Summary

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

Author: Mnatsakanyan Kristina Arturovna.

Supervisor of studies: A.V. Babayan, doctor of sciences (pedagogy), professor of the Chair of creative-innovative management and law.

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 need of the subjects responsible for 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.

Thematerialsofthepapercanbeofinteresttothestudents, whostudytheproblemsoflocalgovernment, localauthoritiesandtheirimage, canbeusedin the preparation of tests, reports and graduation papers.

**Resultsoftheresearch:** TheanalysisandassessmentofthecurrentstateoftheimageoftheAdministrationofGeorgievskmunicipaldistrictshowed, thattheimageoflocalauthoritiesandthewillingnessofthepopulationtosupporttheinitiativesoflocalauthoritiesdependonthestandardsoflivingofthefamily, the state of economy of the region, events, organized by the local authorities. Thepresenteddatashowthatthelackoftrustofthepopulationtolocalauthorities results in the low effectiveness of cooperation of the population and the local authorities.

**Recommendations:** Therecommendations 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. TheimplementationoftheinformationpolicybytheAdministrationofGeorgievskmunicipaldistrict, thedevelopment of the interaction between the local and regional mass media.

2. The constant management of the news.

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