SUMMARY

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

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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.