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SMART MEDIA: FORMATION OF AN INFORMATION CULTURE THROUGH PR AND MEDIA

The article examines the relationships between public relations and the media and the use of this information in the communication, identifying the most important tasks of both. As you know, by providing the right information, we can build a culture of society. The main link between public relations and media is information. Therefore, the article provides an effective way to manage information, its selection criteria and time dependence, novelty character more described in detail. Similarity and differences of PR specialists and media representatives that participated in the media convention, as well as ways to improve their cooperation and relationship is the main part of this article that based on Russian scientists' research. Based on the information presented in the article, public relations professionals understand the importance of paying attention to what they are working on with the media, the ways in which they can be used effectively, and the factors that may hinder them, and the importance of connecting with the media.

According to the analysis made in the article concept of marketing communications, promotion products in public relations the concept has been defined. Also formulated the basis of effective communication in the media relations and its importance, how to handle media and how to use the information correctly.

Key words: Public Relations, media relations, interaction with the media, communication, information management, journalist, PR-information, forms of media relations.

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Smart Media: PR және БАҚ арқылы байланысты қалыптастыру

Мақалада қоғаммен байланыс пен БАҚ байланысын және осы қарым-қатынас барысында ақпаратты қолдануын зерттеп, екеуінің маңызды тұстарын айқындау көзделген. Қоғаммен байланыс және БАҚ арасындағы байланыстың басты дәнекері – ақпарат. Сол себепті, мақалада ақпаратты басқарудың тиімді жолдары, оны іріктеу критерийлері мен оның уақытқа тәуелділігі, жаңалықтық сипаты, т.б. туралы баяндалған. Медиарилейшнз байланысына қатысатын PR-мамандары мен БАҚ өкілдерінің ұқсастығы мен айырмашылықтары, сонымен бірге, олардың өзара ынтымақтастық орнатып, қарым-қатынастарын жақсарту жолдары ресейлік ғалымдардың зерттеуіне негізделген осы мақаланың басты бөлігін құрайды. Мақалада баяндалған мәліметтер негізінде қоғаммен байланыс мамандары БАҚ-пен жұмыс барысында не нәрсеге көңіл бөлу қажет екенін, ақпаратты ұтымды қолдану жолдарын және оған кедергі болуы мүмкін факторларды, БАҚ-пен байланыс орнату маңыздылығын түсіне алады.

Мақалада жүргізілген анализ бойынша, маркетингтік коммуникация ұғымы, қоғаммен байланыстың тауарды жылжыту қызметінің түсінігі айқындалды. Сондай-ақ, медиарилейшнзтегі

тиімді коммуникация негіздері және маңыздылығы тұжырымдалып, бұқаралық ақпарат құралдарымен жұмыс істеу саясаты мен ақпаратты дұрыс қолдану жолдары анықталған.

Түйін сөздер: қоғаммен байланыс, медиарилейшнз, БАҚ-пен байланыс, коммуникация, ақпаратты басқару, журналист, PR-ақпарат, медиарилейшнз пішіндері.

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Smart Media: формирование коммуникации через PR и медиа

Статья направлена на исследование отношении СМИ и СО, использование информации и определение ключевых деталей в данных процессах. Основное связующее звено между связями с общественностью и средствами массовой информации – это информация. Как известно, предоставляя правильную информацию, можно формировать культуру общества. Таким образом, статья обеспечивает подробное описание эффективных способов управления информацией, критерии информационного отбора, зависимость от времени, новизны и т.д. Сходство и различие специалистов по связям с общественностью и представителей СМИ, участвующих в медиарилейшнз, также их взаимное сотрудничество, пути улучшения отношений – темы основной части статьи. На базе информации, представленной в статье, специалисты по связям с общественностью понимают, на что следует обратить внимание во время работы со СМИ, важность установления контактов с ними, и определяют факторы, которые могут помешать этому процессу, способы эффективного использования информации.

