

## SUMMARY

**Theme:** «Modern development of GR - activities: communicative aspect»

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**Key words:** GR - activities, lobbying, technology, GR technology, WEB 2.0,mediareleases.

**The relevance of the research topic:** Due to several circumstances.First, the emergence of post-Soviet business structures, which, as it develops, the complexity of their tasks, more need to cooperate with state authorities with the aim of institutionalizing and organizing the relationships between them, which will allow to harmonize their interaction, changing the coercion and diktat of the state in relation to the business, for mutually beneficial cooperation.

Second, the financial and economic crisis in the country has made significant adjustments to the prospects of Russia's development for the next few years, affecting all sectors of the Russian economy, including financial sector, consumer markets and industry. Many companies were forced to curtail investment programs to reduce production volumes. In these conditions, the required strengthening of the role of the state in providing the necessary financial and other kinds of aid.

Third, in connection with the emergence of new forms of communication between business and power in Russia, there is an urgent need for the application of technology in Government Relations, which are already known in the world. An increasing request for GR in Russia is a business community most affected by their nature all types of risk.

**The aim** of the study was to explore the communication aspect of the modern development of GR-activity.

**Objectives of the study:**

- to consider the basic concepts GR;
- to study features of the use of GR technologies in modern conditions;
- to analyse the role of modern media in GR-activity
- to characterize the GR-communications in the modern Internet environment.

**Theoretical and methodological foundations of research.** Methodological basis of the research presents an interdisciplinary, integrated approach combining the provisions of the dialectic, the logical-historical and structural-functional analysis, allowing to consider government and business in the process, and their interactions. In the study of GR technologies as a factor of development of relations between the business-structures and state the author is based on administrative, activity and communication approaches to the study of relations of business with public authorities.

**The results of the study:** For GR-specialists, whose goal is the establishment of relations with the public authorities, informing about the activities of the company, search state initiatives related to the activities of the company, the Web 2.0 is an effective mechanism. Business structures are actively introducing technologies Web 2.0 for the development of communication, defending their interests as consumers and public authorities.

**Recommendations:** the Modern development of GR-activities opens up new prospects for interaction between business, society and government. Currently, the subjects and objects of GR communications actively interact the Internet that directly affects the acceleration of business development and innovative development of society and the state as a whole.