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**PROFESSIONAL IMAGE OF A SPECIALIST IN SPHERE PR**

The article tells about important factors in the training of specialists in the field of PR. The main purpose of the article is to identify and classify aspects of public relations. Specialist in the field of PR – is responsible for the image of the company and therefore it is necessary to take seriously and responsibly the training of specialists. This profession is exclusive and it is gaining momentum among large companies. Image is often seen in two foreshortenings: as “face” or “mask”, image or mask. The field of activity of PR specialists is not only communication with the media, but also the formation of the company’s policy, participation in the development of its strategy, organization of events, fundraising for non-profit organizations and work related to the internal PR organization. In his professional activities, a PR specialist builds a variety of communications. These are organization of press conferences and other events with journalists, the participation of the organization’s top officials in secular and protocol events and much more. In principle, PR-specialist is the face of the company.

**Key words:** image, PR-specialist, public relations, image formation, reputation.

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**PR саласындағы маманның кәсіби бейнесі**

Мақалада PR саласының мамандарын даярлаудағы маңызды факторлар туралы айтылады. Негізгі мақсат – қоғаммен байланыс салаларын анықтап және классификациялау болып табылады. PR саласының маманы компанияның сырт келбетіне, яғни имиджіне жауапты. Сондықтан да PR саласының мамандарын даярлауға үлкен жауапкершілікпен қарау керек. Бұл мамандық ерекше болғандықтан, компаниялардың арасында дамып келе жатыр. Имидж немесе сырт келбет негізінен екі жағынан қарастырылады: бет әлпет және бетперде (маска). PR саласының мамандарының жұмысы тек БАҚ өкілдерімен байланыс орнату емес, сонымен қатар компанияның саясатын, стратегиясын құруда, шаралар ұйымдастыруда, коммерциялық емес ұйымдарға қаражат тартуда (ақшаны жинау) және ұйым ішіндегі PR-да рөлі зор. Өзінің кәсіби жұмысында PR-маман әртүрлі байланыстарды орнатады. Оған пресс-конференцияларды ұйымдастыру, тілшілермен байланыс орнату, ұйым атынан сөйлеу және тағы басқасы кіреді. Демек, атап айтқанда, PR-маманы, ол – компанияның сыртқы бет әлпеті.

**Түйін сөздер:** имидж, PR-маманы, қоғаммен байланыс, бейне (имидж) қалыптасуы, бедел.

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**Профессиональный имидж специалиста в сфере PR**

В статье рассказывается о важных факторах, сопутствующих в подготовке специалистов в сфере PR. Главной целью статьи является определить и классифицировать аспекты связи с общественностью. Специалист в сфере PR отвечает за имидж компании и поэтому к подготов-

ке специалистов надо отнестись серьезно и ответственно. Эта профессия эксклюзивная и она набирает обороты среди крупных компаний. Имидж зачастую рассматривается в двух ракурсах: как «лик» или «личина», образ или маска. Поле деятельности PR-специалистов — это не только общение со СМИ, но и формирование политики компании, участие в разработке ее стратегии, организация событий, привлечение средств (фандрайзинг) для некоммерческих организаций и работа, связанная с внутренним PR организации. В своей профессиональной деятельности PR-специалист выстраивает разного рода коммуникации. Это организация пресс-конференций и других мероприятий с журналистами, участие первых лиц организации в светских и протокольных мероприятиях и многое другое. В принципе, PR-специалист — это лицо компании.

**Ключевые слова:** имидж, PR-специалист, связь с общественностью, формирование имиджа, репутация.

One aspect of the perception and evaluation of an organization is the impression it produces, its image. Image is an artificial imitation or presentation of the external form of an object and, especially, of a person (Webster's explanatory dictionary). Image is a mental representation of a person, a commodity or an institution that is purposefully formed in the mass consciousness with the help of publicity, advertising or propaganda. Image and reputation are related to each other as a form and content. The tasks of image and reputation are similar. They consist in helping the company successfully sell goods or services, attract reliable partners, provide protection from competitors, promote the introduction of new products or services on the market, etc. The buyer is willing to pay more for products of companies with a stable reputation (or a well-formed image), although you can buy the same quality product cheaper from a lesser known company - this is already a rule. In Western companies now the concept of «image» is used less often. More important is that the campaigns are really doing, and not what and how they say about themselves. The term «reputation» has become one of the most important in the dictionary of PR-specialists. Professionals often replace them with the marketing concept of «branding». The reputations concern, first of all, banks and insurance companies and a few are not enough - producers. There is one more problem: managers want to manage their reputation, but do not know how to do it. The mechanism of reputation formation is rather complicated and not well studied. It is known that efforts to shape the image and reputation are constantly intersecting. There are observations that the success of a company on the market is largely determined by the activity to create an image (external attributes, image advertising, promotions, etc.), and participation in the professional community is a work for reputation.

