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PR-MANAGEMENT

Textbook



2023

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TEXTBOOK

ScientificWorld-Net Akhat AV
Karlsruhe 2023

UDC 005 (075.8)

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PR-management: textbook / Kovshova T.P., Ismailova D.T., Ismailova N. –
Karlsruhe: ScientificWorld-NetAkhatAV, 2023. – 287 p.
ISBN 978-3-949059-84-1

The proposed textbook is a basic volume of educational material for the curriculum of economic profile, which is taught in higher education in the Republic of Kazakhstan. It is intended for independent work of students: both individually and with a teacher, within the framework of the disciplines "Management", "Marketing Management".

DOI: 10.30890/978-3-949059-84-1.2023

Published by:

**ScientificWorld-
NetAkhatAV**
*Lußstr. 13
76227 Karlsruhe,
Germany*

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ISBN 978-3-949059-84-1

MATERIALS FOR FINAL CONTROL**Essay topics**

1. PR in the system of social institutions.
2. Public relations as a social institution.
3. Spheres and the market of PR.
4. Subject-object space of PR-activities.
5. PR-specialist as a subject of PR.
6. The public as the subject of PR.
7. Subjects and objects of PR in a digital environment.
8. The subject-objective sphere of branch PR (on the example of a specific industry or marketing area).
9. Piarology as a scientific discipline.
10. Methods and functions of public relations theory.
11. Information, its characteristics and types.
12. Communication, its characteristics and types.
13. The essential characteristics of public relations.
14. The information paradigm of PR-activities.
15. The event paradigm of PR-activities.
16. Copywriting as written PR-communication.
17. Speechwriting as written PR communication.
18. Visual, auditory and multimedia PR-texts in the digital environment.
19. Public opinion and the need to study it.
20. Corporate identity and PR.
21. Personal image and PR.
22. Corporate image and PR.
23. Reputation management and PR.
24. Managing a company's reputation on the Internet.
25. The trend of brand formation.

Exam preparation questions (revealing essay topics)

1. State the reasons for the large number of definitions of public relations.
2. Into what groups and why can you divide the available definitions of public relations?
3. Give a definition of "social institution." What types of social institutions do you know?
4. Name the main functions and dysfunctions of social institutions.
5. What is understood by the institution of PR?
6. Describe the models of public relations by J. Grunig and T. Hunt.
7. What characteristics underlie the allocation of stages of development of PR in Kazakhstan?
8. What is the difference between the concepts of "market" and "sphere" of public relations?
9. Name the spheres of public relations. What are the objectives of each of them?
10. What is meant by the concept of a "public relations market actor"?
11. What is the difference between indirect and indirect PR actors?
12. Describe the modern content of business PR and public PR.
13. What does the concept of "marketing PR" mean?
14. What is meant by the "territorial" and "institutional" aspect in the analysis of the market and PR sphere?
15. What segments can be divided into the modern Kazakhstani public relations market in terms of territorial aspect?
16. What are the specifics of public relations in the structures of different institutional groups?
17. What parameters characterize the market of large PR-agencies in Kazakhstan today?
18. What factors are associated with the development of the market and the sphere of public relations in modern Kazakhstan?

19. What types of subjects determine the subjective space of PR-activities?
20. What is the difference between professional and amateur (optional)?
21. How does a psychogram differ from a professiogram?
22. Name the basic requirements for personal qualities and the level of professional training of PR-specialists.
23. How are the generalized basic functions of professional public relations activities formulated in the professional standard?
24. What conditions are necessary for a social actor to become an element of the public?
25. Give a definition of the public and the public in PR.
26. How can we formulate a definition of the target public, taking into account the activity in the public space of Internet users?
27. How and when did Western scholarship develop a critique of the various facets of mass society?
28. What parts does the Australian scholar G. Dowling consider appropriate to divide the target public of an organization into?
29. What contribution did the situational theory of the public developed by the American scholar D. Grunig contribute to the development of the concept of the public?
30. What public groups and "special disciplines" does Austrian researcher F. Bogner distinguish?
31. Name the groups of the public in the digital environment.
32. What does the priority of working with one or another public group depend on?
33. What are the main characteristics of PR as a science of PR?
34. Define the object and subject matter of the science of public relations. What approaches to defining the object and subject of PR are known to you?
35. List the fundamental, applied and technological tasks of PR.
36. What are the differences between fundamental and applied public

relations?

37. Try to define the place of public relations theory in the system of socio-humanitarian knowledge.
38. Define the functions of public relations theory.
39. Name the main functions of information.
40. List the features of PR-information that distinguish it from social information in general.
41. How is the social significance of information determined?
42. Give a definition of the concept of "PR-communication".
43. Can we say that publicity is a tool for creating publicity capital of a public relations subject?
44. Under what conditions is it possible to create publicity capital?
45. Describe the main methods of public relations theory.
46. What are the functions of public relations theory?
47. Is publicity a tool for creating publicity capital of a public relations subject? Under what conditions is the creation of publicity capital possible?
48. List the essential characteristics of PR from the point of view of public relations.
49. How can media relations be defined?
50. What can be seen as the basic, bottom-line result of effective media relations?
51. What are the mandatory forms of media relations that any PR professional in a company should know?
52. What is the basis of a system to regularly inform the media about the activities of a PR subject?
53. Describe the main events that are organized for journalists.
54. What is the difference between a briefing and a press approach and a press conference?
55. What are the steps involved in media monitoring?

