



Development of public relations in the CIS countries

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DEVELOPMENT OF PUBLIC RELATIONS IN THE CIS COUNTRIES

The generation and development of public relations in the countries of the Commonwealth of Independent States (CIS) was prepared by the policy of „publicity“ and economic reforms undertaken in the USSR during years 1985–1991. Thus, the appearance of public relations services coincided with democratic transformations and the formation of market relations. The further formation of public relations in the CIS countries took place on the theoretical and practical foundation established during the Soviet period. There were created National associations for public relations and Declarations of professional principles in the field of public relations were adopted that time. Special faculties for training in PR began to open in the universities of the CIS.

It should be noted that this process is global in nature. It has its own characteristics for individual countries, as well as periodization, and therefore the study of this phenomenon requires a historical and political analysis.

The purpose of this article is to trace the history of the development of public relations in the CIS countries as a communicative phenomenon. An analysis of the facts shows that many important post-Soviet PR were originated and developed during this period.

To achieve this goal, the following research objectives were set: to analyze the current state of public relations in the CIS countries, to interpret the main methodological approaches and identify the foundations of post-Soviet PR, to explore the dynamics of the development of information technologies, to study the specifics of using communicative PR technologies. The results of the research have theoretical and practical importance in the study of the history of PR development in the post-Soviet space.

The article attempts a comprehensive analysis of the theoretical and methodological approaches presented in the research literature to identify the conceptual characteristics of the socio-communicative phenomenon of public relations in the CIS countries.

The recommendations and conclusions formulated at the end of this article can be used for the development of courses in academic disciplines, as well as guidelines.

Key words: public relations, Commonwealth of Independent States, PR market, development of state administration, information.

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