

THE ISSUES OF DEVELOPING RELATIONS WITH THE PUBLIC IN KAZAKHSTAN AND CIS COUNTRIES ANNOTATION

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Abstract: The Institute for Public Relations arose in Kazakhstan due to such objective reasons as the development of civil society and the desire of the authorities to establish a dialogue with the public. Socio-political transformation of the Kazakhstan society of the 90s of the XX century is a complex set of causes and effects, the development in which new communication systems is an interdependent process. From this point of view, it seems very interesting and relevant in all respects to analyze the process of such a new phenomenon for Kazakhstan as the formation of a system of public relations (PR).

Keywords: Public, media, journalism, professionalism.

INTRODUCTION

The emergence of PR in Kazakhstan as a field of professional applied and scientific activity was caused by objective conditions for the development of public relations, institutions of civil society, as well as socio-economic, market mechanisms.

First of all, it should be noted that the general process of democratization of the country and the transition to market relations in the economy radically changed the nature of communications in Kazakhstan. Prior to the 1990s, the dissemination of information was vertical and strictly dosed. The media in these conditions were the official means of reducing social tension. The vast majority of citizens.

Has quite adapted to life in a society of a given social and informational type. Therefore, the changes that occurred after the country gained independence, caused a strong resonance in society. Gradually the new horizontal model replaced the vertical one. There was a choice of sources of information. However, now the media, instead of reducing social tension, has often provoked its growth. Therefore, the best way out of the difficulties could be organized and systematic introduction of public relations services at all levels in the organization of training of such specialists. All this confirms the thesis that the emergence of public relations services

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coincides with democratic reforms and the establishment of market relations in our country.

And the establishment and development of the institution of public relations in Kazakhstan is largely determined by economic factors associated with the country's transition to a new economic model. As you know, the planned economy did well without PR and advertising. The transition to a market model of economic development in the conditions of the formation of the information society led to an increase in the importance of public opinion and the need to build communication between the organization and its social environment.

DISCUSSION

The establishment of the institution of public relations in Kazakhstan is actually a reconstruction of the world (and, above all, the American) evolutionary process. But, if in the US the process of formation of this social institution took almost two centuries, then the Kazakh PR is forced to make this way in a much shorter period. At the same time, both the use of foreign experience and its adaptation to the realities of Kazakhstan's reality became an important component. Not having such a solid tradition as in the West, Kazakhstan PR, despite its enormous difficulties, is dynamically developing and already plays a rather important role in the management of social processes, and also significantly affects the political culture, economy, and the spiritual life of society. And this, in turn, is a testament to the democratization of socio-political processes and the development of civil society institutions. It should be noted that Kazakhstan's public relations have their own specifics, but this does not mean that they do not work in the same way as "public relations" in the US, UK or Poland. There can not be universal forms effective in any conditions. French PR will differ from Czech and Japanese, but in all cases, the public relations system, as stressed above, is inherent in a democratic civil society with a developed or developing market economy.

Most domestic researchers believe that PR-practice originated in Kazakhstan in 1990, when the first public affairs departments began to appear in state structures / 1 /. The fundamentals of transforming the relationship between the system of power and society with the help of professional PR tools were laid precisely during this period. The main centers of information and PR activity were the relevant units of the Administration of the President of the Republic of Kazakhstan, the Government apparatus and both chambers of the Parliament of the Republic of Kazakhstan, national companies. At the same time, press services, press centers and public relations centers were established in the executive and legislative branches of the regions. Almost every head of legislative and executive power in the region, as well as the head of the administration of the capital city, has a press secretary or public relations adviser.

Public relations services in Kazakhstan have been most firmly established in the political sphere. In this they differ from the corresponding units in the West, where PR in commercial structures and in the political sphere complement each other. Directly in the business of public relations began to develop at us exactly when the economic reform of the country contributed to the emergence of effective market relations in Kazakhstan. As the researcher A. Kopezhanova notes, "in Kazakhstan, PR technologies have developed not in business structures, but in the political sphere. Because in the post-Soviet countries, the initial understanding of the term PR was associated with electoral technologies and is equated with pre-election campaigning, political technologies, propaganda and others" /2/. As for business, the PR structures were the first to create companies of the consumer goods sector, which considered PR only as an auxiliary marketing tool.