The task of PR-specialists - to take the help of psychologists, in order to make the right choice. In everyday life, people often behave in a pattern, in

accordance with established stereotypes. The latter help to quickly navigate in those life circumstances that do not require special mental analytical efforts. The theory of image is based on several concepts from the psychology of the general theoretical plan - such as stereotype, attitudes, mass consciousness, etc. Social stereotypes are the main thinking material on which mass consciousness is built. Thinking can be thought of as simple reactions to external stimuli, whose role is played by stereotypes-persistent, emotionally colored, simplified models of objective reality that cause a person to have a feeling of sympathy or antipathy for the phenomenon. Stereotyping of the thinking process is connected with the setting that is formed in the process of the previous practice of people (Связи с общественностью).

The basic priorities of forming, building and managing a brand or corporate image through the Internet space are constantly changing. So, constantly there is an evolution of the mechanics of these processes, in parallel with the evolution of the information space itself.

If we assess the current situation, the alignment of forces has changed dramatically. Gradually shifts the balance. In our time, when developing a development strategy, managing the image of an enterprise or brand, PR companies or business owners must take into account many factors. First of all, that the media is no longer a single, dominant, decisive instrument for creating public opinion. Gradually, the importance of traditional media goes into the background. The main engines of such a process are globalization, ubiquitous computerization, the constantly increasing availability of the Internet, as well as the shift in the age indices of the most active users of the global web.

Gradually, the main levers of influence on the reputation and corporate image of the company boldly move to a group of consumers who actively share their emotions, beliefs, opinions, recommendations through the Internet. Brand owners can no longer simply “acquire” the necessary clean, posi-

tive image, by targeted distribution of special messages, advertisements in the media, publications in print media. In our time, this will not be enough. After all, even the largest publications are no longer able to repel millions of different Internet commentators and bloggers. It may sound a little strange, but still the consumer confidence index to the opinion of ordinary Internet users is often several times higher than to the opinion of famous journalists and publications. This can not be ignored. Moreover, it is simply silly to confront, reject this Internet community. Only through interaction can success be achieved. (Имиджи PR, 2017)

The field of activities of PR specialists is not only communication with the media, but also the formation of the company's policy, participation in the development of its strategy, organization of events, fundraising for non-profit organizations and work related to with an internal PR organization. In his professional activities, the PR manager builds all kinds of communications. This organization of press conferences and other events with journalists, the participation of the organization's top officials in secular and protocol events and much more. In principle, a PR manager is the face of a company.

Today the concept of "image" does not have a clear definition. Different researchers interpret it differently: according to F. Kitchen, this is a "set of meanings and meanings", according to F. Kotler this is "a set of ideas, impressions," according to E.A. Blazhenov this is a "visual image of an object". At the philistine level, the concept of image can be defined as the totality of clothing, hairstyle, make-up, manicure, accessories and other things, along with facial expressions, smile, gait, gesture, speech, timbre and height of voice, vocabulary, slang, etc. But each person creates his own image. As for the concept of "professional image", it is an image that corresponds to the specificity of a particular profession, then the idea of a specialist who is formed about him by his managers, subordinates, colleagues, clients of the company. Managing a professional image is the ability to create a positive image that emphasizes the best qualities of a specialist, both personal and business.

There are four dimensions of the image:

- visual image. Forms an external image and is very important, because all the same people are met by clothes. This includes gestures and facial expressions.
- verbal image. The art of communication.
- context image. What surrounds: the circle of communication, a certain environment, the situation in the country and in the world;
- event image. The normative and ethical side of behavior, reputation

In order to determine the ideal favorable image of a PR specialist, first should be determined what the essence of this profession is. It is possible to say with certainty that specialists in public relations, first of all, are specialists in various communications. They organize press conferences and other events with journalists, the participation of the organization's top officials in secular and protocol events and much more. They deal with a variety of problems and issues related to the formation of the image and reputation of the company, and at the same time are the face of the company in the public eye.

