Summary

Subject of matter: Improvement of external and internal communications of customs authorities.

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Customer organization: customs authorities

Topicality of the research: Communication is an integral part of the organization's processes. Communication processes are inherent in the work of all public institutions. Analysis of communication processes, their elements and types is currently quite relevant not only for management, but also for the science of public administration. In order to successfully fulfill its functions in the conditions of the economic, social and political crisis of state power, the authorities need to mobilize all internal resources.

Improvement of management based on the use of modern communication technologies as a means of rationalizing managerial activity is one of the most important areas for improving the efficiency of the activities of customs authorities.

Objective: to comprehensively analyze the theoretical and practical aspects of managing the external and internal communications of customs authorities and the development on this basis of practical recommendations aimed at improving this type of activity.

Tasks:
- analyze the concept and essence of communication, highlight its functions and types;
- to systematize technologies of management of external and internal communications of the organization;
- detail the management system of communications in government and management;
- highlight the features of the organization of communications in customs authorities;
- determine the main directions of development of external and internal communications of customs authorities;
- to develop a model of the management system of external and internal communications of customs authorities.

Theoretical and practical significance of the research consists in the fact that the work contains the results of analysis and generalization of the existing domestic experience in the management of external and internal communications of the customs authorities, the legislative and regulatory framework for the problem under study, the main theoretical, analytical and applied aspects of the study, about the basic directions and measures for the development of the object of research.

The practical significance of the study is that the provisions, conclusions and proposals contained in the work can be used to improve the activities of
the customs bodies of the Russian Federation in the field of management of external and internal communications.

The findings and provisions of the study can also be used in the practice of teaching such disciplines as: "Customs Management", "Customs Administration" for students of higher education, as well as for students of the system of additional vocational education, second higher education.

Results of the research: In the broad sense, communication is understood as the process of information exchange, which performs the function of communication in the structure of social relations. Communications in organizations are information interactions, in which personnel enter and support them in the performance of their functional duties.

In the scientific literature, there are a number of approaches to distinguishing the types of communication. So, in particular, it is necessary to distinguish between communication: verbal and non-verbal; written and oral; internal and external. External communication is carried out between the organization and entities that exist outside of it. Internal communication is structured communication within the organization, directly aimed at achieving the organization's goals.

Classify communication can also be based on its directions. Thus, horizontal and vertical communication is distinguished. The vertical direction, in turn, is divided into the descending and ascending, respectively, allocate the descending and ascending communication.

Recommendations: The model of the customs communication system developed in this study is an integral set of elements based on the idea of how the structure of the management of social communications of customs bodies should look to ensure effective interaction with external social institutions and society as a whole, as well as with customs officials bodies.