

The role of pr activity in the structure of mass communications

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Abstract: This article analyzes the relevance of information and mass communications, their impact on public opinion. It is emphasized that the media are a key link in the structure of mass communication. It has been also recognized that public relations as a new institution is an important element of mass communication, and many of its methods and tools have been analyzed.

Key words: information, mass communication, public relations, media, internet, democratic principles.

INTRODUCTION

We live in an era where information has become an extraordinary miracle, a powerful tool, and even a terrible weapon. It is no exaggeration to say that the strength and potential of any state is determined by the amount of information that it has. The level of awareness is an indicator of the status of a society. After all, the diversity of information flows can shape the psyche and worldview of the general public. It is important to emphasize the importance of the media. In traditional societies of the past, the role of such means was carried out by couriers, since there was little need for the media. However, due to scientific and technological progress in the XIX-XX centuries, modern means of communication have emerged, and the improving process of mass communication has a direct impact on the development of society.

The term "communication" (lat. "kommunikatio" - to generalize, connect) has been used as a scientific term since the beginning of the twentieth century. Currently, communication is interpreted as the process of transmitting and receiving socially conditioned information in the context of interpersonal and mass communication through various channels using various means of communication. There are at least three main, most common approaches to understanding this category:

1. *The material world is a means of communication of any objects.* Under this approach, transport, energy, waterways and other types of communications can be distinguished.
2. *Interpersonal communication.* Transmitting information from person to person.
3. *Social communication.* The exchange of information of social significance in order to influence society¹.

The essence of the second and third of the above is the transfer of knowledge, meaningful feelings, volitional impulses within people and society. Therefore, these two types of communication, in contrast to transport and energy, are considered significant. The complete definition of the term "communication" in this category was given by the famous French sociologist R.J.Schwarzenberg: "Communication is the process of mass transmission of information, as a result of which information circulates between various elements of the political and social system, as well as between political and social systems"².

There is no single, popular definition of the term "communication." The Latin word "communicatio" and its root "communico" have several meanings. Communication is also interpreted as a process of meaningful interaction between people³. This may also be the case: information is transmitted, but communication does not take place because its content is unclear. The most important aspect for these media is that it is necessary to study not only what information is transmitted through these media, but also the form, speed, transmission, display,

¹ Vasilik M.A. Basics of communication theory. (Textbook) - M.: Gardariki, 2003. P.8

² Juraev S.V. Political system and its basic principles. Text of lectures. - T.: TSIL, 2003. P.53

³ Vasilik M.A. Basics of communication theory. (Textbook) - M.: Gardariki, 2003. P.7

broadcasting process in electronic media. The information is required to be understandable, acceptable, effective and reliable. In this regard, specialists in this field should be familiar with kinesics, hermeneutics, semiotics, as well as the sciences of communication.

In the book of I.P.Yakovlev "Modern theory of mass communication" analyzes various approaches to the study of communication theory. It lists the following approaches: a systematic approach - information source, information coding, transmission channel, interference, recipient and feedback; semiotic approach - understanding the meaning of the source of information and the recipient through encoding and decoding of information; discursive approach and so on. According to the researcher, it is the discursive approach that is important for PR activities and sets the "rules of the game" in public relations. "Discourse is a social process ... it is studied as a product of evidence-based debate on a particular issue"⁴. These aspects mean that PR communication plays a special role in the structure of mass communications.

"Mass communication is the transmission of information that is directly related to the public interest at the public level," the scientific source said. For some reason, it is mass communication that has acquired a new meaning in recent decades. Italian researchers P.Manchini and F.Fachcholi, who are puzzled by this issue, point out the following reasons. First, the development of society expands the scope of activities of social institutions and the need for mass communication increases. Second, strong efforts are being made for citizens to be aware of and protect their rights, i.e., social activism is on the rise. Third, new types of electronic media are emerging, expanding opportunities for reaching and informing the general public. And most importantly, there is a social environment in which different interests and views are reflected, social competition is formed.

According to P.Manchini, it is "the social environment that stimulates the intensification of mass dialogue, creating competition between various systems of society in terms of public interests"⁵. Indeed, competition and diversity create the basis for

progress and development in the current environment. Therefore, the liberalization of information exchange, activation of communication are important for the development of society.

For the media system to be democratic, it must not only be equipped with modern technology, but also meet pluralistic and democratic requirements. What does this mean? This means, first of all, that the activities of the media are within the law, that freedom of speech and press are established, and that the media exercise social control over society.

The mass media are the main link in the structure of mass communication and are institutions designed to transmit various information to any person in an open, mass way, using special technical means. Mass media plays a crucial role in building a democratic society, having a significant impact on political, economic, social and cultural processes not only in specific countries but also in global scale.

The role of the media in the formation of public opinion has been invaluable, and until now it has been taken into account in its formal and one-sided transmission of information to the public. However, in recent times, there has been an increasing focus on studying reaction to the information transmitted to the population. This is also logically correct, since the information of the official subject of mass communication (mass media) is successfully assimilated by people only if it is positively perceived and supported by an informal subject (ordinary citizen). Any important message, information is usually discussed in a family, in a work team, in an informal group and gets its own assessment. Thanks to advances in science and technology, the media today influence every member of society.

Simultaneously with the establishment of democratic principles, another social institution is being created today to build mutual trust and cooperation between state systems, production and service institutions and society, to resolve various conflicts and conflicts leading to the collapse of society. A system of public relations is being formed that allows a conscious decision. We know that the Institute of Public Relations is recognized all over the world as the most effective type of activity for the development of society, solving socio-political and economic problems. From this point of view, it is

⁴ Yakovlev I.P. Modern theories of mass communications. - SPb.: Rosa mira, 2004. P. 24-25

⁵ That source. P.32

public relations that play a special role in modern mass communications.

The goals and objectives of public relations are determined by their place in the system of state or socio-economic institutions. "The deepening of democratic changes, the development of market relations, competition in all spheres of human life and activities, the profession of a PR specialist will become an important factor in regulating social processes, solving social problems", says the "Guide to the press service"⁶.

Many tools and techniques are used in mass communication to achieve public relations goals. They can be organized in several ways.

1. Establish cooperation with the media (press, television, radio). Regular press conferences and briefings. Sending press releases (or bulletins) to the media.

2. Implementation of television and radio reports on the activities of enterprises, organizations and government agencies.

3. Holding open days, fairs, exhibitions for the electorate, partners, customers, investors. Holding regular meetings with shareholders, conducting election campaigns, etc.

4. Publishing campaign booklets. In addition, the creation of corporate publications. Creation of a database based on public interest, interactive services via the Internet, the ability to answer questions.

5. Organization of various corporate events for the internal community. To carry out measures aimed at improving the conditions of rest and life of workers and employees.

6. Lobbying activities⁷.

Today, the Internet, the most effective form of mass communication, has opened up new opportunities for PR activities: creating a communicator website on the Internet, sending press releases by e-mail, organizing online forums, answering questions from the electorate, customers and consumers directly on their websites, publication of electronic newspapers (magazines), etc.

Organization of photo exhibitions via the Internet is also one of the PR directions. As we have seen, PR has a special place in the structure of mass communications and has a significant impact on the development of society, productivity and social balance.

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⁶ Training manual for the organization of the press service. - T.: Adolat, 2006. P. 4-5

⁷ Patentsev E. Public Relations: From Business to Politics. - M.: Refl-Buk, 2001. P. 112