

Секция «Реклама в США и Великобритании: современное состояние и перспективы развития»

Public relations trends in the USA and Russia: similarities and differences

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In the USA and Europe PR is developed as a tool for dialogue between business and customers, on the one hand, and as a dialogue between the authorities and voters, on the other. This kind of development has been of a steady advanced character. Things were different in Russia. On the one hand, stormy political events shook the very foundation of the country, which resulted in Russia passing to a new political system and, on the other hand, those years saw a redistribution of ownership and corporative wars.

As a result, a powerful system of political PR has developed in Russia. American scientists worked out a PR theory that was used as a foundation of further Russian market development. There is a great difference in the system of PR in Russia and elsewhere. In particular, goals and aims as well as methods and techniques in the West are different because they exhibit a much narrower character than in Russia. Another difference relates to the scales of application and geography of PR, with Central Europe countries maintaining 200 big publications dealing with PR and with Russia comprising more than 500. In the West, the system of international PR has long developed definite standards of profession by distinguishing between advertising and PR. This trend has not taken root in Russia yet but the idea is gaining ground.

The talk compares these two trends of PR developments in Russia and the USA, Great Britain and some other English speaking countries.