кількісні відносини, де точно описується кількісна сторона явища.

DEFINITION OF PUBLIC RELATIONS

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The term Public Relations was first coined by the US President Thomas Jefferson. He used the term during his address to Congress in 1807.

One of the earliest definitions of PR was coined by Edward Bernays. According to him, "Public Relations is a management function which tabulates public attitudes, defines the policies, procedures and interest of an organization followed by executing a program of action to earn public understanding and acceptance. "

According to two American PR professionals Scott M. Cutlips and Allen H. Center, "PR is a planned effort to influence opinion through good character and responsible performance based upon mutual satisfactory two-way communication". Public relations is the art and science of managing communication between an organization and its key constituents to build, manage, and sustain its positive image.

Public relations is the process of aligning the perceptions of targeted audiences (or publics) with the current realities and reasonable prospects of another entity. Public relations is about building public relationships. Public relations is the strategic art and science of connecting your story to the audiences that matter most, i.e.: key constituents, target audiences, thought leaders, and decision makers. Public relations is business advocacy among all publics.

Public relations involves:

Evaluation of public attitudes and opinions.

Formulation and implementation of an organization's procedures and policy regarding communication with its publics.

Coordination of communications programs.

Developing rapport and good-will through a two way communication process.

Fostering a positive relationship between an organization and its public constituents.

Examples include:

Corporations use marketing public relations (MPR) to convey information about the products they manufacture or services they provide to potential customers to support their direct sales efforts. Typically, they support sales in the short and long term, establishing and burnishing the corporation's branding for a strong, ongoing market.

Corporations also use public-relations as a vehicle to reach legislators and other politicians, seeking favorable tax, regulatory, and other treatment, and they may use public relations to portray themselves as enlightened employers, in support of human-resources recruiting programs.

Non-profit organizations, including schools and universities, hospitals, and human and social service agencies, use public relations in support of awareness programs, fund-raising programs, staff recruiting, and to increase patronage of their services.

Politicians use public relations to attract votes and raise money, and, when successful at the ballot box, to promote and defend their service in office, with an eye to the next election or, at career's end, to their legacy. PR has had many definitions over the years and since its early boom days of the 1980s has almost entirely redefined itself. This is probably because most clients these days are far too media-savvy to think that fluffy ideas and champagne parties constitute a good media service (of course this is a good thing, but we do still like a good champagne party).

PR these days is often misunderstood, and it's probably the fault of the PR industry itself that most people aren't sure where PR is supposed to stop and marketing, advertising, branding and all the other media services begin. Put very simply, good PR encourages the media (newspapers, magazines, TV and radio) to say good things about your product/service or whatever it is that you want to promote so that more people buy your product/use your services/think you're great.

Of course, most PR companies have a team that will come from a mixture of media backgrounds and may be able to offer all sorts of PR-related services such as branding, marketing, copywriting and advertising. That can make defining pure PR all the more confusing for the client.

MODERN COMPUTER TECHNOLOGIES

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Windows Vista is an example of fast development of modern computer technologies in software.

1. What is Windows Vista?

Windows Vista is the latest release of Microsoft Windows, a line of graphical operating systems. The release of Windows Vista (on January 30, 2007) comes more than five years after the introduction of its predecessor, Windows XP, making it the longest time span between two releases of Windows versions.

2. Development.

Microsoft started work on their plans for Windows Vista ("Longhorn") in 2001, prior to the release of Windows XP. On August 27, 2004 the original "Longhorn," based on the Windows XP source code, was scrapped, and Vista development started anew, building on the Windows Server 2003 codebase. After "Longhorn" was named Windows Vista, an unprecedented beta-test program was started. With the November 8, 2006 announcement of the completion of Windows Vista, Microsoft's most lengthy operating system development project came to an end.

3. The good and the bad of Windows Vista.

Let's identify 20 reasons why users will sing Vista's praises and curse its existence. Do they provide adequate reasons as to why anyone should or should not switch to Vista? That's up to the user. Like every other OS upgrade, the beauty of this version of Windows is in the eye of the beholder.

+   A breath of fresh air.
+   Social security.