

Рабочая программа утверждена в составе учеб.  
плана (-ов): \_\_\_\_\_

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*(заполняется работниками Управления образовательных программ)*

**St. Petersburg State University**

**Syllabus for an internship**

**ПРОИЗВОДСТВЕННАЯ ПРАКТИКА МАГИСТРАНТОВ ПРОГРАММЫ «СВЯЗИ С  
ОБЩЕСТВЕННОСТЬЮ В СФЕРЕ МЕЖДУНАРОДНЫХ ОТНОШЕНИЙ»**

основной образовательной программы  
высшего профессионального образования магистратуры

**PRODUCTIVE WORK PRACTICE OF MASTER STUDENTS OF THE «PUBLIC  
RELATIONS IN THE SPHERE OF INTERNATIONAL RELATIONS» PROGRAM**

Of the basic educational program of higher professional master education

**Language(s) of instruction**

**Russian, English**

*(Specify)*

ECTS workload: **2 credits**

Syllabus registration number: <...*according to curriculum*...>

Document reference number: -----

Date of issue of document: -----

**Аннотация.** В ходе второй производственной практики магистранты программы «Связи с общественностью в сфере международных отношений» продолжают овладевать опытом работы служб (управлений, отделов и иных структур) по связям с общественностью с опорой на международный опыт. Учащиеся получают возможность применить знания и проявить творческие навыки, полученные в процессе академических занятий и в ходе ознакомительной практики и первой производственной практики. Особое внимание уделено активному включению обучающихся в международную деятельность служб по связям с общественностью.

**Summary.**

**In the course of the second production work practice the undergraduates of the program "Public Relations in the Sphere of International Relations" continue to master the experience of the services (departments, departments and other structures) in public relations with reliance on international experience. Students are given the opportunity to apply knowledge and demonstrate creative skills acquired through academic studies and through observation work practices and first-time productive-work practices. Particular attention is paid to the active involvement of students in the international work of public relations services**

## **Part 1. General terms**

### **1.1. Goals and objectives**

**The second work practice of master students of the program "public Relations in the field of international relations" is aimed at deepening the professional competence of master students and improving professional activities in accordance with modern requirements.**

**The main objectives of the practice are defined as follows: deepening the understanding of the interaction of theoretical knowledge in the field of public relations with practice; transformation of the acquired theoretical knowledge into a system of professional skills; formation of professional skills on the basis of the following activities: information and creative, communication, information and analytical, socio-psychological, advertising, marketing, sociological, research, cultural and educational, public awareness; development of personal qualities necessary in professional activities; the use of creative and research approach to solving professional problems; selection and analysis of the main and additional literature in accordance with the problems of work performed during practice.**

### **1.2. Internship type** *(must correspond to the relevant and approved Curriculum)*

Study

**Industrial placement, including pre-degree**

**[012137] Internship Internship: 2nd year of master's degree, second semester.**

**Industrial placement**

#### **1.2.1. Internship form** *(choose if relevant)*

Clinic-based

Project-based

Field

Research

- Teaching
- Professional**

**1.2.2.**  
**Not**

**1.3. Internship venue**

- Home (within St. Petersburg)**
- Away (outside St. Petersburg)

**1.3.1. Specific terms – home internship** *(mark relevant)*

at St. Petersburg State University:

- Academic department \_\_\_\_\_ *(Specify)*
- Administrative department \_\_\_\_\_ *(Specify)*
- Clinic \_\_\_\_\_ *(Specify)*
- Gorky Scientific Library
- Research Park
- Publishing House
- Admissions
- Other \_\_\_\_\_ *(Specify)*

another entity within St. Petersburg *(by agreement/IS Partner)*

other: *(Specify)*

**1. Public relations Department of St. Petersburg state University (public relations Departments in the following areas)**

**2. Department of theory and history of international relations and in the organization located in the territory of St. Petersburg**

