

## PUBLIC RELATIONS:MAIN DIRECTONS

Bozhko O., M- 61,  
A.M.Dyadechko, ELA

The term **public relations** was proposed by the third president of the USA, Thomas Jefferson, the creator of the Declaration of Independence. He considered **public relations** to be a sphere of human activity, competent in social mind management.

There are seven main directions of public relations:

1. **Publicity.** Specialists of PR-department establish their own personal contacts with mass media, which in this or another way criticize or use information about company in their articles and activity at all. They give mass media information, positive for the company, which can be later used in materials for society.
2. **Corporative relations.** The reputation of company, its image, reactions to the problems which can influence the company success, corporative advertisement, image making consultations for top-managers.
3. **Crisis-management.** Management of communications performed under crisis or accident conditions (disasters, management failures).
4. **Relations with employees.** Communications inside the company. The base of such communications is motivation of employees for better and more effective execution of their duties.
5. **Relations in financial field.** Work with financial structures, cooperation with governmental financial departments.
6. **Relations with local departments and inhabitants.** Positive relations with local communities, district, regional authorities. Sponsorship, ecological problems solution, organizing activities at a local level. This direction also includes lobbying.
7. **Trade propaganda.** Special programs of public relations, directed to creation of a positive image of companies' goods .