Let's take a closer look at image measurements:

- Visual image measurement

Appearance plays an important role in creating the image of a PR specialist. Schopenhauer called beauty the letter of recommendation to society. Therefore, good external data – is first of all. However, the charm of a PR specialist is not only a pleasant appearance, but also the ability to communicate, listen to the interlocutor, dress with taste, behave according to the rules of etiquette. There is one prerequisite for creating an image - constant work on you. Psychologists note that a handsome man is more confident in him and is able to make a good impression on an opponent. However, the lack of attractive appearance does not close the way to the formation of a positive image. "A professional in communications should have to himself, be able to immediately understand the essence of the problem and determine the tasks in order to offer the client an individual scenario of the PR campaign," says Svetlana Dmitrieva, PR manager of RossaRakenneSPb.

"Only a very superficial person does not judge by appearance" this saying belongs to Oscar Wilde. As you know, they meet on clothes, and from this you cannot escape. The first, most persistent impression a person makes on people in the first 7-10 seconds of communication. During this time, people are physically unable to appreciate the mind, education, sense of humor and all the other qualities of man, but they can appreciate his appearance: the image is instantly analyzed by the consciousness and subconscious of the person. "PR-specialist is first of all an interpreter and a negotiator". He should be able to "read" the codes - to notice, feel subtlety, in order to adapt either to the company or to the interlocutor, "said PR-manager of SU-155 Victoria Kabakova. The person silently "speaks" to others about himself: "I am the one you need, you can trust me", and the higher the skill of the PR-manager, the more convincing will be the voice of appearance.

- Verbal dimension of the image

The art of communication is a feature complementing the beautiful appearance. Yaroslav Shalimov, editor-in-chief of the business newspaper "eTatar.ru" considers the basis of professional image - brevity, conciseness, expressiveness of style and style. Ability expressively, briefly and fully express thoughts - an inalienable quality of oratory. "Without the ability to briefly and clearly formulate their thoughts, no beautiful and fashionable outfit will help to achieve understanding.

Assistant editor-in-chief of the magazine "Whiskey" Maria Stepanova is sure that "PR specialists need to gain confidence in communication, learn how to express their thoughts accurately, use voice and intonation correctly, and make the most of their inner charm!". The most important qualities of a successful PR man are literacy, ability to express clearly, clearly and quickly his thoughts both verbally and in writing, the ability to quickly rebuild when changing the situation, to calculate its development.

The task of a PR specialist is the development, creation and maintenance of a certain image. The customer can be either one person or the whole company. There is not much difference in technology. The main thing is to determine the sphere of influence. That is, a public group, on the basis of which a PR campaign will be conducted. Then you can start the "attack". First of all - is through the media. Of course, the tasks of a PR specialist are not limited to communication with the media. This is only part of the work, even if it takes a very long time.

One of the most important qualities of a PR man is creativity. The modern consumer is spoiled by advertising, and in order to draw attention to his project or company, PR managers have to come up with as many non-standard and unexpected moves. To surprise, laugh or shock is to interest, and this is exactly what the PR people are trying to achieve.

- Eventive measurement of the image

The modern PR-specialist first of all must be a leader, endowed with activity, a common focus on success. An important role should be played in this way of imaging, which, above all, must be used in relation to them. We must not forget that the training of public relations specialists helps to realize you as a person, to find your place and role in society, to develop the requirements for continuing education.

In real practice, there are no definite standards for assessing the suitability of a person to work as a PR specialist, but it is desirable to have a humanities education. Therefore PR-specialists are, as a rule, former journalists, sociologists, psychologists, etc. Sometimes they are former employees of advertis-

ing agencies. The basic requirements for the candidate are the ability to clearly express thoughts both verbally and in writing, communicative, energetic, having creativity and enthusiasm, self-confidence, ability to work in a team. Also, knowledge may be required in the particular area of entrepreneurship in which the enterprise specializes. Beginners usually start working as a PR assistant. They conduct PR-archive of the enterprise, collect information for the texts of speeches and brochures. Having accumulated experience, they can independently write texts of news releases, speeches and articles for publication, assist PR specialists in implementing PR-programs developed by PR-manager. Specialists, however, must have at least three years of experience in this field and undergo internal certification. The level of professionalism of a PR specialist is undoubtedly not to be subjected to the slightest doubt. The main thing for us is to determine his personal characteristics. In the work, a PR manager often has to deal with all sorts of surprises, take a decision literally in seconds - therefore, it is necessary to have high stress resistance.

