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9. Marketing communications in the agribusiness of Ukraine

The agricultural sector holds a specific place in the national economy of Ukraine. It provides for economic safety of the state and contributes considerably to the Ukrainian GDP. The essential part of the agribusiness potential of Ukraine is not used nowadays; therefore, it is necessary to apply marketing approaches to assure its full use. The paper studies the ways to raise efficiency of agribusiness in Ukraine by applying modern achievements of the marketing communication. Communication instruments are being permanently improved and changed, they make it possible to increase sales, maximize production efficiency and raise cost-effectiveness. The main point is that they enable to establish a closer contact between the producer and the buyer, and customize production in accordance with the prospective consumer requirements.

In the theory and practice of public relations, one of the key is the multifaceted concept of "public". In the most general sense, the public means any group of people (perhaps even individuals) that is somehow connected with the life of the organization or institution. These can be its own employees, the community living next door, consumers, media workers, civil servants, celebrities, and so on.

In public relations, the public is often perceived as synonymous with the concept of "audience" (audience). However, the connection between these two concepts is much more complicated than it seems at first glance. In fact, sometimes there are situations when the concepts of "public" and "audience" can be equated. This happens in cases where a particular group of people is seen as the object of certain forms of influence, as a passive recipient of information: for example, in the form of a lecture, address, message or even the line of conduct of any person or organization being advertised. .

However, from the point of view of the theory and practice of public relations, the passive audience has a specific interest for specialists in this field. Any passivity of the audience for a public relations worker (especially if this audience is a group that significantly affects the functioning of the organization) means that through the fault of the organization itself or due to miscalculations of those responsible for public relations in the organization is not all right . Therefore, it is no coincidence that short- or long-term PR campaigns are constantly being developed and actively conducted, aimed precisely at transforming the passive audience into an active one, which responds vividly to the policy, line of conduct, products of the organization and firm. For PR practice, such an active audience becomes the public.

However, in the theory and practice of public relations, the situational approach is most widely used, when the term "public" (active audience) means any group of people who under certain circumstances somehow united around specific common interests or experiences. This approach to the definition of "publicity" was proposed at the beginning of the century by the American philosopher, pragmatist John Dewey. In his opinion, the public is an active social entity that at some point unites all those who face a common problem and can together look for ways to solve it. A group of the public is formed on the basis of the recognition of a certain evil, which can harm the common interest of a certain circle of people. However, without communication, a group of people may be left without a form of shadow, one that frantically searches for itself, focusing on ghosts rather than the point.

Based on these considerations, the American researcher James Gru-nog drew attention to three factors of a situational nature, which, thanks primarily to communication between people, turn the latent (hidden) public into an active one. Among these factors, he calls:

1. Awareness of the problem. This is a factor that shows the extent to which people feel the change in the situation and thus realize the need for information.

2. Awareness of limitations. This is a factor that indicates the extent to which people feel depressed by external factors and look for ways out of a particular problem situation. If people think they can make a difference or have an impact on a problem, they will look for more information to make a plan of action.

3. Level of inclusion. This is a factor that shows the extent to which people see themselves involved in a problem situation and feel its impact on themselves. That is,

the more they see themselves connected with the situation, the more they will communicate, look for a new one information in this regard.

It is more complicated when it comes to an individual, to which group to refer it. This can be illustrated by the following example. It is known that each individual as a multifaceted and multifunctional individual, while remaining an autonomous individual, can actually belong to different groups of society. What kind of public groups can these be?

First of all, like any other person, it certainly belongs to a group of consumers that can be easily identified (described) by marketers. For example, this is a young man, aged 18-21, who, from the point of view of the market, can be attributed to a group of consumers with the conditional name "students". This group of young people deserves special attention from producers of various goods and services, because, even if we take into account the current situation of students, it is a capacious market and can give a good profit. In most cases, students live not only on their scholarship, but also receive parental support. No matter how hard it is for parents, they want to see their son or daughter well-dressed, fed, and so on. Young people, in spite of everything, try to organize their leisure in a certain way. This also sometimes requires certain costs. In short, there is a lot of money in the youth market, and marketers are well aware of this when they single out such a group of consumers as "students". This young person can also belong to a certain organization: political, social, sports, etc., ie be part of these groups of society. Finally, it can be a representative of a certain nationality, belong to a separate ethnic or religious group, and so on. The same can be said of any other person. Thus, each person simultaneously belongs to different groups of the public (not only in the PR sense) and, probably, few people want to be "the public in general." The task of public relations specialists is precisely to identify and define these groups as accurately as possible.

The problem of grouping and identifying the public or "active audience" is essential in the theory and practice of public relations. The approach used by this science to define groups of society is largely consistent with that used by sociology and social psychology. At the same time, it is easy to notice a number of significant differences.

Public relations experts approach the issue of public grouping only from a pragmatic point of view, distinguishing those groups that one or another institution (corporation, government agency, socio-political organization or even an individual) considers "their own". That is, we are talking about those groups of the public that are influenced by one or another organization and on whose attitude to the organization depends on the success or failure of its activities.

In the literature on public relations, the most common, but at the same time too generalized catheterization of the public is its division into two groups: external and internal. The external public is those groups of people who are not directly related to the organization; the press, government agencies, educators, customers, residents close to the organization, suppliers, etc. The internal community is a group of people who belong to the organization itself: workers, engineers, managers, shareholders, the board of directors, and so on.

PR practitioners sometimes refer to the "internal community" exclusively as employees. But this approach has a significant drawback in terms of the social functions of the institute of public relations, because instead of considering all employees in the organization as a single team, it rigidly distinguishes them into managers and subordinates. This can cause a "ghetto effect" in the minds of ordinary employees and complicate communication problems within the organization, especially if, on the basis of such opposition, the workers' union, for example, begins to conflict with the company's management.

Assessing the overall positive division of the public into external and internal, it should be noted that this is a very general approach and it is of little use for the practice of public relations.

The typology of the public proposed by the American researcher Jerry Hendrix is considered more fruitful. For purposeful, again communicative work of any organization he recommends to allocate the following main groups of the public:

1. Employees of mass media (local, national, special channels), including press, television, radio and departmental mass media.

2. The public of the organization itself, including the management and official staff of the central office, the main elected and appointed specialists of various profiles, honored and honorary members of the organization, production staff of various levels, service personnel, union members and others.

3. The local community, its media, group leaders and leaders of local political, public, business, religious, cultural and other organizations.

4. Investors, including real and potential ones, financial press, statistical service, financial and economic information networks, insurance organizations, etc.

5. State bodies, including representatives of the legislative, executive and judicial branches of the central and local levels, local self-government bodies, etc.

6. Consumers, including the staff of the organization itself, various groups of the consumer community, consumer protection activists, consumer publishers, local media and leaders of the local community and local organizations.

7. The public of special interest groups, their information channels, leaders and leaders of organizations, etc.

Only about 150 different groups of the public stand out in an expanded form.

Depending on the tasks of the organization and specific situations, there may be other approaches to the general typology of groups of society, which is divided into several categories, which in social terms mostly intersect with each other. In particular, in terms of the importance of public importance for the organization, the following groups of the public are distinguished:

1. Primary, secondary and marginal. The main public is the community that can provide the most assistance or do the most tangible damage to the organization's efforts. The secondary public is the community that is of some importance to the organization, and the marginal community is the community that is least important to it. For example, the tax administration, which oversees tax matters, may for a time become the most important public for commercial organizations waiting for specific rules and

instructions on income tax returns, when legislators and the general public may move to the secondary level.

2. Traditional and future. For example, employees of the organization, its current regular customers are traditional groups of the public, while students and potential customers are the public of the organization in the future. No organization can be satisfied with its ever-changing relationships with its groups. Today, the public of organizations is represented by numerous social groups, starting with women, national minorities and ending with the elderly, the disabled, and so on. And each of them can potentially become important for the life of the organization in the future.

3. Supporters, opponents and indifferent. Such a typology of the public is important from a practical point of view. Yes, it is clear that an organization or institution should treat those who support it differently and those who oppose it. For example, with regard to supporters, the organization should establish such communications that would strengthen their trust in it. As for the skeptics, in order to change their opinion in their favor, the organization must quickly resort to argumentation and persuasion. The indifferent public, especially in the political sphere, is crucial. Numerous election and other political campaigns have been won precisely because some candidates or politicians have done better than their competitors to attract voters who are hesitant or indifferent to politics. you need to pay attention to the special interests, wishes and problems of each of them.She must remember that any special interest group today is in itself a complex social phenomenon. Therefore, the harmonious coordination of actions necessary to win its support can be achieved only through a well-thought-out, flexible system of public relations, when in a given situation the features and interests of each of the target groups are taken into account. Thus, any ordinary organization in a given situation can deal with a huge number of important groups of society with which it must communicate.

Examining the "situational theory" of the public on the basis of a number of problematic situations, including environmental, we mentioned D. Grunig concluded that, for example, environmental groups formed on the basis of the coincidence of communicative behavior about environmental protection, as a rule, have a unique dynamics and differ significantly from other groups formed by demographic or any other characteristics and attitudes. Hence, he proposes to distinguish four types of public.

1. The public that responds to all problems, ie shows its activity on any issue.

2. Indifferent public, ie indifferent, which is not active on any issues.

3. The public around one problem, ie active on one or a limited number of related issues (eg animal protection).

4. The public around the problem that has worsened. This public begins to act actively after the problem becomes known to almost everyone through the media and is widely discussed in society (for example, reducing the birth rate in the country).However, the situational approach to grouping the public and the definitions of their groups proposed on this basis in specific circumstances are unique, so they can rarely be used in other specific circumstances. For example, it turned out that effective definitions of public groups, as a rule, go beyond purely situational, demographic or "psychographic" approaches and include relevant indicators that indicate the recognition of the common interests of people in general. , and about situational variables that sharpen the interest of only certain individuals in specific situations or problems. That is, the process of grouping the public is mostly the result of people's response to special problems or situations, and not just the coincidence of the features of their individual characteristics. Hence, it is the specific problems and situations that determine the composition, size, and strength of the reaction of each of the relevant groups of the public.

In modern theory and practice of public relations, the psychographic approach to the peculiarities of people, first of all taking into account their emotional state, value orientations, peculiarities of behavior, lifestyle, etc., acquires more and more importance in the typology of public groups. This approach, by the way, like most PR-approaches to public grouping, makes it possible to overcome the rigid and mostly rough classical-sociological requirements, which are built taking into account the socio-demographic, socio-economic characteristics of the population, and to single out certain groups of the public that are transsocial in nature. This is especially important for public relations, as the typology of public groups, primarily taking into account their inherent interests, attitudes, beliefs, daily preferences and habits, is quite effective for solving specific problems of the organization, for example in the field of advertising . We, marketing, etc. This approach is widely used to address a number of political issues, especially during election campaigns by political parties or individual candidates.

An example of this is the typology of the consumer community, which has been developed taking into account the value orientations and lifestyles of people. This is one of the new systems of psychographic segmentation and prediction of consumer behavior (primarily American), which was called the "consumer typology grid" (VALS 2).

Such a system (see diagram) has been leading in the psychographic approach to the typology of the consumer community for more than ten years. The principles laid down in it proved to be quite effective for the areas of marketing and advertising.

Consumer typology grid (based on their values and lifestyle)

This approach to the typology of consumers is based on the concept called "individual self-orientation", as well as on a special understanding of their resources.

Self-orientation. The concept of self-orientation is based on the fact that consumers are looking for and buying those goods, services or products that satisfy them, fill them and characterize their individuality. Consumer behavior is motivated by one of the three effective types of self-orientation of the individual - the principle, status or action. Principle-oriented consumers in the process of choosing a product or service are guided by beliefs and principles rather than feelings, events or the desire to get approval from others. Status-oriented consumers are extremely prone to react to events, approvals and opinions of others. Action-oriented consumers are guided by the needs of social and physical activity, the desire for diversity and risk. Each of the consumer segments, typologized on the basis of the peculiarities of values and lifestyle, differs significantly from each other in its self-orientation.

Resource. In this case, resources mean a set of psychological, physical, material and demographic opportunities available to consumers. The amount of such resources ranges from minimum to maximum. The state of resources is determined by indicators of the level of education, income, self-confidence, health, level of intelligence and energy of consumers, the desire to make purchases. This kind of resources usually increase during the period of formation and maturity of the individual (especially in the period between adolescence and middle age), and then decrease in old age, when financial resources are reduced, physical and psychological condition deteriorates and depression occurs.

A grid of distinctive interconnected segments. Using these two indicators - self-realization and resources, the proposed typology identifies eight segments of consumers that differ from each other in value orientations, patterns of behavior and decision-making. These segments are balanced in size so that each represents a very specific group of consumers, which actually exists and is the object of influence. The typology covers a grid of interconnected segments. The types of consumers in the neighborhood have roughly the same characteristics and can be combined in one way or another to meet specific marketing needs. The system as a whole is quite flexible and predictable in terms of consumer behavior.

Implementers. These are prosperous, tried and tested active people who take responsibility, have a sense of self-worth and have significant resources. They are interested in their own careers, seek to develop, test and express themselves in various ways, sometimes guided by principles, sometimes the desire to impress, to achieve change. Image is important for implementers, but not in order to prove their status or power, but to demonstrate their taste, belonging to a certain state, character. Implementers are those who have become or aspire to become a leader in business, government activities, but continue to test themselves. They have broad interests, are concerned about social issues and are ready for change. their lives are rich and varied. The property they own, the rest are marked by refined and refined taste.

Those who have realized themselves and believers are principle-oriented

Principle-oriented consumers seek to relate their behavior to their own perceptions of what the world should be like.

