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The Role of PR in the Internet World

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Abstract: This article discusses the features of communications in public relations used on the Internet. In addition, the article analyzes the current importance of PR, the mechanisms of its emergence, structure, application on the Internet.

Keywords: Internet, PR communications, electronic PR, network concepts, global network, Internet PR, public relations.

As companies change their minds about how the Internet can work for them in public relations (PR), they must also change their minds about PR itself. Public relations play a much larger role on the Internet than in the real world. Since any aspect of a company's Internet activities can influence public relations, it is necessary to handle information and communications much more carefully.

There are different points of view on the communicative nature of the Internet. One part of researchers and users believes that in all its manifestations this is a mass media, since it allows the latter to be distributed to an unlimited circle of recipients. The other part is convinced that the Web is a set of sites, each of which has its own audience, and therefore it is effective only as a means of group communication. However, the main conclusion that can be drawn from the practice of the World Wide Web is that the Internet is heterogeneous. This is the habitat of phenomena of different nature[1].

Given the degree and nature of user activity, the American researcher S. Macmillan proposes to single out the following general models of communication on the Internet:

1. One-way communication with high control on the part of the recipient of information, where his activity manifests itself as a request for the necessary information.

2. Two-way communication with a high level of control on the part of the user, where the poles of communication are not divided according to the functions "sender-receiver", there is a reciprocity of roles, equal participation in the exchange of information.

3. One-way communication with the separation of the functions of the sender and the recipient, with a low level of control on the part of the recipient, in the form of monologues.

4. Two-way communication in a dialogical form, with a low level of control on the part of the recipient, with the possibility of a response from the recipient.

Therefore, it can be said that interactivity can take place in one-way and two-way communication, its level in the form of control by the user can also be high and low. At the same time, it is important to note that the characteristics included in the Macmillan models clearly divide resources in such a way that within the same model there are significantly different types of communications[2].

Regarding the context of public relations, the Internet for a PR specialist in the most general form is considered as a global set of virtual communication opportunities and a new information reality that can provide

have a significant impact on the mechanisms of perception control.

If we compare the stages of development of the Internet with the stages of development of communication PR activities as such, it becomes obvious that there is a similar cycle.

To do this, it is necessary to state that by the end of the first decade of the 21st century, the following stages of the communication development of the Network can be considered:

- Web 1.0 - the content (content) of Internet resources is formed by a relatively small group of professionals, and the vast majority of "ordinary citizens" appear as readers-users. In this case, under the

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[1] Phillips D. PR on the Internet. M., 2014. P. 22
[2] Goals and privacy of Russians on the Internet // Yuri Levada Analytical Center / Internet resource: http://www.levada.ru/11-11-2013/tseli-i-konfidentsialnost-rossiyan-v-internete

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concept of "PR on the Internet" we must understand communication efforts to create and promote Internet sites;

– Web 2.0 – Web users are actively involved in content creation. Among the main differences of the "Second Web" Tim O'Reilly in his article "What is Web 2.0" refers to the replacement of an application by an online service, the related concept of "infinite beta" (an informal term for the state of constantly updated websites), attention to the so-called "long tail" (the principle according to which many unpopular sites are visited better than a few popular ones), replacing control with end-to-end data transfer, joint work of users on the creation of site content. Since the author focuses on the commercial side of the new phenomenon, he does not concentrate on the essence of the phenomenon: all these distinctive features have the same basis. Web 2.0 can be called multi-interactive or non-linear interaction network. This concept is implemented at all levels, in all types of interaction. Multi-user collaboration services, "infinite beta", news feed aggregation, and if you look at the lower level, the blogosphere, the Wiki concept, services like "Flickr" or "YouTube" are all based on non-linear interaction. , that is, an interaction that is not limited by the order in which information arrives at the server. Here, the PR-task becomes self-realization, activation of multilateral communication, acquisition of a dominant informational status in communities of interest - the blogosphere and social networks;

- Web 3.0 - users not only generate content, but also certify it themselves: mark what deserves the attention of their like-minded people, the communities in which they are members; systematize according to their taste preferences. At this stage, the PR task becomes innovative technologies for measuring content, involving users in the work of the emerging recommendation service, and then an attempt to promote priority products through it[3].

It should be noted that each subsequent stage of development does not replace the previous one, but only supplements it with new communication opportunities. Thus, one can speak of the Web 1.0 stage, for example, not as a historically obsolete technology, but as a completely modern phenomenon.

In professional literature, the initial stage of the development of public relations is referred to as "propaganda", "publicity". These technologies have been used by humanity at all stages of its development, including in the totalitarian and authoritarian states of our days. Characteristic features: any means are used to attract the attention of the public, pressure on it; consumer - object, victim; truthfulness and objectivity of information are optional conditions, ethical aspects are ignored, communication is exclusively one-sided. This stage can be roughly compared with Web 1.0.

