

## SUMMARY

**Theme:** «Value of the press service in an organization (on the example of the LLC «Krona»)

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68 pages, 75 bibliographic titles, 3 appendixes.

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**The relevance of the research topic** lies in the globalization of the information space in which knowledge gains economic and political significance. The press service played a key role in the public communicational and politics, in local government, commercial structures and public organizations. The satisfaction of needs of society for reliable information justifies the role and place of modern press services in the main spheres of life: social, Economics, politics, law relationship. However, studies that are devoted to determining the role and place of the press-service in the modern organization are clearly insufficient. In order to influence public opinion skillfully, through proper information, make sure you know what the roles and tasks of the press service are, what the directions of its activities are.

**The object of the research is** the press service in the system of public relations.

**The subject of the research is concerned with** the ratio of the he press service activities in LLC «KRONA».

**The purpose of the research is** to reveal the essence and peculiarities of institutionalization of press services in the system of public relations. The realization of this objective involves the formulation and solution of the following tasks: first of all to define the essence, role and place of social communication in the functioning and development of society; to explore the diversity of contemporary forms of public relations; to reveal the modern model of organization and activities of press agencies; to find out the ratio of the he press service activities in LLC «KRONA».

**Theoretical and Practical merits of this research** are determined by the fact that reasonable provisions in it extend and complement the theoretical and methodological bases of studying the quality of education in today's transforming society. The practical significance of

the study is that the materials allow building education management systemically, with a focus on development, based on the humanistic approach.

**The results of the research** (novelty, conclusions, recommendations). In modern society there are at least four social groups (state, employers, universities, students). Each social group has its own criteria for assessing its quality, in his own way sees the learning objectives, problems, makes demands to the level of the education system in general and the learning process in particular.

The system of public relations in the press service has a high degree of significance. Optimizing the process of development and transfer public opinions, as well as making and implementing decisions, the press service thus acts not only as a successful mechanism of public opinion formation, but also as transmitter of this opinion, bring it to the attention. In modern society, the press service performs not only the function of management, but is a full participant in solving political conflicts and realization of interests of different stakeholders, while providing a significant impact on developing events.