Those who have realized themselves are mature, satisfied, well-to-do and thinking people who value order, knowledge and responsibility. Pain six of them - well-educated, pre-retirement age or those who have just retired after a highly skilled job. They are well-versed in international and domestic events, and tend to use every opportunity to expand their worldview. These are people who are satisfied with their career, family and position, their vacation is focused on the family hearth. Those who have realized themselves are sober about the existing status quo, institutions of government and social ethics. However, they are open to new ideas and social change, tend to make decisions based on established principles, and therefore feel calm and confident. Despite the fact that their income allows them to make a wide choice, those who have realized themselves remain conservative, especially in the field of consumption; when shopping, they prefer the functional properties, values and long-term use of the product.

Believers are ordinary conservative people with specific beliefs based on traditional, established codes: families, churches, communities, and nations. Many believers adhere to moral values that are deeply rooted and literary. They uphold the established order that surrounds their homes, families, social and religious organizations to which they belong. As consumers, believers are conservative and predictable, preferring domestic goods and well-known brands. their education, income and energy are moderate, but this is enough to meet their own needs.

Performers and caring, status-oriented

Status-oriented consumers occupy or seek to take a prestigious place in society. their choice is related to the desire to improve their situation or move to another, more prestigious social group. If caring people look closely at who they want to become, performers, with great potential and energy, strive for recognition and self-determination through success at work and in their families.

Performers - people who are work-oriented and make a successful career; they not only strive but also tend to control their lives. In contrast to risk, they prefer a stable structure, predictability and stability, love intimacy and self-discovery.

These are people who are deeply committed to their work and family. Work for them is associated with a sense of duty, material reward and prestige. their social life is concentrated and structured around family, church and work. Performers lead a moderate life, are politically conservative, and respect power and the status quo. Image is important to them. As consumers, they prefer traditional goods and services that demonstrate their success among their peers.

Caring people are people who, in their motivation and self-esteem, seek approval from the world around them. They strive to find a safe place in life. Being insecure, with little economic, social, and psychological resources, caring people are deeply interested in other people's opinions and seek support from others. Money for the caring is a sign of success, but because it is not enough, they often believe that life has not worked out for them. Caring people are impulsive, easily despair. Many of them want to be chic. They try to outdo those who have more opportunities, but what they aspire to is beyond their means.

Performance-oriented testers and masters

Action-oriented consumers prefer to influence their environment in practice. Testers do this at home or at home. Masters do it on a larger scale. Both types are people who are too enthusiastic.

Testers - young, energetic, enthusiastic, impulsive and rebellious people. They look for variety and excitement, taste the new, go against the flow and take risks. Being in the state of formation of life values and patterns of behavior, they quickly ignite new plans, but just as quickly cool down. At this stage of their lives, they are politically illiterate, poorly informed and extremely ambivalent in their beliefs. Testers combine abstract contempt for conformism and power with outsider reverence for the wealth, prestige, and power of others. their energy finds a way out in the form of sports, leisure outside the home and social activity. Testers are greedy consumers who spend most of their money on clothing, music, movies and videos.

Masters are practical people who have the skill to design and value independence. They are confined to the traditional problems of the family, practical activities, physical recreation and have little interest in what is beyond this. Craftsmen learn about the world by remodeling it: building houses, raising children, repairing cars, canning vegetables. At the same time, they have enough skill, profit and energy to implement their plans. The masters are politically conservative, suspicious of new ideas, respect state power, and organized work, but angrily reject the state's encroachment on individual rights. They are not interested in material values, except for those that have a practical and functional purpose (for example, tools, trucks, fishing tackle, etc.).

Wrestlers. The life of fighters is limited. Chronically poor, uneducated, low-skilled, without strong social ties, aging, concerned about their health, they are passive, often on the verge of despair. As limited people, they do not show the ability to self-orientation, focused on overcoming everyday problems. Their main concerns are safety and caution. Wrestlers are careful consumers. They represent a fairly modest market for most goods and services, but are loyal to their favorite brands.

Thus, the peculiarity of the approach to defining public groups used by the theory and practice of public relations is that they aim not just to find out the value orientations of certain segments of the population (on which sociologists-empiricists actually end their work), but taking into account these and other data of socio-psychological content to develop a strategy and tactics, implement a program aimed primarily at achieving mutual understanding and interaction between the organization and the public, which has or may influence the organization (in this case become a consumer of its products or services). Therefore, it is not accidental psychographic characteristics of people and especially public opinion are considered by experts in public relations, on the one hand, as source information to help evaluate the work of the organization, determine the effectiveness of its behavior, and on the other - most importantly - as landmarks of influence in the desired direction for the organization.

In the system of public relations, the definition of groups of the public for directed influence is usually performed by PR practices. For them, public groups have abstract names, which for pragmatic reasons are more convenient to use when planning programs (hence it is not surprising why in the theory and practice of public relations there is such a huge range of foundations on which to build a typology of public). However, those responsible for planning need to identify (name) certain groups of the public in a certain way in order to determine the goals, strategy and tactics of the PR program. But although the names given to groups of the public in this way are mostly abstract, they usually have real equivalents in social reality.

The most common, but also the least useful abstraction, in terms of the needs of PR practice, is the concept of "general public". If public relations practitioners had unlimited material resources at their disposal, they would probably abandon such abstraction altogether and deal exclusively with specific individuals. But this is an unlikely situation. Therefore, by abandoning too general abstractions, they seek to deal with the definition of specific groups of the public, although here, too, they cannot overcome the habits to some extent of abstraction that have developed in the vocabulary of PR practitioners.

Demographic approaches to the definition of public groups common in the practice of public relations are not always useful for the development of strategic PR programs. After all, a simple list of general categories of potential key groups of the public does not contain comprehensive information for those who develop and implement these programs. Such a list tells them little about how people in each of the general categories affect the problem situation and organization or how they fall under the influence of the latter.

For example, key categories of the public, such as employees, shareholders, graduates, consumers, the community, government organizations, etc., may include what James Grunig calls “the non-public, the latent public, the informed public, and the active the public ". What does D. Grunig mean?

Non-members are people who do not face the problem situation, are not involved in it or are not influenced by the organization or other people. The level of their "inclusion" is so small that they do not have any impact on the organization, and the organization in turn does not have a significant impact on them.

The latent public includes people who are objectively involved in the problem situation, who are simply not yet aware of their involvement in other people or organizations on the issue or problem situation.

Informed public - people who have realized that they are affected in some way by the problem situation, or they are all involved in it, but have not yet exchanged views (did not communicate) with each other on this issue.

Active community - people who realized the problem situation and began to communicate and organize in order to curb this situation.

Thus, the most useful for the public relations program are those definitions of public groups that are based on understanding the extent to which people are involved in the problem situation and how it affects them, who they are, where they live, what organizations they belong to, how they act in this situations, etc. Such definitions are derived from the specific situation for which the PR intervention is planned.

Next, in a generalized form, we present various approaches used by publicists in determining the target groups of the public of one or another organization. Each of these approaches can be used individually or in combination.

Geographical - natural or administrative-political boundaries are taken into account - indicates where to look for people. However, this approach provides little useful information about the existing features and differences within these borders. It is convenient when you need to choose information for yourself, allocate resources to implement the program taking into account population density. Important components of information here are postal codes, telephone codes, city limits, districts, etc.

Demographic - gender, income, age, marital status, education - the most commonly used individual characteristics. However, they do not allow us to understand why or how people get involved in a problem situation or fall under its influence. Demographic and geographic data make it possible to make the first "slice", but without additional information (how people get involved in the problem or are affected by the problem or situation) they are right do little to help develop strategy and tactics.

Psychographic - psychological and lifestyle characteristics (cross-situational) - is widely used by publicists under the name VALS (a separate example of this approach has already been given above) and segments the adult population based on its "psychological maturity". Undoubtedly, information about lifestyles and price orientations of people is useful, but only in conjunction with other attributes that connect these segments with something else relevant to a specific situation.

Given the hidden power, it is an approach that takes into account people who are not necessarily at the top of the pyramid of power, but have a significant, invisible economic and political influence on the opinions and decisions of others. To identify these people need a combined, careful and long-term observation, interviewing people involved in the problem situation, analysis of documents that record or track the hidden power.

Given the status. In order to identify such target groups of the public, this approach pays attention to the official status of the individual, and not to the attributes of his individuality. In certain situations, people are recognized as important because of them position under certain conditions. The positions they hold make them important "players" in efforts to achieve the program goals and objectives of PR people.

Reputation-based is an approach that identifies “knowledgeable” or “influential” individuals based on other people's opinions and opinions about them. Such groups of the public include "opinion leaders", influential people who are recognized by other interested and involved people. they should not be confused with groups that use covert power or with those who, according to outside observers, are considered opinion leaders.

With regard to membership - an approach that draws attention to the place of a person in the official staff list, list, his party affiliation as indicators of involvement in a particular problem situation. Membership in a professional association or special interest group is more likely to indicate the inclusion of that person in a particular situation than any other outsider. For example, members of an organization can usually use media that belonging to her.

Given the role in the decision-making process - an approach that involves monitoring the decision-making process, finding out who and what role plays in influencing decisions in specific circumstances. This approach helps to identify the most active of the active groups of the public, those who really make decisions, actually act and communicate. In this case, knowledge only of the personal qualities of individuals, again, may be less important, than knowledge of how they behave in the decision-making process related to the problem situation.

Thus, it can be seen that a key feature of the approach of public relations professionals to the definition of the target public is to establish how people get involved in the situation and how it affects them. This enables PR people to develop and effectively implement intervention programs in problematic situations. Those responsible for planning PR programs can set goals and propose strategies only if they know what information different people have about the situation, what their attitude to it is, what they are doing to eliminate or escalate the problem situation. In other words, the knowledge of what people know, how they feel and what they do, combined with information about who and what occupies a higher position, is the basis for the preparation of well-thought-out program tasks for work with each target group of the public.

Public relations practitioners need to communicate and communicate not with the public in general, but with its individual groups. Each of the numerous groups of the public has its own special needs, value orientations, and even requires the use of special types of communication, approaches to self. As noted, the boundaries between public groups are often quite blurred and intersect. Therefore, from the point of view of the needs of each subject of public relations (institutions, organizations), the definition of priority groups of the public (prioritization) is always of special importance.

This task is not easy, especially if we take into account the impact of scientific and technological progress, the "massification" of society on the interdependence of people and organizations. Hence, the question of how to deal with the "web" of such interdependence is becoming increasingly important for the leadership of organizations.

Indeed, within the organization, management must deal directly with its subordinates at different levels, with the influence of different situations that arise when these subordinates interact with each other. At the same time, when it comes to the external environment, management must deal with a system that includes government agencies, trade unions, consumer groups, and many other interdependent, often interconnected, organizations. Hence, the task of public relations is precisely to effectively regulate the processes of communication between management and these various groups of the public, which at the same time pull the organization in different directions, like a "swan, cancer and pike".

Therefore, the importance in the practice of public relations is given to the ranking of weight, the importance of a particular group of the public for the activities of a particular organization in a particular period of time. Depending on this, under certain circumstances (problem situations) a priority group of the public can be determined, ie the target group of the public (target public), which moves into the focus of PR-efforts of the organization.

To illustrate how a particular group of people becomes a priority, let's look at a few examples. If, for example, a new health care program is offered in the country, then the opinion of the Academy of Medical Sciences of Ukraine as a public group is key. The organization or institution initiating the program, as well as other associations that support this initiative, should, first of all, focus their attention on the members of the academy as the target public, get their support, professional and authoritative opinions and conclusions. After all, without the approval of the proposed health care program by well-known specialists of the Academy of Medical Sciences, especially when it comes to purely medical issues, it is doomed to failure from the very beginning. Similarly, the priority groups of the public should be clearly defined when it comes to economic justification and political and public support for the program.

Sometimes the prioritization of public groups can be determined by global changes in the socio-economic or socio-political conditions of the organization. For example, in the late 1980s, in order to maintain and strengthen their competitiveness in the world market, where American corporations began to lose leadership significantly, giving way to Japanese corporations, they significantly modified some priorities in their activities: in relation to competitors. - more cooperation; for suppliers, more long-term relationships; for investors - more long-term relationships and those that go beyond banks; with regard to employees, a stronger partnership; regarding the government - constant cooperation.

The practices of public relations, especially those representing organizations (corporations, firms, political and social formations), constantly and carefully update the lists of internal and external communities, identify those groups that may be of exceptional importance for the implementation of a particular specific program. Those groups of the public that are not a priority, but which may be affected by the implementation of the organization's program, are also monitored. With complete and accurate information about each of them, the organization can timely neutralize possible undesirable consequences for such peripheral groups.

Undoubtedly, the most reliable way to identify and identify priority groups of the public is research, careful analysis of who is really part of them, what is their real opinion, what is their attitude to certain issues, to the organization, why their line behavior is just that, not different. We emphasize the importance of researching all these and other issues, and not the use of assumptions or intuition. Violation of this rule ends in great trouble, and long-term.

To have a clear idea of the attitude of the priority groups of the public, the publicist must develop a sensitivity to each of them, be able to understand their situation and ask himself: if he belonged to this group, had the same training, was burdened with the same problems Mom - how would I act in these circumstances? By developing such a habit, ethics of attitude to the target group, the publicist has more chances not only to develop a plan of work with it in short-term circumstances, but also to choose the most effective channels of communication with its representative. It is also always important to remember - the hierarchy of priority groups of the public of any organization never remains stable. Depending on the circumstances, it can vary significantly.