The technologies of "informing the public", "public awareness" arose during the industrial revolution of the 19th century and were further developed within the industrial society. PR-model can be equated to the concept

"journalism". Characteristic features: regular work with the media in order to disseminate information; information is generally accurate and truthful, but only positive information is disseminated, negative facts are hushed up; feedback is possible, but its investigation is not expected. This is an advanced, transitional form of Web 1.0.

The PR model of "two-way asymmetric communication" was formed at the beginning of the 20th century. Its characteristic features are: the conscious organization of two-way and multilateral communication, the use of research methods to determine what information will cause a positive public reaction. There is a dialogue, but its result is asymmetric - only the producer or seller of the goods benefits, but not the mass of consumers. At the same time, consumers can express their dissatisfaction in the information field. This is where the Web 2.0 relationship is traced.

Among the main services that fit into the concept of Web 2.0, blogging services (LiveJournal, LiveInternet, Tumblr, etc.) should be noted. O'Reilly calls the blogosphere the inner voice of Web 2.0.

The use of PR communications in the blogosphere is an effective way to disseminate information, promote the organization and receive information from the target audience while establishing feedback with it in order to analyze and study existing problems, as well as resolve emerging problems and conflicts related to the goods and services offered by the company. At the same time, timely and professional response to user messages is important, which is expressed in building an open and honest dialogue. This avoids many of the

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[3] Zykova T. The number of Internet users in the Russian Federation will reach 100 million by 2016 / Internet resource: http://www.rg.ru/2013/08/07/internet-site-anons.html

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risks associated with blogging, such as a large number of negative reviews and claims, as well as damage to the reputation and image of the company or its key leaders[4].

And finally, "two-way symmetrical communication", which appears in the 20th century at the stage of regulated business, is characteristic of a developed PR market and, to a large extent, represents an ideal communication model. Significant features: full awareness by the subject of PR activities of the need for mutual understanding and taking into account the mutual influence of consumers and producers (sellers); PR activities are aimed at achieving the mutual benefit of the company (government agency) and the public ("symmetry"); transition from journalistic and advertising functions of PR-specialists to research and advisory; direct impact of PR technologies on economic indicators and social aspects; the mechanism of interaction between the organization and the environment is partnership.

The Internet brings PR communications closer to the basics of corporate modernization and management, it offers its own ways of using PR to improve the company's reputation and management efficiency, helps to establish and strengthen inter-corporate ties and ties between manufacturers of the same type of product. In this sense, the Internet provides a large number of opportunities.

The World Wide Web also has the ability to make available all kinds of information and knowledge. Today, a large and growing number of agencies, including news agencies, as well as just individuals working on the Internet, have the opportunity to provide voluminous interactive information about any organization without the knowledge of the organization itself.

The movement of the most attractive, in terms of public relations, audience to the Internet is evidenced by the development of traditional media channels towards online. TV channels and radio stations open Internet representations with round-the-clock broadcasting. Print media publishers are not limited to the release of electronic versions of magazines and newspapers, but also implement independent Internet editorial offices to update news feeds in real time and create multimedia content in order to keep the readership on their site[5].

Electronic PR in general is not a part of Internet marketing, it is a type of Internet marketing, which means the ability to observe the entire online marketing process, from the actual promotion of the site to how goods or services are sold. The Internet is interactivity and information, which form the basis for any PR activity.

PR communications on the Internet have a number of advantages - firstly, they are much cheaper than offline promotion. Secondly, all processes on the Internet are much faster, thus, the result will also be achieved faster. Thirdly, promotion on the Internet is easier to track and control, which makes Internet PR a more flexible promotion tool than traditional PR. Fourthly, Internet PR as a sum of technologies leads to a multi-effective impact on the target audience (information penetrates the target group instantly and directly directly from the site; penetrates indirectly through links to other Internet resources; penetrates through a network of informal communications), users networks lend themselves to clear segmentation (high degree of targeting) and a high level of interactivity is achieved, that is, the ability to interact with a unique user.

There are four areas of management and operation of Internet PR. First, the content, because the Internet audience appreciates voluminous and practical content. Second, there are the means by which information is made available, which is called the reach of information. Thirdly, these are people using the Internet, in other words, the Internet audience. Beyond that, there is the nature of audience relationships that creates empathy within organizations.

However, the set of tools in online PR is not many times different from conventional PR. These are the same press releases, comments, articles and press conferences. However, in the case of the Internet, all of the above is more interactive. However, at the same time, the most universal means of implementing public relations for a PR specialist are those that have the possibility of two-way communication between the consumer of goods or services and the manufacturing company.

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[4] Tim O'Reilly What Is Web 2.0 / Internet resource: www.oreilly.com/web2/archive/what-is-web-20.html.

[5] Braslavets L.A. Actual problems of the functioning of the Internet in the modern period (on the material of the Russian specialized press) // Bulletin of VSU. Series: Philology. Journalism. Voronezh, 2008, No. 2. p.155.

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