

SUMMARY

Topic of the graduate qualification paper: «Specificity of media relations in energy sector companies (on the example of the PR department of PTC «MRSK SK»)».

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Key words: public relations (PR), PR in energy sector, press-tour, media relations, efficient cooperation.

Relevance of the research topic. PR in energy sector has evolved recently due to the growth of openness and transparency in this field. Maintaining efficient relationship with the media is the main and most effective method of informing the audience and gaining positive coverage.

The purpose of this final qualification work is to identify the specificity of the work of energy sector companies with the media and to write some recommendations for its improvement.

The theoretical and practical significance of the study. Theoretical summaries facilitate more profound understanding of PR in energy sector and particularly analyses media relations. Summaries and practical recommendations would help to improve media relations in companies from energy sector.

Following **tasks** were stated during the research: to identify the role of media relations in organizing informational activity of the company, to considerate mechanisms and technologies of maintaining relationship with the media, to analyse informational and organizational work in PR-department of «MRSK SK», to write recommendations of how to improve efficiency of PR-department of «MRSK SK».

The structure of the work reflects its aims and objectives and is determined by the logic of the research. The paper structurally consists of Introduction, two Research Chapters with four subsections, Conclusion, Bibliograph.

Results of the research: PR in energy sector and specificity of mediarelations in this field. The author suggests several recommendations of how to improve the work of PR-department of «MRSK SK». Also the project of press-tour included.

Recommendations. This final qualifying work gives several recommendations to improve the work of the PR department of PTL «MRSK-SK». It suggests to increase the number of events with invited journalists, to run the charity event with another big region company and to shoot and release a video clip to defaulters calling them on to pay their debts. Also the author suggests the project of press-tour on company's facilities.