

The levels of the Press Relations Departments work quality in organizations

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Abstract. The study is dedicated to identifying effective PR practices for building mutually beneficial relations between governmental organizations and the corresponding social groups, the problems of the organization's first person positive image creation, selection of the best technologies for dealing with negative messages in the web, detection of the governmental organization PR errors that inflict harm to the image and reputation both of the first person of the organization and the institution itself. The study purpose is to evaluate governmental body Press Relations Department and the target audience interaction efficiency. The conclusions drawn up based on the research methods used: expert inquiry, content analysis, linguistic text analysis, comparative analysis, benchmarking, data extrapolation, and TIPS (the theory of inventive problem solving) methods set, represent a program for the City Authorities Press Relations Department, fostering the publicity capital increase and aimed at the positive public awareness development, the organization chief executive image visualization and identification, use of information and more complex and combination level PR actions development, prevention methods selection and negative message processing.

1 Introduction

The communications content and formal characteristics significance in the public space for the organizational image and reputation development, the selection of relevant and effective PR practices, the need for a comprehensive study of the communicative space in various aspects of its organization (event, visual, symbolic, mythological), as well as opportunities for improving new work technologies, including those with "zero" or negative communication issues are discussed in modern studies dedicated to the contemporary communication technologies [1-8].

Note that the scientific approaches to the authorities and citizens dialogue effectiveness increase are becoming the subject of various studies: the government representative image is studied, technologies for this image shaping in media are discussed, negative stereotypes in the civil official's perception and the possibility of their transformation are considered [9-13].

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An important factor enabling achievement of the target communication goals is adequate assurance of the information exchange between the target audience and the organization, development and implementation of an information policy, and preparation and public distribution of information materials [14-15].

Modern researches in the communication processes, tactics and strategies that are applied depending on speech situations and discourse types, peculiarities of reasonable and unreasonable behaviour, and stereotyped thinking are intended to create reliable and proven mechanisms for high-quality interaction between a press service and target segments. [16-20].

The research was carried out during five years. The official website of the Rostov-on-Don City Administration and social media were chosen to be the subject matter of research. And journalistic and PR texts of various genres and formats constituted the scope of research. Monitoring of activities performed by the City Administration press service is worth special attention, and while monitoring, election technologies were studied, the level of quality characterizing preparation of information materials was determined, the information field was controlled, and the PR technologies and the press service communication means were analysed.

2 Methods and approach

2.1 Phases of the press service activity monitoring

The research had three phases: during phase one, the communication efficiency of the PR events held by the information service was analysed; methods for completing communication tasks were studied; and techniques for increasing the text relevance were determined, depending on recipient segmentation. An expert panel was formed, which was comprised of representatives of the city press services and the Administration information services, existing journalists, and a psychologist. The total number of experts amounted to 7. During phase two, the efficiency of the press service's communication strategies was tested, as a result of which the communication mistakes having a destructing impact on dealing with a negative attitude were determined. Phase three enabled a performance appraisal of the technologies applied to creating an image of a manager, and an appraisal of the overall activity.

The expert panel developed a check list:

1. The conformity between technological capabilities of an official website and opportunities of target groups.
2. The quality level of the contents being produced.
3. The information adaptation levels applied with respect to various audience segments.
4. The impact of target audience peculiarities on the specific characteristics of texts.
5. Text types, depending on a communicative situation.
6. The dependence of illustrative materials on the PR object type.
7. Tactics and strategies intended to overcoming communication failures and dealing with negative messages.
8. Means applied to create an image of a manager.

The semantic and visual elements of the governmental organization communicative content were selected as a unit of analysis, dividing them by levels and into image-building, regulatory, practical. The content analysis sources were the website, social networks of the organization, materials presented on the platform, PR actions of various types.

At stage two, the analysis of communication technologies for working with negative messages online was carried out, for which the most common and significantly harmful to reputation ones were selected:

- disregard of a constructive reasoned criticism;
- switching the attention of the problem discussion participants to another topic neglecting the logical or associative connections;
- manifestation of verbal aggression, downplay strategies, negative tactics in relation to the opponent;
- "Fanning the conflict" through emotional comments;
- removal of unwanted negative comments (without any violations subject to obligatory removal from public communications on the Internet);
- lack of answers and explanations to information about deleted comments;
- replies from easily identifiable fake accounts;
- answers to the opponent without taking into account the perception of other readers, etc.

Moreover, the very presentation of material and the social media technology can provoke negative reactions from readers.

At this stage, the study shifted to the analysis of public groups perception of an official image, thus the negative stereotypes were examined. The federal, regional and municipal authorities image is based on characters, associations and stereotypes. It is certainly influenced by numerous external factors: the image of the region and the city, regional authorities and the governor, the ongoing projects results, emotionally colored media reports. The subject of image development are local municipal city administrations, and the citizens, residents of the urban district, social groups and public institutions, which are influenced by the governing body, act as objects.