As early as the 19th century, the publisher of the American newspaper Atlantic Mansley, James Lovell, noted: “The pressure of public opinion is similar to that of the atmosphere. You can't see it, and yet it presses with a force of sixteen pounds per square inch. " Sometimes public opinion is called "an unknown god, before whom they burn with rage." No matter how you treat public opinion, one thing remains indisputable today. Never has public opinion been as strong as it is now. Numerous facts show that in democratic countries, public opinion on certain issues significantly affects public policy, legislation, the behavior of political parties, the dynamics of election campaigns, decision-making by economic entities, even the planning and holding various cultural events. In other words, public opinion is a huge dynamic force. Therefore, one of the most important components of public relations is to help organizations recognize, understand public opinion and work professionally with it.

However, this case is not easy. Public opinion does not necessarily agree with the laws of logic, it is often amorphous, ambivalent, contradictory and fleeting. Those who seek to influence public opinion, to shape it, always dream that their efforts will not be in vain and over time will push people to the expected consensus on a particular problem. Experience has shown that the public has an amazing ability to ignore indisputable facts if they are not interested in them; the growing amount of information is also not necessarily enriched by the enrichment of its knowledge and expected behavior.

Nevertheless, public opinion remains a powerful force in modern society. But any organization, if it hopes to maintain fruitful ties with various groups of "its" internal and external public, must deal not with a sham, but with a real and well-defined public opinion.

In all cases, public relations programs are usually designed to:

- persuade people to change their mind about a problem, product, organization, or individual;
- to crystallize an opinion that has not yet been finalized, or to strengthen existing public opinion.

Hence, it is clear that public relations specialists must have a deep understanding of the mechanisms of public opinion formation, know how it grows from the attitudes (attitudes) of people and how it can be influenced by communicative efforts.

The essence of public opinion

In a generalized form, the concept of "public opinion" means a set of views of individuals on a particular problem. Edward Bernays called public opinion "a concept that describes a barely noticeable, moving and unstable set of individual judgments." About Princeton University professor Harwood Childs, after analyzing about 40 well-known definitions of public opinion, Herman Boyle considers the most successful of them: "Public opinion is not the name of something alone, but the classification of a certain amount of something."

To better understand the concept of public opinion, it should be divided into two obvious components - public opinion and opinion. We have already talked in detail about the community as a group of people united by common interests in a certain field. As for the opinion, it is considered to be an expression of a person's attitude (attitude) to a certain specific issue. When the installations become sufficiently stable, they surface as thoughts. When thoughts become sufficiently stable, they lead to verbal or active acts.

Thus, public opinion is a set of opinions of individuals about a common problem that affects the interests of a group of people. In other words, public opinion represents a kind of consensus. This consensus itself stems from people's consensus on this issue. Attempts to influence a person's attitudes, that is, how he thinks about the problem, how he treats it - this is the first basis of the practice of public relations.

The generalized approach to the understanding of public opinion as a "coincidence of individual opinions of a certain number of people", although it does not cause much objection, but somewhat leaves aside the qualitatively important circumstance that it is public. After all, individual perception of reality may or may not represent consensus ("commonality of thought"), but it is this consensus that more fully represents the types of opinions that are formed as a result of communication between people who have a "sense of community." Therefore, public opinion is a phenomenon that is more than just the sum of the views expressed by a certain category of individuals.

The attitude to public opinion only as a state of judgments that are inherent in a certain set of individuals is not entirely successful. After all, public opinion is not a static, but a dynamic process of expression, clarification and coordination of opinions, during which the direction of action is jointly developed.

Public opinion arises within a group of people who communicate with each other, together find out the essence of the problem, its possible social consequences and consider what actions should be taken. Despite the fact that this process, of course, affects personal judgments, the opinions of individuals on the social problem in its form and content depend significantly on the collective (public) discussion. That is why communication is not accidentally put on the same level with thinking that has acquired a certain form (externalized). After all, communication requires "common thinking" and vice versa.

However, both theorists and practitioners of public relations, researching public opinion, in fact make it a static "photographic mock", carefully capturing individual moments, then to compare the moments described at the same time with other times. Moreover, the research of publicists too often focuses mainly on the direction and intensity of public opinion, leaving out other important details of the picture.

And this is not accidental at all, because the practices of public relations tend to deal with a specific reality, because they set themselves mostly pragmatic goals: how to direct thought in the desired direction and so on.

Therefore, based on such positions, experts in public relations are mostly interested in the following characteristics of public opinion:

The orientation of the opinion, which indicates the general qualitative assessment of the problem, informs about the attitude to it in the form of judgments such as: "positive-negative-indifferent", "against-not-determined", "against-on-condition". In its simplest form, the direction of the opinion on the questionnaire is fixed by the answer "yes" or "no". In general, it is the clarification of orientation that is the main and most widespread dimension of public opinion, which is of interest not only to publicists. The intensity of thought, which is an indicator of the strength of people's opinion, regardless of its direction. The form of measuring the intensity (at the same time and direction) of public opinion can be the answers of respondents to questions such as: "I completely agree-agree-I do not care-disagree-completely disagree."

Stability of thought, which means the length of time during which a significant proportion of respondents invariably show the same direction and intensity of feelings. Fixing the stability of thought requires a comparison of the results of at least two time-diluted studies.

Information saturation, which indicates how much knowledge about the object of thought people have. Experience shows that people who are more informed about the problem also express a clearer opinion about it; as for the direction of thought of such people, it is difficult to predict. Those who have more knowledge and a clearer mind are more predictable about the problem.

Social support, which is evidence of the degree of confidence of people that their opinions are shared by others within a given social environment. The measure of social support shows the degree of consensus of people about problems.

Installation and public opinion

To better understand the process of influencing public opinion, PR people are particularly interested in the psychological mechanisms of its formation.

We noted above that an opinion is an expression of an attitude toward a particular problem. (In this case, we consciously use the term "installation", which, in our opinion, is closer to the English attitude than the Ukrainian term attitude. - VK). There is a general assumption that the installation is a stable tendency of a person to perceive a certain object, problem, and so on. At the same time, recent research by experts has led to the conclusion that attitudes are mostly assessments that people give to specific problems or issues, based on their orientations.

Individual orientations include the individual's perception of problems or objects under certain circumstances and the perception of the importance of other people's opinions about the same problems or objects. When the orientations of two or more individuals are directed to the same problems or objects, and to each other, these individuals are in a state of "coordination".

Let's consider these phenomena in more detail.

Orientation

Individuals have opinions of varying degrees of stability and intensity. They reason about the value of objects both on the basis of previous experience of interaction with them and on the basis of assessment of these objects in the current circumstances. The first type of object value is determined on the basis of a pre-formed personal inclination of the individual, as his feelings about the object were obtained and enriched on the basis of previous personal life experience. This tendency is due to the fact that the individual from his own experience has brought something into the situation. Another source of value is the stability associated with the relative value of the object, which gives him an individual on the basis of object-by-object comparisons, taking into account some of their properties. The stability of a value can vary depending on which properties of the object are taken into account in the comparison or which additional objects are used for comparison. In other words, a pre-formed personal inclination indicates what feelings the individual evokes in the object, regardless of the situation, when stability depends on how individuals determine the situation. Therefore, in order to describe and understand an individual's opinion about a certain object, it is necessary to measure both its pre-formed tendency and stability. The difference between us helps us to clarify the connection between attitudes and opinions.

Installation as independent of the specific situation, the established advantage given by the individual to a particular object, is stable, formed on the basis of long life experience and evaluation of accumulated information, the tendency to perceive objects in a certain way and respond to them. An opinion, in turn, is an expressed judgment about an object in a particular situation or under a specific coincidence. As already mentioned, opinions to some extent reflect the attitudes of the individual, but at the same time take into account (contain an assessment) the features of the current situation.

The difference between attitudes and opinions can be explained in two ways. First, thoughts are usually a verbalized or other open form of reaction to certain stimuli (problems), while attitudes are deeper tendencies of the general positive or negative prejudice to a set of stimuli as a whole. That is, if thoughts are mostly situational in nature, then attitudes are more stable formations in the human psyche that are not related to a particular situation.

Second, by their nature, thoughts are mostly cognitive and less affective (normative) in nature. If the thought is without a mediocre, intuitive orientation, then the attitude is a balanced, thought-based possible choice of actions among certain alternatives to the social matrix.

Precisely because opinions take the form of statements and judgments, they are of great importance for the study and formation of public opinion. On the other hand, interpersonal previous dispositions (attitudes) do not influence the formation of public opinion until they are expressed in the form of an opinion during a conversation or other form of social communication. These opinions are public statements that constitute public opinion as a social phenomenon.

Coordination

The social or interpersonal concept of public opinion presupposes two or more oriented individuals who enter into communication about an object of common interest. That is, such individuals are "focused" on a common problem and on each other.

Coordination involves intrapersonal and interpersonal elements of communicative actions. Intrapersonal coincidence (congruence) indicates the extent to which the point of view of one person corresponds to his assessment of the point of view of another person on the same issue. This situation is sometimes called "conscious coherence." Based on it, a person develops a common line of relations with another person and spontaneously reacts to it during the interaction.

The degree of accuracy with which you evaluate another person's thoughts determines your actions accordingly. Everyone can remember cases when the position of another person on a common problem is not so clear. So accuracy is the extent to which your assessment coincides with the opinions of another person. Since this requires a comparison of the observations of different people, it can be argued that accuracy is an interpersonal phenomenon.

Other interpersonal phenomena are agreement and understanding. Consent is the degree to which two or more people share the same assessment of a common problem.

Understanding - the degree of coincidence of definitions, the background of the urine of two or more people. From the point of view of the question of individual orientation discussed above, consent can be compared to inclination, and understanding to stability.

Individual orientations, which form the basis of the installation, are determined, formed in each person, based on a number of signs and circumstances of his life:

Personal - physical and psychological characteristics of the individual, including height, weight, age and social status.

Cultural - the environment and way of life of a particular area or geographical area, such as one or another country, urban or rural area, and so on. Candidates for elected political positions, when developing their programs, usually take into account the specific nor the cultural features of the regions of the country where they are running.

Educational - the level and quality of education of the individual. Today, in order to attract more and more people, say with higher education, communication with such a public is becoming more and more differentiated.

Family - the origin of people. It is known that children perceive tastes, prejudices, political preferences and much more from their parents. Experts argue that most of the knowledge children acquire during the first seven years of life, and few will deny the crucial role of the family in shaping their attitudes.

Religious - a system of beliefs in God or supernatural forces. Religion is constantly being revived. For example, after many decades of imposing atheism, religious passions in post-socialist countries have resumed with renewed vigor.

Socio-class - the situation in society. As people's social status changes, so do their attitudes. For example, university students who have little to worry about earning a living while studying change their attitudes abruptly as soon as they enter the job market.

National, racial - ethnic or racial affiliation, originpeople are increasingly influencing its formation attitudes.

Taking into account these characteristics and circumstances helps to influence the formation of attitudes more effectively. In addition, an important role is played by human experience and belonging to a particular social group, a particular political or social organization. Recent studies have shown that attitudes and types of human behavior are also situational in nature, ie they are influenced by specific problems in special circumstances. Yet when different people come to the same opinion under the same circumstances, consensus or public opinion is born.

In general, the installation can be divided into three categories: positive, negative, neutral (no installation). A person can defend something, oppose or be indifferent. Research shows that most people tend to remain neutral about a problem. At the same time, there is one relatively small group of people who strongly support such a problem, and another, just as small, strongly disagrees. The vast majority of people, who remain passive, neutral, indifferent, are called "silent majorities" by politicians. It is this part of the people in many cases, especially during election campaigns, that holds the key to the success of candidates, as they are the group of voters who can be most quickly influenced by skillful, persuasive communication.

It is difficult to change the consciousness of a person who strongly opposes a certain problem or person. Conversely, it is easy to increase support from a person who sincerely advocates the problem or sympathizes with the person. Researcher Peon Festinger drew attention to this fact when talking about "cognitive dissonance". In particular, he concluded that individuals tend not to show interest in information that does not fully correspond to or dissonant with their own point of view, and, conversely, to seek additional information that corresponds to their own attitudes or is consistent with them. To achieve its goal, the organization may try to eliminate this dissonance. For example, a factory that manufactures tobacco products and therefore creates a negative impression of itself may try to alleviate this negative feeling by supporting arts or education development programs.

L. Festinger's theory further proves that people whose attitudes are easy to influence are those who have not yet decided. In the language of politicians, this game is called "swing vote". Many elections were won or lost at the last minute because of appeals to voters who had not yet made their final political choice. But we should not forget that it is possible to spread information that causes dissonance in people's minds.

Understanding the essence of this theory, the potential for influencing the "silent majority" is of paramount importance to the public relations specialist, whose goal is to gain support through clear, thoughtful and convincing communication. To transfer a person from a latent state (from the point of view of forming attitudes) to a state of greater awareness, and then to an active state - all this becomes a matter of motivation.

Motivation to change the installation

Actions, thoughts, attitudes of people can be motivated by the action of different factors, and each person reacts differently to the same circumstances. The fact is that the motivators for each individual are different motivations and needs.

The clearest description of what is motivating for people was made by the American psychologist Abraham Maslow. His hierarchical theory of needs allows us to clarify the nature of motivation, which in turn makes it possible to explain the change in attitude. According to Maslow, there is a five-level hierarchy of needs.

