

SUMMARY

The Subject Matter of the Graduation Thesis: The Activities of local governments in the organization of public relations (for example, the administration of the resort town of Essentuki).

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Information about the Contracting Authority: The administration of the resort town of Essentuki.

Topicality of the Research. Today, public relations are provided with the necessary component of the effective activity of state structures at all levels of government. It is thanks to PR-activities that the image of the state and municipal employee, the policy of the authority, the political course as a whole is formed and maintained. Public relations in the work of local governments are becoming increasingly important, due to the requirements of the democratization of Russian society.

Objective of the Research is to summarize the activities of local authorities in the organization of public relations and the development of appropriate recommendations for its improvement.

Research tasks:

- to study the theoretical basis of the study of the activities of local governments in the organization of public relations;
- to consider the practical aspects of the organization of public relations in the administration of the resort town of Essentuki and determine ways to improve it.

The Theoretical and Practical Significance of the Research. The theoretical provisions set out in the final qualifying work contribute to the

clarification and expansion of scientific information on the nature of relations with the public in local governments. In addition, the conclusions and practical recommendations developed in the course of the study can be used both in the work of the administration of the resort town of Essentuki, and in the activities of other local authorities.

The Findings of the Research. The main subject for the implementation of public relations in the administration of Essentuki is the Department of information and analytical work of the city administration. In the practice of local government Department of information and analytical work focuses on regular information activities, that is, operational public awareness of the current activities and decisions of local authorities, the prospects and plans. Most often, the opportunities of local media are involved, and Internet communications are also actively used. The study of public opinion is carried out by considering and analyzing the appeals of residents of the city coming to the administration. The public Council at the Head of the city of Yessentuki is successfully functioning.

Recommendations:

It is important to increase the efficiency of the information infrastructure in the interests of social development. To achieve this goal, you need to solve the following tasks:

improvement of the regulatory legal framework regulating the sphere of information support of the municipal administration;

preparation and placement of information materials on the activities of the administration of the municipality in the regional, Federal media, as well as in the media operating on the Internet.

To consolidate the results of interaction with the media and create a positive image of the city of Essentuki may hold an annual competition of journalists and photographers.