2.2 Characteristics of values in the broadcast information

To identify the characteristics and evaluate these criteria, the study, in addition to the website specifications, focused on the importance of determining the ongoing PR-actions efficiency and their information support on the organization's dialogue platforms. So, the broadcast information value characteristic will be presented divided into four levels according to the scheme proposed by G. S. Altshuller [21].

First level: only information is transmitted (the audience is familiar with the information, but its assessment is not controlled by the organization); second level: information + predetermined emotion, assessment (information is given, and the audience may rather remember it than not remember it); the third level: information + predetermined emotion + readiness for action (the audience not only shares the opinion of the communicator regarding the assessment of the event, but is also ready to broadcast the information further, can act similarly to others); fourth level: insane readiness for action.

3 Results

3.1 The study stage one results

In accordance with the set goals, study objects and study methods, the expert inquiry achievements analysis was carried out at the first stage of the study, the expert community confirmed the results, according to the following criteria based on the range from 1 to 5: (tab.1, 2.).

Table 1. Specifics of web-sites, having impact on the content perception

No.	Criteria	Points
1	Site ergonomics	4
2	Site design	2
3	Structure and navigation	2.5
4	Functionality	3
5	Information security	4
6	Download rate	4

Table 2. The used PR tools and PR means broadcast level

Levels	Points	Comments
Quality	1.5	information of the first level will be 80%, of the second level data containing the event assessment from the communicator point of view — 16%, 4% of generated data approaching the level 3 quality can be attributed to the partner content, for which the website contains links, data corresponding to the level 4 quality was not found
Quantity	4	Information quantity on the event (announcement, extended information after the event, information for the media, videos and pictures)
Orientation	0 to 1	(information, basically, has no audience orientation, empathy is not used, calls and appeals are absent)

As for the PR means, during study we determined the percentage frequencies of their use (fig. 1).

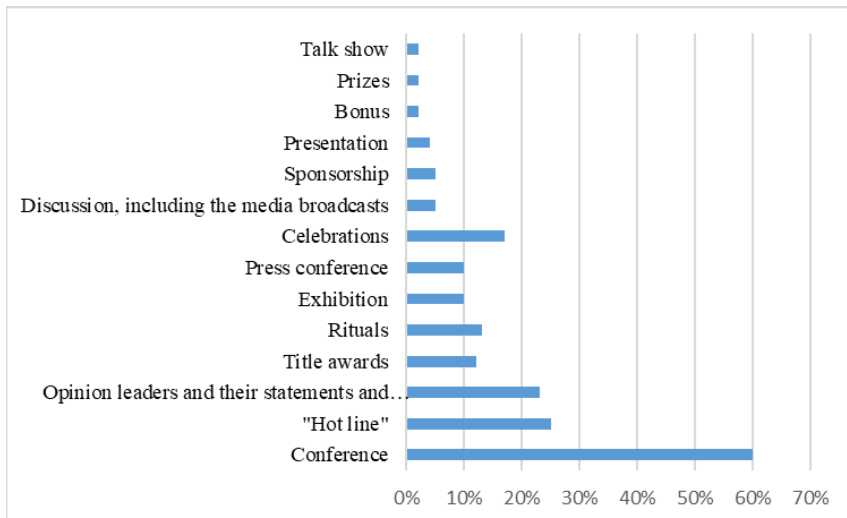


Fig. 1. Frequency of PR tools use

The experts also evaluated the most effective PR-tools in terms of frequency, information volume, efficiency and utility (fig.2, tab. 3).

