

Abstract

Graduation Level of Proficiency Paper

Title: Application of PR-technologies in the framework of Presidential power in the United States of America.

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Topical Importance: connected, firstly, with the increasing role of PR technologies in the political control of the United States and the need for reflection this new role. Secondly, because the American experience of government PR has a significant influence on the development of relations with the public authorities around the world. Third, the American experience of legitimation and promotion policy by means of public relations can be interesting for Russia, which entered into the era of new information technologies and information warfare.

Goal: is to identify features of application of PR-technologies in presidential power of the United States of America and to determine their role in contemporary American politics.

Tasks:

1. to investigate political PR in the modern scientific discourse;
2. to identify features of the electoral and state PR;
3. to explore the specificity of presidential PR in the USA;
4. to perform the application of PR-technologies by presidents of the United States at the present stage.

Theoretical value and practical applicability: the research value lies in the further understanding of the importance of PR-technologies in government regulation.

Results: the results of the research showed the way dimensional spans are expressed by different PR-technologies used by Presidents of the United States of America during more than a century. Every President used his own set of PR-technologies.

Implementation advice: this research can be used in the course of lectures on "Public relations".