**1.3.2. Specific terms – away internship** *(choose it relevant)*

- Specific terms in respect to the environmental conditions: \_\_\_\_\_ *(Specify)*
- Expedition, field outpost/research base, dedicated organization *(as per agreement / IS Partner)*
- Other: **\_ the practice is conducted in exceptional cases by agreement with the Educational and Methodical Commission of the School of International Relations of St. Petersburg State University** \_\_\_\_\_ *(Specify)*

**1.4. Internship mode** *(pick one as per study schedule, to be agreed with Programs Office official)*

- Continuous** *(all types of internships within one study period without breaks)*
- Intermittent (specific terms such as mix by type, form and calendar period, to be indicated)

**1.4.1. Specific Terms – Internship Mode (pick one) [012137] Field Practice Internship: 1 master course, second semester.**

- Practice takes place under conditions where the students have no possibility to attend classes in person because they do not live in St. Petersburg.
- Practice takes place in parallel with classes.**

**1.5. Prerequisites** *(Specify)*

**1. The development of the curriculum for the first semester of the first year of the master's program and for the first semester of the second year, no debt.**

**1. Mastering the curriculum for the first semester of the first year of the master's program, no debt.**

**1.5.1. Specific access conditions** (*Specify, i.e. mandatory medical check*)

**no**

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**1.5.2. For disabled students an internship is organized in respect to their individual capabilities and health conditions.**

**1.6. List of applicable Professional Standards and/or generalized work functions and skills**(*mandatory for industrial placement: see <http://profstandart.rosmintrud.ru/>, if non-existent then list work-functions and skills as viewed by potential employers*)

- 1. Federal State Educational Standard of Higher Education - Master's Degree in Preparation Direction 04/04/05 International Relations July 12, 2017**

**1.7. List of professional competences developed**

**PC1 - Ability to participate in the creation of an effective communication infrastructure for government departments, businesses, and non-governmental organizations engaged in international activities.**

**PC2 - The ability to implement the preparation of plans for PR-activities, as well as maintain reporting and other documentation in the field of public relations at the level of government, in commercial enterprises and non-governmental organizations engaged in international activities.**

**PC3 - The ability to participate in the organization and conduct of international negotiations in order to promote the image and brand of power structures, commercial enterprises and non-governmental organizations engaged in international activities.**

**PC4 - Ability to manage public relations services of government, commercial enterprises and non-governmental organizations engaged in international activities.**

**PC5 - The ability to manage the design, planning, preparation and implementation of PR campaigns and special events in the field of international relations.**

**PC6 - The ability to formulate strategies, determine the goals and objectives of a PR program and campaign in the sphere of international relations, as well as exercise control over their implementation.**

**PC7 - Ability to plan and conduct campaigns, as well as other activities to improving the international image of state, governmental and non-governmental organizations**

**PC8 - The ability to realize the management of official and business documentation in the field of public relations (PR).**

**PC9 - The ability to provide internal and external PR-communication of government authorities, commercial enterprises and non-governmental organizations engaged in international activities, including with government, public and commercial structures.**

**PC10 - The ability to interact with the authorities, commercial enterprises and non-governmental organizations conducting international activities with the media, including foreign ones, including work on the Internet**

**PC11 - The ability to carry out official and business correspondence at the international level.**

- PC12 - The ability to prepare the speeches of officials at international events.
- PC13 - The ability to collect information on certain aspects of public relations of government, commercial enterprises and non-governmental organizations engaged in international activities, using open sources
- PC14 - The ability to create and edit information and analytical PR-texts related to international issues.
- PC15 - The ability to develop, prepare for release, participate in the production and distribution of printed PR-products in the field of international public relations.
- PC16 - The ability to carry out media relations in the field of public relations at the international level.
- SC17 - The ability to organize feedback with target groups of activities of government bodies, commercial enterprises and non-governmental organizations engaged in international activities

**1.8. Professional competences as related to professional standards and/or generalized work functions and skills as viewed by potential employees** *(in relation to professional standards or potential employers' reference)*

