Summary

**Subject matter:** Organization of the effective PR as a factor of the improvement in the work of the organs of local government.

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**Customer organization:** Department of the PR Service of Grozny administration.

**Topicality of the research:** is conditioned, in the first place, by the process of the reforming of the system of local government in Chechen Republic now in progress and the adopted Federal law “On the general principles of the organization of local government in the RF”.

Secondly, its topicality is lack of understanding of the need for active realization of the PR work and unwillingness to make a full use of them.

**Objective of the research:** is the analysis of the operating system of the interaction between the organs of local government and the population on the basis of highlighting its positive and negative sides, and also the development of practical recommendation and methods of the optimization of the PR work with the public.

**Tasks:** 1. to examine the conditions of the formation, execution and ways of the placement of the municipal order; 2. to analyze the normative – legal base, regulating the work of the organs of local government; 3. to reveal the difficulties related to the initial stage of the reforming of local government in the RF and Chechen Republic; 4. to offer measures on the improvement of the PR service.

**Theoretical and practical significance of the research:** is that its results can be used in the practical work of the structural units of the organs of local government in charge of the formation placement and control over the use of the municipal order.

**Results of the research:** 1. The solution of the issues examined in the work, will enable the organization to create the scientific and practical basis for the improvement of PR work. 2. The implementations of the proposed recommendations on the improvement in PR work will enable Grozny to successfully keep in touch
with the population in order to find the meeting points and build a broad consensus on the most vital issues.

**Recommendations:**
- reforming of the political system, the system of local government;
- to achieve growth in the activity and self-organization of the local public;
- to form independent mass media;
- to expand the information-technological relations with the population;
- constant improvement of PR-communication proper.