

ABSTRACT

The paper discloses the concept of forming the image of civil service and civil servants. Formation of image of civil servants is considered in the aspect of forming the image of state organs, their rights and obligations are established, as a rule, within the competence of the organ in which they are employed by the state.

The work consists of introduction, three chapters, conclusion and references. The first chapter deals with theoretical and methodological bases of state authorities positive image formation. The second chapter is devoted to the study of the formation of the state image policy. In the third chapter the study of ways of improving the formation of state authorities positive image in Ukraine.