

ABSTRACT

Graduation Qualification Work on the topic:

«PR tools for forming the image of the state (on the example of the Republic of Abkhazia)»

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Key words: public relations, PR tools, image of the state, Abkhazia, political PR.

The relevance of the research topic is caused by rapid changes in the world and in the global information space. Global processes of integration and unification affect the politics, culture, economy, religion and other areas of development of countries. In this regard, the leaders of all countries have a goal – to create a positive image of the state and promote it in the international arena.

This desire is connected with the need to create international contacts, partnerships and other types of inter-state relations. In addition, the positive image of a country has a positive impact on all areas of activity. The leadership of Abkhazia is currently seeking to improve the image of the Republic, which will have a positive impact on the development of the state as a whole. In this regard, the relevance of using the latest PR tools to form a positive image of Abkhazia increases, as the effectiveness of traditional methods is much lower in a crisis situation in the world community.

The purpose of the study is to identify the possibility of using PR-tools in the formation of the image of the state (the Republic of Abkhazia).

Research problem:

- 1) Explore the category of image in the system of scientific knowledge;
- 2) to Determine the possibility of PR-tools in the formation of the image of the state;
- 3) to Conduct a situational analysis of the image of the Republic of Abkhazia;

- 4) Develop a project of international recreation and educational camp for students "World of Abkhazia" to optimize the image of the Republic of Abkhazia.

The theoretical and practical significance of the study is due to the presentation of a comprehensive theoretical material on approaches to the interpretation of the concept of "image", "image of the state", the identification of a categorical difference between "image of the country" and "image of the state". The most important aspects of the process of forming a positive image of the state, as well as a full methodological complex of PR-tools to create and adjust the image of any country are presented. In addition, the research work includes a full analysis of the activities of the Republic of Abkhazia to improve the attractiveness of the state, as well as the identification of strengths and weaknesses, opportunities and threats in the process of forming a positive image of the state. There is also a detailed algorithm for planning and conducting a student camp in the Republic, contributing to the improvement of the tourism industry in the region and increase the prestige of the Republic. The main theoretical provisions of the research can be used as an auxiliary material in the study of the "image", "image of the state", "PR-tools", "formation of a positive image of the country" by students of the direction of training "Advertising and public relations". The concept of the International educational and recreational camp for students "World of Abkhazia" is of great practical importance for the development of tourism activities of Abkhazia, it helps to increase the attractiveness of the state and forms a positive image of the Republic in the world community. The complex of knowledge gained by the participants of the event can be used for further training in the specialties "cultural Studies", "History" and "Tourism".

The results of the study: As we found out, the leadership of the Republic feels a significant need to increase the prestige of the country, to create and strengthen a positive image. However, the ambiguous attitude of other States in the international arena, as well as the presence of problems in the fields of economy, health, culture, education, etc., complicate the task. On the example of Abkhazia,

we considered the specific weaknesses of the image of the state, measures and programs aimed at their correction, as well as identified the main direction, the development of which can have a positive impact on the image of the whole Republic. In our opinion, this area of state activity is tourism. The choice of direction largely determines its role for the economic development of the Republic.

Recommendations: to Improve the image of the Republic, to strengthen and develop the tourism industry of the state is possible with the organization of a large-scale event. Such an event can be an international educational and recreational camp for students "World of Abkhazia". The concept of this project is based on the involvement of students in the areas of training "cultural Studies", "History", "Tourism" to study the cultural and historical heritage of the Republic. A diverse program, including both educational and recreational activities, will allow participants to feel the culture of Abkhazia, as well as affect the increase of public interest in this state. Thanks to indirect advertising carried out directly by the guests of the event, it is possible to develop and increase the tourist flow, which, in turn, will have a positive impact on both the image of Abkhazia and its economic condition.