Согласно проведенному анализу, были определены понятия маркетинговой коммуникации и концепции продвижения товаров в связях с общественностью. Статья также определяет основы и важность эффективной коммуникации в средствах массовой информации, дает знания о правильном использовании информационной политики в средствах массовой информации.

Ключевые слова: СМИ, PR, медиарилейшнз, смарт медиа, средства массовой коммуникации.

Introduction

Reputation is a concept that cannot be influenced by qualitative and quantitative influence on any aspect of life. Reputation in Kazakh- bedel(kk.wikipedia.org/wiki). In the era of our ancestors, many disputed issues were resolved by a reputable, confident, confident person. Even when a problem arises, the people often heed the advice of the elders or prestigious individuals. In today's world, reputation has not lost its significance. Therefore, when we are ill, we choose to consult with our acquaintances which polyclinic is good, and choose a public polyclinic, with a great pleasure. After all, the clinic is prestigious. Likewise, our funds are credited with the well-known banks, which are commonly known and popular. To do this, we can explore the Internet and explore different opinions. Similarly, choices in other areas also change to a stronger object. We can explain the qualitative impact of the foregoing

reputation as if it were strong, the public accepting the quality of service or product at a high level. And quantitative influence is observed in the increase of the number of consumers based on strong reputation.

One of the most important concepts in the field of public relations is the idea of authoritative authorship in the Wikipedia : "In a broad sense, the influence of a well-known person or organization in various fields of public life, based on knowledge, experience, and human dignity; in the right sense, one of the ways to exercise power. " The reputation or reputation of the French translation of the term "reno" is a definite idea that is specific to a particular person or organization (ДаулингГрэм, 2003).

In the explanatory dictionaries, reputation is defined as a common opinion regarding the advantages and disadvantages of any object or person formed between the public. Prior to the middle of the twentieth century the notion of authority was used to de-

scribe an individual in the same sense as "honor", "dignity". At the moment, the meaning of this concept is expanding and is being used in association with a person.

In the West in recent years, the notion of "reputation" has come to be associated with the concept of "social responsibility" and "social mission." Imagery and reputational mechanisms are similar to each other. These include consumer relations, collective politics, place of company position in the market, psychological comfort within an organization, level of professionalism and competence of the organization's employees, experience of work, financial stability, organization's development, participation in socially significant events, scientific and intellectual potential of the organization (ШарковФ.И., 2017).

The reputation of any structural system is called collective reputation. Australian-renowned professor, practitioner Graham Dauling explains, "collective, authoritative, descriptive characteristics that arise in the face of collective image." These characteristics include truthfulness and honesty, responsibility and education. These characteristics are crucial to protecting the organization. Responsible person or company's conscience cannot be purchased before the Company. Therefore, it is impossible to create a positive reputation without feeling the social responsibility (<http://sre.mnogosmenka.ru/sre0391/sre0398.htm>).

Doctor of Social Sciences, Professor of Russian Philosopher Sh. describes it as a reputable "specific product" in its textbook. According to him, reputation is a specific product of the society, ie a special product consumed by the target audience. An authoritative customer of the target audience may at any time modify the existing approach to the characteristics of the reputed subject. In turn, reputation can not only disappear from the "virtual reality", but also start to develop dynamically (Collins J.C. and Poras J.I., 1994).

