

Final qualifying work on the topic:
"Technological potential of public relations in the
field of public diplomacy»
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Keywords: public relations, PR-tools, public diplomacy, branding of territories.

Relevance of the research topic. The theme of the work is relevant due to the fact that in the conditions of rapid development of society, its mediatization and digitalization, there is an essential and structural change of all communicative elements. In this regard, the analysis and understanding of the current situation of public relations and public diplomacy as key components of the communication system, the ratio of these components to each other is important for both science and practice.

The aim is to determine the place and importance of public relations technologies in the structure of public diplomacy.

Objectives: to establish the degree of convergence of public relations and public diplomacy; to explore the role of public diplomacy and international public relations in the formation of the territorial brand; to consider the key areas of activity of the Russian Federation in the field of public diplomacy; to explore technologies and tools of PR in the practice of public diplomacy of the Ministry of North Caucasus of the Russian Federation.

Theoretical and practical significance. The theoretical significance of the work lies in the fact that the set of theoretical and methodological approaches implemented in the thesis, allowed to answer the question about the degree of kinship between the two disciplines. At the same time, the study sheds light on what are the key vectors of their modification, which occurs under the pressure of the digital revolution. The practical significance of the work lies in the fact that the provisions and conclusions of the study can be used to analyze and rethink the relationship between PR and public diplomacy, clarify some of the rules and principles of the structures engaged in public relations, in order to improve the system of criteria and assessments in both areas.

Research results: the Ministry of North Caucasus Affairs of the Russian Federation actively uses the full range of opportunities of public diplomacy to expand cooperation with foreign partners in various spheres of economy, science, culture and tourism. Our region has the most fruitful relations with such countries as Austria, Czech Republic, Italy, France, China, Iran, UAE, India.

An invaluable role in this process is played by technologies and tools of public relations, implemented in the form of publicity - active interaction with foreign press (press tours, interviews, press conferences); organization and holding

of special events-fairs, conferences, forums. The Press service of Minkavkaz plays an active role in the information support of public diplomacy, saturating the information field with high-quality press releases, reports, interviews and providing journalists with the necessary amount of information. At the same time, the Ministry is actively engaged in image advertising, actively participating in various events of national and international scale.