



PR TECHNOLOGIES AS A NEW TOOL FOR EDUCATION

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Abstract:

Today there is a huge number of techniques and guidelines for teachers on the organization of the educational process. However, in our opinion, little attention is paid to the use of public relations (PR) technologies in education. Currently, PR is a sophisticated area that is rich in various specialists; but, as a rule, their attention is directed towards the promotion of goods, services, and media celebrities. The article discusses the usage of PR techniques in the educational process.

Keywords: public relations, higher education, PR technologies, PR tools, quality of education.

PR is an integral part of the effective management of any organized form of activity: state and municipal, industrial, commercial, public, etc., including relations of non-price competition (prestige, authority, reputation, trust, mutual understanding, etc.) [1].

Typically, the scope of PR technologies is associated with the areas of business or politics, although the competent use of PR is justified in almost any area, including education.

Before talking about the use of PR in education, it should be clarified what we mean by this term. There are over 400 different definitions of this area of work. In our materials, we will use the definition given by Alexander Chumikov in the book "Public Relations": PR is a system of information-analytical and procedural-technological actions aimed at harmonizing relationships within a project (a project may mean a company, organization), as well as between project participants and its external environment in order to successfully implement this project [2].

According to E. N. Pashentsev, the activities of PR structures in the educational sphere should include:

- any actions aimed at improving contacts with the public;
- anything that can conceivably improve mutual understanding between educational institutions and those with whom they come into contact, both inside and outside them;





- activities aimed at identifying and eliminating rumors or other sources of misunderstanding;
- measures aimed at expanding the sphere of influence of higher education bodies by means that are adequate to the goal and do not contradict social ethics;
- recommendations for creating a favorable climate, strengthening the social significance of the educational system [3].

One of the priority areas for the development of education is the improvement of the system of analysis and evaluation of the quality of education. In order for the verification and evaluation of the quality of education to be objective, they must be carried out outside the sphere of education - in society, in the labor market. The study of the situation in this area is facilitated by PR-monitoring, on the basis of which an external information field is compiled.

Analysis of the information field - allows you to assess the current situation and develop strategic and tactical goals and objectives, determine the choice of direction and methods

formation of public opinion and public order for the content and quality of education. The role of the teacher in ensuring the quality of education is indisputable, in which the teacher acts as the main component of the knowledge transfer system and its organization. From this point of view, a teacher can be compared with a leader of public opinion (LOM), but in his own environment, among the students for whom he teaches. The teacher should become for them a kind of idol, to which they want to listen, to whose classes the children would go with pleasure, and not just for the sake of credit units. But a reasonable question arises - how can a teacher become such a CROP among students? How to present your material in such a way that it is perceived with interest and is easier to digest?

Nowadays, a teacher, as a participant and subject of the educational process, needs to navigate a wide range of modern technologies, both educational and communication technologies, among which PR technology occupies an important place and can contribute to:

- the development of the image of the teacher (at first we work for the image - then the image works for us), the image of the profession being mastered and the subjects studied. How important this was noted by Johann Goethe - "You can only learn what you love, but you learn from the one you love";
- optimization and structuring of educational material (highlighting the main points, focusing the audience on the main points);
- high-quality presentation of educational material;
- study, implementation and promotion of advanced pedagogical experience.





The use of PR technologies can be useful for a student audience:

- when preparing presentations of their educational, scientific, course and diploma projects, final qualifying works;
- in preparation for participation in conferences;
- after graduating from the university when applying for a job, and later - when doing work.

References:

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