<b>Professional competences</b>	<b>Generalized work functions as per professional standards</b> <i>(if non-existent - work-functions and skills as viewed by potential employers)</i>
ПКП1; ПКП2	ОТФ-1
ПКП3	ОТФ-2; ОТФ-3

**Knowledge and skills acquired by undergraduates in the course of practice:**

As a result of the study of this course undergraduates should receive detailed system knowledge:

about the role and functions of the press service in public authorities, local self-government, in economic entities and public organizations of Russia and foreign States; structure and organization of press services;

legal and ethical standards of press service employees;

basic principles of planning and organization of press services;

skills:

preparation of text and audio-visual materials for publication in mass media;

planning and holding press conferences, press tours and other events for the press;

preparation of analytical notes and media reviews;

development of speeches of the heads of the organization in the media;

organize and conduct media monitoring;

analyse specific texts from the perspective of the organization's objectives;

acting in a crisis situation;

ability to apply modern methodological approaches to the analysis of public relations processes in their space-time dimension, to analyze the activities of public relations services;

skills:

undergraduates acquire skills in the press service and in General in the system of public relations, information and analytical activities related to the study of spatial and temporal aspects of public relations; as well as the preparation of analytical dossiers on these issues through the use of open sources, including in foreign languages.

**Part 2. Organization, structure and content**

**2.1. Internship organization: framework with short description**

Types and volume of studies, volume and duration of internship and its place within educational program, see relevant Curriculum.

**Study period and assessment period, see relevant Curriculum and Calendar Plan.**

**Work during the semester in the services of public relations, as well as classroom activities aimed at identifying problems arising during the practice, as well as summing up its preliminary results. At the end of the practice, a summarizing final lesson is carried out, summarizing the main results of mastering the discipline. The list of active and interactive forms of training:**

- Analysis of specific situations.**
- Group discussions.**
- Discussion of student performance.**

**Successful practice will allow the future press officer, press secretary, public relations manager to establish effective partnerships with colleagues, participate in the development and implementation of the information policy of his organization, and interact with the media.**

## **2.2. Internship structure and content**

*Describe types and forms of studies (if any), as well as topics and types of practical tasks (i.e., paperwork, technology development, business plan development information processing, etc.)*

**The preparatory stage involves the selection of a base of practice and planning the types of work that must be performed during the practice. Work experience should be held in organizations that have relevant departments: the press service, the department of public relations, the marketing department or the advertising department. The practice can be carried out in communication and PR-agencies, in the departments of public relations, marketing, advertising of large enterprises, banks, distribution networks, television and radio companies, publishing houses, in the press services of the administrations of cities, factories, holdings, in advertising production firms and printing houses, etc.**

**The choice of the place of practice can be made on the basis of the list of organizations with which SPbSU has signed relevant agreements (the list of organizations must be found in the Practice Department of St. Petersburg State University), as well as individually, in this case it is necessary to conclude an agreement with the organization where this practice will take place. In addition, there is an opportunity to have an internship at the Office of Public Relations and at the Office of Event Management at St. Petersburg State University, in the Department of Public Relations in the areas of international relations, political science, sociology and economics, in the editorial office of the journal "St. Petersburg University" and in the Media Center of St. Petersburg State University, as well as at the Department of Theory and History of International Relations of St. Petersburg State University.**

**During the preparatory stage, a number of documents required for practical training are drawn up: 1) A letter of guarantee. In the case of an independent search for a place of practice, a guarantee letter is prepared from the host organization. 2) The contract for practice. 3) The program of practice.**

**The undergraduate student must: 1) Meet with his future practice leader from the organization and discuss the possibility of performing the types of work envisaged by the program during the practice. The student chooses a number of works from the obligatory list independently, therefore it is important to find out the priorities of the organization and when choosing to follow them. 2) Meet with the supervisor of practice, teacher of the department, and discuss the main types of work. The scope of work is determined by the practice program, and their specific content is determined by the specifics of the practice base. The academic advisor, the lecturer of the department, will**

help the student to correctly orient how to best adapt the practice program to the actual conditions of the internship. 3) Agree with the supervisor of practice, teacher of the department, about the method of obtaining individual advice during the internship. This may be a face-to-face meeting, telephone consultation or email communication.

