

Case 1. PR service: structure and functions

The functions of the state inevitably include the functions of managing public relations (“public relations”) and give rise to special state and municipal structures designed to optimize these connections.

Management, not enriched with structures and knowledge in the field of public relations, reproduces the types and nature of political decision-making in the spirit of the administrative-command system. And vice versa: their presence greatly contributes to the creation of a model of “open”, “responsive” bureaucracy, which has a high degree of adaptability to changing conditions. Relying on public relations services, government authorities make fuller use of their information and communication capabilities and ensure sustainable, systematic and representative information and communication activities that determine the effectiveness of the entire management process.

Questions and tasks:

1. PR services usually called in government agencies?
2. What are the areas of work of such services?
3. Give an example of a successful PR company for one of the government agencies.