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DEVELOPMENT OF PUBLIC RELATIONS IN THE CIS COUNTRIES

The generation and development of public relations in the countries of the Commonwealth of Independent States (CIS) was prepared by the policy of „publicity” and economic reforms undertaken in the USSR during years 1985-1991. Thus, the appearance of public relations services coincides in time with democratic transformations and the formation of market relations. The further formation of PR in independent countries took place on the theoretical and practical foundation established during this period. There were created National associations for public relations and Declarations of professional and ethical principles in the field of public relations were adopted that time. Special faculties for training specialists in PR began to open in the universities of the CIS.

It should be noted that this process is global in nature. It has its own characteristics inherent in individual countries, as well as periodization, and therefore the study of this phenomenon on a CIS scale requires a historical and political analysis.

The purpose of this article is to trace the history of the development of public relations in the CIS countries as a communicative phenomenon. An analysis of the facts shows that many modern trends in post-Soviet PR were originated and developed during this period.

To achieve this goal, the following research objectives were set: to analyze the current state of public relations in the CIS countries, to interpret the main methodological approaches and identify the conceptual foundations of post-Soviet PR, to explore the dynamics of the development of information models, and to study the specifics of using communicative PR technologies. The results of the research have the theoretical and practical importance in the study of the history of PR development in the post-Soviet area.

The article attempts a comprehensive analysis of the theoretical and methodological approaches presented in the research literature to identify the conceptual characteristics of the socio-cultural phenomenon of public relations in the CIS countries.

The recommendations and conclusions formulated at the end of this article can be used in the development of courses in academic disciplines, as well as guidelines.

Key words: public relations, Commonwealth of Independent States, PR market, democratization, state administration, information.

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ТМД елдеріндегі қоғаммен байланыстың дамуы

Тәуелсіз Мемлекеттер Достастығы (ТМД) елдеріндегі қоғамдық қатынастардың пайда болуы мен дамуына 1985-1991 жылдары КСРО-да жүргізілген «жариялылық» саясаты және экономикалық реформалар себепші болды. Осылайша, қоғаммен байланыс қызметінің пайда болу мерзімі демократиялық қайта құрулармен және нарықтық қатынастардың қалыптасуымен сәйкес келеді. Тәуелсіз елдерде PR-дың одан әрі қалыптасуы осы кезеңде қаланған теориялық және практикалық негізде жүзеге асты. Қоғаммен байланыс жөніндегі ұлттық ассоциациялар құрылды, Қоғамдық қатынастар саласындағы кәсіби-этикалық қағидалар туралы декларациялар қабылданды. ТМД университеттерінде PR мамандарын дайындайтын арнайы кафедралар ашыла бастады.

Бұл үдеріс жаһандық сипатқа ие екендігін айта кету керек. Оның жекелеген елдерге тән өзіндік ерекшеліктері, сонымен қатар кезеңдік айырмашылықтары бар, сондықтан бұл құбылысты ТМД ауқымында зерттеу тарихи және саяси талдауды қажет етеді.

Мақаланың мақсаты – коммуникативтік құбылыс ретінде ТМД елдеріндегі қоғамдық қатынастардың даму тарихын зерделеу. Фактілерді талдау посткеңестік PR-дағы көптеген заманауи үрдістердің осы кезеңде пайда болғанын және дамығанын көрсетеді.

Осы мақсатқа жету үшін келесі зерттеу міндеттері қойылды: ТМД елдеріндегі қоғаммен байланыстың қазіргі жағдайын талдау, негізгі әдістемелік тәсілдерді түсіндіру және посткеңестік PR-дың тұжырымдамалық негіздерін анықтау, ақпараттық модельдердің даму серпінін

зерттеу және коммуникативтік PR технологияларды қолдану ерекшеліктерін зерделеу. Зерттеу нәтижелерінің посткеңестік кеңістіктегі PR-дың даму тарихын ой елегінен өткізуде теориялық және практикалық маңызы бар.

