

THE COMPARATIVE INVESTIGATION OF PR ACTIVITIES OF THE UNITED STATES AND KAZAKHSTAN

YESSENBEK Zhumagali Beisenbayuly

Doctor Philosophy (PhD)

Zhetysu University named after Zhansugurov

Taldykorgan, Kazakhstan

In this article, the author examines the comparative case study of the PR activities of the United States and Kazakhstan. Describes the formation of PR activity in the U.S. and the Republic of Kazakhstan, as well as the history of formation, different areas in the study PR in two states. In conclusion, the author concludes that the importance of PR activities in the world today, and the use of the U.S. experience in the field.

Key words: PR-activity, comparative investigation, role of the PR in public education, PR-type of management.

The twenty-first century is a period of intensive development of scientific technology and IT communication. PR-activity is a part of the informational communication. As we all know, PR plays an important role not only in the marketing system of each State but in all spheres of society. The comparative study of the PR-activities, which has tremendous power, is one of the main problems on the agenda. We consider the comparative study of PR-activities of the United States and Kazakhstan as the object of our scientific research. We want to say that the PR-activity, which has indisputable importance in the formation of the image of different state, political or cultural, commercial organizations, institutions and firms, corporations and companies that other than of large states, it is also well assimilated in our sovereign country. PR-activity, which was formed in the mid-nineteenth century in the United States, at the expiration of the centuries it has reached to our country. Only after gaining independence the formation of PR-activities in Kazakhstan has embarked on. This activity in our state falls terribly behind in comparison with other states. In order to present to the world the image of our young state we really use this type of activity. Therefore, we believe that PR-activities of our state must be compared with the PR-activities of the United States but not with other countries. Because, PR-activity demonstrated the United States as a major power in the world. This activity needs to be developed further in our State too. In order to investigate PR-activities by

comparing of the two states, you must first learn the roots of the origin of this activity.

There is a debate about the first appearance of PR-activities, either in ancient Rome or in ancient China. Based on the facts, the oldest concept of PR has appeared in the United States of America. This idea is confirmed by several scientists and researchers from the U.S. and Russia. The term PR was first used at the beginning of nineteenth century; it was announced by the third president of the U.S. Thomas Jefferson, on the VII Congress, in his speech addressed to the American people. After that, PR-activity was formed as a separate science. There occurs information that the term «Public relations» has been introduced by the lawyer Dorman Eaton Yale in 1882 in order to attract university students in serving to society.

In 1975 the American Foundation called «Foundation for PR research and Education» studied approximately 500 definitions of PR, and rendered its own determination. Veteran of relationship with society Dr. Rex Harlow reviewed 472 definitions that reveal the meaning of PR. Currently there are more than one thousand definitions of PR by scientists, aimed to determine the meaning of PR. During the investigation of the definitions of PR, after considering that the society knows all about it, felt it superfluous to give list.

For starters, if make a historical review of this definition and the period of its development, the level of relations with the public in the United States includes several periods:

1. Fight for Independence and the Constitution in the XVIII century. The publication of articles in order to influence the public opinion.

2. The use of the term «public relations» by Thomas Jefferson in his address to the people at the VII Congress in 1807.

3. The visit of President Jackson by the first media agent Amos Kendall was in 1829.

4. The development of telegraph, news, products, i.e. media service in 1844. Also, the appearance of the audience.

5. The appearance of the very first company «Publicity Bureau» in 1900 in Boston city.

6. Opening in 1907 by Ivy Lee, considered the founder of the history of PR, its PR firm «Parker and Lee». The company is the third company in the world and in the United States of America. In this period of time came into being an article entitled «Declaration on the rules», which fought for the sincerity.

7. In 1918 the University of Illinois opened PR-courses. Having a place to be practical achievements in the field of PR were considered as the development of knowledge in PR.

8. In 1922, one of the founders of PR-science, Edward Bernays has completed courses of PR. In 1923 for the first time there was published a special book called «The crystallization of public opinion» by Edward Bernays.

9. The crises in 1929-1933. For suspension of the increasing level of distrust of society in relation to the business, there took place development of the PR. Opening of PR departments in the large companies.

10. The appearance of special PR-agencies in the sphere of politics and consulting.

11. During World War II training of service personnel to inform the population. The total formation of the PR-company in the U.S. was in 1946.

12. Observance of the International constitutive Assembly of PR (IPRA) in 1955.

If you look at the history of PR, in 1900 Harvard University gained a service bureau to stimulate demand (publicity) through advertising his own product in the media. In 1904 came the so-called service of the University of Pennsylvania. And in 1912 for the first time was opened the biggest PR Bureau of the American telephone and telegraphic systems.

According to the scientist researcher F.A. Buari in 1917 in order to release America from the deadlock, U.S. President W. Wilson opened the Committee of Public Information. Amazing achievements of Committee on the formation of public opinion demonstrated that the relationship with the public is not only a tool of protection, but also a tool of persuasion of society [1, p. 19]. Researchers at PR Tom Watts and Paul Nobel underlined that: «Edward Bernays made a significant contribution to establish contact with the public in the 1920. He influenced the consistency of interrelation of very sophisticated unilateral communications with the public through the use of information, beliefs, and turnover» [2, p. 3].

At the beginning of 30s of the twentieth century a similar PR consultation service appeared in Democratic Party of the U.S. and in 1936 in the Republican Party of USA. At the same time the demand for PR professionals has increased in the services of large U.S. companies. Also in this period of time you can stress the primary appearance of experts on the management of affairs of political companies. In the period 1945-1965's PR service of the United States began to develop intensively. Universities opened bachelor degree on a specialty of PR. By 1965, the number of workers employed in the PR field has grown to 100 000. There is specialist-consultant in any large U.S. firm or company, which is performing in various forms the program on public relations on issues of his department, and the problems of PR, his responsibilities includes organization and carrying out of press conferences, presentations, open houses, roundtables and exhibitions of the best versions and models.

