

SUMMARY

Theme: «The features of lobbying in Russia and Europe: a comparative analysis »

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Keywords: lobbying, legislative lobbying, executive lobbying, private company policy, political consulting, policy network approach, grassroots campaigns, astroturfing.

The relevance of the research topic. Development of a social and a political system in Russia, occurring in a complex and a contradictory economic climate, offers many urgent problems at the confluence of economics and politics, the exploring of which has a great theoretical, practical and prognostic importance. A lobbying is one most actual and important issues nowadays.

The relevance of the research topic is the necessity of an active involvement of Russian interest groups into international lobbying process in the EU, namely in cooperation with the EU authorities and institutions in order to represent and protect their interests. To make effective use of existing legal channels to protect the interests of business, you need to carefully examine and apply knowledge in practice. Skills of effective lobbying can have a significant impact on the level of political cooperation between the countries.

The goal: identify the specific features of lobbying in Russia and Europe.

Tasks:

- to study the basic concepts of lobbying in a communication theory;
- to specify the role of private firms in lobbying policy theory;
- to explore the Russian practice of legislative lobbying;
- to analyze the European practice of lobbying activities

Theoretical and practical significance of the research. In this work, besides from the general scientific methods, such as logic modeling, analysis, synthesis, generalization, comparison we have used special methods: expert evaluation, content analysis of documents, interviews.

In a practical part we applied to the following specific methods: a systematic analysis; comparative analysis; structural and functional analysis.

The results of the research. We have solved all the tasks in this graduate work: studied the basic concepts of lobbying in communication theory, specified the role of private firms in lobbying policy theory; explored the Russian practice of legislative lobbying; analyzed the European practice of lobbying activities.

Recommendations. The theoretical conclusions of this research may become a prerequisite for further study of the individual elements, the principles of formation and functioning of the Russian model of lobbying, as well as for the study of this issue from the perspective of an interdisciplinary approach. The findings of this study will serve to further the research base for training special courses addressed to students training areas "Advertising and public relations", "Journalism".