Мақалада ТМД елдеріндегі қоғаммен байланыстың әлеуметтік-мәдени феноменінің тұжырымдамалық сипаттамаларын анықтауға арналған, ғылыми әдебиеттерде ұсынылған теориялық және әдістемелік тәсілдерді жан-жақты талдауға ұмтылыс жасалады.

Мақаланың соңында оқу пәндері бойынша курстарды әзірлеуде қолдануға болатын ұсыныстар мен қорытындылар, сондай-ақ әдістемелік нұсқаулар тұжырымдалған.

Түйін сөздер: қоғаммен байланыс, Тәуелсіз Мемлекеттер Достастығы, PR нарығы, демократияландыру, мемлекеттік басқару, ақпарат.

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Развитие связей с общественностью в странах СНГ

Зарождение и развитие связей с общественностью в странах Содружества Независимых Государств (СНГ) было подготовлено политикой «гласности» и экономическими реформами, предпринятыми в СССР в 1985-1991 годы. Таким образом, появление служб по связям с общественностью совпадает по времени с демократическими преобразованиями и становлением рыночных отношений. Дальнейшее становление PR в независимых странах происходило на заложенном в этот период теоретическом и практическом фундаменте. Были созданы национальные Ассоциации по связям с общественностью, приняты Декларации профессиональных и этических принципов в области связей с общественностью. В вузах СНГ стали открываться специальные кафедры подготовки специалистов по PR.

Необходимо отметить, что данный процесс имеет глобальный характер. Он имеет свои особенности, присущие отдельным странам, также периодизацию, в связи с чем изучение этого явления в масштабах СНГ требует историко-политического анализа.

Целью данной статьи является проследить историю развития связей с общественностью в странах СНГ как коммуникативного феномена. Анализ фактов показывает, что многие современные тенденции в постсоветском PR зарождались и развивались именно в этот период.

Для достижения поставленной цели ставились следующие исследовательские задачи: осуществить анализ современного состояния связей с общественностью в странах СНГ, интерпретировать основные методологические подходы и выявить концептуальные основы постсоветского PR, исследовать динамику развития информационных моделей, изучать специфику использования коммуникативных PR-технологий. Результаты исследования имеют теоретическое и практическое значение в рамках изучения истории развития PR в постсоветском пространстве.

В статье предпринята попытка комплексного анализа представленных в исследовательской литературе теоретико-методологических подходов к выявлению понятийных характеристик социокультурного феномена связей с общественностью в странах СНГ.

В заключении статьи сформулированы рекомендации и выводы, которые могут быть использованы при разработке курсов по учебным дисциплинам, а также методических указаний.

Ключевые слова: связи с общественностью, Содружество Независимых Государств, рынок PR, демократизация, государственное управление, информация.

Introduction

Social communication has always played an important role in the life of society. However, in the last twenty-five years of the twentieth century, the world exchange of information has undergone cardinal changes. They were related to the trends of globalization, as a result of which a significant part of the world's population was included in the new information reality, which is characterized by a significant extension of access to various resources of knowledge and information. An important role in this process was taken by a new information and communication phenomenon - public relations

(PR). The United States is rightly considered as the birthplace of PR. Public relations received a powerful development in America with the introduction of the elections institution. The history of modern PR is also inextricably linked with economic development in the 20th century. The necessary objective conditions have developed in Western society, the social wealth has grown, a middle class has appeared, and there was a need to create effective tools to influence the adoption of political and socio-economic decisions (Cuttlip, Scott, 1995; Tom Watson, 2012). The mission of public relations was to establish friendly relationships between the authorities and the population, employers and employees. Thus,

the birth of professional PR activities took place at the beginning of the 20th century. It is worth noting the researcher and practitioner Edward Bernays, whose works can be taken as a good example of the history of American PR. The name Bernays is associated with the generation of public relations as an independent form of social activity (Edward Bernays, 1928).

People were able to see and participate in real-time events. The borders of nation states have declined in importance, creating the impression of being part of a global community. No wonder that the transformations in the information sphere had an impact on the technical, economic, socio-cultural and political spheres of the Kazakh society, which created the conditions for the accumulation of a greater amount of social information and experience. It was necessary to create new or transform existing social institutions, organizations, communities, and among them, first of all, the institution of contacts with the environment - public relations (PR).

