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PUBLIC POLICY: TODAY'S CHALLENGES

The study provides an overview and thorough analysis of the current state of affairs, positive achievements, possible shortcomings and prospects of public administration bodies actions aimed at achieving socially significant goals and tasks related to them. The author presents a holistic and modernized view of the modern public policy key tasks.

Emphasis is placed on identifying the positive or negative impact of public policy on some spheres of public life: economy (GDP growth, wages, unemployment reduction), social sphere (health care, education) and socio-cultural sphere.

In the current conditions of society and state development, Ukraine faces a number of large-scale problems that are not fully resolved today, namely, the creation of innovative theory and practice of public administration, the formation of a new generation of leaders who can make effective decisions, analyzing the current situation and using existing resource.

Formation of civil society, development of the rule of law, the need to neutralize negative trends, increasing pressure on government agencies from society, the need to form the principles of public policy in Ukraine require understanding of complex mechanisms of public activity.

Global risks that threaten the world have created new challenges in the field of public policy as a form of political process implemented in public space, supported by information and communication resources and represented by a set of transparent vertical and horizontal interactions of its participants.

A feature of modern political processes is a significant increase in the demands that society places on the political system, which encourages the state to transfer some functions to other, non-state, actors, who are increasingly involved in processes of policy development aimed at ensuring public interests and objectives.

Requests for public policy in Ukraine are due to the fact that many interest groups have a real opportunity to participate in shaping the political agenda, to influence the process of development and implementation of political decisions and together with all participants to build a complex network of relationships.

Key words: *public policy; public life; reforms; strategies; innovations.*