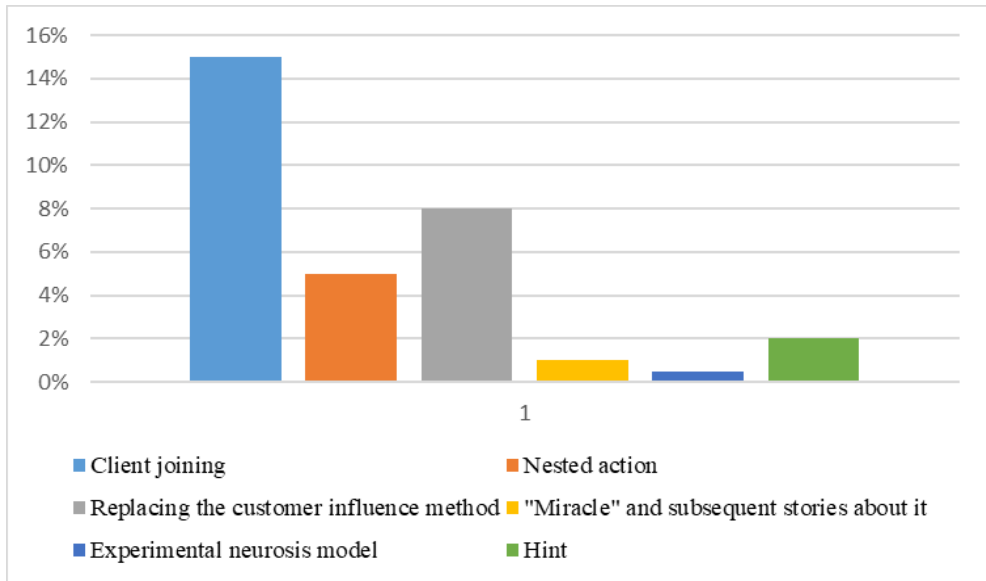


Fig. 2. Complex and composite PR actions

Table 3. The most efficient PR tools

PR tools	points
"Hot line"	4
Celebrations	2
Title awards and press conferences	1.5

The experts developed criteria for assessing image, text and graphic content using interactivity and utility methods in the communication of governmental organization with their public audience (tab. 4).

Table 4. Image, text and graphic content

Criteria	points
The news feed and all PR actions turnover frequency	4
Interactivity	2.5
Utility information availability	2.5
Video content use	0.5
Photos	1

Note that the data appears in the news section quite often, but in the "Press Relations Office" and "Events" sections, the news from January may be adjacent to the news from March.

There is a "submit a complaint" button in the "Hotline" and "Online reception" sections. Sometimes the articles contain links to partner sites, there is a link to social media. But there is no "Share" button at the beginning of the article, and, therefore, the goal of viral information broadcasting is not achieved.

Practical information can be found in the "Hotline", "Online reception", sections, in the general website content and in social media occasionally, for example, "What is a tax deduction for medical treatment?"

Video content is available, but is oriented mainly to supervisory authorities, partly to journalists; it does not have a practical value for ordinary citizens, because only sessions and meetings are broadcast.

The photos in the "Press Service" — "Photobank" section are relevant, but there are many similar, semi-official and uninformative photos.

3.2 The study stage two results

The study of the City Administration Press Relations Office work with negative reactions of citizens, expressed in comments to news materials and to posts in social media, revealed the necessity to analyze the mistakes made and qualitatively transform the used communication technologies.

Table 4. Common mistakes in the negative messages processing

Common mistakes	%
replies from easily identifiable fake accounts	44%
disregard of a constructive reasoned criticism	35%
manifestation of verbal aggression, downplay strategies, negative tactics in relation to the opponent	34%
answers to the opponent without taking into account the perception of other readers	31%
removal of unwanted negative comments (without any violations subject to obligatory removal from public communications on the Internet)	26%
lack of answers and explanations to information about deleted comments	24%
switching the attention of the problem discussion participants to another topic neglecting the logical or associative connections	23%
"Fanning the conflict" through emotional comments	18%

Moreover, the very presentation of material and the social media technology can provoke negative reactions from readers.

The expert community general assessment of the organization presence in social media with provocations of negative reactions from readers and the use of ineffective technologies for negative feedback processing was 1.9 points.

According to a sociological survey presented by POF (Public Opinion Foundation), 69% of respondents consider the civil service prestigious, but 55% of respondents do not want the child to work in the future as an official or civil servant, the words "official and civil servant" caused negative associations in 20%.

3.3 The study stage three results

The City Administration and City Major image development methods and components were identified and analyzed at the final stage of the study. The expert community evaluations were given.

According to the results of a sociological survey, it was determined that 87.2% of residents are not fully informed, 9.8% of residents have general knowledge about the Administration activities and only 3% were able to recall specific deeds or actions of the City Administration.

Table 5. Image components and development tools

Image components	Image development tools and methods	Points
City Major image	visual and appearance characteristics, personality traits, political views, biography and family	2
The current political image and image of the chosen development strategy	study of regional social processes by monitoring key social attitudes and expectations	3
Administration officials image	Competence level and adherence to ethical norms by the municipal officials	1
Citizens' understanding of the Administration functions and tasks	informing city residents about the powers, tasks and activities of the City Administration.	1
Public opinion on the City Administration activities and transparency	Development of the interactive cooperation	2

4 Conclusions

The study results analysis allows us to formulate the general recommendations and areas of work to improve communication processes and selection of the best practices by the governmental organization:

- Organize face-to-face communication, without press relations group mediation with use of officialese;
- Use more complex methods, techniques and combination PR actions in communication to identify and visualize the chief executive of the organization;
- Create a personality in communication and keep it;
- Refrain from the style of official event announcements and reflect the trivia workdays, using the style of social media;
- Use the public groups segmentations of government organization, offer practical information for the public and professionally relevant information for the media.
- Publish realistic unofficial photos showing live communication;
- create a positive information field through the description of events, a live dialogue of the events participants who cannot be suspected of misusing administrative resources;
- work with negativity: respectfully respond to constructive criticism, clarify information on time, share impressions. Do not foment conflicts, admit mistakes.

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