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«OVERTON WINDOW» AS A UNIVERSAL MODEL TO MAKE SOCIALLY-ORIENTED MANAGERIAL SOLUTIONS

The subject of instruments and methods of mass consciousness manipulation has gained particular importance in the scientific literature, media and social networks after year 2010, when the bestseller of Glenn Black «Overton Window» was published and came to American book market. The debate is about the possible existence of the same name technology that has an impact on the society.

The issue with using the concept of «Overton Window» is a less explored in academic articles of peer-reviewed scientific publications. Therefore, the origins of this theory need a detailed analysis and an appropriate scientific study. The technology of its practical application needs scientific reasoning as well and that is the unresolved part of a general problem of investigation of mechanisms of governmental influence (particularly manipulative) on the mass consciousness / subconscious.

This article is the first domestic research into science of public administration. The objective of this article is a scientific theoretical reasoning of the possibility of applying the concept of «Overton Window» as a universal model of choice of socially-oriented management decisions.

«Overton Window» is a kind of «selection menu» for those who wish to influence the processes of production (development and implementation) of public policy. There are cases when the government entities (politicians) are legally setting norms to make political decisions beyond their actual limits, but this may be effective only in case of their undisputed leadership in the country, otherwise they may lose the reputation among the population and it can lead to a corresponding population resistance. Consolidated ideas (principles and values) is a powerful force of influence on the future, that's why those politicians who want to manage social development should generate and invest them in to society. However, it is impossible to introduce the certain idea of the reformation in to immediate process of public policy making , for example, by immediate adoption of the

certain rights and regulations (as it is often done in Ukraine to satisfy certain lobby groups). Society needs time to understand this idea, in other words, it is necessary to create an appropriate public opinion using certain technologies of influence on mass consciousness / unconsciousness. Any target to use the idea of «Overton Window» is associated with gradual changes in mass consciousness / subconscious).

The author substantiates the hypothesis of «Overton Window» as a scientific theory that explains aggregate interaction phenomena and mechanisms of study of the certain changes in public policy and allows its subjects to predict the results of management decisions. It is proved that the theory of «Overton Window» is based on the conceptual model of choice of the socially-oriented management solutions («model of policy change»), which is used to introduce new ideas for public policy (justification of choice changes, the development of effective costs, forecasting range of future alternatives) for proper strategic and situational governance. The versatility mechanism of changes of the «Overton Window» model has been established and consists in ability to use it in the reverse side aiming to apply technologies of influence (particularly manipulative) in mass consciousness / unconsciousness. It means that government entities can independently change alternatives (spectrum) of its making, affecting the society directly (by bringing to public consciousness accurate and objective information about the real causes explaining why do we need to approve management decisions) or indirectly (through the use of manipulation of the subconscious / unconscious).

Key words: overton Window, public policy change, political possibilities, political acceptability, officeholders, stakeholders, public opinion, manipulation, think tanks public policymaking.