

SUMMARY

Topic of the graduate qualification paper: Organization of the PR-activity in practice of cultural establishment.

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The object of the research is the process of social interaction between state establishment of culture, their target audience and society in whole.

The subject of the research is peculiarities of public relations in activity of state establishment of culture.

The purpose of the study is to search every possible ways of solution for an important scientific and practical task which have essential sense for achievement social marks of the state establishment of culture in development methodological base their public relations and also in designing theoretical and practical recommendations by using public relations in cultural sphere.

Problems of research are: to research communicative nature of sociocultural activity and its technologies; to learn PR-technologies in activity of state establishment of culture; to detect the possibilities of using forms and methods of PR in cultural sphere; to reveal the problems of Stavropol regional house of national creation activity.

Theoretical significance is considerable widening and deepening contemporary ideas about communicative relationships of the sociocultural environment subjects. The research allows to make up an integral picture of specific features, form and methods of the PR in activity of state establishment of culture.

Practical significance is depends on constantly rising departments and sectors of the public relations in government and commercial organizations of the culture. Theoretical and methodological base of the paper can be used in work of departments and sectors in frame of PR-specialists preparation process.

The structure of work is subordinated to the solution of the problems of a study and includes: introduction, two chapters, which consist of four paragraphs, conclusion, bibliographical list, application. The total amount of work - 75 pages.