The authority of the organization is largely dependent on the management layer. It depends on organizations of any scale. It ranges from small organizations to leading government agencies. Sharkov F.I. In Napoleon's instruction, "a temporary departure from politics for politicians is often beneficial: it does not allow them to lose themselves in a battle, and their reputation does not diminish, but on the contrary, they are uprooted." . De Gaulle used this advice in times of crisis. After France was forced to give up its independence in Algeria, the president became a bad horse, and the political controversy began to rise, and the state was close to the civil war. On the basis of political controversies, Gol has been charged with treason against national interests. In

that case, he went to a step that was incompatible with the practice of public administration. Nobody suddenly got off the helicopter and dropped out of the presidential palace in an unknown direction. Knowing this, the French people could not comprehend anything, because they did not even say hello to their assistant. Moreover, he did not delegate his powers to anybody, nor did he give any orders of authority (Abrahams J.). The disappearance of the leader has caused a great shock to the French people, especially when it comes to being unaware of what happened and what has happened. Finally, the journalist community reported that de Gaul was heading to the German Chancellor's residence. Everything is negotiating with the Chancellor, and he is thinking about why he is in such a situation. Thus, the dispute over the rule of the head of the government began to frighten away from the uncertainty ahead. The reason is that the people did not know how the actions of officials would go when the Goal departed, and how the situation would be discussed.

In fact, Gol did not negotiate, negotiated with the Chancellor, just fishing and resting (Hu H., 1944). After a week of returning to the presidency, the people were glad to meet. Even after the feeling of a crisis over the head of state, Gol's non-demoralizing action was generally accepted in a positive way. The public began to see themselves as a positive, confident person. Thus, the calm of state power and civilian life has been restored (www.prstudent.ru).

Depending on the circumstances, some properties may be offset by public consciousness, but in some cases, they can also be described as competitive advantages. They may be supported by the public or may have controversial views. Generally, in the classic version, the leader should behave accordingly. Not only in the case of the current situation, but also on the expected changes in the near future. In this case, the opportunities for gaining strong reputation will increase.

The urgency of promoting good governance depends on the future emotional repercussion caused by a sense of vulnerability of the object. According to Sharkov, despite the scientific and technological achievements, the modern man has not changed significantly psychologically antique, from the first people. The rapid growth of the information range, the discovery of new laws and laws, and the inability to explain many phenomena and processes make the feeling of confusion and confusion about their knowledge and capacities (Гольдштейн Г. Я, Караев А.В., 1999). People are looking for ways to convey the knowledge they find insufficient.

Reputation as well as legends regulates human action when it is insufficient to provide objective information for forecasted gains or losses, or to assess the availability of available information.

Because of the lack of evidence and evidence, reputations often form the basis for the beliefs of the people on the basis of figurative beliefs. A reputable manager for a reputable asset includes a long process consisting of additional, detailed information gathering, processing, and evaluation related to decision making. Prior to making a decision, the manager must first of all rely on his experience and knowledge, and then trust confidence and intuition. In turn, non-unique professionals intuition are forced to satisfy themselves. The psychological mechanism of the promoted activity is often based on a belief or religion psychology. When the buyer chooses a prestige product, he begins to believe that he is buying not only the technique, but also the whole story about it. Almost every prestige story is legitimate, with little fairy tale of fairy tales. The most reliable and stable reputation is the reputation that is based on the fact that the person is objective information about his actions in the previous period and that he will continue to do so in the future. The good reputation of the product is formed by the long-term confirmation of its true consumer properties. Customer self-evidently confirms or denies the consumer (Д.Н. Васильева, 2015).

Methods

The company and its products can be accessed by simple methods of increasing popularity. The reputed person acts as a form of communication between man and the environment (Е.П. Андрианова, 2013). Waiting for the expression of social responsibility from the rude person is a pre-charge of targeted audience. It is important to bear in mind that good governance can create a reputation for the same information about one person. Especially if there is a disproportionate relationship between the audience. For example, Osama bin Laden's reputation in the world is not unilateral, as the US authorities desire. The reputation of the world's most renowned terrorist is rewarding for millions of Islamists, because the chosen mission corresponds to the established audience's values. At the same time his actions are reflected as social responsibility. Taking this into account, well-known leaders in the criminal world often use elements of a social mission in the process of building their image. Thus, they form a positive outlook on the reputation of citizens who are law-abiding outside the criminal world (ПурмельМ.И., 2009).