Research materials

The concept of public relations, or contacts with the environment, until recently little known and strange for post-Soviet science and social practice, has literally entered our lives in recent years. Today it can be said with certainty that in the CIS countries, contacts with the environment function as a fully fledged social institution. Among these countries, Russia, Ukraine and Kazakhstan are the clear leaders in the area of developing contacts with the environment. The Russian researcher G. N. Tatarinowa distinguishes three periods of shaping and developing contacts with the environment in contemporary Russia. The first period - 1991-1994 - the initial phase of shaping the PR market.

The second period - 1994-2002 - the phase of shaping a developed industry. The third period - from 2003 - the beginning of a new phase, a new quality in the PR industry. In our opinion, the above statement is also true in the context of Ukrainian and Kazakh PR.

The Russian PR market was actively taking shape in the last decade of the last century. The first external manifestation of the democratization of the state administration on the territory of the former USSR was the introduction of the position of a press spokesman (the creation of press offices) of the most important people in the country: Mikhail Gorbachev's general secretary of the Central Committee of the CPSU and the first secretaries of the CPSU regional committees. Although their duties were mainly limited to writing speeches and

articles for leaders, and organizing meetings with the press, the very desire of Soviet leaders to openness deserves attention. «Perestroika» and «glasnost» - these words become symbols of transformations in the country, they do not even require translation when communicating with foreigners. In a way, it was a PR campaign that took place almost spontaneously with no clear guidelines.

The first branches of international PR-agencies in the CIS were opened in Moscow at the end of the 80s of the twentieth century. In 1989, national agencies such as «Nikolo M», «Image-Contact», «Mission L», and a little later - «Imageland Public Relations» and «International Press Club» have been established, which began to offer simple PR services. Russia quite quickly passed the period of 1988-1991, when foreign agencies dominated the market for these services. This period (1980s) can only be considered the first stage in the development of contacts with the environment as a profession. The socio-economic foundations for the development of PR in Russia appeared only after 1991 (Tatarinova G. N., 2004). This period combines, on the one hand, the features of agitation and propaganda of the Soviet era, and on the other hand, foreign methodologies of PR technology. Thereby, it can be stated that public relations as a social institution was formed in the first decade of democratic development (1989, the fall of the Berlin Wall - 1999, BN Yeltsin's leaving the political arena).

The milestone is the creation of the Russian Society for Relations with the Environment (RASO) on July 3, 1991. The founders of RASO as a non-profit social organization were the Union of Journalists of Russia, the Moscow State Institute of International Relations (MGIMO) and the National Advertising Association. 10 years later, RASO owned approximately 100 organizations - professional PR agencies, commercial, state and social structures. The first period of PR development in Russia was characterized by the beginnings of the PR services market. Several dozen domestic PR companies have appeared. In addition, the foundations for the public and private PR education system were laid. Commercial courses and seminars were eagerly attended by those who had already dealt with social contacts. It was important for practitioners to ground their experience through a knowledge system. Other state-owned colleges followed MGIMO's footsteps and began training environmental contacts.

In the second period, after 1994, there were more favorable conditions for the development of the PR industry. In 1995, the following federal laws were adopted: on advertising, information, com-

puterization and protection of information, on the manner of presenting the activities of state authorities in the state mass media, and on social unions. These acts indirectly regulate activities in the field of social contacts management, as they concern the public information environment. The PR services market in the mid-90s is developing dynamically. For example, in 1993, about 400 companies offering PR services operated in Saint-Petersburg and the Leningrad Oblast, and in 1997 there were over 1000 companies.

