

SUMMARY

Topic of the graduate qualification paper:
«Media planning: features of governmental
organizing (on the example of Pyatigorsk
State Duma) ».

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The contracting authority: Pyatigorsk State
Duma

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

Relevance of the research topic. Media planning plays a very important role in advertising activities today because the media space and time requires one of the most significant parts of advertising budget. Issues like whether financing of advertisement is really worth it are extremely relevant which is why this particular topic is chosen for my final qualification work.

The purpose of this final qualification work is to identify the features of political media planning on the example of Pyatigorsk State Duma.

Objectives of the research:

- study the features of media planning as advertising activity phenomena;
- point out specific political features;
- find out the empirical data on media planning for Pyatigorsk State Duma;
- create a media strategy based on particular media plan for Pyatigorsk State Duma.

The structure of the work reflects in piecing the knowledge on the topic and their possible usage in the work of the State Duma.

Results of the research: came out with a media plan and studied its importance in establishing communication with the society.

Recommendations. First is using a wider range of media tools for creating an effective communication with the citizens. Also, to increase the effectiveness of the special events by not just giving the numbers that came out as a result, but processing them first.