

PR-activity in the media of Tatarstan.

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As of June 4, 2013 in the Registry of the media, the editions of which are located in the Republic of Tatarstan, are 1487 media [1]. The modern media market in Tatarstan almost half (51 %) consists of publications - as of 1 January 2013 768 print media, 50 television stations, 86 radio stations operate here. This is understandable: the production of newspapers and magazines is much cheaper than organization of permanent television or radio broadcast. In addition to Kazan, the main media centers are the following cities: Almetevsk (the population is about 200 thousand people), Bugulma (more than 100 thousand people.), Nizhnekamsk (more than 260 thousand people), Naberezhnye Chelny (more than 500 thousand people). Among the district towns in the republic the largest number of media is concentrated in Naberezhnye Chelny (at the beginning of 2013 57 media worked here).

To assess the level of PR-industry in Tatarstan it is necessary to consider such characteristics as the predominance of the urban population - 74 %, the common perception of the world of citizens, pronounced paternalism, a high level of tolerance. All these factors combined with the economic and political situation affect the formation of the communication space, media models including the state of PR.

In an effort to promote the development of modern methods, PR- divisions of channels do not always take into account the domestic and regional specificities, which affect the final result that is coverage of the audience and attracting of investment to TV station. Meanwhile, the ratio of market shares between the media changes every six months, which creates conditions for the active promotion of the project, innovation, introduced by broadcasters in the media market. This contributes to the progressive growth of technology of reputation management in relation to technology branding, based on advertising promotion.

In addition, before the crisis, the republican television, like most of the Russian media, had no shortage of advertisers, so the marketing and PR were included in the list of mandatory spending of media holdings, and serious money was spent on the implementation of advertising and PR - campaigns and events. These costs were unplanned; the effectiveness of campaigns wasn't evaluated. The crisis, which turned out to the media community, actualized the task of competent approach of media products promoting to enhance their competitiveness and efficiency.

Recognizing the need to create a positive image through media sites, are investing in regional television advertising, hoping for little investment on high.

Established links to print media channels are used for promotion, as they provide targeting, graduation of the target audience.

Companies haven't abandoned the outdoor advertising (billboards, banners, banners, city format), have started paying more attention to its quality.

Unfortunately, experts in PR do not always take into account the increased mobility of modern people, preferring proven, but its obsolescent methods of promotion, which affects the development of the broadcasting companies of Internet space.

In the republic of Tatarstan, a trend toward the institutionalization of Russian mass media space has emerged. Local executive power remains in a large monopoly of information and mass media markets through the effective combination of administrative and legal regulation and financial leverage, considering the information space as a special communicative sphere of relations between individuals and communities.

List of references and literature

1. <http://NabChelny.Ru>