

SUMMARY

Theme:

«Public relations as a tool to promote
the image of the territory:
technology, trends, prospects
(on the example of the North Caucasus Federal District)»

Author: Pshukov I.T.**Supervisor:** Ovcharova Galina Borisovna
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The relevance of the research topic is connected with the fact that in today's reality an important condition for dynamic and sustainable development of the territory is its focused technologically generated representations in the public consciousness. Today such region, no doubt, is the North Caucasian Federal district, climatic, tourist and investment potential which are an important resource of making image. However, due to continued political instability, conflict, threats and risks the security of the region in the minds of consumers formed a stable idea of the NCFD as a dangerous territory, in terms of visits and economics and other forms of cooperation. The information which is said above actualizes the need to identify the main factors of territorial attractiveness of the NCFD, which can influence the perception of its image, and determine the most effective strategy for its positioning, a leading role in the implementation of which should play PR-technologies as the most effective promotional tools. Thus, the issue has both scientific-theoretical and practical significance, and these facts led to the choice of the research topic.

Object of research – system of public relations as a tool to promote the image of the territory.

Subject of research – technology, trends and prospects for the use of public relations in promoting the image of the North Caucasus Federal District.

The aim is to systematize and assess the effectiveness of key PR tools and technologies of image-making and territorial definition of the potential resource and the prospects for their integrated use in the process of promoting a positive image of the North Caucasus Federal district.

The theoretical significance of the research lies in the complex and comprehensive analysis of theoretical and practical problems of positioning and promotion of the territory image in relation with the Russian regional practice. The results of this study allow to generalize the experience of various disciplines dealing with representations and interpretations of territorial images in the individual and public mind (semiotics, philosophy, psychology, sociology, geopolitics, economic geography, marketing, economy) and to adapt it to the practice of public relations.

The practical significance of the work lies in the possibility to use individual study findings (concerning the laws that govern the internal organization of the constituent elements of the image areas, functions, and mechanisms of its creation and promotion, efficiency of certain technologies and PR-communications) in the process of developing a geo-image model, as well as solving a number of related applied problems.

The results of the study. Some results, particularly the algorithm of creating a comprehensive PR and communications strategy to promote the image of the North Caucasus Federal district, etc., can be used in the direct activities of the NCFD authorities in the process of developing its image policy and the organization of interaction with Mass media or holding PR-campaigns and individual PR activities, as well as in other districts of the Russian Federation having a similar set of tasks of political and socio-economic development and problems of image positioning. In our opinion, this non-standard integrated PR and communications strategy to promote the image of the North Caucasus Federal district and its successful phased implementation will allow the region to be a successful player and to come to the forefront in the struggle for investments, cultural and social projects, new jobs, transport and tourist flows, etc.

It should be born in mind that the content of the PR-promotion strategy of the North Caucasus Federal district is not academically rigorous. The main thing that it was substantive and not vague, tied to a specific area and specific problems are addressed to a clearly defined target group. It is important to consider that the process of implementation of the PR-promotion strategy is no less complex than its creation. It requires simultaneous action, and simultaneous efforts of multiple parties. As target parameters, and intermediate results depend on a host of factors, many of which are uncontrollable. It is therefore rather difficult to keep the strategy process is under the full control of the authorities of the district. That is why it is necessary to create adequate communication systems to ensure effective relations with all target groups of the public.