In 1997, a national award in the field of social contacts was established - the Silver Bowman. The competition organizers include the Chamber of Commerce and Industry of the Russian Federation, the Union of Journalists of Russia and RASO. In the 1990s, the system of apprenticeship was developed. At the end of the 90s, more than 60 universities in the country have licenses to prepare PR specialists. The main base is journalism departments and divisions. The development of the industry is largely demonstrated by the existence of professional magazines. At the end of 2002, Russian PR specialists had a large selection of such editions at their disposal. These were the monthly «Sovetnik», «CO-obshenie» and «PR v Rossyi». In the first stage of PR development, the Russians obtained information about the new sphere of activity from translations of foreign sources, especially British and American authors. In the second stage, the works of Russian authors-researchers of the sphere of social contacts appear.

An important factor in the development of the industry is membership of international associations. Since 1997, Russia has been a full member of the European Public Relations Confederation (CERP).

In 2001, a national code of professional and ethical principles in the field of public relations was adopted (Tatarinowa G. N., 200).

Importance of the study. Public relations in Russia and Ukraine.

As stated above, in post-Soviet Russia, PR initially developed not in the relationship between business and the community, but between government structures and the community. Commercial PR appeared later in Russia and developed most in the banking and computer sectors.

Many large Western companies based in Russia teach practical PR there, actively conquering the new market. Their experience is being taken over by Russian companies, where specialists from this sphere have appeared, and sometimes even entire departments (Kuznetsov V.F., 2007).

Ukrainian PR has also followed a similar path of development, with some differences characteristic of this country. The main legislative act regulating activities in the field of PR is the Law of Ukraine on information. Individual PR activities are also subject to legal regulations.

Sponsorship and charity are governed by the Law of Ukraine on Charitable Activities and Charitable Organizations; cooperation with the mass media - the laws of Ukraine: on television and radio broadcasting, on radio resources of Ukraine, on state support for the mass media and social protection of journalists, and on printed media in Ukraine; indirect communication processes are partially regulated by the Communications Act of Ukraine. Other documents forming the legal basis in this area are the following laws of Ukraine: on scientific and technical information, on news agencies, on information protection and automated systems, and on the national computerization program.

According to Ruslana Plis, creative director of Publicity Creating, several types of activities can be distinguished, among which national public relations have appeared: advertising, journalism, participation in fairs, direct mail marketing, organization of corporate events and seminars. The development of such concepts as strategic marketing and management consulting also contributed to the development of PR as a separate direction of activity. What were the beginnings and development of the PR market in Ukraine like in practice? Three processes led to its separation from the advertising market in 2002. Firstly, market entities (mainly enterprises and commercial organizations) used individual elements, approaches and methods from the PR sphere in their practice on their own. Secondly, employees responsible for PR appeared in the positions of enterprises and organizations. They could be directors, managers of the packaging department, sales directors or secretaries-lecturers. It was important that PR was responsible for a specific person who was commissioned to maintain contacts with an external or internal community - PR became a separate functional part of the organization. It is worth mentioning that the mass media have become the most significant external social group for large companies, after consumers.

The first foreign PR agencies appeared in Ukraine in the early 1990s, the first Ukrainian PR agency - at the end of 1997, and managers, departments and directors of PR as a mass phenomenon - only after 2000. Companies have been using PR elements in their practice since the mid-90s. This process is gaining momentum. There are practically

no companies on the market that would not use PR tools at least once in their history - from participation in trade fairs to writing a press release. The activity of various markets in the field of PR is not even. Certain industries (computer, automotive, medical, printing) are more developed in this respect, others (furniture, construction, industrial and agricultural machinery, etc.) are not yet particularly active (Bekbolatuly Zh., 2013).

The practice of PR in Ukraine differs significantly from that in the West, which can be explained by the specific market situation in the country. However, the vast majority of PR clients are large foreign companies. This is because many of them have already gained the unpleasant experience of conducting PR campaigns in Ukraine according to the recommendations of foreign specialists who are trying to apply in the CIS countries technologies appropriate for all civilized countries of the West. Since these technologies too often, for reasons they do not understand, do not bring the expected results, foreign companies more and more often use the services of purely Ukrainian agencies, well-versed in local conditions (Bekbolatuly Zh., 2013).

