

ANNOTATION

Final qualifying work on the topic:

"Public relations in the implementation of youth policy»

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Key words: public relations, youth policy, PR-technologies, communication technologies in youth policy, event management, publicity, work with the media, youth projects.

The topic of the research is relevant. Political challenges faced by today's youth, intensively developing society, require a systematic information response. Information support of youth policy, including itself the whole complex of measures realization during potential of youth, its civil, patriotic, political education is becoming particularly relevant.

The purpose of the study is to consider the possibility of using communication technologies the public in the implementation of youth policy.

Tasks: to reveal the importance of public relations as a tool for implementation youth policy; to consider the main technologies of formation of active citizenship of young people; to analyze the implementation of technologies in the implementation of youth policy of the NCFD(North Caucasian Federal District), their current state the direction of optimization; to explore experience in the application of PR technology on the example of the MBU "Center for realization of youth projects and programs" of Pyatigorsk.

Theoretical and practical significance of the research is connected with the possibilities application of the results of theoretical analysis of public relations in the implementation of regional youth policy in research work aimed at further study of this problem. The applied value of the research is as follows: the fact that the understanding of the theoretical and practical aspects of public relations in the implementation of the youth policy will make it possible to use the conclusions and recommendations in activities of public authorities, social and political associations, mass media and educational institutions.

The results of the study: technologies of public relations in the implementation of youth policies are aimed at establishing and maintaining constructive relations between political institutions and youth in the implementation process youth policy.

At the present stage, the most actively used are: public relations tools such as event management, advertising, public relations activities, work with the media, publicity. However, state structures do not fully use the potential of public relations, mainly conduct unilateral information activities, being only a source of information. The modern youth information space of the NCFD is characterized on the one hand by dynamic development, on the other hand - there is no system of informing young people about the implementation of youth policy. In this regard, it is necessary to create a single integrated system of information and strengthen support for feedback from young people.