At present, Kazakhstan commercial PR expects a new round of development. Its reasons are the growth of domestic producers, which enter new markets. From the capital of Astana, they move to the regions or the near abroad, from the regions they go to the general Kazakhstan market and to the capital. The catalyst for the development and strengthening of commercial PR is also the need for many companies to invest, which requires "investment appeal". Reputation and fame are important factors in building investor confidence. PR is still strong in specialized markets, where advertising is not able to solve the tasks, in connection with the narrowness of the audience of consumers and the specifics of the objects of promotion. The current state of PR completely repeats the development trends of Kazakhstan's economy and corporate culture. "The basic request for meaningful and effective PR comes from the most competitive markets, such as the banking sector, communications, consumer goods," notes expert Tatyana Batisheva /3/. And although the spheres, where PR is now applied, are very extensive, nevertheless it is possible to distinguish three basic branches. First of all, it is the financial and banking sectors. The second branch, where PR, as a tool for creating a reputation, has strong positions in our country is the oil and gas complex. To the third, we can safely refer the sphere of information technology-IT. /4/.

The organization of training of public relations specialists took place in Kazakhstan under rather difficult conditions, but was facilitated by the fact that its process did not come from scratch, but had as its basis a solid academic system of national higher education that had developed over the previous period of time. The country had a significant layer of teachers of humanitarian disciplines, as well as practitioners-journalists who could train new personnel and become specialists in public relations. /5/. Scientific and practical conferences were held.

The material and technical base and the professional teaching staff necessary for conducting training in the specialty of public relations were established at the Kazakh National University. Al-Farabi, at the Kazakh Economic University named after T. Ryskulov, at the Kazakh University of International Relations and

World Languages. Abylai Khan, at the University of International Business. The educational program for training specialists in public relations in Kazakhstan is based on a proven system that includes fundamental general educational disciplines in the framework of higher university education, as well as a solid list of disciplines aimed at forming a complex of knowledge of the specialty, consisting of three main parts - general humanities, journalistic disciplines And the discipline of the specialty. Graduates of higher educational institutions who have completed their studies in the specialty "Public Relations" will be able to work in state institutions, enterprises with various forms of ownership, public organizations, press-secretaries, public relations consultants. Among them there are already talented managers who have reached a high career position. /6/.

In our opinion, it is necessary to completely change the direction of the press services, giving it an analytical character. Reforming the PR services of state bodies (executive power, first of all) by creating information and analytical centers instead of primitive press services, we will improve the efficiency of information management.

The initiated process requires high professionalism and sufficient theoretical training of PR specialists, the majority of whom received their education in the faculties of journalism and philology, where the training of specialists is conducted mainly in the historical and philological direction. Increasing their skills in the general context of retraining civil servants is not a matter of fashion. Retraining of PR specialists is connected with the fact that management of information processes involves

Mastering the methods of economics, sociology, social psychology, the theory of mass communications.

It becomes obvious that it is necessary to create an efficiently operating, organizationally and scientifically methodologically formal public relations system that allows for a constant and focused dialogue with the population of the country and the world community. Such a mutual dialogue is possible, in our opinion, with the systematic study of public opinion, the ongoing social and political processes in the country and in the world, monitoring public reaction to the actions and initiatives undertaken by the authorities, collecting and summarizing information, forecasting the development of sociopolitical processes, Political situation, the definition of the main goals, methods and methods of communication.

The study and generalization of the world experience in the field of PR, the comprehension of the problems that need a solution, are beyond doubt. This is also required by the globalization of not only economic and social, but information processes. World experience shows that a state whose PR is not adapted to this phenomenon can not successfully compete economically and have a positive political image. Investing in PR is a highly profitable and promising

investment of funds, which makes it possible to obtain serious results with minimal costs.

