

SUMMARY

Topic of the graduate qualification paper: PR-activity of terrorist organizations and techniques of their counteraction.

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Relevance of the research topic: International security issues and methods of counteracting terrorism are perhaps the most relevant ones in international politics. In the recent years the threat of terrorism has become global, that is why the necessity of building a new international security system is reflected in the global information space. Terrorists and those who oppose them are closely observing any new information provided by the mass-media. The primary objective of any terrorist organization is to conquer the information space. The rapid development of the information space is accompanied by the increasing trends of manipulation of the public opinion on a global scale. International terrorist organizations are actively using the media to their advantage by joining them with modern political technology.

More and more often acts of terrorism are accompanied by the appearance of interviews with terrorist leaders on the leading television channels. The information about threats of new terrorist attacks that regularly leaks into the press determines the increased public interest in terrorist organizations and encourages the media to cover the issue broader and deeper. Having this powerful information tool in their arsenal, the global terrorism seeks to expand the audience of their actions.

The object of the research is global terrorism by itself, its kinds and goals pursued by terrorists.

The subject of the research: PR-activities of international terrorist organizations from the position of influence on the policy of the leading countries, as well as measures aimed at countering this phenomenon.

The purpose of the study is to explore the use of PR-technologies in international terrorism and their analysis in order to form a complex of methods to counter the threat.

Based on the **purpose** of the study, the **research objectives** are:

- to give a definition of "terrorism" and to make an analysis of its kinds;
- to examine the kinds of terrorist organizations and the PR-technologies used by them, including the Internet;
- to analyze the PR methods used by terrorists;
- to explore the measures used all over the world to struggle against the activities of terrorist organizations.

The theoretical and practical significance of the study lies in raising the awareness of the problem of global terrorism, as well as to expose the methods of manipulation the public opinion of various terrorist organizations.

The structure of the work is subordinated to the objectives of the study and includes an introduction, two chapters, which consist of four paragraphs (two in the first chapter and two in the second), a conclusion and a list of literature used. The work contains 72 pages.