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The relevance of the research topic is conditioned by the fact that in the modern world the citizens’ right to receive information about activities of the government bodies is recognized as one of the most important rights, and the study and formation of the public opinion is regarded as a binding instrument of any state policy. At the same time, the leading role in realization of this right belongs to mass media. The main difference between the Government and other participant of information process lies in this state authority’s exclusive right to regulate the information process itself and information activities of each of its participants. In our country, the crudity of the formal standard of information work in the state body and the study of state authority’s participation in information process has a clearly institutionalized character. It means that usually the main subject of such researches, as well as the starting point of the analysis is actually represented by public relations services as structural units of state bodies.

In Russia, unlike most Western countries, the activities of press services and PR departments of government and bodies of local self-government is in most cases regulated only in very general terms, which also determines the relevance of the topic we chose. There are, of course, federal laws, statutes of structural units and job descriptions. But members of the Government, who are responsible for information work, generally don’t have procedural instructions that would describe in details what they should do and how. Such situation was the obvious result of a relatively fast creation and the development of structural units responsible for information work, which were created in majority of state bodies over the last decade. Evidence for the objectivity of the forming of press services and PR departments of state bodies is the fact that this structures were created from below at the initiative taken on the ground. The result of creation of PR units’ network from below was their eclectic nature, arising in many ways from a different understanding of their own functions to a noticeable difference in names. At the same time, all of the new departments had to survive in the conditions of struggle for influence and resources.

In that situation those specialists, who decided to create PR units in state bodies, felt a strong need for specialists with profile education, combining their efforts, experience exchange, lessons learned and, finally, declaration their own mission. So, it is quite logical that the study of features of information work in the state apparatus began with study of formal institutes which were represented by public relations services.

Today more or less established practice of informational interaction of the government, mass media and the audience has been formed. Researches’ focusing on such institutions as structural PR units if state bodies are not the most well-known field of information work in state apparatus. In our opinion, it’s more relevant to study specific nature of information management in conditions of informational interaction of mass media and the audience with such partner as the government, acting in behalf and in the interest of audience. Based on the above, this topic is relevant.

The purpose is to study the role of public relation service in the process of interaction between state authorities and the media.

Goals:
- to consider mass media as a PR instrument;
- describe the principles of organizing the work of a PR specialist with the media;
- to define functional features of PR services’ structure in state bodies;
- to consider the specifics of the use of information technologies in state administration.

**Theoretical significance** of the research lies in systematizing the main forms, methods and principles of working with the media and in promoting further in-depth nature of the PR specialists’ activities in state and municipal authorities.

**Practical significance** of this work lies in the fact that the materials and conclusions of this graduation work can be used as recommendations for the organizing of PR events and various forms and ways of interaction with mass in state apparatus and local self-government bodies.

**Results:**
On the whole, principles of interaction with mass media can be formulated in the following ways:
- respect for freedom of the press which in many ways defines the significance of press and provides mutual respect to the name;
- overall assistance to the press which can be expressed in the speed accuracy and punctuality of providing information;
- regular contacts with mass media.

So, when working with mass media it is necessary to remember that both government bodies and large scale commercial enterprises are very responsive to the opinion of journalists. That’s why using this resource in correct way can help with solving problems which organization or administrative body is trying to deal with.