

Summary

Graduation qualification work:
«Resource potential
public relations in image building
of a trade union student organization»
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Key words: public relations, PR technologies, PR tools, image, image formation, positive image, trade union organization.

Relevance of research. Public relations (PR) activities in trade unions are given great attention. PR in primary trade union organizations is at different levels. A number of chairpersons use this area of work as their main focus, but the main problem is the low level of awareness among trade union members and the public about trade union activity and the resulting positive image of unions in society. It should be noted that PR-activity in trade unions consists not only in interaction with mass media, as some trade union workers mistakenly assume. Production, collection and dissemination of information within the organization, vertically and horizontally, its use in the work of governing bodies at all levels is an integral part of PR in the organization. The experience accumulated during this time - both positive and negative - in the organization of PR system activities helped to realize the importance of this area of work, the inevitable difficulties faced by the organizers and members of this network, the need to change the attitude to information activities of managers and specialists working in trade unions.

Target of research is to explore the possibilities and prospects of applying PR tools in the process of forming the image of a trade union student organization.

Goals:

1. Identify priority areas for public relations.
2. Identify PR tools and technologies to create the image of the organization.
3. Study international and domestic experience of PR in forming the image of the organization.
4. Analyse PR activities to form the image of the PPOS PSU and develop recommendations for promotion of PPOS PSU.

Theoretical and practical relevance of research. In order to achieve this goal, the research was carried out using general scientific methods: comparison, systematization, classification, as well as empirical methods of observation, experiment and expert evaluation. In the study of the distinctive features of each of the directions of public relations, we work on the basis of methods of structural, functional, comparative analysis, which allows to reveal the features of the objects under study. In the process of collecting and processing empirical material we use methods of content analysis and analysis of official documents.

The practical importance of the study is that the results of the study can serve as a basis for further in-depth research by domestic PR-specialists in the field of Imageloogy, aimed at exploring the theoretical and practical possibilities in

forming a positive image and design of successful PR-strategies for any organization.

Results of research: As a result of the research, all the set tasks were solved.

In the process of studying the technologies of public relations in forming the image of a concrete institution - Primary Trade Union Organization of Students and Postgraduates of Pyatigorsk State University it was revealed that for more effective PR-activity of trade union student organization it is necessary to create an actual and bright image. Besides active activity in information space trade-union organization should create conditions for mass work with youth, hold festivals, contests, exhibitions, trainings, seminars, military-patriotic, information-advertising, sports and cultural events.

Recommendations. The main proposals for the formation of a positive image of the Primary Trade Union Organization of Pyatigorsk State University include the following:

1. educational or informational work - such as master classes, excursions, lectures, exhibitions, etc.;
2. promotion in the Internet - the organization's website, Instagram, Vkontakte, Twitter, Facebook;
3. social events - charity events, fairs, sports events, etc;
4. special events - meetings with prominent people, public speeches with the head of the organization, round tables, etc;
5. Image of the head of the organization - manners of behavior, oratorical skills, appearance, literacy, etc;
6. . promo-roll;
7. business cards.

Adherence to the main recommendations of the proposed work, as well as an integrated approach, will make it possible to level out the existing information vacuum around the trade union organization, to inform students about the real situation of the union in their lives and prospects for its development, to increase the prestige of the trade union organization, to mark its importance in the lives of students.