SUMMARY

The theme of the given work is "PR-technology in the cultural and entertaining sphere and its specification of application".

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The relevance of the research topic is the dynamic development of the cultural and entertaining sphere of PR services.

The purpose of PR-technology in the cultural and entertaining sphere consists of developing of theoretical provisions and development of scientific, methodical and practical measures in the field of PR activity of the modern enterprise and ways of increasing efficiency of its organization. To realise the goals we are going to solve the problems we mentioned.

The research objectives are to study and comprehend the cultural and entertainment sphere and context of dealing with public.

The Subject of research is the methods and principles of PR items in the cultural and entertaining sphere.

Scientific-theoretical and practical significance consists of scientific expansion of scientific ideas of concept in public relations, their essence, tasks and functions, besides the planning principles and the advertising of organization which allow to deepen theoretical ideas of the and methods and ways of the PR management improvement of the enterprises activity.

Scientific novelty of the paper is that the issues of the paper can be applied to topic is development of the cultural and entertaining sphere of PP services and its using in creative technologies.

The practical importance is the following recommendations we can use in the services practice sector of the enterprises and in particular night club "The Version".

The structure of work includes: Introduction, two chapters, which consists of four Paragraphs, Conclusion, Bibliographical list, Application. The overall volume of work composes 84 pages.