Well, for the first appearance of PR services in Kazakhstan, we can strongly come to the conclusion that it appeared after the receipt of Independence. In the opinion of E. Shaimerdenov, who performed the work of the press, the decision to establish a press center of The Central Committee of Communist Party of Kazakhstan was made on August 7, 1990. The venue of the press conferences and briefings was the restaurant «Dostyk» in Almaty. Organization of the PR press conference was once a month, other times considered according to need. There was installed state structural subdi-

vision – the press secretariat, consisting of the head and four councilors. On the 12th of September, 1990 press secretary of political power was appointed for the first time. [3, c. 7].

In the opinion of Russian scientist-researcher V.G. Korolko, the development of PR in the direction of the political sphere may result to the example of the classic monograph «Public relations» of American journalist Amos Kendall. He was called a «pioneer of PR». A.Kendall was the first press secretary of the President of America Andrew Jackson. Kendall wrote pamphlets, worked in the political campaign of Jackson, conducted investigations. He has provided a positive image of their president, and also contributed carrying out the relationship between executive power and the society [4, c. 59].

Even in the XXI century in the United States of America PR is intensively developing. If we calculate to date, there works more than 200,000 people in over 2,000 companies in the United States in the maintenance of public relations.

Many schools indicate the strategy of investigations in the sphere of PR services. To date, the Students Society of America includes 295 colleges and 9800 members. PR services work in the most famous universities in 43 countries all over the world. Since 1992 in Kazakhstan, in every sphere of our young state had been initiated PR activities in order to form a positive image of our state. In the first place in the higher educational institutions of the country of our state: first graduates on a specialty of PR have finished their studies in the next universities, such as Kazakh National University named after Al-Farabi, Kazakh Economic University named after T. Ryskulov, University of International Business (UIB) and KIMEP. At present graduates, who have received specialty of PR, works in different areas: in banks and enterprises, companies and firms, press services and media.

Actually American PR is a strong business and politics, with intensively developing of the future that brings many billions. Based on the research of Russian scientist G.L. Tulchinsky, nowadays more than 5,000 companies involved in consultancy on PR in the U.S. alone. Incomes of some of them reach hundred millions US dollars annually. In every large company works practically more than 5000 PR Services. There

are more than 250,000 PR specialists, and over 130,000 journalists in this sphere. More than 200 colleges and universities prepare specialists in this field. The average income in this sphere amounts 50,000 dollars per year and annual income of specialists of an office administration in PR is 100 000-350 000 \$ [5, c. 30]. But due to the fact that the PR service of Kazakhstan is just being formed a quantity of firms and organizations, marketing, consulting, advertising agencies and PR agencies is relatively few. But the intensity of development is increasing in comparison with previous figures. According to the scientist-researcher J.Bekbolatuly quantity of Kazakhstani PR agencies is increasing. There had been formed first public associations such as the National Association on public relations of the RK and «PR» Club of Entrepreneurs of Kazakhstan.[6, 6. 22]. The main goal of these agencies and public organizations - is to form and develop PR market of Kazakhstan. Confidential consulting PR-agency Qgilvy is working well in Kazakhstan. This agency is working in strategic consulting sphere of PR, the main goal – is providing services in corporate and financial communications, social marketing programs of public associations and government organizations, of the Department of Health and IT in the field of marketing communication [7].

The role of the PR in public education is great. There are similarities in the educational systems of Kazakhstan and the United States. The difference is that in the sphere of education of Kazakhstan Public communication is established as 4 year bachelor degree, 2 year Masters, 2 year PhD.

PR-type of management for the establishment of communication between the organization and society. If we take into account the opinion of PR-theoretician Ashlee Wirthlin «Your companies, firms could provide advantages for PR, stated below, which are their major opportunity» [8, c. 10], PR is developing your brand. It increases the demand for your services and the goods. It improves the morale of your staff, attracts new talents into your company. It helps to feel the value of your company. Thus, all countries are interested in the development of these amazing resources.

To summarize, how we can see from the daily mass media and References as well as from

life, PR takes a special place in the global arena. Especially in the field of presentation to the world of the military and contemporary weapons USA is in the first place. In contrast to the political and financial PR other kinds of PR is at the high level in the USA at spheres, such as show business, film, science, education, tourism and medicine. PR in the judicial sphere and PR

during the crisis are more developed in other countries. The advantages of PR industry in the United States precisely are in this. Political, commercial (advertisement market, independent mass media), and financial kinds of PR are well developed in Kazakhstan. PR in other spheres is developing sluggishly. In our country PR needs to be put on the path of development.

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СРАВНИТЕЛЬНОЕ ИССЛЕДОВАНИЕ PR-ДЕЯТЕЛЬНОСТИ США И КАЗАХСТАНА

ЕСЕНБЕК Жұмағали Бейсенбайұлы

доктор философских наук

Жетысуский университет им. Жансугурова

г. Талдыкорган, Казахстан

В данной статье автор рассматривает сравнительный кейс PR-деятельности США и Казахстана. Описывает становление PR-активности в США и Республике Казахстан, а также рассматривает историю становления, различные направления изучения PR в двух государствах. В заключение автор делает вывод о важности PR-деятельности в современном мире и использовании опыта США в этой сфере.

Ключевые слова: PR-деятельность, сравнительное исследование, роль PR в народном образовании, PR-тип менеджмента.
