

PUBLIC RELATIONS: FUNCTIONS AND TOOLS**Baxitova Jasmina Armanovna**

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Annotation The article explains the term PR (public relations, public relations). It also discusses why and to whom PR is necessary, its difference from marketing, methods, and advantages.

Key words. PR, PR function, PR tools, brand, communication, strategy, business, advertising.

PR (public relations) is a set of strategies and tactics that help create a positive image of a brand, organization, or individual. The main goal of PR is to build trust and loyalty in the target audience through social media.

PR helps institutions and organizations in various ways:

Business Improving reputation, maintaining contact with customers and partners, and overcoming crisis situations.

NKO. Promoting values, focusing on problems, finding supporters and like-minded people.

To state organizations. To inform the public about initiatives and state programs, overcome skepticism and mistrust, and please citizens. This type of social relations is denoted by the abbreviation GR.

Media personalities Creating a personal brand. PR tools - these are methods

that help achieve PR goals: delivering information to the target audience, forming positive feedback, maintaining communication with the public. Let's consider what PR tools exist:

Traditional tools:

Press Releases - Media reports about campaign events.

Media posts - Newspaper and magazine articles, television interviews.

Patronage - Supporting projects.

Letters - Information emails about the campaign.

Actions - Conferences, exhibitions, branches.

Modern equipment:

Social networks. Content promotion and audience engagement platforms.

Influencers Mind leaders promoting the brand through their blogs.

Video and podcasts. Interesting formats to attract public attention and engage with the audience.

Traditional PR tools.

Press releases - Official press releases with information about campaign



events. Usually short, occupies one or two pages. The releases will discuss product launches, opening branches, participation in events, leadership changes, and research results. This type of material will be useful for campaigns that want to appear in the news.

Media posts - Newspapers, magazines, articles in online publications, interviews, expert sections should be useful to readers and promote the brand without pressure.

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Publications are made on behalf of campaign leaders, experts, and department heads. Brand specialists can write such texts themselves, but often copywriters and editors take on this responsibility. To work with this tool, it's important to have connections with media editors and understand which journals are interested in your material.

Supporting - sponsorship and charitable campaigns support initiatives and help them gain recognition. It is important to select actions and projects that are in harmony with the corporation's strategy and are spiritually close to it. For example, Adidas provides uniforms for young football players, Nespresso supports environmental projects, and Dove supports initiatives that help women love themselves. The strategies of these brands can be used as an example of a successful PR campaign.

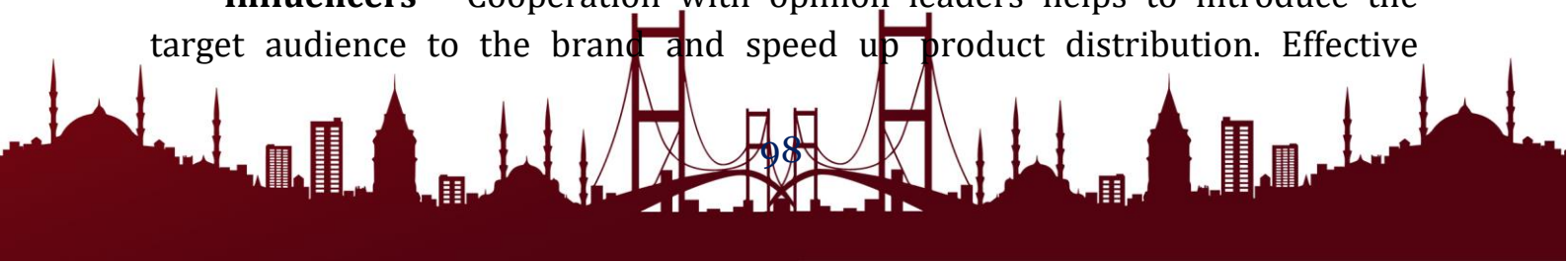
Letters, messages - Method of maintaining contact with clients and partners. In email messages, you can share campaign news, special offers, or upcoming events. Such emails should be useful and interesting for recipients.

Events - In ranches, exhibitions, presentations, festivals, and other events, campaigns communicate with clients and partners, talk about achievements, and discuss prospects. Presentations at forums and profiles, as well as events, strengthen market positioning and brand loyalty.

Modern PR tools.

Various content formats can be used to connect with the audience on social networks: video, photos, images, checklists, and useful lists. Publish campaign news, showcase new products, share, and conduct surveys with expert opinions. This is the main tool of PR, through which it is possible to communicate directly with clients and quickly receive their answers.

Influencers - Cooperation with opinion leaders helps to introduce the target audience to the brand and speed up product distribution. Effective



partners select influencers who are close to the audience and can add brands to their blog accordingly.

Video and podcasts - easy formats for communication with the audience. Through them, campaigns tell about products, share their successes, discuss important topics, and draw attention to problems. Videos and podcasts will be posted on the website, social networks, and YouTube.

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