1. The lowest level includes physiological needs: food, water, breathing, sleep, physical activity, rest and sexual needs.
2. The second level consists of existential needs: the need for security of their existence, protection, comfort, peace and stability of living conditions.
3. The third level consists of social needs: preferences, love and devotion, belonging to a group.
4. The fourth level is the needs of prestige: recognition, trust and leadership, opportunities, competence and influence, intelligence and success.
5. The highest level is the need for self-expression, ie the need to become who you can become. Self-expression includes self-realization and achievement of goals through creativity.

All these five levels of needs form the basis of motivational factors of any person or group of society.

Such and other conclusions of psychologists are widely used in the field of political work in order to motivate changes in people's attitudes. However, every politician who tries to change people's attitudes must follow the following important rules:

1. Do not use graphic symbols until you are sure that they will not provoke unforeseen actions. Many movements in the United States (such as the campaign of cool guys, on the one hand, and the abortion ban movement, on the other) once used graphic images of death and destruction. However, such insults ran the risk of pushing people away from these movements rather than attracting them. Concerns about presentations rarely lead to a lasting change in attitude.

2.Do not call people to yourself, but go to them yourself. Most people will never take an active part in political campaigns. They frighten them. But by understanding the limited human interest in politics, one can develop a realistic strategy to rely on the goodwill of the public without demanding more from people than they are willing to do.

3.Do not think that you need to change your attitude to change your behavior.Research by psychologists calls into question the assumption that the closest path to behavior change is through a change in attitudes. In fact, the relationship between attitudes and behavior is often quite weak. It is no coincidence that spreading information about the link between cigarettes and cancer among people who smoke is much easier than getting them to quit smoking.

4.Use moral evidence as an aid, not as a main argument. Moral values are difficult to change. It is much easier to gain support by emphasizing the practical benefits of your decision than the immorality of your opponent. For example, it is easier to turn people into vegetable advocates by proving the benefits of vegetables over meat than by discussing with them whether the Bible gives people power over animals.

5.Use the main channel. During any campaign, to win, you need to enlist the support of all segments of the population. You can't win a campaign if it's nicknamed "radical" or "weird." Therefore, if you are going to change the installation, involve all people in it.

6. Don't offend the people you want to change. Studies of the problem of persuasion show that the influence is usually stronger when people like the person who persuades them, when they consider it their own. It is impossible to convince someone you have pushed away from yourself. There is a saying: "Flies fly better on honey than

on vinegar." The same can be said about people. Using such approaches to understanding the laws of public opinion formation, public relations workers develop programs, seek methods and means of careful research (survey) of public opinion of those groups whose attitude to the organization is of particular importance.

Due to the fact that public opinion is changing and that it can be influenced, tracking its status and orientation is constantly in the field of view of public relations workers. In most cases, they can use opinion polls, which are constantly published in the media, or, if necessary, obtain such information from commercial organizations that conduct sociological research. In Ukraine, for example, the Institute of Sociology of the National Academy of Sciences of Ukraine, the SOCIS Research Center, the Kyiv International Institute of Sociology, the Democratic Initiatives Foundation, sociological centers of a number of leading universities, etc. are professionally engaged in this. Apparently, everyone has heard of such world-famous American opinion polls as Harris and Gallup. There are also many lesser-known research groups conducting small-scale research, including marketing.

At the same time, every specialist in public relations must have a good understanding of the technology of public opinion research. Knowledge of the basics of public opinion polls, analytical study of people's attitudes, the ability to interpret different kinds of statistics are extremely necessary for public relations not only for independent performance and work, but also for a critical approach to sociological information, often disseminated through various channels.

But at the same time, it is important to emphasize once again one key circumstance, namely: the difference that exists between sociologists-professionals who study public opinion and experts in public relations. Many years ago, this difference was formulated by the American publicist Fred Palmer: “The function of sociologists-researchers of public opinion is to study, measure, analyze and weigh public opinion. The function of public relations specialists is to help people to be constructive about the power of public opinion ”.

The study and skillful use of the results of public opinion research, as a rule, bring public relations workers to various problems that lie outside their direct profession.

We have seen above that it is very important for PR people to have an idea of why and in what way people communicate with each other, where public opinion comes from and how it is formed, how certain groups of the public are formed. Knowledge of the general issues of socio-psychological theory allows them to understand how to influence public opinion, why people act this way and not otherwise.

But this is not enough. It is no secret that the mood of people, the direction of their thoughts reflect the processes of everyday life, the problems of economics. To understand the patterns of behavior of certain groups of the population, analysts in the field of public relations in this case have to penetrate into the economic sphere and find out whether the problems are rooted there.

It is well known that there is a big difference between public opinion and people's knowledge. Realizing this, public relations experts have to practically find out this difference, especially in the field of politics. Hadley Kentril, a well-known expert in both public relations and public opinion research, has already mentioned that public opinion is functional knowledge, not based on experience and tested in practice. However, the fundamental knowledge possessed by the public is mainly the result of intellectual efforts, and they do not significantly affect the perception of specific situations. Kentril stressed that public opinion research should monitor cases where "knowledge" (including political knowledge) grows into "understanding", as well as find out why groups with opposing ideological views (knowledge) to go to understand the common goal and the need for a coalition decision.

This is especially true of political campaigns, when the knowledge of party doctrines and the awareness of citizens do not always determine the opinion and line of their behavior, especially as voters, where knowledge can change the "climate of public opinion", which, incidentally, is too difficult to measure . Therefore, an important way to feel the tension of this "climate" is a political analysis of general phenomena and processes, which should also be understood by experts in public relations.

Types of public opinion research

One of the most important methods of studying society, which is still used by the social sciences, is observation. Observation provides an opportunity for representatives of the humanities to deepen their theoretical knowledge, understanding of the laws of human behavior. PR research is also based on this method. In this regard, we can distinguish the following three most common types:

1. Sociological research. their task is to find out the attitudes and opinions of people, that is, what they think about certain subjects.

2. Communication audit. Its task is to clarify the discrepancies that arise in communication between the leadership of organizations and target groups of the public. Managers may have certain assumptions about the correctness of their methods of work, the media used, information materials, messages when the public for which they are intended can confirm or refute these assumptions.

3. Informal research. They include: accumulation of facts, content analysis of various information materials, etc.,so methods that do not require direct intervention in the work of research objects.

Each of these types of research has its own characteristics and advantages, which should be known and which should be able to use modern specialists in public relations. Consider briefly only the most common of them - sociological research.

Sociological research

This type of research is most widely used in the field of public relations. It can be used to study a wide range of social issues, from researching the value orientations of the population, finding out public opinion about a candidate for an elected political position, and ending with a survey of employees of the organization on a certain organizational measure of its leadership. In general, there are two general types of sociological research:

1.Descriptive (descriptive) research. They make it possible to take a snapshot of a particular problem situation or existing conditions. Such studies are reminiscent of the ratings that capture

reality at a particular moment. A typical example here is a public opinion poll.

2.Problem research. Their purpose is to explain how this or that situation has developed, why certain thoughts and attitudes prevail.

Often such problem or analytical studies are designed to answer the question "why?": "Why employees of the organization do not trust the appeal of its leadership?", "Why you fighters did not evaluate the platform of the candidate in the election?", "Why cars is the reputation of one or another state body so low? ” etc.

3.Sociological research, including public opinion research, usually consists of four elements: samples, questionnaires (interviews), interviews, analysis of results. Since sociological surveys of public opinion are of fundamental importance for the sphere of public relations, we will dwell in more detail on each of their elements.

Sample

One of the main tasks of a public opinion researcher is to determine who exactly needs to be interviewed. That is, it is a sample, which is a specially selected group of survey units, which should represent the general population (object of study), the opinion of which the researcher seeks to know. This representative sample is a group of respondents from whom information will be collected. Sampling is a difficult task. The researcher should be aware of the hidden pitfalls that can be expected of him in the process of forming a representative sample and you will be such that will spoil the reliability of the collected data. After all, the results of research are aging too quickly due to population mobility and changes in the political and economic spheres. From here, the sample should be formed quickly.

In addition, at least two factors need to be taken into account in the sampling process:

- determination of the method of probabilistic sampling;
- adherence to the principle of objectivity.

Taking into account these factors determines the formation of the following two main methods of selection of respondents: random and non-random (quasi-random). The first method is more scientific, the second -less formal.

Random (stochastic) selection. This method gives each member of the population the opportunity to be included in the sample. Here, the rule of random selection of a representative number of respondents, based on the criteria of thematic statistics, mainly works.

There are four types of random or probabilistic sampling:

1. Simple random sampling. It allows all representatives of the village to have equal opportunities to be selected. First, a general list of the population is compiled, and then the required number of units for the survey is selected from it by chance. This is usually done using a computer. But what should be the size of the random sample? The answer to this question depends on a number of factors, one of which is the population.

At the same time, the more homogeneous the population will be in terms of the characteristics to be studied, the smaller the sample size required. When forming most of these simple random samples, it is recommended to follow the ratio between the population and the sample size with a 5% marginal error.

The reliability of random sampling is proved by the laws of fidelity, which can be demonstrated by the following simple example: if you put in a bucket and mix 10,000 balls, of which 5,000 are red and 5,000 are green, and ask a blindfolded person take a certain number of these balls from it, say 400, then according to the laws of probability, it will quickly pull out of the bucket about 200 red and 200 green balls. These laws further prove that, with certain margins of error, a small number of balls can also represent a bucket filled to the brim, no matter how large it is, say, the size of a city, region, or country as a whole.

2.Systematized random sampling. It is similar to a simple random sample, with the only difference that a random starting point in the general census is determined here, from which the researcher then, using a certain reference step, selects surnames for the sample. However, since in this case each member of the population does not have the same probable possibility of being selected, this type of sampling is less reliable than the first.

3.Stratified random sample. It is used to study different segments of groups (strata) of the population. If, for example, an organization wants to determine the relationship between work duration and attitudes, it is possible to stratify the sample so that the distribution of respondents accurately reflects the structure of the public group. So, if, say, most of the staff of the organization has been working in it for more than 10 years, tin this case, most of those to be interviewed should also belong to this category of workers. It is in this way of sample stratification that an organization can obtain reliable results of public opinion polls of its employees.

4. Sample formed by cluster selection. Cluster selection of samples first involves the division of the population into small subgroups (clusters), and then the appropriate representative selection from each of them of potential respondents. Such samples are often referred to as territorial when, for example, public opinion polls are conducted in different parts of the constituency.

Non-random (quasi-random) selection. This type of sample can be divided into two types: suitable and quota.

1.Suitable samples. they are also called "convenient case samples". These are mostly unstructured, unsystematized samples designed to clarify an opinion or point of view. Appropriate samples are widely used by journalists when interviewing citizens on the street. In practice, these public relations include focus groups to this kind of convenient sampling. They usually include 8-12 people who, under the guidance of a coordinator (moderator), discuss an in-depth topic in depth. (Focus groups will be discussed below).

2. Quota samples (they are also called target) give the opportunity to experiment

public opinion polls to select respondents for certain characters tricks, for example, when you want to find out the settings of a particular circle bones of women, men, members of certain races, national men tires, property status, etc. The quota is set in proportion to each of the groups of the general population. The advantage of quota sampling is that it allows to achieve greater homogeneity of the studied population sample and thus increase the reliability of the study. However, with this type of sample, it is too difficult to classify the people interviewed on the basis of only one or two discrete demographic characteristics. For example, the person being interviewed may be a foreigner, a Catholic, a man under the age of 25, a member of a trade union, etc., which makes the demographic demarcation too vague.

Questionnaire. Before developing and writing a questionnaire, it is necessary to clearly define the purpose of the study and the method to be used. After that, you need to think about building a questionnaire. The following rules must be followed:

- The questionnaire should include only those questions that will help achieve the goal. It is worth remembering that the questionnaires used to "examine" the respondents take their time. The shorter the time for the survey and the clearer the questions asked, the more likely it is to rely on the respondents' consent to cooperate. The only way to write short questions is to know in advance what exactly you need to find out with each question.
- When preparing a questionnaire, first write an introduction. In the introductory part it is necessary to explain to the respondent who addresses him and for what purpose. It should also be noted that the name of the respondent and his answers to the questions will remain confidential information.
- Use structured, closed-ended questions. Closed questions are easier to ask and quicker to answer, as they do not require long reflections from the respondent.

Such questions, as a rule, assume similarity of answers like "very satisfied", "satisfied", "dissatisfied", "very dissatisfied". Don't get carried away with closed-ended questions that offer a "yes" or "no" answer. Answer options such as "hard to say" or "don't know" should be treated with extreme caution, as respondents may use them more quickly instead of thinking and analyzing their opinions.

- Ask questions so that they are clear and specific.The words should be simple for the interviewer who utters them and clear to the respondent. It is advisable to avoid technical or slang terms that may be incomprehensible to respondents. Also avoid slang and local dialects that are perceived differently by respondents.

- Do not formulate biased questions. After all, your main task is to find out the real opinion of the people and how they are going to, say, vote in the next election. However, the question can be asked in such a way that it will affect the respondent when choosing the answer. It is difficult to fully trust the answers to such questions.
- Do not combine two different questions into one.
- Ask questions that cover the problem as a whole.
- Always try the questionnaire. Send the developed questionnaire to your colleagues and listen carefully to their comments and suggestions.

Group interviews. Focus groups

The interview process can provide an opportunity to personally, so to speak, "first hand", to feel public opinion. Interviews come in a variety of forms, from personal, telephone, and group to focus groups. Given that this method of collective interviewing is not often used in Ukraine, let's consider it in more detail.