Individual counseling is necessary if: - the student is faced with difficulties in performing certain types of work in practice; - he does not quite understand how to proceed with the implementation of a task; - there is a need to replace one of the planned types of work to another, unplanned; if you need advice on writing and execution of the report on practice. Thus, at the end of the preparatory stage, the student has a clear idea of where he will practice, what he should do during the practice and how he can get advice from his supervisor if necessary.

The work phase is directly related to the implementation of the programme of practice. Upon completion of the internship, the official representative of the organization where the internship took place, gives a written description of the student's work, leaves his contact phone number, puts a stamp and signature.

The final stage includes the preparation of a report on the practice, discussion with the supervisor of the results of the practice and the possibility of using the material collected during the practice when writing a course or thesis. The report is given to the head of the practice of the master's program. Scientific supervisor of the practice, lecturer, supervises the work of undergraduates during the internship and, on the basis of checking the report, puts the final assessment of the practice.

### **Part 3. Provisions**

#### **3.1. Methodological support**

##### **3.1.1. Types and forms of assessment**

Interim assessments (*mark if relevant and specify types and forms*)

Types: (*i.e., practical tasks; solving of a case; presentation of skills; project work; performing an expert examination; business simulation, etc.*) ...

##### **Demonstration of fragments of professional activity**

Forms: (*i.e., in written, verbal-written*) ...

##### **Verbal-written**

Final assessment (*pick one only*)

**pass/fail**       exam

Acceptance of offset is carried out following the results of practical training. Credit is conducted in the form of protection practice. The successful development of this course will allow the future employee of the press service, press Secretary, PR Manager to establish effective partnerships with colleagues, to participate in the development and implementation of information policy of the organization, to interact with the media.

##### **3.1.2. Guidelines for students**

###### **3.1.2.1. Guidelines for passing an Internship** (*including interim assessment*)

Federal state educational standard of higher education master's degree in the field of training 41.04.05 International relations July 12, 2017 (see below)

- curriculum of the PLO HPE master's degree in the direction 031900 " International relations";

- characteristics of the PLO HPE master's degree in the direction 031900 " International relations";
- present work program

### **3.1.2.2. Guidelines for the final assessment** *(including those on report preparation and defense, etc.)*

**The Degree of professional competence in the field of management activities: the study of the content, forms and methods of communication policy of the enterprise** 1) to Analyze the degree of co-responsibility and integration of the Department of public relations with other departments (Department of marketing, advertising, sales, etc.). Describe the communication policy of the company in the areas of marketing, PR and advertising. 2) Determine the role of the unit in the implementation of the strategy of the organization, describe the consistency of the unit with others. Describe the results of the communication policy analysis (1-2 pages). 3) Analyze the communication plan of the unit, developed on the basis of the strategic plan of the organization (if there is no strategic plan in the organization, then develop its elements such as mission, SWOT analysis). 4) With the consent of the head of practice from the organization to submit a sample plan for the previous year. 4) Develop a media map, media plan for the quarter based on the detailed work plan of the unit. 5) Submit a media card or media plan (it is allowed to submit a media plan for one of the planned events). 6) Develop rules for accreditation of journalists at the enterprise (if they already exist, then analyze and Supplement if necessary). 7) to Present the rules of accreditation of journalists at the enterprise. If they already exist, then give your own comments on the existing rules.

**II. Formation of professional competences in the field of research and analysis activities** 8) Conduct analysis of business texts, created by the organization over a quarter (method of choice): discourse analysis, information and task analysis, content analysis, analysis of advertising messages, the analysis based on the survey of customers, etc. 9) description of the methodology and results of analysis (2-3 pages). 10) Analyze the corporate identity of the organization. 11) Description of the methodology and results of the analysis (1-2 pages).