Literature and facts on PR in Kazakhstan

Against the background of the CIS, Kazakhstan and Russia are the leading countries in the development of the PR market. It can be said that the Kazakh PR followed the Russian footsteps. As the first press spokesman of Nursultan Nazarbayev, Yerbol Shaimerdenov, writes, «shaping press offices as one of the efficient tools for democratizing social relations in the new conditions was unconditionally an important factor in the socio-political development of sovereign Kazakhstan». The decision to create a press center of the Central Committee of the Communist Party of Kazakhstan was made on August 7, 1990. The conference rooms of the Central Committee of the KPK and the «Dostyk» hotel in Almaty were designated as the venue for press conferences and briefings. It was recommended to organize press conferences at least once a month, and in other cases - as needed. A new structural unit consisting of a press officer and four consultants has been approved. The relevant services were also instructed to take specific actions aimed at creating a material base, technical service of the press center, equipping the conference room with synchronic translation booths and other necessary equipment. Soon after, on September 12, 1990, J. Szajmerdenow was appointed the press spokesman. It was the first official press office in the history of Kazakhstan's central government. The emergence of a new democratic

institution for our society was accepted as a real step towards the development of democracy and transparency. At that time, as you know, the office of the president was introduced and the first secretary of the Central Committee of the Communist Party of Kazakhstan, Nursultan Nazarbayev, was also the president of the Kazakh SSR. In January 1991, Gadilbek Shalakhmetov (from 1992 - head of the press office of the President of the Republic of Kazakhstan) became the spokesman of the president of the Kazakh SSR. In the years 1990-1991, the consistent activity of N. Nazarbayev aimed at ensuring sovereignty, territorial integrity and strengthening Kazakhstan's authority in the international arena created the foundations and favorable conditions for the country to achieve true independence. The press office took an active part in the presentation of the multilateral activity of the head of state (Bekbolatuly Zh., 2013).

The history of the development of the Kazakh PR begins in 1994, when the first international PR agencies started operating in Kazakhstan. They primarily provided information support to Western companies that actively participated in privatization projects. Subsequently, having accomplished their task, these agencies left the Kazakh market. «Russian PR had quite a big influence on our market» - writes the president of the Kazakh Press-Club A. Karaulova - «the industry, which was always ahead of Kazakhstan by two or three years. In Russia, many agencies were already operating, professional associations were established, and the political sphere was developing. PR» («Sovetnik», 2009). In Kazakhstan, the process of establishing its own press offices at the president, government and state-owned enterprises was in progress.

Then, in the mid-1990s, the Kazakh and National Press-Club were established, which created a permanent platform for cooperation with the mass media and other parties interested in writing. In terms of business, PR structures were the first to emerge in the consumer goods sector that saw PR only as an auxiliary marketing tool.

The situation changed dramatically in the years 2000-2002, when domestic companies experiencing rapid growth began to realize the need to build a positive image and «correct» communication with customers, partners, community and authorities. We didn't have to wait long for the result.

While three or four years earlier, experts claimed that Kazakhstan did not have a fully-fledged PR market, now they had to notice its significant growth, both in terms of the size and expansion of the directions of its development, and the importance and prestige of the profession of the speaker itself.

Although the sphere of the current application of PR is very broad, three main industries can be distinguished. First and foremost, these include the financial and banking sectors (there is a lot of money here and therefore more resources).

The second industry in which the position of PR as an image building tool is strong is the oil industry. However, this is primarily about shaping the relations between oil companies and the government, as well as building contacts with the inhabitants of the region where crude oil is exploited. The third sphere can safely include the information technology industry - IT, which needs professionals capable of communicating information about high technology products in a language accessible to a wide range of consumers.