In the practice of public relations, focused group interviews are one of the most common forms of research work, which is based on clarifying people's opinions about certain problems. Unlike a personal interview, it is an interview of the whole group of people at once. Such interviews with a certain number of specially selected people at the same time, for example, can be used to investigate consumer habits or the impact of certain events, advocacy campaigns, PR programs, etc. on the local community, certain groups of people coming together. around some common interest. This technique can also be used to assess the general attitudes of people to a particular object, say, new legislation, political, economic and other decisions of government agencies, the planned action.

Using the technique of focus group interviews, an experienced coordinator (moderator) organizes the exchange of views on the selected issue or point of view and manages this process. The members of the group to some extent represent the territorial, socio-economic, socio-demographic group of people, which depending on the task may include a pensioner and a student, an entrepreneur and the unemployed, a professor and a person with primary education, etc. -groups for participation in the discussion are almost always rewarded by the organizers of the study. The progress of the exchange of views is often recorded on audio or video tape, and then analyzed and used as a source material for the development of a more thorough, special sociological questionnaire.

When organizing focus groups, you should always follow these rules:

1. Define tasks and audience. The more precisely the goal is set, the more carefully the composition of the audience of interest will be determined, the higher the probability of obtaining reliable information. That is, the organizer should not include his people (friends, relatives) in the focus group, hoping to get the basic material quickly and at a lower cost. Nothing valuable will come of it.

2.Staff the group. The selection of focus group participants may take some time. This is due to the difficulty of establishing contacts with the target public. Contact is usually made by telephone. This raises questions that help weed out those who do not meet the requirements, for example, are not members of the party (if the party community is surveyed) or are employees of the media. The latter category of people is especially undesirable for a focus group, as conversations in it should not be the subject of news. Those who have been members of focus groups in the past should also be eliminated; they may be more interested in receiving a fee than in helping to clarify what interests researchers.

3. Find the right coordinator (moderator). Staff members of the focus group who speak well are not necessarily the best coordinators of the group discussion. Being a "state of mind" is not all. The professional coordinator must be able to quickly establish contact with the audience, know how, when and what to tell them, how to "squeeze" comments from silent participants, keep the group within the topic of conversation, tactfully not let any of the participants dominate the conversation, correctly interpret the results of the exchange of views in the focus group, etc.

4. Conduct a sufficient number of focus groups. One or two focus groups are usually not enough. Four or six focus groups are much better at revealing the full range of ideas and opinions of interest. However, no matter how many groups are interviewed, the temptation to arithmetically compose the answers given by the participants should

be avoided; in practice, focus groups as objects of study are often given much more cognitive value than they actually are.

5. Use a discussion plan. The plan is a fundamental sketch of what the organizer seeks to explore. The plan helps the moderator to break through the thorns of the discussion and keep it in the right direction.

6. Find a suitable room. The discussion room should be cozy, participants should sit at a table so that those who observe the work of the focus group can see everyone. Spotters can use the internal TV network and mirrored windows, through which you can see only in one direction. But focus group members should always talk about what they are watching.

7. Strictly restrain the intervention of observers. Observers are usually allowed to be in the room with the focus group participant. Each group must work in a separate room. Observers should take everything that happens in the focus group seriously, like professionals; focus group is not a "dinner party".

8. Think about possible help from others. Forming a focus group can be a long and difficult task. In order to professionally select it, conduct it professionally and evaluate the results correctly, it is better to turn to professional organizations. From a scientific and methodological point of view, the focus group method is used to probe how people will react to a planned action or proposal, and to gather information for the development of a sociological questionnaire that will be used for more formalized scientific research methods. .

Lively and emotional conversation of focus group participants sometimes allows you to suddenly penetrate into the deeper layers of the problem. Such unexpected information is called "happy discovery" by publicists. Hence, the fixation of unexpected reactions is the most important prerequisite for the use of informal methods, one of which is the focus group. After all, it is better to know about possible surprises before a large-scale sociological study begins.

At the same time, although the focus group method is informal, it still requires some structural approach. As a rule, the focus group, as already mentioned, should include 6-12 carefully selected representatives of the target group, who are asked to discuss the problem or idea in depth. Focus group meetings, as already mentioned, are recorded on video or audio tape, which is then carefully analyzed so as not to miss the smallest details in the participants' comments.

The greatest benefit of focus groups is that this method of dosing prefers to organize an open, spontaneous and detailed discussion, even among people who were previously unfamiliar. In addition, if necessary, the focus group can be quickly planned, conducted and analyzed, even in one day, and have initial information for planning further research. For example, if the entire focus group unanimously declares a negative attitude towards the organization's advertising materials, it should lead it to think twice. It is also important to keep in mind the limitations of the focus group method: even though the group of people is carefully selected, the results of the discussion in the focus group, as well as the information obtained in the individual conversation, cannot be extrapolated the total number of people or the population of a certain territory. After all, here we are dealing with a small group, the selection of which, as a rule, is not accidental.   In addition, the group discussion takes place in an artificial context. created environment. The results obtained from this, in a strictly scientific sense, cannot be considered as representing the public from which the participants were selected. In fact, focus groups can be called typical small groups of unknown representativeness. In addition, this method is not without other drawbacks:coordinators (moderators) during the conversation can influence the course of the conversation in the group; Those who observe the focus group meeting and then analyze the materials obtained can filter out individual elements of the conversation based on their subjective perceptions and their own interpretations.

Thus, there is no reason to conclude that the results of the focus group interview method can replace the data obtained on the basis of the formation of a scientifically sound sample and a full-scale survey of public opinion. Let us emphasize once again that the main purpose of such a method of collective interview is to identify and probe problems in advance for their further study with the help of formal sociological methods.

Analysis

After the sample was formed, the questionnaire was developed and the respondents were interviewed, the fourth, no less responsible stage of public opinion research comes - the analysis of the collected data. It is on its basis that recommendations are made for further work.

But the reliability of all the proposed recommendations depends on the extent to which the collected data are reasonable and reliable. The main thing here depends on the errors that arise depending on how representative and how large the sample was, whether the questions of the questionnaire were successfully formulated, and to what extent the interviewers performed their work correctly and impartially. But of all this, the reliability of recommendations and predictions depends most on the magnitude of the marginal error for samples of different sizes.

Sampling error is an error that occurs because only selected individuals are interviewed, not all those on the list. If we interviewed all citizens on the full list, there would be no sampling errors. If everyone but one were interviewed, they would still have an error, because one person on the general list would still be untested. That is, the smaller the sample size, the greater the error.

There are other issues that need to be kept in mind, especially in opinion polls during election campaigns. It would seem that the samples are large enough to represent the set of voters needed for the survey, but still, given the marginal errors, the survey results are statistically insignificant. That is, the difference or deviation in the real public opinion recorded by the survey may often not be large enough to cover the limits of the standard marginal error. Hence, when analyzing the collected data, it is always necessary to determine the magnitude of the marginal error.

The marginal error indicates the size of the limits within which the real opinion of all probable respondents (the general population, the size of which is more than 100 thousand) on a certain question may deviate. If the marginal error ranges from ± 5% (sampling error of 400 people) and the results collected are 60% vs. 40%, for example, for the fight against toxic waste, we can be sure that in 95 cases of 100 percent of those who will vote in favor of this struggle will range from 55 to 65%. Thus, we can predict the victory of fighters for the protection of the environment. However, if the marginal error is within ± 10% (100-person sampling error) and 55% of respondents would vote for this fight, the election results cannot be predicted. The real results will range between 45 and 65%.

Here is a table of the standard marginal error for samples of different volumes (see p. 140).It is worth noting that the percentage distribution of "yes" / "no" answers is given here (ie how far respondents are from a single opinion). The task of such careful consideration is to determine which sample is desirable to reject in order to avoid high error, even for a question that received 90% of positive answers. It is clear that the error decreases under the condition of a more perfect sample, as well as if all respondents have almost the same opinion. In addition, this error order is based on the confidence interval, which is usually 95%. This means that the survey results are considered statistically significant at the 95 percent level plus or minus the sampling error.

As can be seen from this table, a larger sample makes it possible to assess even greater differences in the opinions and intentions of voters with a greater degree of reliability. But even here you need to be too careful in your conclusions. Opinion pollsters are often quick to announce that their results reliably predict a candidate's victory in the election, but with a marginal error of 2-3%. This means that this prediction accuracy is within ± 3%. So, if a researcher says that a certain candidate will win an election with 51% of the vote, it actually looks like he can either win with 54% of the vote or lose with only 48% of the vote.

In addition, it should not be forgotten that the results of a public opinion survey record its state only at the time of the survey. But people's moods and attitudes change under the pressure of political events. Extraordinary in their appeal, they can change public opinion from one extreme to another.

Today, one of the main elements of the successful activity of state bodies, political parties, business and other organizations is the development of a comprehensive program of relations with the media. Indeed, those organizations or individual politicians who establish bilateral relations with the public, achieve greater popularity, have a favorable image, enjoy the trust and respect, good attitude of the population.

The first step in developing a successful media relations program begins with the appointment of a public relations manager. This should be a person who is constantly looking for new ways to increase the organization's popularity, especially through contact with the media, as well as a person who makes sure that the authority of the organization gains even more weight.

The second step is for the organization's management to devote time, find resources, and make every effort to successfully disseminate information about it.

Once these two steps have been taken, there is a period of ongoing use of public relations tools and media for the specific needs of the organization.

Let us consider in detail the practical issues of using the media in the election campaign. The advice given here, which to some extent is borrowed from the experience of Western countries, can help the leaders of our election campaigns, party leaders to gain more public trust (voters) in the case of more professional use of the media.

Working with the media

Establishing fruitful business relationships with print and electronic media is vital for election campaign committees or party organizations. Gaining the respect of employees of these important parts of public relations can save the candidate and the party from many troubles.

Coverage in the media that "deserves". The term "earn the press" means to be covered in the media through your achievements, notable activities, outstanding events or statements that deserve to be included in the news program. Unlike paid advertising, such a press is certainly very important for the candidate. or parties, as this way of covering their activities in the media does not require financial costs. However, such coverage is not completely free. It requires creative effort, activity and hard work. "Deserved" press coverage is important for the election campaign for the following reasons:

First, because a candidate is unable to meet with every voter in his or her constituency, press coverage of his or her campaign can be a major channel of communication with the public.

Second, "deserved" media coverage gives the candidate a credit of trust that cannot be obtained through paid advertising. Appearing on television, speaking on the radio, or in a newspaper may give voters the impression that the candidate is a prominent figure in the news. This is important for his portrayal as a person with sufficient training and authority to hold an elected office.

Third, the cost of paid advertising is so high that during many election campaigns, candidates cannot afford it. Every opportunity to cover your activities in the press should be used, as it is an extremely important component of elections of any scale. As you know, election campaigns often lack money and other resources. Well-planned "deserved" media coverage can bring a candidate a credit of trust and attract voters to him in a way that paid advertising would never do.

As a rule, election campaigns at the oblast and local levels receive only two opportunities for guaranteed “free” press coverage:

- when a candidate nominates his candidacy;
- when a candidate wins or loses an election.

In other cases, the attention of the press must be actively won. Election campaigns of this level often have to work twice as hard to attract the attention of the press as they do during national-level campaigns. Elections to local authorities are not given to the press as important.

To attract media attention, the candidate and his campaign should be made interesting to the press. With this in mind, you need to work hard; the election campaign really deserves to be covered in the media.

What is news? There are no strict rules that define what deserves to be news. There can be many options. However, it is worth considering the following issues when planning or organizing an event, information about which should be published in the press:

- Does this event go beyond the ordinary?

- Is it timely?
- Is the event, comment or action meaningful?
- Is the event news from the point of view of the observer: reporter, editor news, publisher or station owner, etc.?
- Is it interesting for the area or is it local?
- Is she emotional?
- Will it be unpleasant for the candidate and his campaign or for his opponent?
- Is it of general interest?
- Does it contain an element of conflict?
- Does the event excite the reader, listener or viewer?
- Are local celebrities and celebrities involved?
- Is that what people are talking about?

This list is far from complete, but it gives an idea of what the news is. One should not think that creating news is a self-sufficient process. A lot is required of a candidate to get into the press. This requires that he pose the problem and suggest a way to solve it. However, the candidate will not receive the press with only one statement about it. There must be something more significant that confirms the statement. One of the best ways for a candidate to become a news object is to behave as if he or she has already been elected as an official. The candidate must demonstrate his leadership qualities by drawing the public's attention to the problem and proposing an innovative solution.

In order to reach the attention of the press, the development of effective measures to gain the right to cover the election campaign in the media should be made one of the main tasks of the election campaign. Measures to gain the media's attention to the candidate should become an integral part of its plan. In order to achieve the press coverage that is necessary for victory, one must be ready to allocate certain resources for this.

Campaign spokesman. The person appointed by the candidate to be responsible for the work aimed at gaining the attention of the press can be called the press secretary, the director of information, the head of the public relations service and the media, and so on.

Ideally, the press secretary should be hired at full time during the election campaign. Often, in local elections, it is not possible to pay the head of the election campaign at the same time: the press secretary. Therefore, as a rule, the spokesperson works on a voluntary basis or the campaign manager assumes additional functions from the person in charge of attracting media attention. Both options or a combination of them can work if the people are well chosen.

The spokesperson should be a member of the team that is directly involved in decision-making and helps implement the campaign plan. Gaining the attention of the media is a key component of the implementation of the election campaign strategy. To do his job well, the spokesperson must understand the overall plan of the campaign and its strategy. It is desirable that he have a broad political outlook and the ability to work with the press. The spokesperson should be a person the candidate trusts, as they both have a lot of work to do together. And for his work to be fruitful, he needs to find common ground with all the other members of the team.