**III. Formation of professional competencies in the field of communication: development of professional skills** 12) Prepare 2-3 texts made in different genres of PR (to choose from): press release, background, resume, fact sheet, congratulations, obituary, a note in a corporate magazine, newspaper or corporate website. 13) the Texts must be submitted in the original; the authorship of anonymous texts is certified by the head of the practice from the organization. 14) to Prepare 2-3 texts in informational and analytical journalistic genres. 15) the Texts should be published and submitted in the original; the authorship of anonymous texts is certified by the head of the practice from the organization. 16) to Prepare 2-3 of the text, done in the style of speechwriting (optional): greeting, report, statement, a greeting at the event on the radio or on television, a speech at the rally, etc. 17) the authorship of the texts to be certified by the internship supervisor from the organization.

**IV. Formation of professional competencies in the field of project activities: enrichment of organizational experience** 18) organization and conduct of the event (optional): presentation, exhibition, press conference, briefing, PR-project, advertising campaign, etc. 19) Characteristics of personal participation in the organization and conduct of the event, development of methods for evaluating the effectiveness of the event, recommendations for the further conduct of such events. 20) Description of the event: plan or scenario; estimate; list of invited journalists (or other participants); media kit; press clipping based on published media materials. A visual record of the even

All work is carried out only with the consent of the host organization.

List of active and interactive forms of classes



- Analysis of specific situations.
- Group discussion.
- Discussion of the results of the student group.
- Meetings with representatives of Russian and foreign companies.
- Master classes of experts and specialists.

These forms, if possible, are carried out in organizations (institutions), as well as in the process of monitoring the practice and summarizing the practice.

### **3.1.2.3. Materials for students' feedback** *(survey form, etc.)*

To assess the content and quality of the educational process can be used survey in accordance with the methodology and schedule approved in the prescribed manner. Questionnaire.

### **3.1.3. Guidelines for supervisors**

- Federal state educational standard of higher education master's degree in the field of training 41.04.05 International relations July 12, 2017 (see below)
- Orders and instructions of the management of SPBU.
- Orders and orders of the Department of practices.
- Recommendations of the educational and methodical Commission of the faculty of international relations.

#### **3.1.3.1. Guidelines for assessment**

- student report on internship,
- the certificate of the organization testifying to practical training certified by the signature of the managing person and the seal (or executed on the form of the organization),
- characteristics of the student prepared by the organization, certified by the signature of the managing person and the seal (or executed on the form of the organization)
- list of the studied recommended literature on the course. If necessary, the closure of gaps the plans, summaries of literature.
- PPT presentations and other visual materials (photos, videos, etc.))- student report on internship,
- the certificate of the organization testifying to practical training certified by the signature of the managing person and the seal (or executed on the form of the organization),
- characteristics of the student prepared by the organization, certified by the signature of the managing person and the seal (or executed on the form of the organization)
- list of the studied recommended literature on the course. If necessary, the closure of gaps the plans, summaries of literature,
- PPT presentations and other visual materials (photos, videos, etc.),
- a brief survey on the results of the development of new information obtained in the course of practice.

#### **3.1.3.2. Assessment methods and criteria**

Are formed on the following basis.

Knowledge and skills acquired by undergraduates in the course of practice:

As a result of the study of this course undergraduates should receive detailed system knowledge:

about the role and functions of the press service in public authorities, local self-government, in economic entities and public organizations of Russia and foreign States; structure and organization of press services;

legal and ethical standards of press service employees;  
 basic principles of planning and organization of press services  
 Are formed on the following basis.

