

SUMMARY

Graduation qualifying thesis on the topic: "Image, Reputation, Brand as the Vectors of Development of Company's Communication Relations"

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Relevance of the research topic: The number of communication links in the modern society has increased. Communications proper have become complex and diverse, and communication boundaries between the company and the public became more flexible. It becomes more difficult to manage communication flows since there is an escalating clash of interests of different social groups both within an organization, and in the external environment. These aspects directly affect the implementation of the PR communication strategy.

The goal of the thesis is to determine the nature and importance of the priority directions of the company's communication relations.

Objectives are to undertake structural and functional analysis of image and brand; to consider reputation as the value characteristics of a social object; to identify priority areas of the company's communication strategy; to identify effective mechanisms to strengthen the company's brand, image, and reputation.

Theoretical and practical significance of the research. Theoretical significance of the research is determined by a comprehensive and systematic study of the essence of the company's image, brand, and reputation. It is also expressed in the possibility to use the research findings in the development of national science. Theoretical findings of the graduation qualifying thesis can be used in the development and lecturing of the courses in "Theory and Practice of Public Relations", "Brand Management", "Fundamentals of Communication Theory", "Fundamentals of Integrated Communications" and others. The practical significance of the study lies in the possibility to apply the obtained results in the improvement of the company's communication strategy, in the development of evidence-based recommendations for the stated issue.

Research results: In the present conditions, PR ceases to be a craft or closed area of communication. Today PR acquires general social informational dimension. PR becomes one of the visible factors in the development of the information-oriented society. So, biased interpretation of PR only as a set of manipulative technologies is refuted by the arguments and judgments given herein relating to involvement of PR in the formation of the informational picture of the world, in the management of corporate and collective consciousness. This is the factor that motivates us to characterize modern PR in the context of media relations of the modern society, in the context of transformation of information-communication relations in the modern society, and in the context of creation of a new paradigm of information development. When formulating the idea of the systemic unity of the supporting communication structures, we give the evidence of the new role of PR in the process of mass communication and of the fact that PR has ceased to be a craft, limited, closed sphere of communications existence, but becomes an equal partner in all the variety of communication activities in the modern society. In other words, PR communication strategy is the strategy of convergence of different kinds of communication that allows creating a new segment of information market, allowing the

interpretation of public relations to break through and go beyond the traditional framework of quite worn out PR theoretical models. The most effective mechanisms for strengthening the company's image, brand, and reputation are positioning and mythologizing. Positioning is the management of consumer opinions related to the brand position among the many different brands or a related commodity group.

While developing the concept of positioning of the brand image, three factors must be taken into account: who is the target group of consumers that the brand is developed for; what is the consumer's purpose, advantage and benefit from using this particular brand; why is this brand better than the existing analogs, and the main advantages of the brand.