

## SUMMARY

**Topic:** Revival of the image of the Hero in modern society by means of public relations.

**Author:** Varnakov V.A.

**Research Supervisor:** Rakhno N.V.

**Organization:** Institute of International Relations. Department of conflict studies, public relations and journalism. PSLU.

**Relevance of the Studies** is defined by a current difficult and controversial social and culture situation in Russia. Nowadays we don't have the worthy ideology in Russia. Especially such sociocultural phenomenon as heroism is quite a seldom scene. People don't trust in heroes. The roots of the problem are hidden in the process of fading and weakening of the image of the hero.

**Goal:** the structural and ideological revival of the image of the Hero, the implementation of this image into society.

**Problems:** to analyze essence of heroism as social phenomenon; to create an ideal image of the hero as the information and collective structure (ICS); to analyze the general principles of introduction of ideology on the basis of tools of public relations; to develop a complex of measures for public relations for implementation of the project on revival of an image of the hero.

**Theoretical and Methodological Basis of the Research** are fundamental and applied works of foreign and domestic scientists in the field of personal relations, culturology, sociology, neuro-linguistic programming.

**Theoretical and practical significance of the research.** We offer the key to a new ideology for our society, where heroism can become a basis of personality. The measures provided in the work can be used in implementation of different ideas via society.

**The Structure of the work:** introduction; two chapters, consisting of four paragraphs; conclusion; bibliography of literature, numbering 66 names; applications. The total amount of work - 72 pages.