56. What are Media Relations 2.0?
57. What are the differences between "social media" and "social media"?
58. Define "storytelling. What types of storytelling do you know?
59. List the characteristics of specially organized events. Can the terms "special event" and "special event" be considered synonymous?
60. What are the communicative purposes of specially organized events?
61. Why are specially organized events more effective for PR purposes than natural events?
62. Give examples of special events that you have participated in.
63. What are the main stages in the process of creating a special event?
64. What parameters should be considered when conducting a quantitative analysis of the results of the event?
65. What variants of classifications of special events do you know? Suggest your own classification.
66. Characterize the various forms of sponsorship and fundraising.
67. Under what conditions can a company expect a sponsorship project to succeed? What is included in a sponsorship package?
68. What types of work include finding and attracting sponsors for the event?
69. What changes does the digital age bring to the organization of special events?
70. Name the types of verbal and visual PR information implemented in the text.
71. In what ways can copywriting and speechwriting in public relations be considered together?
72. Name the main differential characteristics of a PR text.
73. Name the main genre-forming features of a PR text.
74. What are the main and peripheral purposes of a PR text?
75. Name the main and non-main functions of the PR-text.
76. What is the difference between the classification of texts from its

typology?

77. What is the difference between basic texts and related and primary media PR-texts?
78. What is the role of quotation in PR-text?
79. Give a general description of the genres of related PR-texts.
80. Specify the types of speechwriting text.
81. Specify the stages of preparation for an oral public speech.
82. Name the types of visual PR-text.
83. Identify the main types of photography in PR.
84. Give a characteristic of auditory PR-texts.
85. Define the concepts of "public opinion", "subject of public opinion" and "institution of public opinion".
86. Name the characteristic features of public opinion.
87. Is it correct to say that public opinion, its transformation and change in the right direction is the object and the final product of PR-activities?
88. Who and when were the theoretical foundations of the study of public opinion established?
89. Who are called the leaders of public opinion? What two types of such leaders can be distinguished?
90. What are the main functions of public opinion?
91. What stages does the life cycle of public opinion include from the point of view of American scholars?
92. Analyze the differences between public opinion and people's knowledge.
93. Name the most famous companies involved in the study of public opinion in modern Kazakhstan.
94. Why is it imperative for a PR specialist to know the basic techniques of public opinion research?
95. What role does the corporate mission and corporate philosophy play in ensuring the competitiveness of the firm?

96. What groups of the public are interested in identifying the mission of the firm?
97. Why shouldn't the formulation of the firm's mission address the firm's internal environment and internal problems?
98. Whose job responsibilities should it be to formulate a corporate vision? Why?
99. Name the benefits that an organization can achieve through a well-rounded strategic vision.
100. Should the firm's vision and mission necessarily be individualized? Why?
101. If appropriate, what requirements can a vision and mission form the foundation of a good reputation?
102. Comment on the transformation of the content of the concept of corporate social responsibility in connection with the development of business processes.
103. What are the key differences between philanthropy and social investment?
104. What is corporate citizenship?
105. Scientists distinguish different types of corporate culture. Which approach do you think is the most developed?
106. What do you think distinguishes an effective and strong corporate culture? Give examples of such cultures.
107. Why is creating a positive image for any social actor a matter of paramount importance today?
108. Is it right, from the point of view of a PR specialist, to consider the concepts of image and image as identical?
109. What are the characteristics of an image as a special mental image that are highlighted by modern psychologists?
110. What is the main function of an image?
111. Give arguments proving that image plays a major role in politics in the

era of mass communications.

112. Describe the different scientific approaches to the differentiation of the qualities that make up a personal image.
113. What is the structure of the personal image?
114. What components does the concept of "corporate image" include?
115. Identify the main stages of creating a corporate image.
116. What should be considered the main means of corporate image-making?
117. List the main elements of corporate identity.
118. Why does an organization need to work on creating a corporate identity? What do you know about the requirements for corporate identity?
119. What is a trend and what is its role in brand building and image-making of a company?
120. Analyze the main differences between image and reputation.
121. What are the benefits of a good reputation for an organization? What are the main research approaches to this question?
122. What are the methods for assessing reputation? On what principle can they be divided into qualitative and quantitative?
123. What is the difference between business reputation ratings and corporate governance ratings?
124. What are the components that make up the set of measures of reputation management?
125. Can we say that for each individual company there is a specific set of the most informative and exhaustive elements of reputation?
126. List the basic principles that must be followed by PR-specialists to form a positive reputation of business entities.
127. Highlight the three areas of work on reputation and indicate the ways of implementation of these areas of reputational management with the help of the website.

128. In your opinion, what opportunities for reputation management activities does the organization's internal website (intranet) provide?
129. Name the factors contributing to the actualization of business reputation as a component of intangible resources in today's world.
130. Is there currently a generally accepted definition of a brand?
131. What are the stages in the process of creating and managing a brand?
132. What is the main method, stipulated by all researchers, by which a brand is formed and the idea and desires of the owner are conveyed to the consumer?
133. Identify the five main sources of brand "added value" in the eyes of the consumer.
134. Which of the two concepts, "brand" or "brand name," is broader?
135. Can it be argued that communities form around brands as around opinion leaders?
136. What stages, according to researchers, does a brand go through on its way to becoming a brand?
137. What is the uniqueness of Thomas Gad's system of brand building and perception?
138. Describe the five circles of brand identity in terms of the concept proposed by M. Vasilyeva and A. Nadein.
139. What adjustments were made to the concept of "branding" by the emergence and widespread use of the Internet?
140. In what ways does the concept of e-brand differ from the "real" marketing brand?
141. Analyze the known stages and strategies of e-branding.

SCIENTIFIC EDITION

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500 copies.
Signed: May 30, 2023

Published:
ScientificWorld -NetAkhatAV
Lußstr 13,
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Textbook published in the author's edition

ISBN 978-3-949059-84-1



