

## SUMMARY

**Subject matter of the dissertation:** "Advertising technologies in forming the image of a social and cultural institution" (on the example of MBIC "City House of Culture" in Yessentuki)

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**Customer organization:** Municipal Budgetary Institution of Culture "City House of Culture" in Yessentuki.

**Topicality of the research is determined by the need for:** at present, there is a decrease in attendance of socio-cultural institutions in the Russian Federation. There was a situation when not the audience needs cultural institutions, and cultural institutions need an audience. Consequently, cultural institutions need to attract the audience with the help of new advertising technologies.

**Objective of the research:** to study the possibility of using advertising technologies in the formation of the image of a cultural institution with the purpose of improving its activities and to develop practical recommendations for its improvement on the example of the MBIC "City House of Culture" in Yessentuki.

### **Tasks:**

1. To define the concept and components of the image of the institution of culture;
2. To investigate the process of forming the image of the institution of culture;
3. To consider the functional features of advertising in the sphere of culture and the use of advertising technologies in the formation of the image of a cultural institution;
4. To study the general characteristics of the MBIC "City House of Culture" in the city of Yessentuki;
5. To analyze the image and evaluate the use of advertising technologies in the MBIC "City House of Culture";

6. To give recommendations on the use of advertising technologies in forming the image of the MBIC "City House of Culture".

**Theoretical and practical significance of the research:** the provisions and conclusions of the work can be applied to the development of specialized courses on advertising in institutions of social and cultural activities; recommendations on the use of advertising technologies in forming the image of a cultural institution can be used by cultural institutions that seek to increase the level of activity of the audience and promote their services; The information contained in the research work can be used to form profile courses.

**Results of the research:** on the basis of the conducted research and analysis of the activity of the MBIC "City House of Culture", there were revealed shortcomings in informing target audiences about upcoming events and other events, and as a result, they questioned the positive image of this institution.

**Recommendations** for improving the socio-cultural activities of MBIC "City House of Culture": publishing their brochures, leaflets; holding open days and presentations in schools several times a year; use of various anniversaries and memorable dates of the cultural institution and its employees; holding conferences, seminars, trainings; interaction with potential customers via e-mail; creation of a database of possible service consumers; optimization of the site in order to make it interesting for users from various social networks; in order to attract attention to the site, the announcement of the competition within the framework of an event; organization of a contest for the best design of the site or its elements; design on the site of a guest book or forum for establishing feedback from consumers of services; informing potential consumers not only about past events, but also about the current activities of the institution and forthcoming events; the organization of an event; testing of dumping on the basis of the institution.