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IMPROVEMENT OF INTERACTION BETWEEN PUBLIC AUTHORITIES AND MASS MEDIA IN THE REPUBLIC OF CRIMEA

At the present stage of development, when the level and quality of life is determined by the level of awareness of the population, the problem of interaction between the government and the media has a particularly important role. The interaction between regional government structures and mass media has undergone significant changes due to the socio-economic situation in the Republic of Crimea, as well as changes in the basic principles of development of a democratic society. The main problems and contradictions in the formation and implementation of the state information policy in the Republic of Crimea are identified and systematized in the article; the main ways to improve interaction between regional government institutions and mass media in the Republic of Crimea are offered; practical recommendations for the improvement of the efficiency of information policy mechanisms in the Republic of Crimea are worked out. The interaction between public authorities and the media should be aimed at changing citizens' attitudes towards both public authorities and the media. In this regard, there should be a gradual transition to the model of partnership between government authorities and mass media based on mutual trust.

Keywords: public authorities, mass media.

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