

SUMMARY

Topic: PR in the social sphere: the history of development, functional capacity, practice implementation.

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Background research. The situation today in the Russian society is considered by many researchers as a highly complex and controversial. "Transitive Russian society" (MV Koshman) is characterized by a number of problems that complicate the movement towards further democratization of the political sphere, the development of civil initiatives and the development of institutions of civil society, the creation of the country's society and competitive innovation economy. Among the negative trends identified in the Russian society and prevent systematic socio-economic and political development of the country, first of all, it should be noted social communicate increased fragmentation, social disintegration, alienation of society and government, citizens' distrust in the institutions of state' power, the deepening of the spiritual and moral crisis and the crisis social identity, particularly its forms such as civil, national, cultural, historical.

The purpose of this research is to study the properties and the specific application of PR-technologies in the public life, solving problems, and changes in moral foundations. In accordance with the target were formulated following tasks:

- Identify the main stages in the development of social PR in domestic and foreign practice;
- To analyze the content-phenomenological and functional characteristics of public relations as social communication, which largely determine the potential of this institution in the social sphere;
- To organize the basic technology used in social PR;

- To analyze the experience of using PR-tools in the social sphere.

The degree of elaboration of scientific research problems. The theoretical basis for the study were the works of foreign and domestic scholars of marketing, PR and advertising technologies.

Consideration of issues related to the activities of public relations in the social sphere, can not be deep enough without the analysis of materials in print periodicals, and other media, and without the use of Internet resources. Among such materials include a publication bearing the analytical and materials are proprietary products of services of public relations of the state and municipal authorities and the various levels of government.

The Structure of the work: introduction; two chapters, consisting of four paragraphs; conclusion; bibliography of literature, numbering 64 names; applications. The total amount of work - 73 pages.

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