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Reputation crisis management technologies for digital media platforms.

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The prevalence and impact of digital media platforms on modern life is increasing. The company's development in this area gives it great advantages, but also leads to an increase in the number of crises associated with its functioning. These crises affect public opinion, which leads to a loss of reputation, the restoration of which takes a long time. Studying technologies to stop the reputation crises of digital platforms will reveal a clearer structure of the company's actions in such situations.

Such Russian authors as A.N., Chumikov, M.G Fedotova, Novikov, D.V, and foreign authors K. Firn-Banks, Sam Black, A. Scott and S. Katlip were engaged in a research of crises, the reasons of their emergence and a typologization.

The topic of digital media platforms was touched upon by I.M.Stepnov, Y.A. Kovalchuk.

The scientific question of the study sounds like "What are the technologies for stopping the reputation crises of digital media platforms, in accordance with their specifics?"

Research methods include analysis of Russian and foreign literature on the topic "Technology for stopping reputation crises of digital platforms," comparison, systematization, generalization, case analysis.

The study examines the theoretical foundations of crises, their features, regarding to the topic of digital media platforms. As research progresses, technologies for controlling reputational crises are identified according to the specifics of the direction and their effectiveness.

The intended outcome is to identify the characteristics of reputational crises for digital media platforms, determine the technologies for stopping these crises and analyze their effectiveness.

References

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- 2) Fedotova M.G. Public relations as anti-crisis management: textbook. allowance - Omsk: Publishing house of OmSTU, 2009. - 64 p.