

Summary

Subject matter: The effective organization of PR service as a factor of the improvement of work of the municipal administration (on the example of Pyatigorsk)

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Topicality of the research: The formation of a new type of relations in society is connected with the processes of democratization of the political system and development of the society characterized in the XXIst century as “information society”. In these conditions the functions and methods of compulsion and dictate in the work of the state are giving way to the coordination of interests and efforts of various groups of the population and organizations in the solution of these or those questions, elaboration of the general line and strategy of action.

Objective of the work: study of the theory and practice of the effective organization of PR as a factor of the improvement of the work of the municipal organization (on the example of Pyatigorsk administration) and the discovery of the main direction of development in the new conditions.

Tasks:

- to clarify the notion, role, and functions of PR in modern information society;
- to substantiate the significance of PR in the political and administrative management in conditions of reforming;
- to describe the formation and development of PR in the administrative bodies as an integral element of democratization of public and municipal administration;
- to describe technologies of interaction between municipal administrations with the public at large as a factor of management improvement;
- to conduct the analysis of the PR practice on the example of Pyatigorsk administration;

- to determine the main directions of the development of the effective PR in the municipal administrative bodies.

Theoretical and practical significance of the research:

The works, concepts, theoretical principles of foreign and domestic scholars on the problems in question served as a basis for our research. The methodology of the work I based on the systemic and problematic – chronological approach using the methods of analysis and generalization of literature, comparisons, and analogies.

Result of the research: The work showed that in modern Russian conditions the formation and functioning of PR structures becomes one of the most important indicators of the reforming of the system of public service, the regular stage of its institutionalization and improvement of the management efficiency in the context of the relations between state and society. The success of PR service in the organs of state power is determined by the accurate awareness of the regulations of PR service in the administrative sphere, how fully the “ideal model” of PR service is reproduced in the organizational structure and how rationally PR mechanisms and methods are used.

Recommendations:

Development and confirmation of the Strategy of the development of Pyatigorsk up to 2020 enabled us to formulate the tasks in a more accomplished and systemic way, and in its turn, to make the socio-economic policy of the municipal administration more transparent.