To be honest, reputation management should carefully consider the following: if one object is favorable for a particular social group, it may have an adverse effect on another group. The behavior of a particular individual may seem bewildered in the group of people if it seems to be acceptable to any audience. Motivation for action and corresponding assumptions may also be related to the situation in one person (<http://sci.aha.ru/ARC/d12.htm>).

Reputation management is responsible for the formation and maintenance of the prestige. Reputation management - is the process of changing the image of reputation and managing the process of delivering this feature to the target audience. No organization, even having the largest market share, can not secure 100% of the crisis and conflict. In its turn, it is clear that any negative information will have a negative impact on the company, even if the consumer's complaints, mistakes and mistakes of supervisors and attempts to compete with them and natural disasters. That is why today one of the most promising directions of modern management is reputable management. After building a positive image of the Organization, it is desirable to stabilize its stability. At the same time, reputation management is a set of prestigious formulation, conservation and protection measures that are targeted at the future development of the organization, based on its true accomplishments. It is one of the technologies involved in communication management. The basic concepts of "BEDEL" and "IMIG" reputation management (АфанасьевГ., 1996). The concepts used in one concept go into the semantic field of the second concept. Therefore, the concept of image and reputation is often used together. However, it is important to distinguish some differences. Image is a combination of rational and emotional perspectives on an object. These attitudes arise from the comparison of the internal and external characteristics of the object, personal experience and various expectations. The concept of "image" was introduced by famous American public figure Edward Borneis. Edward Br-enees used the term "image" to describe the process of authoritative formation in the book Engineering of consent. Accordingly, the purpose of the image is to highlight the subject and to draw attention to it. Well, reputation is a public opinion about the disadvantages and advantages of the subject. Being part of the prestige image, it is based on relatively straightforward actions and facts. For example, the reputation of an organization among professionals may not be in line with its image among an expanded audience. However, the reputation of the reputation is closely related to image issues: the promotion of new products and services, protection of the organization from compet-

itors' actions, and attraction of trustworthy partners (Зайцев А.А., 2006).

From the mid-70s of the 20th century, authoritative management has become a major part of strategic planning. Once the global market has been balanced with similar goods, the value of the entity's intangible assets or new factors has come to the forefront. These factors include: business reputation of the organization and its management, brand, qualitative planning, effective communication with target audience, etc. As one of the prominent competitive advantages is considered to be one of the three factors that influence its formation and management,

- Quality of the product (service), behavior of employees, level of customer service;
- Identifying the mission of the organization: a socially significant idea, based on the service;
- The assessment of the media related to the activities of the organization, the leadership position and the attitude of the state structures to the organization.

There are three distinctly coordinated three dimensions in prestigious management (Figure 1):

- Formation of prestige (business practice, changes in the decision-making mechanism, etc.);
- Good reputation (a complete set of positive information, including branding, collective culture, employee motivation, volume of financial circulation, market segmentation, weakening competitors, etc.);
- Preventive protection (creation of a new legal information system and reducing business costs) (Стивен ДеЛаКастро, Ананд Вайдьянатан, Картик Шанкар, 2016).

Practically all three directions are performed at the same time. Good governance is like communication management, public relations, that is, with all the tools of public relations. It does not just cover the press releases, waiting for the emergence of the crisis, and helps to establish an in-depth connection with the target audience. The constant awareness-raising aspect is part of the public relations business. That is, the openness of information is the key issue that can solve public relations. The problem of information transparency can arise on the basis of: corruption, judicial system, economic policy, accounting standards and disclosure, normative adjustments, etc. Declaration is the most valuable property. Over the last 15 years, the share of prestige rose from 18% to 82% in the total value of Western organizations. That is, if the total cost of the organization is \$ 40 million, its reputation is \$ 32.8

million. And 1% increase in reputation increases the company's share price by 3% (<https://www.business2community.com/seo/successful-digital-pr-tactics-wont-break-bank-01801137>).

