

SUMMARY

Topic of the graduate qualification paper: Work of PR specialist with mass media (on Zheleznovodsk administration example)

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Relevance of the research topic: Nowadays, the right of citizens on getting information about state authorities activities is admit as one of the most important rights, and studying & forming of public opinion is considering as a main tool of any state policy. Thus, the leading role in realization of this right belongs to mass media.

The main difference of the government from other participants of information process just consists in an exclusive right of the government to regulate information process and information activities of each of its participants. In Russia unlike the majority of the western countries the activity of the press services and PR departments of public authorities and local government is in most cases regulated only in the most general terms that also cause relevance of the subject chosen by us.

The object of the research is the work of PR specialist with mass media in state and municipal authorities in Russian Federation department.

The subject of the research is the process of interaction the policy information department and Zheleznovodsk administration informatization with mass media.

The purpose of the study is consisting of studying of PR department role in process of interaction state authorities and mass media.

The theoretical and practical significance of the study: The theoretical significance of the study is consist of systematization of the main forms, methods and principals of mass media working and assists further profound judgment of essence of activity of PR specialist in work with mass media in the state and municipal authorities.

The practical significance of this graduate qualification paper consist in that the materials and conclusions containing in this paper can be used as recommendations in developing events in PR sphere and various forms & ways of interaction with mass

media in government and local authorities.

The structure of the work reflects its aims and objectives and is determined by the logic of the research. The paper structurally consists of Introduction, two Research Chapters with six subsections, Conclusion and Bibliography. The total amount of work - 97 pages.