



APPLICATION OF PR TECHNOLOGIES IN EDUCATION(On the Example of Journalistic Education)

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Abstract

The article talks about the application of PR theology in education and their advantages, the concept of PR theology and its essence. Taking into account that the level of study of the subject in our country is now developing, more and more foreign sources have been relied on to cover the topic of the article. The conclusions from the article can be used in order to increase the effectiveness in teaching journalism students in higher education.

Keywords: PR theology, higher education, public, journalism

Introduction

First of all, what is the PR theology itself to determine the place of PR theology in education? What kind of history does he have? It is desirable, if we answer the questions " What is the purpose?" The phrase Public Relations (from now on – PR, PR) was first used by Thomas Jefferson, the third president of the United States. He used this term for the first time in his "seventh appeal to Congress" in 1807 year¹. The purpose of this was to raise the public relations of the government at that time to the level of the state, scientifically-organizational.

Later, one of the founders of PR science, Edward Bernayz, described the essence of this phrase as "an act in the interests of society." Hence, "the emergence of the Piar in the US was directly a product of political processes." A century later, the history of PR, which became a reality as a separate science, originates from the events of that time. The presidents of the United States of that time accepted the establishment of strong and reliable relations between the government and the people as the main factor for the prosperity of the new state. Their opinions based on this criterion turned out to be incredibly correct. Thomas Jefferson's following words remained a motto for a series of gazettes that chose the path of democracy: "if they tell me that there is no government, whether it is gazetas or gazetas, whether it is a government, choose one, I would say that there should be gazetas, even if there is no government without any duality." Thomas Jefferson could also have foreseen an increase in responsibility for the position of gazeta and other publications, if the interpretation. Consequently, it can be seen that the government can not imagine either the public relations of an





organization without the press, the media, the Democratic leader is also expressed in the means of this concept.

The issue of public opinion settlement has long been the cause of various controversy in many historical sources. This idea was put forward by Socrates, who lived BC, and encouraged his knights to know the truth. He said that the truth "can be learned, understood by way of argument, by way of conversation, it is necessary to focus the main attention in the conversation on the analysis of human consciousness and thinking. In his time, this method was called the "Socratic method".

Of course, the root of many Sciences is from the East. In the creativity of Oriental scientists, one can also realize that the idea of Public Relations was put forward. The views of Nizamulmulk, who served as a minister in the Palace of Malikshoh in 1072 year, are also remarkable. Nizamulmulk, a colleague of the scientist and poet Omar Khayyam, wrote in his work "politicization": "if there is no need, then nothing can be written from the Supreme Assembly. The hormone and strength of the decree must be such that no one will put it out of his hands until it is executed. So, even in this ancient political era, public relations were reflected in its own way. The relationship of the Tsar's Command has been studied and its execution controlled. These valuable thoughts have not lost their importance even today.

Experts admit that modern PR appeared on the ground of Journalism from a practical point of view. It is noted in the books of the series "Pablik rileishnz" about the fact that he is one of the founders of the same practice American journalist Ivy Ledbetter Lee. In 1898, after graduating from the University of New York, the University of Priston, Ivy Lee initially began working on the World newspaper. However, the young journalist is not satisfied with the narrow streets of reporting. He sought to be more active in socio-political life. This aspiration was manifested in the election of the mayor of New York in 1903 year. The following year, during the election to the US presidency, he became a press officer for the National Assembly of the Democratic Party, along with his colleague George Parker, formed the firm "Parker and Lee".

In 1906 year, Ivy Lee published the "declaration of principles". In this way, he initially "approached the activities of the press service employee to the public" 8, while at the same time filled the new profession with an area that is very necessary for society, indicating its importance. "The main service of Ivy Lee is that she gave an open character to a new profession. "The declaration of principles" has become one of the main programming documents for the formation of a popular American Open Society, taking into account both high state bodies and authority for the whole nation".





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The declaration states: "This is not a secret press release. We do our whole job openly. Our task is to deliver the news. This is not a propaganda agency. If you believe that any of your material falls under the propaganda section, then do not resort to it. Our work is accuracy. We will help with every editor Dil jonu dilimiz to personally check the above mentioned facts. In short, our goal is to make it clear to the Press that the information we are interested in the US public on behalf of the working circles and organizations is a good idea." In this way, the movement for establishing public relations with organizations began in the US. This movement gradually became a social reality.

