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FORMATION OF THE IMAGE OF CUSTOMS AUTHORITIES ФОРМИРОВАНИЕ ИМИДЖА ТАМОЖЕННЫХ ОРГАНОВ

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Image is a representation (often purposefully created) about someone's inner and outer appearance, image. The image of any organization (including a state authority) depends primarily on the quality of the tasks and functions assigned to it. This, of course, applies to customs authorities and their employees.

As you know, the activities of customs authorities are based on their fiscal function, based on the realization of the interests of the state, which do not always correspond to the interests of the subject of foreign economic activity. Customs officer is a guard at the gates of the economic space of the state, a link with participants in foreign economic activity. Their professional behavior is largely a measure of confidence in the State. After all, using powers to fulfill duties, a customs officer can cause an extremely unfavorable reaction to some category of citizens. Like, why to check me, I'm honest before the law. Obviously, if coercive methods are used, this can only cause a negative attitude towards customs. Therefore, the task arises to develop and strengthen new elements of the organization of work, to establish behavior in the service and a culture of service based on the ideology of unity, integrity and community, by taking into account the psychology, requests and interests of subjects of foreign economic activity.

The performance of the functions assigned to the customs authorities is in accordance with the ethical standards set forth in the Code of Ethics. Among the key functions is reputational, which is closely related to the level of development of professional culture for each staff member. This function should direct public officials to common customs values in order to achieve a common goal. It is also responsible for the positive image of customs authorities.

Let's see an example: in one of the classes, our students were asked to determine the quality of the ideal customs officer. After discussion, students noted the following qualities: courtesy, correctness, tacticity, modesty, tolerance, caution.

It is clear that this is not only a list of the qualities of a person with good manners but also the image of a customs officer with student's eyes.

The creation of the image of customs authorities and other state structures is not material, but spiritual. You can, for example, provide huge amounts of money for sponsorship and expect this positive result. But this is not always possible for objective reasons and is not always necessary.

Sometimes people expect only good attention to themselves. Civil servants of customs annually participate in charitable activities, come to orphanages and help to solve existing problems. In this regard, one can cite specific acceptance of their activities of customs authorities to form a positive image. As the former Chairman of the State Customs Committee of the Republic of Belarus Y.A. Senko said: "It is difficult to replace a family, but still we are trying to share a piece of heartfelt warmth. The main gift of these meetings is determined not by material values, but by what holiday we are trying to make for the guys."

Visits to secondary and higher education are another example. The performance of dog handlers and service dogs creates an unambiguous representation of the country's defenders. After their meeting, there is nothing but a positive attitude towards the customs authorities. Thus, it is sure that the image is formed not in a material, but in a spiritual state.

As a conclusion, we can say that the image is an image that embodies both internal and external qualities characteristic of a particular group of people or individual. The image can be formed, it needs to be matched. All internal qualities form the image of not only an individual employee but also customs authorities in general, provided that the employee not only possesses these qualities but also exhibits them.

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CUSTOMS TECHNOLOGIES OF THE FUTURE ТАМОЖЕННЫЕ ТЕХНОЛОГИИ БУДУЩЕГО

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The customs sphere, as nothing else, requires the use of new technologies that can help to speed up the implementation of various customs inspections. Customs must keep up with the ever-changing conditions of global trade. On the one hand, they must contribute to the development of economy, and on the other hand they must preserve the security of the country's economy, prevent offenses and crimes.

Today different modern innovations are used in almost every area and customs is no exception. Technologies are an important part of the modern customs. Many countries come up with a large number of innovations that help to speed up the process of declaring goods as much as possible, contribute to improving the investment climate on the territory of the state, create favorable conditions for participants in foreign economic activity.

The SEACAP program. The USA has become a leading country in the development of technologies for the detection of explosives. One of the most successful and already working methods was the SEACAP program – a technology for contactless customs inspection, in which explosives can be found if it is hidden on the body or in human clothes, using passive waves in the millimeter range. The meaning of this program is that people don't stop passing through the turnstile and the image from the turnstile is transmitted to the monitor and if any anomaly is detected, the passenger will be taken to the inspection room.

Since this technology does not imply obtaining an image of the body as a whole violation of the rights of citizens to privacy does not occur during the operation of the equipment.

X-Tracer. In 2009, a company from St. Petersburg, "Laser Systems" developed equipment that is able in just two seconds to find even a small trace concentration explosive on the hands, document or clothes. They may not be visible to the human eye, but can remain on the surface for up to several days.

The inspected object is placed to the optoelectronic sensor, which then analyzes the object and transfers information to the computer monitor about the presence of explosives and their composition. The system can detect minimal traces (up to 100 nanograms) and determine the main types of explosives.