The main responsibilities of the press secretary are to develop the theme of the campaign and disseminate it through skillfully organized relations with the press. He must understand how to develop the theme of the campaign in various publications and debates on various issues. The spokesperson should know when and how the candidate wants to promote the topic during the campaign, and clearly understand how it will unfold in all forms of paid advertising.

The spokesperson is the only person on the team who deals with the media with the candidate. This is a very important, time-tested rule. All requests for information on any matter must be granted by one person. This approach protects the campaign and especially the candidate from mistakes in working with the press.

The development of good relations with the media is a cornerstone of effective work with the press. It takes a lot of time and consistent effort to provide reliable information to the press before mutual understanding can be reached.

Having established mutual understanding with the press, the press secretary not only seeks positive coverage of his election campaign, but is also able to receive important information about individual issues and the election campaign as a whole. Media representatives want to deal with one member of the team to whom they can refer and make sure that they are provided with reliable information that is trustworthy.

The individual duties of the press secretary may change with each election campaign. But in general, the spokesman must:

- provide positive coverage of the candidate in the press;
- if necessary, act as a spokesman for the candidate's team;
- plan each interview;
- respond to all press inquiries about information, regardless of the relationship of specific journalists with the candidate;
- ensure that the candidate is fully informed of all issues that may be of interest to the press;
- inform the candidate about everything related to the interview or actions related to the press;
- prepare and distribute press releases, statements for the press, radio and television, bulletins, explanations and speeches of the candidate;
- organize a study of the problems and study the opposition from the point of view of the political strategy of the campaign and the strategy of working with the press;
- organize and control the details of all press conferences and for moves for the press;
- coordinate the coverage of the campaign by the "deserved" press and paid advertising.

Tip: You should think twice before hiring a local journalist. A well-meaning journalist will benefit the campaign much more if he stays where he works all the time. In addition, journalists are not often skilled propagandists as soon as they become members of a candidate's team.

Deserved "favorable" coverage in the press is the result of good relations with the media. Representatives of the press are the same as all other people. They have their strengths and weaknesses, likes and dislikes. Achieving mutual trust and respect with the press requires time and patience.

If the media are personally acquainted with the candidate, they will be more willing to listen to him. And if they listen to him more, it is more likely that he will receive a positive press.

The candidate and his team members should not be biased towards journalists. Journalists are not enemies. It is best to forget about past misunderstandings. If a candidate and members of his / her election committee are suspicious of the press, the press will repay them the same. . Media workers communicate with her directly. At the same time, every candidate or person already in power is obliged to deal with the press in order to inform the public.

The basic principles of media relations include, in particular:

1 . To have access to specific media, it is necessary to find out who represents them and how they work.

2. To have a good press, a candidate must submit his or her appeals and messages in a way that is understandable to reporters and easy to print.

Compilation of complete lists of media.

To facilitate communication with the media, an attentive, detailed, constantly updated list of media is compiled. This list should cover all daily, weekly and monthly publications, as well as TV and radio stations serving the constituency population.

You can use the following approach to compiling such a list of media outlets where the addresses and telephone numbers of organizations and institutions of this profile are indicated. In addition to data on journalists and reporters, it is also desirable to have information about media managers - editors and publishers.

Media checklist

TV stations

• postal address;

• owner, network affiliation, channel number;

• telephone numbers; working hours in the evening, working days and weekends, size and nature of the audience,

• names of the head, news editor, editor-in-chief, local reporters, as well as their personal contact numbers; and duration of daily news programs, their rating;

• deadline for submitting information or request for coverage of events in the news program;

• schedule and requirements for coverage of events (When? In what form? Who is responsible for the form and the amount of material? Live or pre-recorded? Pre-order requirements?);

• political platform of the station (Does the station provide support to candidates? In what form and when is it done?); {{1 }} • the station's capabilities in matters of "live" (For example, does the station have the technical capabilities to conduct long-distance transmissions?);

• the station has any "subsidiary" stations with which it shares information, the presence of a bureau or correspondent in the capital.

Radio stations

• postal address;

• owner, network affiliation, broadcast frequency, type (mixed, news, music only, etc.);

• news studio phones; the name of the manager, news editor, local reporter and their personal

• telephone numbers;

• frequency, duration and rating of each local news program;

• deadlines for submission of information; {{1} }} • the station belongs to the national "news network" or independence,

• the ability to provide the station with ready-made programs;

• names of people who compile and control local news programs;

• recording and broadcast time;

• type, genre of programs (for example, whether there are programs with inviting speakers, guests);

• organization of guest appearances;

• political platform of the station;

• duration of work (eg 24 hours, evening, etc.);

• data on station listeners (age, interests, place of residence)

• political sympathies of the main employees of the station; candidates

• they have supported in the past;

• the cost of paid advertising for candidates

Daily newspapers

• postal address; name of owner and publisher; contact telephone numbers of the editorial office;

• names and telephone numbers of the publisher, news editor, political and other commentators;

• number of issues per day, per week and deadlines for submission of materials; availability of Saturday (Sunday) issues and the appropriate staff for them;

• political platform of the newspaper, its attitude to candidates, readiness to publish materials that cover other opinions; circulation and where it is distributed; policy of using photographic materials; agencies used by the newspaper; the newspaper has a bureau or correspondent in the capital; attitude to the rubric "Letters to the editor"; the presence of a column of a political columnist, gossip, secular chronicle; who prepares these columns and how is the information collected? the political mood of the editorials and which of the candidates had previously enjoyed support; political bias of leading leaders and reporters;

• what issues the newspaper, its leadership and reporters advocated; the cost of paid advertising for candidates.

Weekly newspapers

In addition to issues that overlap with previous (daily newspapers), the following should be noted: , time,

when subscribers receive the newspaper;

• connection with other newspaper editions in the country;

• attitude of the newspaper to the "Guest Column" or editorial articles; }} • newspaper distribution area and demographic characteristics of subscribers,

• availability of a weekly "Calendar of Events" in the newspaper and when review material should be submitted.

Additional information channels. Sources of information for many print media, radio and television stations are telegraph agencies, both domestic and foreign. The press secretary of the election campaign must have their telephone numbers, the names of the heads of central and local branches, the names of reporters who cover a range of issues, and have an idea of the political orientation of such agencies.

It is also necessary to compile a list of independent journalists who send their own materials to various media. It is known that, in addition to political parties that have their own media, there are many public organizations, unions, religious organizations, associations, which also print and distribute newspapers and bulletins. This group of organizations will be happy to respond to requests to publish materials that address issues of particular interest to them.

Tip. When distributing press releases or sending invitations, care should be taken to ensure that no information channel is overlooked. The press is too sensitive to keep abreast of all developments. It is also very important to constantly update the media checklist. In the media, especially on radio stations, there is often a reshuffle. If a candidate starts sending materials to the wrong person or to the wrong person, there is little chance that they will be published or made public.

Approach to media workers

After analyzing the range of media and their capabilities, we move on to developing a strategy for an effective approach to them. It depends on the peculiarities of the political situation, the tasks of the candidate and opponents, their personalities. The main thing is not to be afraid of media workers, but to treat them with respect.

Here are some tips on how to communicate with media workers.

Make your first visit. The candidate should personally get acquainted with key employees of local media. The first visit is a courtesy visit, during which the candidate informs the media about his intention to run for office and gives each of them a well-prepared package for the press. The candidate may be accompanied by a spokesperson. This trustee can make a separate visit later.

Keep in touch. The candidate should meet with media executives and reporters regularly, not just when he has something to "sell." He organizes weekly breakfasts with them in person, visits and meetings such as "race for a minute."

Be a source of information. The job of reporters is to constantly search for news and information. Sensations, events, messages, etc. - all this is their bread, especially in market conditions. If a candidate provides reporters with relevant information, it becomes necessary and important to them. The candidate and his / her press secretary should become a constant and reliable source of information for the press. Use your phone. Press releases undoubtedly play the role of documents containing news. But the news can be reported by phone.The candidate calls reporters when he has something to tell. They can quote the candidate's telephone message much faster. A press release sent by fax can also be quickly used for media distribution.

Think before you speak. A candidate may consider any reporter to be his good "comrade" and then be shocked by the unwanted or devastating material written by this "comrade" for his election campaign. Remember: the reporter's job is to report the news (good or bad), regardless of personal relationships. The candidate and his team members should be wary, because everything they tell the reporter can be published.

Control the situation. Before speaking to a reporter, the candidate or his or her spokesperson should know what they want to say. They do not allow the reporter to confuse or put other people's words in their mouths, they have all the subtleties of the message or problem, they do not allow themselves to be distracted from the topic of the interview.

Be professional and compassionate. When reporting on the progress of the campaign, it is necessary to act in such a way as to satisfy the requests and the mode of operation of the media, to answer all telephone calls from the press. You should not send badly composed information and avoid typos.

Be honest. You should never lie to a reporter. By doing this once, you can lose trust forever. If he is interested in something too delicate, we can say that it is necessary to check before giving an answer. However, the candidate and his team will not achieve anything by refusing to provide information that will become known to the public without them. Also, don't bluff when answering sensitive questions.

Don't fight with someone who buys ink in barrels and tons of paper. The press always has the last word. In a situation where the campaign headquarters feels that the press is treating the candidate unfairly, it is first necessary to make sure that the reporter made an involuntary mistake or really wanted to harm him. If there are serious distortions in the information, the situation should be treated as follows:

1. Contact the reporter and calmly discuss the article. Offer your explanation of an opinion or fact, but do not get into a heated argument.

2. Ask for an amendment, not a rebuttal.

3. Ask to write or broadcast material that reflects the candidate's point of view.

If the reporter does not agree, you can ask his / her supervisor for help. But it should be borne in mind that this way you can make an enemy in the person of a reporter. In no case should he be accused of being deliberately biased.

How to handle information

To get a good press, make it easy for reporters to write about the candidate and the campaign . At the same time, they do not rely on journalists, simply providing them with facts and allowing them to decide what is most important for dissemination. The candidate and his team need to manage their messages in order for the press to act in their best interests.

When providing information to the press, it is better to stick to the middle ground between "primitive" presentation of facts and frank self-promotion. To find a happy environment, relevant and newsworthy messages are passed on to the media, which indirectly promote the interests of the campaign. Reporters are not naive at all, they immediately guess that such messages serve the purposes of the election campaign. But they will immediately reject material that is openly reminiscent of a candidate's paid political advertising.

Each message must have a certain "point of view." This "angle of view" or "hook", on which you want to "catch" the reader, should be the main material.

Candidates often try to emphasize several key points in one statement, message, or interview. If this happens, the press is faced with the fact of redundancy of information. In analyzing it, the reporter or editor must then determine the point of view that should be emphasized. It is because of this "hook" that journalists come to the press conference. This is the main point of the press release or the main quote from the statement in an interview for radio or television. This is what you can then see in a newspaper or hear in a program.

Successful communication with the media requires an idea of how news is collected. The news industry is working in a hurry, on "borrowed time." Reporters are very busy people. The campaign announcement is just one of many that they need to process and pass on.When reporting on breaking news, reporters and editors do not have time to analyze all the facts to prepare an article. There is not enough time for a full report on the event. A thirty-second report on an event based on a candidate's material in a five-minute broadcast of local news on radio or television is a pretty good cover. To do this, they are given such messages that it is easy to sort the information and find the "rod" on which, as they say, you can string the material.

To get good press, you need to:

Schedule messages in advance. Each material should focus on one thing. Employees are persuaded that the story or message they receive deserves to be news.

Use keywords. The main idea is presented in the form of a position that can be quoted. This key position is repeated in all materials transmitted to the press. The position should be short and simple.

Do not overload the press with excessive information. The press is given enough facts to draw a conclusion, but not so much to confuse the question. It is not to be expected that reporters will read ten pages of material. Therefore, highlight the main ideas and show how they develop the topic.

Duplicate efforts. They use all possible means to promote the message: press releases, telephone interviews, one-on-one interviews, radio reports and events that deserve to be news. Repeat the main idea in all materials.

Be consistent. The messages should always be such as to support and promote the theme of the campaign, and it should be consistent with its strategy. Every opinion expressed in an interview or article should work on the main point of view that is embedded in them.

Speak to the press in "human" language. The news is reported in order to show how problems affect a person's life. That is why they buy newspapers. The concepts and illustrations used in the materials presented to the press should be set out simply and clearly, revealing the significance of a particular news or problem for people's lives.

There are basic tools that need to be used to to promote "deserved" coverage of the election campaign in the press.

Package for the press. The media package or the press package is designed to provide reporters with complete initial information about the candidate and his / her election campaign. It can be used by the reporter as a ready reference when preparing materials about the candidate and the campaign. This package, as a presentation of the campaign, should be sent to each news channel on a list of media, it can also be handed out personally by the candidate, as it gives him the opportunity to meet in person with reporters and editors.

Folder. The materials of the press package must be placed in a folder with two compartments. The title page may be decorated with the emblem of the election campaign. The most important information should be placed in the right compartment of the folder (last press release or information about a particularly important event). Materials with general information, such as photos, biographies, etc., are placed in the left compartment of the folder.

Contents of the press package:

1. A press release is a brief statement of the nature of an event.

2. Statement - the last statement or text of the candidate's speech on a particular issue.

3. The biographical data sheet is a one-page resume containing information about the candidate's political and official career, as well as personal information (family, education, place of birth).

4. Biography - a few paragraphs of a more detailed story about the life, origin, education, achievements of the candidate, which reporters can either repeat verbatim, or use when writing articles.

5.Data on the campaign headquarters are the names of the main members of the team, the working committee, the honorary chairman, the financial director, the treasurer, etc. List of telephone numbers of chiefs of staff only.

