Summary

Subject matter: The image of state employees in the mass media (on the example of KBR).

Author: Kunizhev A.A.

Supervisor of studies: E.A. Abulova, doctor of science (history), professor, chair of creative-innovative management and law.

Customer organization: The All-Russian State Television and Broadcasting Corporation – The State Television and Broadcasting Corporation

Topicality of the research: Public service is the key element of public administration and its effectiveness directly depends on the level of realization of the decisions made at the state level and, accordingly, the general quality of life in the country.

The topicality of the research is determined by the really existing contradictions between the personality traits of a municipal employee and the role demands the society makes on them by the contradictions between the real image “and ideal image” already formulated in the public consciousness, and also by the need for the discovery of the methods that will promote the elimination of these contradictions. The topicality of the problem of the formation of the positive image of a municipal employee has been also emphasized due to the fact that the mass media have been implementing lately not only the information function, but also the evaluation function. Besides the mass media can both add to the positive element in the formation of the image, and to the negative one.

Objective of the research: to reveal the specific features of the formation and image of state employees in the mass media

Tasks:
- to study the notion, functions and typology of image;
- to consider the modern technologies of the formation of the image of a state employee;
- to study the image of state employees as an issue of personnel policy;
to study the strategy of the improvement of the image of the state employees of KBR;

to conduct the analysis of the image of state employees of KBR in the mass media;

to study the strategy of the improvement of the image of the employees of KBR.

**Theoretical significance of the research** is that the conclusions and proposals formulated in it related to the formation of the image of state employees in the mass media can be used in the further scientific development of the indicated problem.

**Results of the research:** Public service is the key element of public administration and so its effectiveness has a direct impact on the level of the realization at the state level of the decisions, and, accordingly, the general quality of life in the country. The recognition of the decisive role of public service in the improvement in public administration conditioned the conducting of a large-scale administrative reform in the RF, within the framework of which the priority direction was the reforming of public service.

Image influences the career of a state employee both in terms of content through the social roles and positions, the level achieved by an individual, and in the place-correcting plane – either facilitating or hindering its progress towards the achievement of the central sense – building goals of life. There is no denying the fact that image plays an important role in the life of political figures, professionals, as well as ordinary citizens. This accounts the interest in this problem.

**Recommendations**

The development of the KBR mass media is to be realized in five directions:

- material and technical renovation;
- personnel training;
- introduction of modern methods of management of the mass media;
- single information territory;
- development of the image of KBR in the mass media.