Collective mission is a socially significant character, the social role of the organization. The mission can be viewed as a strategic tool. It uniquely identifies the business, the target market, or the core business of the organization. Establishment of the mission is reflected on the front page of the annual report, in the booklet, in the catalogs, by the speeches of the heads of the organization. The mission allows the employees and managers to track the organization's activities from the height. This, in turn, ensures long-term competitiveness. In addition, the collective mission serves as an advertisement for consumers, shareholders, suppliers, and plays an important role in external and internal communication (<https://kk.wikipedia.org/wiki>).

J Collins and J. According to Porras, a good collective mission is characterized by:

- Absence of ending points, indicating achievement of goals;
- He must be ambitious and true;
- Setting time limits. It should be achieved by the employees, but should be sufficiently short (www.nationalbank.kz).

Collective missions and slogans can be stated in the organization's official papers. For example, "Reporting Sacrifice," "Purpose, Purpose Identification," "Mission Statement", Credo, or Charter.

The corporate loan should define the integrity of the organization and the integrity of its image. For example, Abraham says Johnson & Johnson's credits include:

- Important groups of collective audience include: doctors, nurses, patients, their children and parents, suppliers (distributors), distributors, employees, society, shareholders;
- The main features of the reputation of the organization: high quality products, safe working conditions, ethical principles, environmental protection, fair taxes, etc.
- Social responsibility that shapes the positive image of the organization: enhancing human health by meeting the needs of patients, nurses and doctors (<https://referattar.kazaksha.info>).

Recommendations

The formation of the concept of trust management will recommend based on the "self-dissemination" of the information product targeted to the target audiences. The reputation mechanism is similar to the mechanism of spell-checking. Humor is a common

occurrence of "self-propagation" in the audience if the audience is in demand. Similarly, a reputational character should also attract its target audiences and encourage them to share that information with others. The predominant characteristics and characteristics of the author must be sufficient to form a full-fledged image of the subject of the author. Providing reputable characteristics that are intriguing to the target audiences, which do not give rise to an active reaction, is equivalent to waiting for "self-propelled" anecdotes, which would be ineffective.

The status or status of the organization can be one of the coordinated reputational characteristics. As collective reputation architecture is based on its own values, it is recommended that the following characteristics be considered as components of the organization's status: ethics, honesty, maturity, sincerity, responsibility, evaluation of socio-cultural values, etc.

These prestige features cannot be enforced on target audiences. Consumer is looking for specific characteristics from the subject of honor. In some cases, consumers do not exist in the subject, but they include the descriptions that are in their insights. In some cases, these properties are evaluated to be lower or higher than their actual levels.

Good governance is achieved through the following actions:

- Formation of information base of the fund;
- formation of a positive image of the organization and its management;
- Identify the mission of the organization, forming collective ethics and culture;
- Increasing the career of key individuals within the organization;
- Construction of internal and external communication channels;
- access to information space, promotion in mass media;
- Increase awareness and awareness of the organization and its brand;
- promotion in government, government, business, public and professional communities;
- Anti-crisis management.

These actions are based on the following trends:

- Identify the target audience and identify their needs. At this stage, the target audience will be determined. Depending on the reputational nature of the audience, the outlook is expected.

– measuring the characteristics of the affected entity. The promoter manager needs to identify the main characteristics of the subject that creates a true model of authority.

- Determine the system of methods aimed at improving the prestige. Expected reputation charac-

teristics and realistic features are identified by the need to be matched and improved. Then measures will be taken to ensure that all necessary resources are available for implementation.

- Organization of work to improve the image of the affected entity. First of all, selective work will be done to improve the key characteristics. This is the work that influences the ability of target audiences to achieve the desired level.

– Spin-doctorate process in target audiences. Changing wrong attitudes (correction, "rehabilitation") of the reckless subject, focusing on the opinion leaders, and revealing the new facets of the subject, which is still unknown to the main part of target audiences.

