

Features of international PR-support of state organizations

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In public relations current practice which is related to the process and results of informing, one of the fundamental concepts is PR support. This term has a high popularity level in practice as well as in theoretical studies of Russian and foreign authors. However, today there are a large number of interpretations of PR support so it can be considered as a complex and debatable term [6].

PR support is a set of interrelated PR activities aimed at highlighting the company's activities (brand, product, services) and ensuring its constant presence in the information field [10].

The key task of PR support is to create and maintain links between companies and their target audiences.

A positive image of the organization is ensured by using the entire range of PR support tools that includes creation and setting up of newsworthy events, the development and implementation of special events, the preparation of PR texts, media monitoring, social networking, etc. [10]

The key task of studying the theory and practice of international PR support is to expand and deepen the understanding of international PR support for government organizations.

PR support is the country's policy in the international arena and element of its image forming. Today, the level of globalization is so strong so that country can't exist outside the world economic, political, information system [5].

Creating international PR support concept it is necessary to take into account the social, political, economic and cultural distinctive features of the state [8].

Today, more and more companies of any size and specificity enter the international market. Obviously, any company's income depends on communication organization in the international market. However, the company's reputation and image also depend on it. This criterion becomes especially relevant for organizations with partial or full state participation because these organizations form such things as image, ideology, values and characteristics of the country and people who live there [9].

Implementing public relations internationally a company has to face certain difficulties associated with working within a framework that is different from its own culture, traditions, rules and other features [2].

There is a wide range of features that distinguish international communication from other areas of public relations. Learning the specifics of particular area is a key factor of the organizing and implementing success of a communication strategy. To get success in this area it's important to prepare and adapt it to the characteristics of the audience to which this strategy will be directed. This requires both research work and work with the company's own staff in order to train staff to work with foreign internal and external audiences [4].

One of the problems a company faces communicating internationally is a large number of stereotypes about people that are transformed into stereotypes about the organization, the quality of its products, corporate culture, social responsibility and other characteristics [7].

Carrying out international PR support for state-owned companies, it's important to remember that, any stereotype management technique is based on three key components: awareness of stereotypes, elimination of negative prejudices and minimization of their impact, integration of positive stereotypes [3].

In general, managing stereotypes issue is one of the key applied aspects of the theory of intercultural communication and social psychology.

International communication successful development will let a company not only operate in the international arena successfully but also provide any organization with a positive reputation in the world community. This goal is of the greatest relevance for state-owned companies [1].

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