

OPERATIONAL PR-TECHNOLOGIES AND ADVERTISING IN THE INTERNET

Radzihovska Yu.M.

Ph. D., Senior Lecturer of Economics and Enterprise,
Accounting and Audit Chair
of Bohdan Khmelnytskyi National University at Cherkasy

Introduction. At the present society's development, the influence of PR in the Internet space on stakeholders at different levels is very actual and intensively discussed in scientific world. One of the biggest challenges, associated with PR technology is the rapid development of social networks: websites, user communities, and so on. PR can act as positive factor in the development of advertising technology and as negative, depending on the goals and platform of activity.

Purpose. The research of the PR-platform use for the dissemination of information through the Internet and identifying, the advantages and disadvantages of PR-technologies when used in the Internet.

Methods. Methods used in the article: theoretical analysis and synthesis of the test material, social and qualitative research methods.

Results. Public relations is a permanent communication and psychological connection of the system with the public in order to create, form and operate a favorable image of organizations. The dynamism of the world became the challenge for PR-specialists and large PR-companies, whose work is aimed

at communicating with different groups of stakeholders. Different marketing branches and information transfer branches are now used by a specific audience. One of the most widespread communication channels is an Internet network. Internet technology of the present allows you to instantly distribute (advertise) information, therefore, it becomes a content factory for PR-specialists. But the question arises in the ease of use and complication in choosing the right information that generates a number of advantages and disadvantages of online public relations. The advantages are simplicity of PR-communication, its multifunctionality and the disadvantages, respectively, the presence of demanding stakeholders and the complexity of the media mix.

Conclusion. Consequently, the Internet is a completely new medium for net and communication that differs from the media and communications that are common to all. This network allows you to communicate with your audience directly through websites, email, forums, etc., ensuring the effective use of appropriate communication in PR-activities.