6. Election campaign materials are samples of brochures, emblems, campaign badges, as well as copies of friendly articles or essays written about the candidate.

7. Characteristics of the district - a brief, in several paragraphs, statement of political, demographic and historical information about the district. This is especially useful for members of the press from other areas and given the greater informativeness of the campaign.

8. Photos - black and white glossy portraits of the candidate (newspapers do not like color photos) size 8x10 cm; one with a smile and the other with a serious facial expression of the candidate (for different occasions). Special color slides for television, which allow the director to overlay images on his material (slides with a smiling and serious facial expression of the candidate).

Press releases. A press release is a reliable way to see the material in the press as the candidate wants it to be. It is prepared by the press secretary and passed to the press. The press release is written in a newspaper style, focusing on one issue.

Press releases are used to announce the next steps, actions or plans and the composition of the election campaign headquarters; presentation of a report or material on a particular issue; dissemination to the public of the candidate's point of view on a particular issue; accusation of the opponent; in order to support certain actions or individuals. All press releases must be carefully checked by the candidate and the head of the election campaign or one of them.

Basic rules for preparing a press release:

• the press release is printed on the letterhead of the election campaign headquarters the candidate has a clear, legible font and contains the name of the election campaign, the address of the headquarters, the contact telephone number;

• above the title, in the left corner of the page, a stamp is placed: "For immediate distribution", if there is no need for some reason to keep the material. In the latter case, they write that it is for distribution at a certain time, but there is no guarantee that the reporter will not use the information before the specified time,

• indicate the date and place from which the press release was sent;

• the most important facts are summarized in the first paragraph.This key paragraph should answer the question: who? what? when? where? why? Sometimes to the question: how?

• the second paragraph contains one or two quotations from the candidate's speeches;

• each subsequent paragraph in descending order should be less important (inverted pyramid). This is done so that the editor, in case of lack of space to present all the material, can shorten its end without distorting the main content,

• the press release is printed at two intervals on one page with large margins. Do not print on the back of the page. If the text cannot be placed on one page, write “see below. further "and continue to write on the next page. At the very end of the text of the press release, the line is receded and the sign ### is printed in the middle of the line. This indicates the end of the material (international standard),

• the press release information must be accurate. It is important not to overdo editing. If the press release is prepared in a newspaper style, it has a better chance of seeing the world.

• grammatical errors should be avoided, and the text should be edited carefully. Any mistake will undermine the credibility of the election campaign,

• the press release is submitted manually. Mail or fax are used as a last resort. The mode of operation of the media should be taken into account. Timeliness is a guarantee that a press release will be printed,

• all press releases must be registered, indicating topics and dates.

Press releases. Press releases are a special type of press release. The press release informs the press about the specifics of the upcoming event, which should be covered in the media.

The press release is printed and distributed in much the same way as the press release. However, in addition to the headline, it should be marked "Press Release" without quotations and no longer than two or three paragraphs. The press release should also answer the question: who? what? when? where?

It should contain just enough information for the press to be interested in an event, but not enough to interfere with its coverage. After spreading the message, don't forget to call and remind about the event again.

Press conferences. Press conferences are an effective way to get into the press. However, early preparation is very important here, as the candidate will feel like "in a frying pan" during the press conference. It is necessary to prepare and rehearse answers to possible questions in advance. Although a press conference on a particular topic is usually planned, the press may ignore it. Therefore, you should be prepared to ask questions on other topics.

Write an introductory speech in advance, which explains the main reason for convening a press conference. A press release containing excerpts from the candidate's forthcoming statement is distributed. A package for the press with all the materials on the topic of the press conference is being prepared. The materials of the election campaign are added here.

Press conferences should be used for the main statements of the candidate and prepared in advance in accordance with the strategy and plan of the election campaign. It is important not to abuse press conferences and convene them only when the candidate has something to say. A series of interviews with reporters, in person or by telephone, can convey information to the press without a press conference.

The following rules must be followed when planning and organizing a press conference:

1. The press conference is planned taking into account the work schedule of the media. The day and time are chosen when the press is not loaded with other events, such as regular events of state bodies.

2. There is a possibility that something may prevent the press from attending the press conference.

3. The press reports on the event no later than 48 hours, preferably a week. Journalists are periodically reminded of the time and place of the press conference.

4. Recalling the press conference, the press representatives are convinced of the importance of the event. Journalists are told which perspective to look at the news they learn about at the press conference.

5. Choose a comfortable and beautifully decorated room, and it is best to find one that would symbolize the content of the message at the press conference. This is especially important for television. They always worry in advance about getting permission to use this room.

6. The candidate should be well prepared. He must rehearse the statement, prepare for the questions and answers, be well informed about the content of all materials that will be passed to the press during the press conference.

7. Journalists are shown hospitality. They prepare soft drinks and coffee for them.

8. The room is inspected in advance to make sure everything is ready. You need to take care of electrical outlets if you expect television, stage, chairs, lighting, microphones, which will be used by the press.

9.The press conference should start on time and end before interest in it begins to wane. Otherwise, a reporter will use it for a provocative question. The candidate must be prepared to linger after the press conference and give a self-interview.

10. Press releases or packages for the press are distributed before the conference, and a sufficient amount of these materials is available in a place accessible to all participants. It is not necessary to write down which of the press representatives did not come and send them all the materials after the press conference.

11. The press conference is usually scheduled for half an hour: 10 minutes for a speech and 20 minutes for questions and answers.

12. The press conference is recorded on a tape recorder to document everything that has been said.

Photos in the campaign. Photos are an effective means of communication. A set of photos is prepared in advance so that they are always at hand throughout the election campaign.

The campaign requires black and white glossy photos of the candidate for the press, size 8x10 cm, one photo - with a smile and one - with a serious expression . Next, you need to prepare a set of different photos of the candidate for use in election literature and sending to the media. Finally, the candidate is photographed at all major events and sent to daily and weekly newspapers. For example, if the main theme of the campaign is education, a set of photos of the candidate with children is prepared.

Only photos that create the image of the candidate are used. You can never distribute photos that do not depict him in the best way. You should spare no time and money and prepare high quality photos.

The candidate should be the focus of all photos used during the election campaign. The best type of photos are nature shots, taking the candidate with other people, where he looks casual and natural.

Varieties of photos that will be needed for the campaign:

- official photos - black and white glossy , size 8x10 cm, one photo - with a serious facial expression, the other - with a smiling facial expression;
- candidate and workers - pictures of the candidate with workers of one of the leading enterprises of the district;
- candidates seven natural photos of the candidate with his wife and children; the candidate works - photos of the candidate at his workplace; candidate speaks - photos of the candidate when he speaks in front of different groups of the public; candidate and students; candidate and veterans,
- candidate in his district - pictures of the candidate in the sights of the district.

Weekly programs for the media. When preparing and using them, it is important to follow some tips:

1. A list of events in which the candidate will take part next week is sent to the local press. Everything should be done so that all these events are news.
2. Candidates' supporters and the press are sent one-page ballots to keep them informed of the campaign.

3. The candidate should be informed about local and district-wide issues and, if appropriate, comment on them during the interview. Comments must be made in a timely manner.

4. Representatives of the press are invited to all speeches of the candidate.

5. It is necessary to make newspaper clippings of all articles and reports about the campaign of the candidate and his opponent.

6. Holidays and commemorative dates celebrated during the election campaign may be used to issue press releases and press releases.

7. It is necessary to know the election calendar and keep copies of the reports of the candidate and his opponent on the election campaign in case the press asks questions about it. Any violation of the deadlines provided by the election law can be used to have the press.

Reports from the scene. In this case, the report is simply a recorded voice of the candidate coming to the radio station by phone from the scene. Because radio news is only broadcast for a few minutes, such reports should be heard for no more than 30 seconds.

Always call the radio station in advance to find out if such a report will be accepted. Sometimes stations do not accept a recording of a candidate's application.They prefer an interview recorded by a reporter. And this is also good, because there is an opportunity for the candidate's voice to be heard on the air. You should always agree to give such one-on-one interviews.

Event reports as a special genre of radio broadcast are useful for press secretaries who want to report as much as possible in a short time. Topical reports can be made after an important statement for the press, during which there was no radio reporter. They can also be used when it is necessary to make a statement, and the candidate is now far away.

Today, there are many technical means that contribute to the dissemination of current affairs as a genre of radio programs. They are simple and inexpensive, so they should be used during election campaigns.

To send a report to a radio station, in the simplest case you need to have:

• an inexpensive cassette recorder;

• a pair of clothespins;

• one or two telephones (if two - it goes ¬al conditions, but success can be achieved with a single device).

The tape recorder is connected directly to the telephone line with a wire with clothespins. To do this, one end of the wire with the tip for the tape socket is inserted into the socket marked "output". The cover where the telephone diaphragm is located (the lower part of the telephone handset) is unscrewed, and the other forked end of the wire with clothespins is attached to the metal contacts, which are clearly visible when the diaphragm is removed. After pressing the "play" tape recorder, the message begins to be broadcast on the telephone line.

Some tips on how to prepare a report:

• write a short (30 seconds) statement for the candidate, which he

• the candidate should read the entire text of the statement as if he were talking to a reporter;

• the candidate should not be allowed to read the text monotonously, it will spoil it all; a tape recorder is prepared, connected to the telephone by means of a wire with clothespins, a cassette with a recording of a statement on a topical topic is placed. Use the second telephone to connect to the radio station,

• There should always be a person next to the candidate (preferably a spokesperson) who would call the radio station and arrange with the reporter to turn on the tape recorder.

The reporter is explained all the circumstances surrounding this event.Briefly inform

about the content of the press release about which the report was prepared; If the radio station has agreed to accept the report, they count by phone: "Three, two, one." After the word "one" turn on the tape; remain on the line to make sure the station has a good record. Thanks to the reporter and hang up. Current reports cannot be abused. Even those stations that broadcast them often prefer to conduct personal interviews with the candidate. During election campaigns, one or two topical reports a candidate during the week is too much.

If the station refuses, you have to be kind. Thank you for the lost time and go to another station. Controversy should never be resorted to: radio stations are not obliged to accept such topical reports.

Again, it is important to be convinced that the candidate's statement deserves to be news. If she doesn't deserve it, it will be difficult to arrange a next report or interview in the future. In addition, it is necessary to ensure that the report does not look like commercial advertising.

Radio and television interviews

Some people may need to give radio and television interviews. Even some of the most experienced statesmen and public figures have their palms moistened, their heartbeat faster, and other symptoms of fear as soon as they appear in front of a camera or microphone.

However, radio or television interviews should not cause fear or emotion. If you follow a few simple tips, you will be able to give radio and TV interviews easily and confidently. As a result, these powerful means of communication can be used as part of an extensive public relations and information program.

Both when the candidate is giving an interview in person and when someone accompanies the representative The organization in which they will be interviewed, the situation that causes fear, can be turned into an effective method of communication with the public and promotion of the organization. This requires:

1. Prepare. Master a deep knowledge of the problem, anticipate the most difficult questions and prepare the best answer to them.

2. Determine the position of the statement. This must be done in advance. The position of the statement should focus on the opinion that it is desirable to convey to the audience or listeners through interviews, and thoroughly rely on the facts in order to inspire confidence. If necessary, it is necessary to use materials from reputable sources to support it. The relationship between the organization represented by the interviewer and the position of his / her statement should be shown. In essence, an

interview is a free advertisement.You need to make the most of the opportunity to talk to people and tell them about the organization.

3. Be natural. Relax. Talk to the interviewer as a friend. Simply put, do not restrain facial expressions and gestures. Avoid long words and words that are difficult to pronounce. they may not be understood, and the interviewer will appear to be a pretentious person.

4. To be confident. Interviews are conducted because someone is aware of certain issues. Therefore, you should not be afraid of the interviewer. The interviewer knows more than he does. Every question should be answered calmly and confidently, using affirmative and sincere language.

5. Answer briefly. Answers should always be direct and on topic. Radio and television journalists need short, clear, logical statements that are spoken for no longer than 30 seconds, and sometimes less.

It is necessary to adhere to the main idea, which is thought out in advance. Avoiding lengthy statements that will scatter messages will tire listeners, take away everyone's precious time and, as a result, will not be aired.

6. Maintain self-confidence. Be honest. Trust in the interviewer depends on him. You should never hide and distort information, lie to the interviewer. A journalist who notices that he has been misled will never again trust the person he is interviewing and his organization.

7. Dress accordingly. They dress attractively for TV interviews. Avoid extra bright colors, floral dresses, hats and more.TV viewers need to focus on what the speaker is saying, not on how he is dressed.

Interviews for the press

The manner of conduct during interviews with the press is generally the same as during interviews for radio and television. Therefore, in a conversation with a reporter of a newspaper, magazine or bulletin, you can use all the advice given in the previous section, which was about interviews for radio and television. Here are just a few tips that relate exclusively to the specifics of the print media and that will help make the most of public relations for the benefit of the organization:

1. Offer additional information. After the reporter has received short answers to all the questions, you can offer him the original additional information, if you have it. This confirms the answers to the questions.

Even though newspapers are limited in size, they tend to use more detail on their pages than radio or television news. Therefore, it is necessary to take the opportunity to convey authoritative information that will make the interview more meaningful.

2. "For printing", "not for printing", "on the basis". The best rule during any interview is the "print" rule. This means that everything said to the reporter can be quoted or paraphrased and linked in the article to the name of the interviewer. You should never talk to a reporter on any grounds other than "for the press," or you can do so very rarely, in an emergency. If it is undesirable for the name of the interviewer and the information from his / her organization to appear in the newspaper, it is better not to give an interview at all.It is known that most reporters interview only "for the press." However, there are two other possible levels of dialogue with reporters.

