

PHILOLOGY

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Information support of the bailiff service in the media

Promotion of information on the activities of the bailiff service in the media is an important task that contributes to the promotion of activities and improve the image of the institution of bailiffs. In this article, the authors present the results of a study of the features of promoting information about the activities of the bailiff service in the media. This article consider information activity of the press service in the implementation of the communication policy of the bailiff service. In addition, the results of the analysis of information activities of the press service of the regional Office of the Federal bailiff service. Also there are presented quantitative criteria for evaluating the effectiveness of the press service are highlighted.

Key words. Press service, image, bailiff service, information support, communication, public relations.

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