



CONCEPT AND TYPES OF CULTURAL PR TECHNOLOGIES

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Abstract. *This thesis analyzes the concept of cultural PR, its origins, its role in social life, and its main types. Additionally, the role of cultural PR in information exchange within society and the promotion of national values is highlighted. This process also examines the ways in which social consciousness is influenced through art, literature, and traditions.*

Key words: *Cultural PR, communication, culture, image, branding, media PR, mass media.*

Абстрактный. *В диссертации анализируется понятие культурного PR, его истоки, роль в общественной жизни и основные типы. В нем также подчеркивается роль культурного пиара в обмене информацией в обществе и продвижении национальных ценностей. Этот процесс также изучает способы воздействия на общественное сознание посредством искусства, литературы и традиций.*

Ключевые слова: *Культурный PR, коммуникация, культура, имидж, брендинг, медиа-PR, средства массовой информации.*

Cultural PR is one of the important areas of public relations, aimed at effectively communicating with the media and audiences based on art, culture, and national values. This technology serves to promote the cultural heritage of a particular country, nation, or organization, introduce it to the public, and create a positive image.

The primary goal of cultural PR is to promote national culture, draw public attention to specific art, literature, traditions, or historical heritage, as well as to develop international cultural relations[1]. Various tools and technologies are used in this process, including mass media, social networks, cultural events, exhibitions, films and theater performances, art festivals, and various public events[2]. There are different forms of cultural PR technologies. These include reaching national and international audiences through media projects, cultural sponsorship by governmental and non-governmental organizations, shaping the image of creative individuals or artists, and organizing cultural events and festivals. Additionally, cultural PR plays a significant role in diplomatic relations between different countries.

Nowadays, the development of digital technologies and social networks has further expanded the possibilities of cultural PR, increasing its effectiveness in influencing the public[3]. Therefore, cultural PR is implemented not only through traditional media channels but also via modern digital platforms. PR, like advertising, is a rapidly growing





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field today, standing at the intersection of science and art. The techniques used in advertising and PR technologies are often similar, relying on the same theoretical concepts and models of consumer behavior. Likewise, in PR technologies, an approach known as “DAGMAR-Defi” (Advertising Goals for Measured Advertising Results), developed by R.X. Colley in 1961, has been widely applied to plan advertising-based influence[4]. This approach involves quantitatively determining the impact of advertising and using specific methods to evaluate the effectiveness of such efforts. Within this approach, the goal of advertising influence is defined as a unique communication task carried out for a specific audience over a specific period, which aligns with the objectives of PR programs. Based on the “DAGMAR” approach, a number of modifications and updates have been made to improve the planning of informational influence in PR.

PR technologies have been successfully applied, further confirming that advertising differs from PR in its broader scope and significance in marketing communication. The key distinction between PR and advertising is that not all organizations utilize advertising. For instance, firefighters do not engage in advertising, but PR falls within their scope of interests, just as it does for city administrations, presidential offices, and government institutions. Advertising specializes in the flow of buying and selling, whereas PR encompasses all communication flows of an organization. Lastly, while advertising generates revenue through the purchase of space or time, PR consultants sell only their time and conclusions.

Cultural PR is an integral part of the modern public relations system, serving as an important tool for promoting cultural values on both national and international levels, bringing them to a wider audience, and creating a positive image. This process is not only significant for government and non-governmental organizations but also for creative individuals, representatives of the arts, and society as a whole. The effective application of cultural PR technologies allows art, literature, and culture to influence broad audiences, contributing to the preservation and development of national heritage. Moreover, this field fosters cultural diplomacy, strengthening relations between different nations and states.

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