**Knowledge and skills acquired by undergraduates in the course of practice:**

As a result of the study of this course undergraduates should receive detailed system knowledge:

about the role and functions of the press service in public authorities, local self-government, in economic entities and public organizations of Russia and foreign States;  
 structure and organization of press services;

legal and ethical standards of press service employees;

basic principles of planning and organization of press services;

skills:

preparation of text and audio-visual materials for publication in mass media;

planning and holding press conferences, press tours and other events for the press;

preparation of analytical notes and media reviews;

development of speeches of the heads of the organization in the media;

organize and conduct media monitoring;

analyse of specific texts from the perspective of the organization's objectives;

acting in a crisis situation;

ability to apply modern methodological approaches to the analysis of public relations processes in their spatial and temporal dimension, to analyze the activities of public relations services;

undergraduates acquire skills in the press service and in General in the system of public relations, information and analytical activities related to the study of spatial and temporal aspects of public relations; as well as the preparation of analytical dossiers on these issues through the use of open sources, including in foreign languages.

### 3.1.3.3. Testing and assessment materials *(types and examples)*

not

### 3.1.3.4. Recommended structure of internship report

1. Title page.
2. Report content.
3. Introduction.
4. The main results of the practice.
5. Conclusion (main conclusions and suggestions).
6. List of references and information materials.
7. The list of used equipment, including the equipment of the scientific Park of St. Petersburg state University.
8. Applications (individual task for production practice, schedule of work, additional tables, figures, graphs, review of the representative of the organization).

## 3.2. Staff requirements

### 3.2.1. Academic staff required *(mandatory for Research Park internships)*

Academic staff required	Background/Qualification
SPBU employees	
<ul style="list-style-type: none"> <li>• Internship Coordinator</li> </ul>	<b>Professor or Associate Professor.</b> <b>Availability of publications on issues of</b>

	<b>public relations and media</b>
• Internship Supervisor	<b>Professor or Associate Professor. Availability of publications on issues of public relations and media</b>
• Academic Supervisor/Clinic Director	
• Resource Centre Director at the Research Park	
On behalf of an Employer (IS Partner) ( <i>as per Agreement</i> )	
• Internship Supervisor	<b>A diploma in higher professional education in journalism, political science, history, philology, advertising specialty (direction) or public relations.</b>
• Internship Tutor	<b>A diploma in higher professional education in journalism, political science, history, philology, advertising specialty (direction) or public relations.</b>
• Other	

### 3.2.2. Support staff required (*mandatory for Research Park internships*)

Yes     No  
(Specify below if yes)

<b>Support staff required</b>	<b>Background/Qualification</b>
SPBU employees	
• Tutor	
• Clinic staff member	
• Resource Centre staff member at the Research Park	
• Others	<b>advertising specialty (direction) or public relations</b>

### 3.3. Material resources and equipment required (*provide list of equipment*)

\_\_\_\_\_ **not** \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

mark, if scientific equipment, which has been modernized within the last 5 years, together with up-to-date specialized software is to be used

### 3.3.1 Facilities required (*classroom and other premises*)

**The presence of an audience with a computer, a projector and at least 25 seats to summarize**

### 3.3.2 In-class equipment required, including non-specialized common usage hardware and software

**Computer with a projector.**

### **3.3.3 Specialized equipment required** (*mandatory for the internship at Research Park*)

not

### **3.3.4 Specialized software required**

not

### **3.3.5 Supplies required** (*provide a list with specification and volumes*)

not

## **3.4. Information support** (*to be agreed with Gorky Scientific Library*)

### **3.4.1 Required reading**

**Doctrine of information security of the Russian Federation. Approved by the Decree of the President of the Russian Federation dated December 5, 2016 No. 646 // Rossiyskaya gazeta. 2016. December 6th. <https://rg.ru/2016/12/06/doktrina-infobezobasnost-site-dok.html>**

**Berger, Bruce K. Gaining influence in public relations: the role of resistance in practice / Bruce K. Berger and Bryan H. Reber. Lawrence Erlbaum associates, publishers: Mahwah, New Jersey, London, 2006.**

**Bernays E. Crystallizing Public Opinion. — New York, 1961.**

**Bernays, Edward. Propaganda. H-Publishing, 2010.**

**Black, Sam. Public relations. What is it? Library Of communication group "Byzantium".**

**Bykov, I. A. Network political communication: Theory, practice and research methods: monograph. - SPb.: FGBOU VPO "SHUTD", 2013. - 200 [http://jf.spbu.ru/upload/files/file\\_1460022652\\_1434.pdf](http://jf.spbu.ru/upload/files/file_1460022652_1434.pdf)**

