

## SUMMARY

**Topic:** Peculiarity of Public Relations in the organization and development of public associations on the example of a student club "PeRspektiva"

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**Relevance of the research studies** is due to the need to understand the importance of -organizational culture in the organization. Organizational - culture -is now estimated as the strongest motivator, regulator and indicator of the team in the organization. Addressing staffing, motivation, and social policy requires the formation of common values, uniform and adequate rules of cooperation between the organizations

**Object:** to reveal the features of organizational culture: the concept, structure, principle; to characterize the types of organizational culture; to analyze the basics of planning and organization of student unions; analyze the current state of the club; to prove the main road of development and improvement of the student club "PeRspektiva".

**Goal:** To study the specifics of public relations in the organization and development of public associations, on the example of a student club "PeRspektiva."

**The theoretical significance of the research** is to improve scientific understanding of the concept of organizational culture, its nature, roles and functions, as well as the principles of planning and organization of public associations.

**The practical significance of the study** lies in the fact that the proposed recommendations for improvement will be used in the practice of the student club "PeRspektiva."

**Results:** The implementation of high-quality professional - personal training in public relations made possible by the organization of informal student

populations - the educational environment as a result of the operation of which is the activation of cognitive independence of future specialists in public relations, the opportunity for self-realization.

**Recommendations:** Student Club "PeRspektiva" must have clearly defined goals, objectives, mobilizing structure with the distribution of positions and powers. The success of the student club "PeRspektiva" largely depends on how its members are united by common goals and a common attitude to his duties. Necessary to create and implement a code of ethics, which allows the whole team to focus on the achievement of common goals and ensure a favorable moral climate.

**Approbation of work:** Approbation of work: scientific and applied research foundations are tested by putting into practice of the student club "PeRspektiva." during the passage of externship. We, also, prepared a scientific article: « The necessity organizational culture in modern conditions », published in the anthology PGLU «Young Science 2013».

**Texture:** introduction; two chapters, consisting of four paragraphs; conclusion; bibliography of literature, numbering 64 names; applications. The total amount of work- 81 pages.