

SUMMARY

Theme: The specifics of modern Russian PR agencies

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Key words: PR market, russian PR-Agency, customers, market segments, service consumers.

Relevance of the research topic. PR in Russia – is a rather new phenomenon and many people do not understand it very well. In our country, PR functions merge with the functions of marketing and advertising, closely intertwining in their interaction. However, PR is a completely independent phenomenon, which came to our market from the more civilized western business. Perceiving the profitability of this phenomenon for all the parties, involved in the process of brand creation, creative minds of our country actively implanted PR in the Russian reality. However, national public relations have their own characteristics that must be considered when working with both consumers and PR-service providers. The study of regional specificity, tendencies and future development of the sphere of PR in Russia can be useful not only for researchers and professors, but for PR practitioners in the Russian regions as well.

The goal of this study is to analyze national and regional specific features of the domestic market of PR-services.

The goal implies the solution of the following specific theoretical **tasks**:

- to show the evolution of political and business PR in modern Russia;
- to reflect the specifics of PR-services in the regions of the Russian Federation;
- to study the basic directions of activities of the modern Russian PR agencies;
- to identify the specificity of the interaction and mutual understanding of Russian consumers and customers of PR-services.

Theoretical and practical significance of this study is that the information obtained during the research can be used in teaching the specialty of public relations. In addition, familiarization with the results of the study may be useful in the development of PR programs, tailored to the different regions of Russia.

The result of the research: The specifics of Russian business (defined primarily by the national mentality) is that local companies are beginning to realize the need to establish public relations only when they are in a crisis situation. The majority of russian customers ignore global trends and do not wish to plan a long-term strategy of PR-campaign. The market consists of the firms that offer PR services, but are not able to provide their implementation at a professional level, which reduces the confidence and interest in the opportunities of public relations among the young Russian business.