Public relations reflect the ethics of society, the ethics of power at every stage of society's development. The norms and principles of work, fixed in professional and ethical codes, contribute to strengthening the importance and prestige of a PR specialist, establishing a certain level of quality of PR services and removing such a widespread "black" mark from the profession of a public relations specialist. Customers and anyone who needs the services of a qualified PR specialist can be clearly confident that, using the services of a PR specialist who has signed a code of professional ethics, they will receive the necessary results from professionals in the field and, most importantly, in civilized ways, according to the principles of the international PR community. Creation of one's own reputation is an important task for a PR specialist (Toporkova, 2008). Professional image is an image that corresponds to the specificity of a particular profession, then the idea of a specialist who is formed about him by his managers, subordinates, colleagues, clients of the company. Professional image is an important part of the image. In modern life, people are aimed at achieving life success in the labor sphere. Professional career largely depends on the level of development of a positive professional image. Managing a professional image is the ability to create a positive image that emphasizes the best qualities of a specialist, both personal and business.

The features of the professional image are to be able to harmonize the interests of the organization and employees, to be principled in the implementa-



tion of corporate policy and attentive to the needs and demands of people, to be impeccable, honest, reliable, honest, noble, disciplined, etc. (Yudina, 2008).

Forming and changing the image is possible as a result of changes and combinations of the following components:

- objective external data of the person (facial expressions, motor skills, timbre of voice);
- Behavioral features (style of speech, style of dress, gait, etc.);
- social and professional characteristics (social status, profession);
- self-perception (how a person perceives himself in the context of an environment);
- perception by reference groups, i.e. groups with whom the person interacts without intermediaries (mediators - the media);
- a public image created with the help of media mediators. The public image is usually focused on target groups with which the personality does not enter into direct interaction (Elena S, 2008).

In order to stand out in an independent field of knowledge, mankind has accumulated the experience of creating the necessary image for achievement of the set goals for thousands of years. It is impossible to guess at what times there was a need to create an image. It is difficult to say in which country for the first time there was a need for this and who is the founder of image-making. But we can assume that the rudimentary forms of imaging appeared at the stage of the primitive communal system. Image is based on persuasion and influence on people whose behavior can be changed by creating the right image and personal charm. Therefore, we can assume the ancient roots of image. Image is a phenomenon of the 20th century, but its roots go deep into history. As a means of influencing public opinion, not formulated in the term, this activity has existed since ancient times (L.M.Semenova, 2009, p.194).

The aim of image monitoring is to find out on the basis of reliable information how effective the results of image formation are. The goal contains sub-goals: 1) determining the basic level of the student's image competence, the ownership of image technologies; 2) determining the level of student readiness for image-making; 3) determine the level of professional development of a future public relations specialist.

Image competence is an integrative characteristic of knowledge, skills and personal qualities that allow solving a whole class of problems. The essence of image competence lies in the developed

competence model of the public relations specialist, which includes the requirements for this specialist, the professional profile, professional and job requirements, qualification profile, key, universal and professional competencies. We consider the image competence of the future public relations specialist the aspect of his professional qualification and education and define it as an integrative quality of personality necessary for the formation of a positive image. The image competence of the named specialist is a target in forming a professional image and assumes significant changes not only in the content of education, but also in the ways of its development, and, therefore, in the organization of the educational process (L.M.Semenova, 2009, p.21).

How does the public perceive personality through means of one-sided communication. The image is formed through the media, when there is no direct contact of the individual with the society. As a rule, it is targeted to target groups. Whatever the inner world of the individual, from how the image represents the personality to society or another person, the further development of events depends (Polishuk, 2015). There is one more approach to determining the essence of the image, which is based on its functional capabilities. A number of authors treat the concept of "image" as a means, an instrument of psychological influence and a mechanism for manipulating the consciousness of people. Among such interpretations is the understanding of image by O.A. Feofanov: "The image is a reflection of the perceived phenomenon, in which the perspective of perception is deliberately shifted, the perception of certain aspects of the phenomenon is accentuated". In the context in which the term "image" is used in socio-political literature, it denotes a more or less illusory image of that or it is a reflection that arises in the minds of the people themselves, from the outside they can only be offered one or another image model. There is always a gap between the phenomenon and its image. It exaggerates the image, or embellished phenomenon or denigrating it and that, and another is triggered by the creators of the image intentionally " (Анализ понятия "имидж" и его использование в PR-деятельности, 2015).