– Monitoring of the status of promotional characteristics and the viewpoint of the target audience. Systematic Measurement of Distributors (Predator Entities). Use of regulatory actions and measures in case of disclosure that the differences in the description are below the required level(<http://www.productguide.ru/products-1532-1.html>).

Without a doubt, all types of descriptions will influence the formation of a "good name", a positive attitude to a particular organization or person, and their reputation. Even the appearance or appearance of the appearance may be the basis or obstacle to the prestige formation of the preceding stage. However, reputation characteristics are, first of all, a business-friendly quality based on credibility, commitment to commitment, and professional competence.

Predictions

Predictable assessment of the target audience is the credibility of the subject matter, its value, morale, and so on. social characteristics. The promotional characteristics are significantly closer to the true properties of the object being analyzed than image or appearance. In order to form a positive image of the company, it is important to have a clear understanding of the aspects of collective communication, which builds confidence in strategically important groups. Because of the high number of these groups, the reputation of the organization may be more versatile. Although the integrity of the cash flow allows you to optimize the costs and labor, it does not make sense to spend time with the interested groups and spend resources on the company(<https://works.doklad.ru/view/x0WYroesey/all.html>). We need to work productively to identify the strategic value of any group and to form the necessary reputation in the set group. First of all, it is necessary to determine who or what (leadership, team, product, achievements or financial performance) is the basis

of the company's reputation in the development of communicative and anti-crisis strategies.

At the moment of solving the problem of survival of business, the issues of sustainable development and growth will increase, competitiveness and investment attractiveness will be the main indicator of company's success in the market. In this case, product quality is not a competitive advantage - it is a necessary condition for survival. Competition among companies is based on the level of product (trust, profit, expectation, attitude towards work, etc.) from the product level (price, quality, etc.). According to Harvard University Business School, worldwide earnings for the past 11 years have increased revenue by 682%, earning 756% and staffing by 282%.

It is easy to explain that the such a strong impact on the company's performance: thanks to the Internet and the media it is easy to find information about any company, and the choice of investment and product choices is increasing year after year for market globalization. And it is time to retain the commitment of the stakeholder group in the company. In a wider range of choices, they need more than just a partner's offer. It is important for any person, such as a physical person or an organization representative, to make sure that choosing a company for any form of a future partnership does not only bring material benefits, but also positively affects the relationships with key individuals and organizations. These people and organizations include partners, friends, family, government, management, employees, media, etc. included. The company and its products can be accessed by simple methods of increasing popularity. For example, with advertising. However, the constant recognition of the reputation of the company is not the only recognition because it can be expressed in a different color - from a pleasant perspective to a neutral, or even a disadvantage. Also, popularity can not guarantee the growth of interest and enthusiasm for spending money. Many companies' market offerings are much wider than their products. It involves both technology and workflow, and the confidence of partners and consumers, expert information, management level, and so on. too. While all of these factors influence the company's product promotion, it is not enough for the target group to "expose" the latest information about the company to fix them. It is necessary to establish relations with them, taking into account the interests and problems of the group (https://vlast.kz/biznes/pr_kakie_akcii_provodjat_kazahstanskije_banki-9495.html).

Corporate Reputation - systematic perception of employees, consumers, partners, competitors,

the media and the company's values and mission, business strategy, products and services. The affective or emotional response of these audiences to the organization is corporate reputation. The ability to manage the process of receiving the award-winning features is limited and fully dependent on the employees of the company. The employee should be able to directly control the performance of the company's reputation, and maintain close contact with the main audience. In addition, the reputational manager should monitor the impact of gossip and other unconfirmed facts on targeted audiences, and ensure that interested parties - analysts or journalists have timely information needed to maintain and protect them.

