SUMMARY

Subject matter of the Graduation Thesis: SOME PRACTICAL ISSUES OF THE PUBLIC RELATIONS SERVICE OF THE STATE RUN PUBLIC AUTHORITIES (by the Example of the North Caucasian Regional EMERCOM Center of the Russian Federation)

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Information about the contracting authority: the North Caucasian Regional EMERCOM Center of the Russian Federation.

Topicality of the research. In the 1990s the Unified State System of Prevention and liquidation of Emergency Situations was created, it has a branched hierarchical organization, which central body is the Emergency Control Ministry (EMERCOM) of the Russian Federation. The Russian Emergency Situations Ministry, realizing the essential function of the state which is to ensure the life safety of citizens – also solves the problem of arranging public relations in the situations of risk and risk communication.

Objectives of the research: are to study the specificity of the communication activity of the EMERCOM and its regional centers aimed at ensuring public confidence in the state as the guarantor of security in the situation of environmental, natural and social risks as well as in finding ways to improve the functioning of the subdivisions of Public Relations of the EMERCOM.

The tasks of the research:
- to study the nature, content and specific features of the public relation activities in the state run public authorities of the Russian Federation;
- to examine the legal regulatory basis for the functioning of public relations departments of modern state run public authorities of the Russian Federation;
to describe the main activities aspects of the North Caucasian Regional EMERCOM Center;

- to reveal the organizational framework for the functioning of the department of information, promotion and public relations of the North Caucasian Regional EMERCOM Center;

- to identify some positive and negative aspects in the functioning of the departments of Public Relations of the regional EMERCOM centers;

- to identify the guidelines on the improvement of the activities of the department of information, promotion and public relations of the North Caucasian Regional EMERCOM Center.

The theoretical significance of the research is to enhance theoretical knowledge in the sphere of legal and regulatory basis of the functioning of public relations departments of modern state run public authorities of the Russian Federation.

The practical significance of the research lies in the possibility of practical application of the results of the regional centers’ work of the Russian EMERCOM to adjust its public relations and increase the efficiency of their independent business units which are the departments of information, promotion and public relations.

The results of the research: The structural subdivision of the North Caucasus EMERCOM Center of Russia, acting as the public relations service is the department of information, promotion and public relations. The main positive characteristics of the department of information, promotion and public relations are the following: a prompt emergency response; the professionalism of the staff of the regional center and the effectiveness of their actions; the availability of complete and reliable information on past and projected emergencies, published on the website; the transparency of the regional center; a high level of information of a preventive nature.

Recommendations: One of the ways to improve the operation of the public
relations department of the North Caucasian regional center, as we think, is the introduction in the public relations service the practice of publishing the results of the service activities of the regional center for the past year.

Another way to improve the operation of the public relations service of the North Caucasian regional center (of the department of information, promotion and public relations) is to have a more active and justified interaction with the media, because in reality it is one of the main address forms to the general public.