

SUMMARY

Topic: Research and formation of public opinion by PR-technology (on the example of IMA-consulting PR-agency).

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Relevance of the Studies caused by the significance of public opinion in contemporary social processes. As we know the public opinion is characterized as a "fifth power". In a democratic society, it is an important factor in making decisions and implementation of all key aspects of social life. Development of civil society and the establishment of real democracy requires an in-depth attention to the functioning of public opinion in the system of social interactions. Besides, one of the most important elements that determine the success of the PR-activity, despite the scope and purposes, it is a public opinion. Obviously, there is a need of generalization and systematization of the individual components of the conceptual foundation of PR, which deals with the mechanisms of public opinion formation.

Goal: to identify patterns of education and expressions of public opinion, and explore methods of influencing public opinion and their use in the activity of "IMA-consulting" on the example of the Leninsky Prospekt reconstruction project.

Problems: explore the nature of public opinion and the mechanisms of its formation; consider the existing methods of public opinion research and methods of impact on it; analyze the activities of the organization, external and internal environment, as well as the historical aspects of the formation of agency; consider ways of forming public opinion, which are used in the work on the project of Leninsky Prospekt reconstruction.

Theoretical and Methodological Basis of the Research Achieving the objectives of the study and the successful solution of the tasks involves the use of historical, theoretical and structural-functional analysis.

Theoretical and practical significance of the research. The theoretical and

practical significance lies in the fact that its conclusions provide a theoretical basis for further study of the issues of building a loyal public opinion, as one of the most important aspects of the PR-specialist.

Approbation of work was carried out during the work on the project of Leninsky Prospekt reconstruction and the establishment of the information center.

The Structure of the work: introduction; two chapters, consisting of four paragraphs; conclusion; bibliography of literature, numbering 63 names; 6 applications. The total amount of work- 80 pages.