The reputation of the company is multifaceted and complex. All of them are interrelated and can only provide a consistent approach to the company. Each employee can participate in the corporate reputation separately and together with all parts of the company. Due to the scope of service, the proportion of different components varies. And, there is a lack of balance between the components described below, or some of the workloads in the workplace, reducing the return on work due to company reputation. It is important to determine who is the basis of the company's reputation today to develop an effective strategy when determining the components of the company's reputation. In other words, when talking about a company, it is usually necessary to know who or what to think about.

The reputation of the organization is based on the following six components, mainly focused on the company, in the formulation of a sustainable vision of the company (Figure 3):

Emotional attractiveness. This factor is especially important for companies offering a wide range of goods and services. In the first case, the purchase decision is made when you see the product. At this point, we remember the information and the feelings of information that had been linked to this product. At the same time, their sincerity and validity are not important at all, and most importantly, they are convinced of these emotions.

Service consumers feel the result soon, not soon after. But you must pay for the service immediately. In this case, the buyer will begin looking for some characteristics of the "harmony" and "inconsistency" associated with the company to make the right decision. This decision can affect everything. It does not matter if it is directly related to the company's activities, it can have a general impact on the relationships with the company, such as the rhythm, the office effect, the information that has recently been heard on

the Internet or heard from the "trusted person", the employees who think that no-one knows them.

Product Quality. The comment itself does not need either. Without it it is impossible to find a place in the market today. The fate of the organization that produces unhealthy products has already been decided. This only leads to a recession. Partnerships with partners. This includes external partners, including suppliers and employees. When the latter are dismissed, they and others become part of the outside world, which writes and writes about the company. Given that project partners and suppliers are acquainted with the company's rarity with consumers and the media, which are not reflected in the advertising, it is impossible to overestimate the role of interacting with external partners. The work of companies that have insufficient attention to communication with external partners is equal to their reputation as they put in an "overdue explosive". Because partners with lung cancer are more likely to find a "clear cause" if the relationship is deteriorated or broken. If the company does not work with the ultimate customer, the role of employees and partners in creating its reputation increases. The ability to perform tasks in the emerging markets in the conditions of instability and to achieve success or minimal losses from the unstable situation is especially appreciated. After all, the decision to buy B2B is not just a matter of one person, but a long-term partnership and a considerable loss. The quality of such partnerships affects the work of the company - both the purchaser of the product and service, and the risk level should be minimal. If the relationships between employees and partners do not comply with the declaration, this will necessarily affect the end-users and the company's effort to move it forward. Authority reputation. Taking into account the level of economic development of many post-Soviet countries, which are still in transition from capital accumulation to professional management, the public is regarded as the "face and the back" of this company, regardless of the actual level of ownership or managerial authority of the company(<https://www.banker.kz/banks/bank-tsentrkredit/>).

Conclusion

Finally, it should be noted that the PR-services used in the banking organizations are of great importance. By demonstrating its social responsibility on the basis of the PR actions, banks can build their reputation and overcome the consumer's trust. It also stays firm in the market and successfully performs its business. They use PR tools, such as media contact, online communication, various so-

