

Case 9. Procedural technologies of public relations

In one of the constituent entities of the Russian Federation, it was decided to conduct an experiment to improve the management of the social complex, in particular, the cultural sphere. In order to develop an optimal plan for reorganizing the management of the cultural sector, research was carried out at meetings with the heads of cultural institutions and municipalities, that is, groups conflicting with each other within the framework of the identified problem. This was preceded by a sociological study in cultural institutions and municipalities on the topic: "The possibility and feasibility of reorganizing the management of the cultural sector." Workers of cultural institutions saw only one positive result of possible decentralization: municipal leaders would be more aware of the tasks and problems of cultural institutions. But, basically, they were rather negative. Municipal employees tended to see mainly positive aspects in the reorganization of cultural management. At the same time, they were most attracted by the prospect of receiving financial resources and the opportunity to appoint heads of cultural institutions from local personnel. Analysis of the research results confirmed the previously assumed divergent interests of the two main groups surveyed (cultural institutions and municipalities).

Questions and tasks:

1. Which technology is more suitable to solve this problem? Why?
2. What are the main stages of the process?
3. How should the negotiations end?
4. Who can act as a mediator in the process?