**Communication technologies in the processes of political mobilization: call. Monograph / scientific. red V. A. Achkasova, G. S. Melnik. M.: Flinta: Nauka, 2016.**

**Cutlip, Scott, M., center, Allen, X., Broome, Glen, M. Public relations. Theory and practice, 8th ed.: Per. with English. : Uch. POS. M.: Publishing house "Williams", 2003.**

**Freitag, A.R., Stokes, A.Q. Global Public Relations. Spanning Borders, Spanning Cultures. Routledge, 2009.**

**Fundamentals of creative activity of the journalist. Ed.-comp. S. G. Korkonosenko. SPb.: Knowledge, SPSUACE, 2000.**

**GR: Theory and practice. Under the editorship of I. E. Mitusova, O. G. Filatovoy. SPb.: Publishing House of St. Petersburg. UN-TA, 2013.**

**Gurov, It companies. Russian practice. Alpina publisher, 2018.**

**Holtz, Shel. Public relations on the Net: winning strategies to inform and influence the media, the investment community, the government, the public, and more! / Shel Holtz.— 2nd ed. New York, 2002.**

**Internet technologies in public relations: studies. the manual / I. A. Bykov, D. A., Majorov, P. A., Slutsky, O. G. Filatova; resp. ed. I. Bykov, O. G. Filatova. SPb.: Rose of the world, 2010.**

**Krivososov, A. D., Filatova, O. G., Shishkina, M. A. fundamentals of the theory of public relations. SPb.: Peter, 2010. 384 p.**

**Lanko D.A., Smirnova I.S., Stetsko E.V. Gender aspects of the image of the leading world leaders: Barack Obama, Angela Merkel, Vladimir Putin. / / Herald of St.**

Petersburg University. Series 6. Philosophy. Culturology. Political science. Right. International relationships. 2013. No. 4. P. 118-126.

Public relations as social engineering: a textbook / V. A. Achkasova [et al.]; under the editorship of V. A. Achkasova, L. V. Volodina. - 2nd ed., ISPR. and DOP. - M.: Yurayt Publishing House, 2017. — 350 p <http://urait.ru/catalog/408312>

Public relations in government: tutorial and workshop for undergraduate and graduate / V. A. Achkasova [and others] ; under the editorship of V. A. Achkasova, I. A. Bykov. - Moscow: Yurayt Publishing House, 2018. - 163 p. - (Series : Bachelor and master. Academic course.) - ISBN 978-5-5-534-07448-2 <http://urait-book.ru/catalog/423100>

Public relations in the authorities: textbook and workshop for bachelor's and master's degree / ed. V. A. Achkasova, I. A. Bykov. - Moscow: Yurayt Publishing House, 2018.

Reichman, I., the Practice of media measurement. Audit. Accountability. Evaluation of the effectiveness of PR. M.: "Alpina Publisher", 2013.

Repiev, A. P. Advertiser on advertising. Publishing house of the International Institute of advertising, 2001.

Sharafutdinova E.V. The role of the information factor in shaping the image of the state in the international arena // Bulletin of St. Petersburg University. Series 6. Philosophy. Culturology. Political science. Right. International relationships. 2011. No. 1. P. 46-51.

Suler, J. A. Mass communication in advertising: the textbook for high schools / Yu. a. Solar. - Irkutsk: Impression, 2006.

The doctrine of information security of the Russian Federation. Approved by decree of the President of the Russian Federation of December 5, 2016 № 646 / / Rossiyskaya Gazeta. 2016. 6 Dec. <https://rg.ru/2016/12/06/doktrina-infobezobasnost-site-dok.html>

The most successful PR-campaigns in the world practice Per. with English. M.: Consulting group "IMAGE-Contact" INFRA-M, 2002. (Series "Modern consulting technologies").

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