cial, charity, business activities, to attract consumers' attention. Forming and reputeing the reputation of the bank is made up of very complex processes and requires a great deal of work (<https://www.bcc.kz/>). This process consists of three important steps: formulating the notion of "bank reputation", reputation formation, reputation preservation. The reputation plays an important role not only in the banking system, but in any business. The reason is that the reputable organization is convinced that it has a lot of consumers, strong investors, and employees are self-confident and hardworking. Hence, this organization can be successful and productive. A company that uses this strategy is considered to be right when it comes to responding to each or all of the same and having some brands with a separate manager, which provides relationships with the target audience. At the same time, this strategy is supported by many employees of the company, such as in the retail business, when every day the public is in contact and at the same time the reputation of the company is supported by tens and thousands of employees. There is always a chance to get information about the company, even if there is not one of the most important people when the balance of communication and trust is coordinated between several people. The disadvantage of the "team is our pride" strategy is the inconsistent coordination of public opinion among the company's face-readers. As a result, one or more of them are known as "surfaces of the company". If the conversation is about a group of leaders, then the decision may be delayed. For this, members of different teams can suffer from different relationships with different target groups. Strategy "Product is our pride". Without looking at its business and product, one can see that the company can not deal with the outside world (<https://psycho.ru/library/1124>). However, the key focus in promoting the strategy of the company's products and services is to shift the company's other achievements in the shade and to market its products. The advantage of this strategy is the ease of product quality checking. And the new product will be sold faster in case of trust in the market. Also, the most important consumer and expert opinion can be used in favor of the reputation of the company. The company's reputation is thus formed. For example, in the international hotel business, every hotel network is well-known for its advantages over its competitors. Once the newly acquired hotel is branded JW Marriott, with no change in hotel business, the flood of new rooms at the new JW Marriott line will increase by 100% before the owner can invest any money on the new asset. Many similar brands, such as Procter & Gamble, Unilever, Kraft

Foods, Nestle, use similar strategies. Taking into account that there are more than 100 brands in such companies, it would be too difficult for these holders to "download" interested groups with information about their company's other advantages, along with their names and descriptions. Also, the products offered by such companies have a wide range of consumers, convenient to use, and can quickly determine its effectiveness based on advertising and many promotions. Due to the wide choice - if you do not like the product you can throw it out and buy another product that has similar qualities. The disadvantage of this strategy can be attributed to the "inconsistency" of the product as a communication object. Its location is filled with the change of reputation management strategies. Taking into account the prestige of the company, feedback is crucial for the effective management of information and market research, the key issues and needs of the target group of consumers (<https://managementhelp.org/publicrelations/media-relations.htm>). Achievement is our pride. It basically applies to other strategies. This strategy stems from the success of the company's communications achieved over the years (market life expectancy, productivity indicators, etc.). This strategy is often used by companies that provide technological solutions. The reason is that the number of their experiences and successful projects on the market is more important than the reputation. There are companies that use a combination of multiple team-building strategies and team-based strategies, such as SAP and IC (reporting and management systems integration). Once you have formed a positive image of the Bank, it is necessary to keep it intact. This is part of the 3rd stage. The three main steps to maintain the reputation of the Bank are as follows:

- keep in mind all information about the Bank. It is necessary to systematically monitor, analyze and process the media and the Internet and other spatial

information and its content;

- oversight of the Bank's judgments. This step is aimed at identifying negative thoughts and opinions and organizing corrective actions. Where necessary, statements may be made to refute negative information;

- establishing a positive image of the Bank. At the same time it is necessary to provide stable communication between the bank and the audience (the investor, the consumer, the employee). It can be used for information reasons, special events, PR campaigns, duplication and other PR methods (<http://www//evartist.narod.ru/text16/019.htm>).

In general, the organization's reputation model is built. Audience, purpose, mission is defined. The reputation and reputation of the organization are created through PR-tools. Measures to preserve, improve, and take advantage of the reputation of the market (<http://www.advertology.ru/article21104.htm>). By demonstrating its social responsibility on the basis of the PR actions, banks can build their reputation and overcome the consumer's trust. It also stays firm in the market and successfully performs its business. They use PR tools, such as media contact, online communication, various social, charity, business activities, to attract consumers' attention. Forming and reputeing the reputation of the bank is made up of very complex processes and requires a great deal of work. This process consists of three important steps: formulating the notion of "bank reputation", reputation formation, reputation preservation. The reputation plays an important role not only in the banking system, but in any business (<https://www.thebalancecareers.com/public-relations-specialist-career-information-524873>).

The reason is that the reputable organization is convinced that it has a lot of consumers, strong investors, and employees are self-confident and hardworking. Hence, this organization can be successful and productive.

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