Another important area of PR is working with the media (publicity, media relations). Radio, print and television are the most powerful factors influencing the mass consciousness. The formula of media influence on the audience is simple: who, what, to whom, when, where, how and why speaks. To attract the attention of the media, a news occasion is needed, which should be presented, emphasizing its social significance. Such news, if properly presented, can be any event – the opening of a new building, the last call, the opening of classes of a new profile, a meeting of a foreign delegation, contests, exhibitions, labor actions, the work of a museum, etc.

Invite professional journalists to the school. Create a press center at the school, because, perhaps, one of the students himself dreams of becoming a journalist, and this will be a wonderful practice for him. Send press releases to the media – texts that tell about any significant events or events. Among the various forms of PR texts can be a press release, invitation, backgrounder, question-answer list, image interview, fact sheet, biography, statement for the media, image article, case story, byline, congratulations, letter, etc. The rules for writing and formatting each of them can be easily found on the Internet. Interaction with the media is carried out on the terms of mutual interest and partnership: not only the organization is interested in providing information about its activities, but also the media are interested in obtaining information – reliable, operational, interesting to a wide audience. People are interested in everything new in the field of education. Many newspapers, magazines and television channels have special headings, programs dedicated to education. They





receive most of the information themselves, but in recent years educational institutions have begun to pay more attention to informing potential participants in the educational process and partners about their work. By sending out press releases containing information about news interesting to readers and viewers, you can be sure that they will be published or voiced in any publication. Moreover, many journalists from television will be ready to come to you if you have an interesting event. You just have to remember that it should be interesting outside of your educational institution. The scientist of Bethlehem identifies various sources of information, the use of which will increase the chances of publishing information about the educational institution. These are facts from the history of an educational institution (view old newspaper files, magazine articles, letters, photographs); unusual or interesting events related to the creation of an educational institution, its formation, people who worked or studied in it; memories of veterans or pensioners (they do it so emotionally that you can record their story on video or audio media); photos and videos of the educational process. We need to find something that will surprise and impress other people.

In the context of the formation of an information society for students, one of the most popular PR tools in the field of education is the institution's website, through which the school is positioned in the educational services market, informing about the services provided, success, competitiveness. In addition to the educational institution's website, teacher's websites can be created. Now it is not very difficult, since there are many free "website builders" with which a person, even with a fairly modest knowledge of programming, can create his own personal website.

The educational institution's website, in addition to providing complete information about the educational institution, can be used for constant communication between parents, teachers and the administration. Specialized forums, surveys, virtual parent meetings, etc. are suitable for these purposes. Not only professionals can be involved in the development of the site, but also schoolchildren, by announcing a competition for the best school website projects, you can publish a school electronic newspaper, keep in touch with various educational institutions of the near and far abroad, participate in various Internet projects. It should be remembered that the information on the site should always be up-to-date.

With the development of the Internet and satellite communications, the information field has become global – it is not limited by either distances or state borders. Thanks to the formation of a single global communication field and the development of the information and communication technology sector, the education process has been enriched with the tools of interactive forms of education: interactive distance education, online conferences and discussions in real time, access to online libraries





and data banks. All this gives an additional impetus to the development of innovative education and accelerated dissemination of knowledge through a global communication network [4]. Therefore, it is necessary to expand the boundaries of its information space, reaching the international level. This will give a special status to your educational institution. Most modern journalistic educational institutions are involved in international activities. The development of international cooperation makes it possible to organize joint research projects, exchange programs for schoolchildren and teachers, and special programs for foreign students. Consider the opportunities that international activities represent for your educational institution? This is the participation of teachers and students in international competitions, Olympiads; scientific and practical conferences, readings, festivals, project fairs, exhibitions, cultural and educational projects; implementation of joint cultural and leisure programs; exchange of groups of teachers and students in order to study work experience and get acquainted with the culture of the country; participation in Internet project activities.

Conclusions

Today, PR can also be considered as one of the management functions of an educational institution, contributing to the establishment and maintenance of communication, mutual understanding, location and cooperation between the organization, its consumers and society as a whole. Therefore, knowledge of the specifics of the use of PR technology in the field of education helps to solve not only the issues of promoting an educational institution on the market, but also such important management tasks as providing the organization with information about public opinion and developing response measures.; planning management activities in the public interest; supporting the institution in a state of readiness for various changes by anticipating trends in advance.

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