SUMMARY

Topic of the graduate qualification paper: «Organization of a functioning of modern press service in state and municipal administration (on the example of the informational and analytical department of municipal Duma of Pyatigorsk)»
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Key words: public relations, press service, press service in state and municipal administration, efficient cooperation with mass media outlets and public.

Actuality of this research is formed by production of new demands to the public relations process organization in all the spheres. Particularly in a state and municipal politics sphere, where public relations management has become long ago an attribute of a successful functioning. The purpose of this final qualification work is to identify specifics of a functioning of modern press service in municipal administration on the example of the informational and analytical department of municipal Duma of Pyatigorsk and development of the guidelines to improve the work of this department.

The tasks of the research. Following tasks were stated during the research: to identify the role of modern press service in a state and municipal administration, revelation of the specifics of modern press service’s functioning, description of the work of the informational and analytical department of municipal Duma of Pyatigorsk and development of the guidelines to improve the work of this department.

The theoretical and practical significance of the study: The main theoretical results of the present qualification paper can be applied in the process of teaching and serve as a theoretical and methodological basis for the university reading courses «Modern Press Service», «Theory and Practice of Public Relations», «The basics of Journalism». The received data of study can be used in the further development of the work process of informational and analytical department of municipal Duma of Pyatigorsk.

Results of the research: the specifics of a functioning of a modern press service and their role in municipal administration are revealed, the description of the work of the informational and analytical department of municipal Duma of Pyatigorsk is done and the guidelines to improve the work of this department are developed.

Recommendations: to provide journalists with a permanent access to the information outgoing from the administration representatives, and also carry out constant meetings with the Head of the city and other leaders of the administration. For increasing the credibility level from the local population to the authority is reasonable to realize a program under a title «Transparent activity of the administration of Pyatigorsk».