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TYPES OF PR

PR, as independent science, was engendered in the USA.

1945 - 1965 is a boom of Public Relations in the United States of America. PR finally selected in independent direction in a management and continues stormily to develop.

Today there are more than five hundred determinations of PR, reflecting the presence of the most different conceptions and points of view for the purpose.

For example: *Generalized*: «PR — it is administrative activity, directed on establishment of mutually beneficial, harmonious relations between organization and public which influences on success of organization »

Laconic: «PR - it forming of public opinion about a commodity, man, company».

Cynical: «PR - it is an art of forming of favorable relation of public to the firm by creation of picture that a firm produces and sells a commodity only in behalf of buyer, but not for the sake of receipt of income».

However the best and most adequate following modern practice many think determination, offered the professors of Lourensom V. Longi and Vincent Khazeltonom. They describe public relations as « management function, by means of which organization adapt oneself to them environment, change (or save) it for achievement it organizational aims».

Wider sense of word of PR opens up by epithets:

Black PR - using «black technologies» (deception, falsifications) for slandering, elimination of competitive party, group and distribution from its name of abusive or economic dangerous statements and other. It is sometimes enough to be limited to the publication of kompromate. Combination of words is formed by analogy with expression «black propaganda». On one of versions, appeared in Russian after the output of novel of Victor Pelevina «Generation «P»».

Yellow PR - using with the purpose of bringing in of attention, abusive for majority of population of this state of elements (taboo words in the names, in images - application of sexual maintenance, through an erotica to pornography, in public actions - utterance of racist statements).

Grey PR - advertising (positive or negative), hiding the source. Unlike «Black PR», does not suppose a direct lie about the origin. Also under grey PR sometimes understand the variety of black PR, not containing a direct lie and directed on the subconsciousness of recipient.

White PR - combination of words appeared for demonstration of concept, contrasting to black PR, that the opened advertising in one's capacity. PR in narrow sense of word.

Self PR - «untwisting » itself, quite often anonymous.

Brown PR - nothing family to neo-fascist and fascist propaganda.

Green PR - socially responsible PR.

Viral PR - term «viral» means autonomous distribution in this context. Based on the necessity of people to divide interesting information with it around friends and acquaintances.

Public relations - it is the phenomenon of XX c., the roots of which, however, go away deeply to history. These connections are similarly old, as well as communication between people. Each in the days of the bloom of such civilizations as Babylon, Ancient Greece and Ancient Rome, people were satisfied of that it follows them to acknowledge power of the governments and religion. Similar practice exists until now: communication, art of eloquence, organization of the special measures, publicity etc.