It should be noted that, despite intensive development, the theory and practice of public relations in Kazakhstan have not been studied enough. The issues of the formation and development of PR, its methodology require further detailed research and are one of the most promising subjects for research. The main difficulty in studying the problems of public relations in our country is due to the fact that this phenomenon belongs to a number of new and not completely studied. Against the backdrop of the rapidly developing practice of PR, scientific activity in this area appears less ambitious. The institutional conception of PR as a science, its methodological content and conceptual basis has not been practically developed. However, in our opinion, such a backwardness of science from practice in this case is quite natural, since the science of PR is inherently a practical orientation. In this sense, it should be compared with applied sciences such as medicine, chemistry and others, in which theoretical foundations are formed on the basis of extensive practice, and only then does the stage of scientific generalization and elaboration of conceptual provisions begin.

CONCLUSION

PR education in Kazakhstan is also an important problem. Due to the lack of professionals in PR, people who can be transposed into PR activities often - journalists, people with experience in marketing, etc. often go to PR. Education in the specialty of "public relations" is experiencing a period of accumulation of experience. Kazakhstani PR education has two serious flaws: a lack of uniformity and almost complete Mastering the methods of economics, sociology, social psychology, the theory of mass communications.

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Lack of teachers with experience in PR. General courses taught in individual educational institutions can not meet acute needs. The PR experts invited from Western countries will not be able to do this either. Welcoming their educational activities, do not forget that Western experience is not in all suitable for our culture and mentality. This is one, and not the main thing, proof of the urgency of the need for the formation in our country of a highly professional, civilized system of public relations.

Social communication has always played an important role in the life of society. But in the last quarter of the 20th century. In the global information exchange, dramatic changes have come. They were associated with the trends of globalization, when a significant part of the world's population was included in the new information reality, which is characterized by a greatly expanded access to a variety of knowledge and information. People have the opportunity to handle events in real time, to become their participants. The importance of national borders is diminishing, which gives a sense of being part of a global community. It is not

surprising that the transformation in the information sphere affected the technical, economic, socio-cultural and political spheres and the Kazakhstani society, which created the prerequisites for accumulating a larger volume of social information and social experience. It was necessary to form new or modify existing social institutions, organizations, communities, and among them, above all, the institution of public relations (public relations or public relations).

The concept of public relations or public relations, which until recently was little known and unusual for post-Soviet science and public practice, has literally burst into our lives in recent years. Today, we can state with confidence that in CIS countries, public relations functions as a full-fledged social institution. Among the CIS countries, Russia, Ukraine and Kazakhstan are the clear leaders in the development of public relations. The Russian researcher GNTatarinova identifies three periods of formation and development of public relations in modern Russia. The first period - 1991 - 1994 - the period of the initial formation of the PR-market. The second period - 1994 - 2002 - the period of formation of the developed industry. The third period - 2003 - the beginning of a new period, the acquisition of a new quality of PR-industry. In our opinion, this statement is also true for Ukrainian and Kazakh PR.

These facts are also important because every year the rapid development of the profession PR specialist should become more qualified. He must possess a complex of knowledge in the field of economics, marketing, sociology, psychology, management, ethics and, of course, journalism. This complex of sciences is not presented in due course Least in the specialty of "journalism". This new factor is also taken into account in the new standard of PR education.

Of course, a PR specialist should have a creative approach that will allow him to work on an equal basis with modern media and effectively use them. Since a PR manager sometimes has to work in the most unpredictable areas of a person's life, deep and extensive knowledge of the world around him is extremely important for the profession. PR-professional today is much more than an intermediary between the company and society. A public relations specialist must understand all aspects and actions of the company for which he works. In addition, employees need to know the methods and means of PR, as well as psychology, in order to have an idea of the motivation of people's actions, of the methods of persuasion. They also need to know the basics of marketing, management, economics and sociology.

Now, a few words about the problems that have worn the landscape. It should be said that there are quite a few PR courses in the country, but, unfortunately, in their bulk they can not stand any criticism. People who have never engaged in practical work earn money to train everyone else. Those who want to get a fashionable crust are enough to earn money, telling obvious things or considering the well-known cases of Western companies. Rather, the employer will pay attention to the ardent

desire to engage in PR, and the fact of passing some courses is more important than directly those courses that a person has visited.

The day is not far off when the “public relations specialists” will start publishing their own universities in Kazakhstan. And here the most important thing is to provide a full-fledged educational process. The creation of domestic textbooks and teaching aids-so to speak, the basis of the basics. Therefore, the creative union of theoretical scientists and PR practitioners is so important.

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