

SUMMARY

Subject matter of the dissertation: "Public Relations in Modern Social and Cultural Institutions".

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Customer organization: Municipal public institution of culture "Novozavedenski rural house of culture"

Topicality of the research is determined by the need for: Is due to the modern significance of public relations in the activity of the institution of any sphere of life. The success of any sphere depends on a positive attitude towards it.

In the new conditions, socio-cultural institutions need to acquire characteristics of social leadership, which is associated with the emergence of new forms of interaction with the public, the expansion of their social partnership, and increased competition in the market of cultural and social services. In this regard, the urgent tasks of the activities of socio-cultural institutions are the increase of their social status, the formation of a positive image of the institution in the public consciousness, the establishment of strong and long-term relations with their target audiences and social partners.

The solution of these tasks can be facilitated by public relations tools, which are understood as activities aimed at creating and maintaining benevolent relations and mutual understanding between the institution and the public.

Objective of the research: Research and optimization of the organization of public relations in institutions of socio-cultural activities (on the example of the municipal public institution of culture "Novozavedenski rural house of culture").

Tasks:

- to consider the essence, tasks and functions of socio-cultural institutions;
- study the peculiarities of management of socio-cultural institutions;
- to consider the basic concepts of public relations;
- investigate the specifics of applying PR in socio-cultural institutions;
- to reveal the peculiarities of the PR activity of the MPIC "Novozavedenski RHC";
- Develop practical recommendations for improving the PR activities of the MPIC "Novozavedenski RHC".

Theoretical and practical significance of the research: The theoretical significance of the research is to clarify the theoretical foundations of managing socio-cultural activities, to substantiate the mechanisms for organizing public relations in socio-cultural institutions. The practical significance of the research work is that the results of the research are presented in the form of recommendations for optimizing the PR activities of the MPIC "Novozavedenski RHC" and can be used in institutions of the socio-cultural sphere.

Results of the research: In the course of the study of the activity of the Novozavedenski RHC, it was revealed that the Novozavedenski RHC has all the necessary to attract the target audience. Despite the advantages of the institution's activities, the MPIC "Novozavedenski RHC" needs to improve the activities aimed at establishing communication with the public, promoting the image and correcting the institution's reputation.

Recommendations: The developed elements of the corporate style of the MPIC "Novozavedenski RHC" will promote the image of the MPIC "Novozavedenski RHC" and the correction of the institution's reputation, improve communications with all groups of the public and expand the target audience.