When working on the image you need to start with the development of the corporate style of the company. Corporate style is a set of color, graphic, verbal, typographic, design permanent elements that provide visual and semantic unity of goods (services), all information originating from the firm, its internal and external design (Понятие имиджа. Функции PR-имиджа, 2009).

- Many bloggers are themselves becoming “influential’s” or “opinion leaders,” both crucial components of Lazarsfeld’s two-step flow theory process.

- The instantaneous 24/7 nature of blogging brings new meaning to the concept of “feedback” initially introduced to communication theory through the conceptual model.

- Blogs bypass traditional news media and, as such, throw a major wrench in the suggestion that these traditional news media set any agenda for public thought. *Blogs & Social Media - Public Relations Journal*.

- The potential impact for blogs in connection with spiral of silence theory is massive because it provides interesting options and opportunities for minority viewpoints.

- And, the ability of blogs to facilitate two-way symmetrical communication offers tremendous possibilities for the enhancement of excellence theory (Wright & Hinson, 2008)

Rather than broadcast messages to audiences, savvy marketers should encourage participation in social networks to which people want to belong, where dialogue with customers, and between customers, can flourish in Networking sites like MySpace, Facebook, and even Flickr are the perfect forums for this dialog (Weber, 2007). David Meerman Scott an online thought leadership and viral marketing strategist, says, “One of the coolest things about the Web is that when an idea takes off it can propel a brand or a company to seemingly instant fame and fortune” (Wright, D.K. and Hinson, M.D. (2006).

Public relations specialists typically do the following:

- Write press releases and prepare information for the media

- Identify main client groups and audiences and determine the best way to reach them

- Respond to requests for information from the media or designate an appropriate spokesperson or information source

- Help clients communicate effectively with the public

- Develop and maintain their organization’s corporate image and identity, using logos and signs

- Draft speeches and arrange interviews for an organization’s top executives

- Evaluate advertising and promotion programs to determine whether they are compatible with their organization’s public relations efforts

- Develop and carry out fundraising strategies for an organization by identifying and contacting

potential donors and applying for grants (What does a Public Relations Specialist do, 2014).

A PR specialist is expected to appear on public events such as conferences, write press releases and newsletters, and to do a variety of tasks that have an influence on his/her client’s public image. In many cases, this requires a great deal of flexibility in terms of both working place and schedule, especially in times of crisis situations. For example, when negative news about the client gets into public, PR specialist is expected to respond promptly and efficiently in order to help the client retain their good reputation.

A PR specialist may work for a PR firm, or in a PR department of a larger company or non-profit organisation. But many PR specialists also run their own business as consultants or freelance specialists.

Those who want to work as public relations specialists should have these soft skills, which are attributes one is either born with or gains through life experience:

**Verbal Communication:** Your job requires you to be able to convey information effectively to the public, media, and other members of your organization.

**Listening:** You will also have to listen carefully so that you can understand what others are telling you and respond appropriately.

**Writing:** Since writing press releases is a regular part of most PR specialists’ job, excellent writing skills are essential.

**Interpersonal:** Your dealings with the media and public requires the ability to get along well with others. You must be persuasive and able to negotiate. In addition, as a PR specialist you will have to coordinate your actions with the actions of others, including your colleagues (Dawn Rosenberg MCKay, *Public Relations Specialist*, 2017).

## Conclusion

In the image of a PR specialist, personal qualities smoothly pass into business ones. In the first place – is sociability. The main thing in PR is communication. We will notice: with absolutely different people. And not all of them are equally pleasant. And some of them are annoying. But the position obliges “to keep a smile.” This “PR man” will find a common language with any interlocutor, whether it’s a fastidious client or a dumb journalist. Of course, you cannot do without charm. The disposed appearance is always welcome. An enjoyable voice is important: often negotiations must be conducted over the phone. Monotone, “bubbling” intonation,

bad diction does not match the image of a modern PR specialist. He is a kind of actor who can reincarnate depending on the situation. If required - firmly insists on it's (experts call it "healthy aggressiveness"). If necessary, he makes a compromise, regardless of his own ambitions.

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