

Summary

Subject matter: The image of local authorities in modern Russia (based on the example of the Administration of Georgievsk municipal district).

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Customer organization: the Administration of Georgievsk municipal district.

Topicality of the research: The importance of the measures aimed at improving the image of local authorities is determined by a virulent evolution of the mass media in the world, the integral part of which is Russia. The more complex, fast and widespread the social communications are, the more important is the role played by the well-reasoned and, preferably, scientifically-based approach to the mass media in relation to their coverage of the work of the local authorities.

Objective of the research: to develop the theoretical aspects and draw up the practical guidelines on improving the image of local authorities.

Tasks:

- 1) to characterize the notion and determine the essence of the image of local authorities;
- 2) to identify the structure and functions of the image of local authorities;
- 3) to identify the needs of the subjects responsible for the improving and promoting the image of the local authorities (based on the example of the Administration of Georgievsk municipal district);
- 4) to characterize the functions and principles of social management of the image of local authorities;
- 5) to determine the ways of the improvement of the structure and functions of the image of local authorities, based on the example of the Administration of Georgievsk municipal district.

Theoretical and practical significance of the research: the conclusions and proposals, drawn in the paper can serve as the theoretical and empirical basis for

scientific research in the sphere of in-depth research of the regular trends and peculiarities of the image of local authorities.

The material of the paper can be of interest to the students, who study the problems of local government, local authorities and their image, can be used in the preparation of tests, reports and graduation papers.

Results of the research: The analysis and assessment of the current state of the image of the Administration of Georgievsk municipal district showed, that the image of local authorities and the willingness of the population to support the initiatives of local authorities depend on the standards of living of the family, the state of economy of the region, events, organized by the local authorities. The presented data show that the lack of trust of the population to local authorities results in the low effectiveness of cooperation of the population and the local authorities.

Recommendations: The recommendations made by the author are aimed at the formulation of the positive opinion on the work of the Administration of Georgievsk municipal district. They touch upon the following spheres:

- 1.

The implementation of the information policy by the Administration of Georgievsk municipal district, the development of the interaction between the local and regional mass media.

2. The constant management of the news.

3. The more extensive use of information opportunities and the methods of modern PR.