The turning point was the founding of the National Association of Social Contacts of Kazakhstan (NASO). The founders of NASO were the following organizations: Actis Systems Asia, the BRIF Centralnaja Azija agency, the Kazakh Press-Club, the National Press-Club and the communication management agency «Renessans». Its activities are increasingly promoted by the Club of Kazakh PR Professionals «PR-shy», which includes the most experienced PR specialists from various industries. The club's task is to develop a professional PR market. To this end, it implements several significant projects every year. First, the PR forum that traditionally takes place in May every year. Second, open workshops at the University of International Business and the Kazakh Institute of Management, Economics and Strategic Studies (KIMEP). Thirdly, the annual PR student works competition, the winners of which, as can be seen in practice, have no problems with finding a job later. The «PR Seasons» is the latest event. They are organized four times a year. During these events, open to all comers, PR professionals, journalists and representatives of other professions actively establish business contacts.

Problems and solutions

The Kazakh PR market is also experiencing problems pending resolution. Currently, the largest domestic public relations agencies, as well as international and Kazakh companies suffer from an acute shortage of qualified specialists in this industry. In addition, several of the country's top universities accept public relations education programs and are ready to implement them. The twenty second edition of the collections of articles «PR and mass media in Kazakhstan» was published, methodological manuals were also prepared. In 2002, at the Academy of Civil Service under the President of the Republic of Kazakhstan, a scientific-practical conference «Con-

tacts with the community in the civil service system: methodology, current Kazakhstan's problems and experience». In 2006, on the initiative and with financial support from the Ministry of Culture and Information of Kazakhstan, a national scientific-practical conference «Information processes in Kazakh society: management and marketing» was held at the Kazakhstan University of Economy, Finance and International Trade in Nur-Sultan, devoted to the most important issues of the PR market and education in this field.

It is positive that our universities and other colleges can continue to educate national public relations specialists - in March this year, on the recommendation of the Technical Regulation and Metrology Committee of the Ministry of Industry and Trade, the field of «public relations» was included in the Course Classifier Higher and Postgraduate Education of the Republic of Kazakhstan. Literally a month later, another important event for the PR industry took place - the international scientific and practical conference «Public relations in Kazakhstan: theory and practice» was held in Astana.

These facts are all the more important because with each year of intensive development of the profession, a PR specialist should become more and more qualified. He is required to have comprehensive knowledge in the field of economy, marketing, sociology, psychology, management, ethics and, of course, journalism. This complex of teachings is not properly taught in journalism. This was also taken into account in the new training standards for PR specialists.

A PR specialist should definitely have a creative approach that will enable him to work with modern media and use them effectively. As a PR manager often has to work in the most unpredictable spheres of human activity, a deep and comprehensive knowledge of the world and the environment is crucial. Today, a professional PR specialist is much more than an intermediary between a company and society. A community contact specialist should be familiar with all aspects and activities of the company for which he works. In addition, employees should know PR methods and means as well as psychology in order to have an idea of people's motivations and ways of persuading. They also need to know the basics of marketing, management, economics and sociology.

Time for a few words about the most serious problems of this industry. Admittedly, there are quite a lot of amateur PR courses in the country, but, unfortunately, the level of most of them leaves much to be desired. People who have never practiced life

earn money by teaching everyone else. There is no shortage of people willing to receive a diploma with a fashionable-sounding title, which creates opportunities to earn money by telling the obvious or discussing well-known case studies from Western companies. The employer will rather pay attention to the sincere willingness to work in the field of PR and the very fact of completing any courses is more important than these courses.

Conclusions

Our lecturers at PR courses are mostly people who dealt with the humanities disciplines, and then «switched» to social contacts. There are hardly any lecturers-practitioners. They share other people's experiences, which they collect fragmentarily from Western or Russian literature. It turns out that, on the one hand,

there is a 30-35-year-old practitioner who has conducted hundreds or even thousands of PR campaigns, but does not have time to give regular lectures. On the other hand, there is a young woman who has read two or three textbooks and is trying to conduct a purely theoretical course, detached from Kazakh practice, and therefore of little use to the students.

Practitioners-professionals and bosses of large agencies can be much more useful as educators. The time is approaching when «their» public relations specialists will come out of Kazakh universities. Therefore, the most important thing is to ensure a full-fledged educational process. The development of national textbooks and teaching aids can be called the basis of the foundations. That is why a creative alliance of scientists-theorists and PR-practitioners is so important.

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