"Based on" means that statements can be quoted or paraphrased, but the name of their author will not be mentioned as a source of information. . For example, a reporter may attribute a quote to "a responsible City Council official who asked not to be named."

"Not for printing" means that the statement cannot be used in any way. Everything that is said "not for print" cannot be quoted, paraphrased, and the name of the author of the statement should not be associated with this information. However, a reporter can use the information in his article if he is lucky enough to get it from another sourceTherefore, before giving an interview, it is necessary to agree with the reporter on how to use the statements made. It is not necessary to tell the reporter after he has received answers to all questions that it is "not for print." It is too late, and the reporter can quote it openly if he wishes.

Oratory

One of the most important components of communication with the public is the word of mouth, the ability to make speeches in front of an audience, to communicate with the masses. Probably, few people will deny that most of the time of the head of any organization is spent on the preparation and delivery of various reports and speeches. Of course, this is not an easy task and to make it effective, you need a lot of skill.Thomas Mann was absolutely right, emphasizing that only "language in itself is a special civilization." You need to be able to use it to better and more clearly communicate the ideas and opinions of the organization, attract people to your side and enlist their support.

Next, we will consider in detail some aspects of the problem, how to make public speaking as effective as possible.

Subject of the speech

There is a saying: "a speech that does not touch on any topical and interesting topic for everyone is the same as a journey started without a purpose and destination." Hence, the first step in preparing any speech is to determine its purpose or specific topic. What task do you set for yourself, giving this speech, what do you want to achieve?

And only after this issue is clarified, take the necessary actions and steps, think about a specific plan for their implementation. If the speech is well prepared and logically structured from the beginning, it gives the speech more power, and the speaker is more confident in success. ; sometimes it is a multifaceted combination of all these goals. The speaker can influence the audience not only with words, but also with the manner of behavior, the form of presentation of his report. If each sentence of the speech is well thought out, it is possible to turn even a simple list of dry facts, development trends or even statistics into a means of political influence and a cause of action, thus turning the audience back to its supporters. Here we can agree with Schilling, who said, "Words are the greatest drug in the hands of mankind." To achieve the maximum result and effect, you should develop a plan for presenting a problem or idea.It is necessary to proceed from the fact that not to be verbose, not to resort to too large flow of unnecessary words, ie those that do not contain information, not to keep the audience in tension, splashing on it too many external stimuli. A short and concise but convincing ten-minute report can be much more likely to achieve a goal, as well as save time and money, than a boring report for an hour. That is, the effectiveness of the speech has a direct relationship not with its duration, but with the quality of content and meaning of what is said, with how to convey the opinion to the audience, use quality visual aids and supporting materials. We emphasize once again that too long a report, inability to properly state the purpose of his speech, poorly prepared visual aids and materials can lead to failure and negative attitude towards the speaker in the hall.

When the topic of the speech is clearly defined, you can move on to the next stage - planning the form of presentation and strategy of the speech. Answers to a few basic questions can help. In particular, the speaker should ask himself: What is he trying to achieve, what is his goal - that is, what is he "selling"? To whom does he "sell" it? Against whom does he act and what does he fight for? In which audience, in front of which audience is going to make a report? Let's consider these questions in more detail.

1. What is "for sale"? Why was it decided to make this report? It is important to be able to evaluate the topic and main ideas of the report to an outside observer. What is still "for sale"? A plan or an idea, an initiative or a motivation to act, a specific product, product or service? Or is it just a statement in defense and support of someone's idea?

2.To whom is it "sold"? If the speaker is familiar with the audience, he or she should probably have some suggestions regarding his or her reaction to the report. A performance that is potentially successful in one audience may fail completely in another. Each performance strategy must be targeted to a specific audience. After all, the audience of listeners can consist exclusively of "specialists" or so-called "amateurs" or combine representatives of these two groups. Is it worth thinking that perhaps the people gathered in the hall are already familiar with the topic under discussion? What information could they get? Are they able to make a final decision immediately, relying on their own opinion, or do they need to report the recommendations and opinions they will hear in a speech to their senior management? Before the performance, it is desirable to learn as much as possible about the audience: their behavior and work style, interests, social status and emotional mood. Don't they prefer a certain type of visual accessory, do they like when they take breaks during a performance, or do they want to drink coffee during a break? Isn't their time limited? We must not forget that the people in the audience are different and they all have different likes and dislikes.

3.What is the intention to fight against? When the emotional and spiritual needs of the audience are well studied, it is possible to influence the attitude of the listeners to the speech and change their point of view imperceptibly for them. Speech can arouse lively interest in listeners and easily make them companions of the speaker, if you know exactly their worries and expectations. The most common barriers to a report can be summarized as follows:

• the listener's fear that the plan or idea proposed to him or her may affect his or her prestige, credibility, or long-term plans;

• reluctance of the listener to perceive something new because it may lead to organizational changes or cause personal inconvenience and unnecessary hassle;

• the pride of the listener, his painful selfishness.

4. In order to know the conditions in which the meeting will take place and the general setting that will accompany the presentation, the speaker should first try to answer the following questions:

• Will the audience be friendly or hostile, sympathetic or indifferent?

• Will the audience in the hall be open or distrustful and silent?

• Will there be only his supporters or Maybe there will be representatives of the opposition?

• If the presence of opposition forces in the hall is assumed, do they hold the same position or conflict with each other? There are also some other factors that affect a favorable performance, namely:

• When and at what time will the report be presented: in the morning, in the afternoon,

at the end of the working day or before the official dinner?

• Will the people in the room be in a hurry to visit somewhere else?

• Isn't the speaker in danger for some reason?

In making a final analysis of the whole situation and considering what form and strategy to choose, the speaker must proceed from the task of his speech and an absolute understanding of what he is "selling" to whom he is selling it. ", What circumstances and obstacles may arise, in what atmosphere and to what audience he will make his report.

Organization of a speech

A successful speech contains not only well-chosen material, but also, more importantly, indisputable arguments and evidence. Such a speech demonstrates the speaker's free orientation and deep knowledge of the case. But even a very strong and convincing speech that has a plan, contains a basic idea, the necessary information that the public is interested in, can easily fail if these facts are not properly organized and arranged. parts of the speech. From the very beginning, the speech should arouse the interest of the listeners, acquaint them with the main content and idea of the report. In the final part, the experienced speaker will briefly repeat the key points and meaning of the whole speech. Once again, we will focus on the actions to be taken.

The main part of the report, which follows immediately after the introductory part and ends immediately before the final part, contains the main idea and essence of the idea. They should be considered by the speaker with full knowledge of the case. It is impossible to keep the audience in suspense for a long time, revealing the main content of their plans, ideas or just "splashing" on it a constant flow of information, without a special approach, the desire to "merge" with the audience, to make it part of his speech.

To make it clear and confident that the idea of the speech is understood and accepted by those present, it is necessary to present their views accurately, clearly and simply so that it is clear to all.

The organization of the speech involves the composition of separate parts of a single monolithic report.The method chosen for this depends on the topic of the speech and the strategic intentions of the speaker. Some consider the most appropriate and usual form of presentation to be an hourly or chronological presentation of the material. Many speakers, especially legislators in parliament, choose a logical list of problems and ways to solve them as their favorite form of submission. When the problem of comparing alternative solutions to the same problem arises, a contrast-comparison approach may be best. The stimulus-response technique may also be needed when reporting an information plan. If the purpose of the speech is to clarify or declare the meaning and purpose of any action or fact, the "definition" technique is used. Another form that speakers often turn to is the use of the technique of discussing the "details" of the main whole, which may include, for example, different departments in the organization or different areas of work and so on. Close in content to this technique, the speech is built around the basic systems, functional mechanisms and technical characteristics of the subject, such as discussing the activities of different departments and groups within one large organization or problems of standards and quality of production to achieve the best world standards. If none of these techniques or forms used by most speakers are suitable for a future report, the speaker should probably consider creating a special form and technique for presenting at his or her own discretion.

Of course, when there are strong and relevant grounds for the speech, they are set out immediately, in the introductory part of the report. After all, in this case, the speaker has strong trump cards, because he does not need to bring the audience to the main idea of the report. If a plan or idea is "sold", the whole meaning of the organization of the speech should be built around these two aspects, which are considered from different angles and from different points of view, but in no case forget about their main role. Another reason for highlighting a single key point or points of speech and repeating them repeatedly in the report is the fact that especially important for the speaker listeners may leave the room or be summoned in urgent cases before the end of the report. If this happens, the speaker will at least not blame himself for not all the listeners he needs to hear and understand the main ideas of his report.

Following the "sale" of the plan or idea, when the speaker convinced the audience of the originality and originality , showed all the advantages of the proposed project, the main emphasis of the speech should be shifted to strengthening the positions expressed. Moreover, the evidence in favor of the idea must be built downwards. It should be remembered that if even the most meaningful and convincing arguments and facts could not influence the reaction and attitude of the public to the idea, then there is nothing to say about the insignificant and uninteresting - they will never bring success. As for the persuasiveness of the evidence, they try to express it as clearly, clearly and concisely as possible.An example is how a ten-year-old child did this by telling his younger sister the meaning of the play "Pygmalion": "It's about a dirty girl who was taught pure language."

The performance should be long enough to cover everyone questions outlined by the speaker. In general, the duration of the best performances is up to one hour. Most of those present simply will not be able to perceive the large flow of information pouring on them like a waterfall. The content of the speech, which consists of three or at least four main aspects, will almost always reach the minds of listeners and be fixed in their brains. In some cases, even six points of speech, if they are close in content and meaning, will be accepted. All irrelevant information that repeats each other or goes into too much detail should, if possible, be removed from the text of the speech before it begins. Such materials, if there is absolute certainty that they are important enough and serve the general idea, can be distributed to the audience before the speech or discussed promptly.

After the speech, the audience should form and strengthen the impression of the speaker and his personality. To do this, he needs to turn once again to the main idea of his report. If the speaker expects any action and reaction from the speech, he should warn the audience before the end of the report, sometimes openly asking their opinion and offering to speak on a particular issue.

If someone wants to become a good speaker, he should always rehearse his speech, practice, repeat several times the thoughts he preaches. Once the material has been collected and distributed among the items for the presentation, it is necessary to begin to assess its content. This concept includes the analysis of the actual material, elaboration of forms and means of its submission and clarification of the personal attitude of the speaker to it. Of course, in every audience there will be a person who will not have any interest in what is happening, or will be dominated by an attitude such as: "So what?". In this case, it is advisable to choose a reviewer, professional advisor or assistant who knows his business, so that he determined that the speech is clear and will go to "cheers", which will work effectively, and what part of the speech should be reworked or

Lack of sufficient preparation and knowledge of the case, precise task, confidence in what the speaker wants to express in speech, inherent in almost all boring and protracted speeches. Conversely, short, concise speeches usually indicate a higher level of professional training. And even if such a speech is not brilliant, it is effective in that it is short and does not take away too much time and energy from the listeners. Sometimes one hears the following opinion: "If the speaker fails to ignite the fire of interest within thirty minutes, he must stop wasting time and matches." One speaker once said: "I'm sorry, my speech took a little longer, I forgot my watch and I don't see a wall anywhere ...". In response, from the back rows was heard: "But to your right is a wall calendar."

Speech language

In order to arouse interest in the audience and keep the attention of those present until the end of the speech, you need to properly master all the functions of language and learn to pay attention to the quality and strength of words used. To do this, each speaker must learn to determine the goals and results that he wants to achieve through his speech, to anticipate, at least to some extent, its consequences. It is known that words affect people unpredictably. And the authority and public position, as well as the future of many public figures and professionals, finally depend on what impression they will make and how long they will be etched in their memory.

The speaker must watch by the quality of their language. Most people record the fact and remember that the speaker's language was too interesting and professional, but almost no one is able to determine exactly what this professionalism was. The quality and skill of the language, of course, does not mean that the language should be excessively refined and magnificent. The statement once made by Joseph, the leader of an American Indian tribe, is a classic example of the quality use of language and expression: "I will never fight again!" This is an ingenious example of the precise transmission of thought - here everyone understands the purpose and meaning of what is said and forgives the incorrect grammatical construction of the expression.

There are ten basic commandments that every speaker should know. Of course, the list below is not something that is firm and unchanging, it is just a reason to think. Therefore, the speaker should:

• be easy to communicate.To study the characteristics and laws of a clear and simple and understandable language;

• to be open and clear in expressing one's opinion. Often, two-thirds of the content of the report should be subject to support and explanation of the main topic. It is necessary to try to reveal its different aspects from different angles, but not to make the speech "stuffed" with disparate topics and those that do not complement each other;

• be specific. Special terms and narrowly professional statements reduce the number of potential supporters of the speaker, and sometimes lead to a general misunderstanding; Refer to the facts and appeal to common sense;

• be a person. Use his individual words and expressions, peculiar only to his language; be balanced. Use a smooth rhythm of speech. Avoid

sentences and topics that distract from the main idea of the speech,

• be energetic. Do not use a large number of introductory words, too loud and ideomatic expressions, or use them in conjunction with common and understandable expressions;

• be purposeful. The audience attaches importance only because it hears, and the speaker's desire, if they are not supported by strong words, will not cause the listeners a special perception;

• to be eloquent. Use rhetorical phrases and expressions from time to time, which will increase the effect of the speech. Sometimes even a slight alliteration can make the right impression,

• adapt to the situation. Study the audience. Try to adapt the report to her needs and expectations.