

SUMMERY

Final qualifying work on the topic:
"Political PR as a communication strategy
technology: features of discursive practices"

Author: Siddiqui Jamshid

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Key words: public relations, political PR, political communication, modern society, types of PR.

Relevance of the research topic. Today, political PR is the main means of communication between government institutions and society. Therefore, today PR services are available not only in certain political parties, but also in major institutions of state power: ministries, administrations under governors and the President, etc.

Political PR is a purposeful activity of political subjects, whose goal is to spread profitable information and disinformation among the population in order to form a favorable political course in society for these subjects. As an integral part and a certain tool of political communication, political PR is designed to provide information saturation and fullness of the legitimization of power, to reflect the content and logic of political processes in terms of formed social expectations and interests of various social groups of society.

Political PR is a set of consistently applied techniques, methods and procedures aimed at changing the mass political consciousness and behavior of recipients in order to solve specific tasks of the Communicator in any field of activity in a certain time period.

Political PR in the system of political communication ensures the circulation of political information between government entities and other entities with politically significant goals, and the rest. Therefore, successful political elites, party leaders, government and corporate structures, that is, all forwards in the field of politics understand that their success depends on the degree of ownership of PR technologies.

The information society has led everyone to understand that there is no longer a monopoly on information, moreover, there is no monopoly on understanding the truth, and the truth, in turn, is often associated with this or that politician or political party, who interpret the truth in their own way. Therefore, there is a competition of political programs, and consensus is developed during the development of relations with the mass audience. Consequently, the democratic political system is interested in the establishment and development of stable communication channels, in establishing contact and dialogue between all subjects of the political system, which indicates the relevance of the chosen topic.

Target of research: it consists in identifying the features of discursive practices of political PR as a communication technology.

Goals:

- 1) analyze the categories of political communication and political PR;
- 2) research political PR in the system of modern communication;
- 3) research subject-object relations and functions of political PR;
- 4) analyze the types, tools and technologies of political PR;
- 5) identify the features of discursive practices of Russian and foreign political PR based on comparative analysis;
- 6) develop recommendations for political PR practices in the Russian election company.

The theoretical and practical significance of the research is characterized by the fact that the results of the work allow us to Supplement, to a certain extent, existing theoretical research on this problem and can be used in its further study in the process of generalizing existing research.

The materials of this research can also be used in educational and practical work of educational institutions in such disciplines as public relations and political science.

Results of research: The categories of political communication and political PR are analyzed; political PR in the system of modern communication is studied; subject-object relations and functions of political PR are investigated; types, tools and technologies of political PR are analyzed; features of discursive practices of Russian and foreign political PR are revealed on the basis of comparative analysis; recommendations of political PR practices in the Russian election company are developed.

Recommendation:

- 1) when choosing the strategy and tactics of a PR campaign, you should give priority not to administrative resources, but to electoral expectations;
- 2) use political PR Technologies primarily to study the electorate, its preferences and expectations;
- 3) when conducting political PR campaigns, select the target audience more precisely;
- 4) Maintain a balance between the customer's interests and professional ethics;
- 5) Strive to minimize the critical mass of black PR, as well as to minimize dishonest campaign techniques and manipulation of the audience's consciousness;
- 6) Strive to maintain a balance between the interests of the public and the customer;
- 7) Strive to make up for the lack of resources dedicated to the goals and objectives of political PR;
- 8) Bring theory closer to practice, since PR projects almost do not bring any results;
- 9) Eliminate the problem associated with the dream aspect of working in the field of political PR: namely, citizens do not have a direct influence on the politician, they react to his created image, image, TV picture;
- 10) in creating an image, pay attention to aspects that may be significant in the eyes of the voter. At the same time, the image of a politician should be clear and in demand in the mass consciousness of the audience. It is not so much personal qualities that are important here, as the ability to present them correctly.