

SUMMARY

Theme: «PR as a means of overcoming tension in public life»

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Keywords: public relations, social tension, social security of the Russian Federation.

Relevance of the research issue: Nowadays the issue of stability is very important in the world. Public security is one of the most important aspects of the political system stability. Public relations have a major impact on society, what is why the question of public relations as a means of overcoming social tension becomes very topical.

The purpose of the research is to determine effective mechanisms of PR concerning the level of decreasing destruction in society.

Research objectives:

- analyze public relations as a science;
- consider as a system of communication PR management flows in terms of social tension;
- study international experience in public relations as an effective mechanism to prevent social tension;
- analyze technology is of public relations within an overall strategy to ensure the social security of the Russian Federation.

The theoretical significance of the research results. Theoretical position contribute to the further understanding of technologies and means of communication with the public, in particular. Results and conclusions of the study can serve as a further expansion and systematization of knowledge in the field of Social and Economic Sciences, PR, sociology, conflict resolution, management, marketing specialist at the global, regional and national levels. The results of the research can be used for further study PR as a means of overcoming social tensions.

The practical significance of the study. Certain provisions of the study provide a basis for analytical forecasting the impact of PR on the stability of the society. Materials research can be used in the educational process in the drafting and reading of the general and special courses on public relations, sociology, management, marketing, political conflict resolution.

The result. Public relations play an important and significant role in the modern world. The work of all organizations, stimulating demand and sales, the policy within the state and abroad, it all depends on the activity of PR. During the twentieth century, a large number of theoretical models of communication appeared.

Social tension can be described as a massive adaptation syndrome, reflecting the degree of physiological, psycho-physiological and socio-psychological, as well as, often, maladjustment, different categories of the society to chronic frustration, various difficulties, such as the decline in living standards and a variety of social changes. Social tension is indicated by a sharp rise in discontent distrust of the government, increasing conflicts among the layers of society, anxiety of social groups, economic and mental depression, raised excitement around the demand, worsening of demographic situation, compensatory reactions such as aggression, finding any enemy, hoping to improve the situation, stressful relationships.

The most important and standard method of public relations against social tension is preparation and implementation of a specific program of communication. Under this program, of communication we understand a list of actions coordinated in advance to prevent or overcome the social tension.

Public Relations Technologies play a significant role as Russia public security strategy at the moment, and with the passage of time and technological progress in the world, will only increase. Public relations appeared in Russia as a phenomenon and science in the 80s - 90s of the XX century. For a couple of decades of the development, we have reached the world level in the sphere of PR. We also identified global goals of public PR-programs, among which was to inform the population about emergencies and necessary measures to maintain maximum security.