faster and more efficient way.

Using different technologies and communication methods can enhance communication between public officials and citizens or other interested parties. For example, the use of emails, chat applications, or video conferencing platforms can improve real-time communication and avoid delays and confusion. Moreover, using social networks can help establish a closer relationship between public officials and citizens and promote a culture of transparency and accountability within public administration.

Communication can have a significant impact on the efficiency of public officials' activities. Effective communication can help with:

- ❖ Improving relations with citizens and other stakeholders: Effective communication can help establish and maintain good relations with citizens and other stakeholders. This can lead to increased trust and greater cooperation in the implementation of policies and other government decisions.
- ❖ Increasing efficiency: Effective communication can help reduce confusion and increase understanding of tasks and objectives. This can lead to increased efficiency in implementing policies and other governmental decisions.
- ❖ Solving problems: Effective communication can help identify and solve problems more efficiently. This can lead to time and resource savings.
- ❖ Boosting employee morale: Effective communication can help boost employee morale. This can lead to greater productivity and a reduction in absences and sick leaves (Brown, B., 2018).

To achieve these benefits, it is important for public officials to be able to communicate effectively with various stakeholders. This may involve active listening skills, clear and concise expression skills, and conflict management skills.

Communication is a field that will undergo profound change soon. In the digital era, where technology is advancing rapidly, public officials will need to use a wide range of communication tools to meet the demands of a connected and complex society. In this context, communication technologies will be an essential factor in improving communication between public officials and citizens or other stakeholders.

Using emails, chat applications, or video conferencing platforms can help improve communication and reduce the cost and time required to transmit information (Dobrescu, T., 2017). These technologies can enable public officials to communicate quickly and efficiently with citizens and other public authorities. Additionally, these tools can also be used to manage citizen feedback and complaints.

In this regard, we will present some of the current technologies that can be implemented in public administration and can create efficient communication:

- ❖ Online collaboration platforms: These allow public officials to work together on documents and projects, communicate via chat, and organize virtual meetings. Examples of such platforms include Google Drive, Microsoft Teams, or cloud services.
- ❖ Video conferences: Video conferences can be used to communicate with citizens or other stakeholders, without the need for physical presence. They can be organized through video conferencing platforms, such as Zoom, Microsoft Teams, or Skype.

- ❖ Chatbots: Chatbots are automated chat programs that can help answer frequently asked questions from citizens. They can be integrated into the organization's website and can be used to provide quick and easily accessible information.
- ❖ Mobile applications: Mobile applications can be used to communicate with citizens and provide important information, such as emergency alerts or notifications about significant events. They can be downloaded from the app store of mobile devices and can be customized to fit the specific needs of the organization.
- ❖ Virtual reality: Virtual reality can be used to provide citizens with a more interactive and engaging experience regarding government policies or projects. For example, the government can use virtual reality to offer tourists a virtual visit to museums or other important tourist attractions (Niculescu, M., 2019).

In addition to using technology, access to information and communication resources can play a crucial role in improving communication and the efficiency of public officials. First, training materials can help public officials better understand how communication can affect efficiency and develop the necessary skills to communicate effectively with citizens and other stakeholders. These materials can be in the form of manuals, guides, or training sessions that teach officials how to adapt their communication style to different situations and ensure their message is clear and precise.

Second, work guides can be useful in ensuring the coherence and uniformity of communication within public administration. These may include recommendations on the tone, style, and vocabulary used in official communications. A work guide can help avoid confusion and convey a clear and precise message by defining terms and communication style (Mihăilă, S., 2017).

Moreover, access to communication and public relations specialists can provide public officials with additional expertise in developing effective messages and communication strategies.

These specialists can help develop communication plans that consider the audience, communication channels, and desired message. Therefore, public officials will be able to convey their message in a clear and coherent way, thus promoting a culture of transparency and accountability within the public administration. Poor communication can be extremely problematic for the work of public officials and can have a negative impact on their outcomes. When the message is not correctly conveyed or not properly understood, confusion, misunderstanding, and errors can arise. These can lead to reduced efficiency in task fulfilment and ineffective results. In addition, poor communication can increase tensions and conflicts between different parties involved in the work of public officials (Grant, R. M., 2016).

Another negative impact of poor communication is the damage to the reputation and credibility of public administration. Citizens and other stakeholders can lose trust in public administration if communication with their officials is inefficient or unclear (Kim, W. C., & Mauborgne, R., 2017). This can lead to a general feeling of dissatisfaction and question the ability of the public administration to fulfil its essential role.

To avoid these issues, it is important for public officials to pay special attention to their communication and try to communicate in a clear and effective manner. This can be achieved by using suitable communication technologies, as well as accessing information and resources that help them communicate better. Also, it's important that public officials receive adequate communication training and have access to communication and public relations specialists who can assist them in communicating with more confidence and clarity (Gladwell, M., 2019;).

6. Conclusions

In conclusion, we can say that efficient communication is indispensable for achieving the goals of public administration, thereby contributing to the smooth functioning of society. To ensure this efficient communication, public officials need to arm themselves with strong communication skills and be prepared to use a variety of communication technologies and methods adapted to the needs and expectations of different stakeholders.

This involves developing a deep understanding, as well as identifying the most efficient ways to meet their information needs. In addition, it is essential to promote a culture of openness and transparency in public administration by facilitating access to information and relevant resources for all citizens and stakeholders.

Improving communication in public administration can also be achieved by investing in continuous professional training and development for public officials. This should include training in the use of new technologies and best practices in communication, as well as encouraging collaboration and exchange of ideas between different departments and agencies of public administration.

To strengthen the trust and respect of citizens and other stakeholders, it is important for public administration to engage in open dialogue and proactively respond to their concerns and questions. By building an open and transparent communication environment, public officials will be able to better adapt to the needs of society and fulfill their mission in a more efficient and responsible way.

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