

SUMMARY

Subject matter: “Corporate printing press possibilities of solving strategic tasks of a company (Illustrated by the case of Hualing Group)”

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Key words: brand values promotion, target audience, typological and functional features, information technology, public mode of communication, communication space, corporate printing press, edition layout.

Research relevance. Though the Internet connection is rapidly evolving (electronic corporate media particularly) corporate printing press continues to be published and there are certain reasons for it. Firstly, despite the fact that all kinds of corporate media act as an effective way to promote the company (creating a positive image, informing staff, etc.), the world computerizing level in Russia and former USSR countries is still lagging behind the Western development. In many remote areas printing press is still the only information source (except the SMS-advertisements from companies). Thus, our corporate magazine project for Trade and Industrial Company “Hualing Group” acquires a special urgency. Secondly, the conceptual framework on the topic of the corporate media effectiveness is big, however, there is not enough data dedicated to the research of Joint Venture corporate printing press. This is very important as these companies need a special sort of corporate media designed to overcome unique challenges. Thirdly, according to marketing studies the promo-actions for creating awareness about the magazine, free promotional copy magazines on mall stands, magazine spreading during various activities – all these techniques are still very effective, because the person who received the product will definitely check it out, therefore he can become a potential consumer of particular services of the company. Such a move can be applied not only regarding our project, but also regarding printing press promotion in general. And finally, the project is relevant because now the company has many employees, it has a big internal structure and it keeps developing and growing. And all this demands instant high-quality promotion of its services.

Purpose: to study the corporate printing press possibilities of solving strategic tasks of a company.

Tasks:

1. Examine typological and functional features of a corporate press.
2. Analyze the formants of corporate press of different spheres.
3. Determine the construction and trade company corporate press content.
4. Develop a model of corporate magazine for Construction and Trade Company “Hualing Group”.

Theoretical and practical significance of the study is in its novelty: the collected data about the corporate printed press clearly define the functioning of this type of media. The results of the study can be used for Media System lecture courses in Schools of Journalism in higher educational institutions. The material can provide the basis for further studies of corporate printing press in various fields. The magazine project can be used to improve the image of “Hualing Group” Corporation and attract new consumers.

Result of the research: develop a magazine model for “Hualing Group” Corporation.