

PLEKHANOV RUSSIAN UNIVERSITY OF ECONOMICS

Foreign Languages Department

ENGLISH



ROLE OF MEDIALOGY IN SOCIAL AND CULTURAL LIFE



Completed by:
a Second-Year Student
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Moscow 2019



**Cyber, Internet &
Related
Technologies**



**Command, Control,
Communication &
Information**



**Emerging & other
Technologies**



**Identification
Technologies**

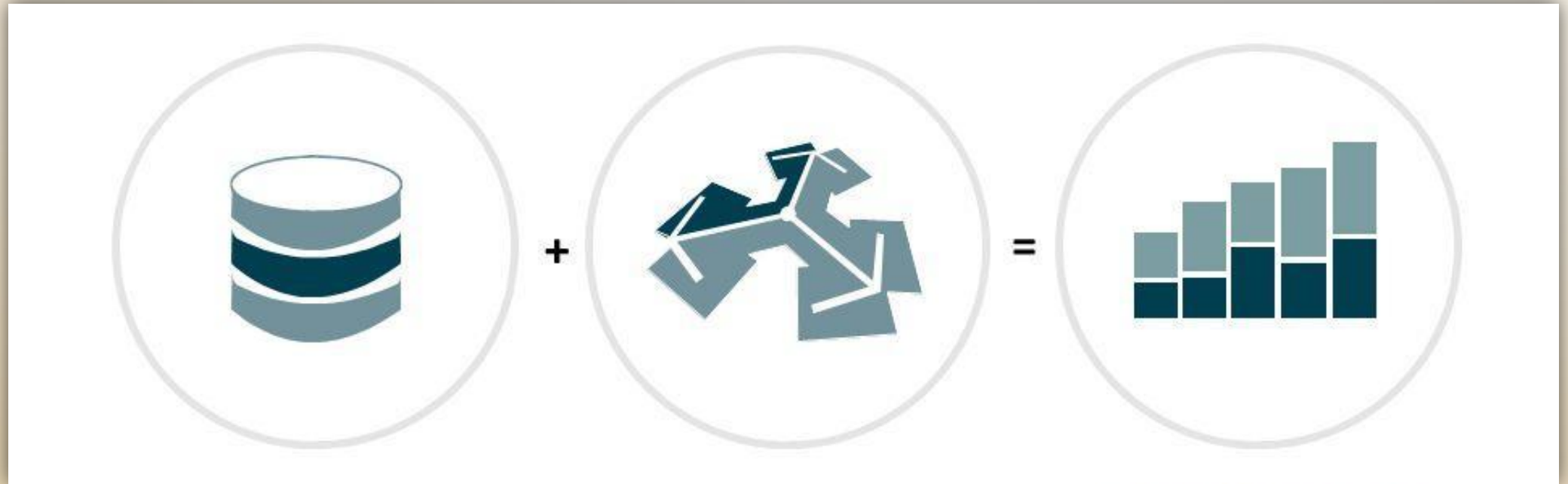


**Information Processing
& Data Analytics**



Smart Systems

MEDIALOGY



Media Database

Processing and Analysis Technology

Online Media Analysis System

A SYSTEM MEDIALOLOGY



An information-analytical system is a complex of hardware, software, information resources, and methods used to ensure the automation of analytical activity to justify management decisions.



PR СоцМедиа

BMW, Mercedes-Benz / месяц; № 26

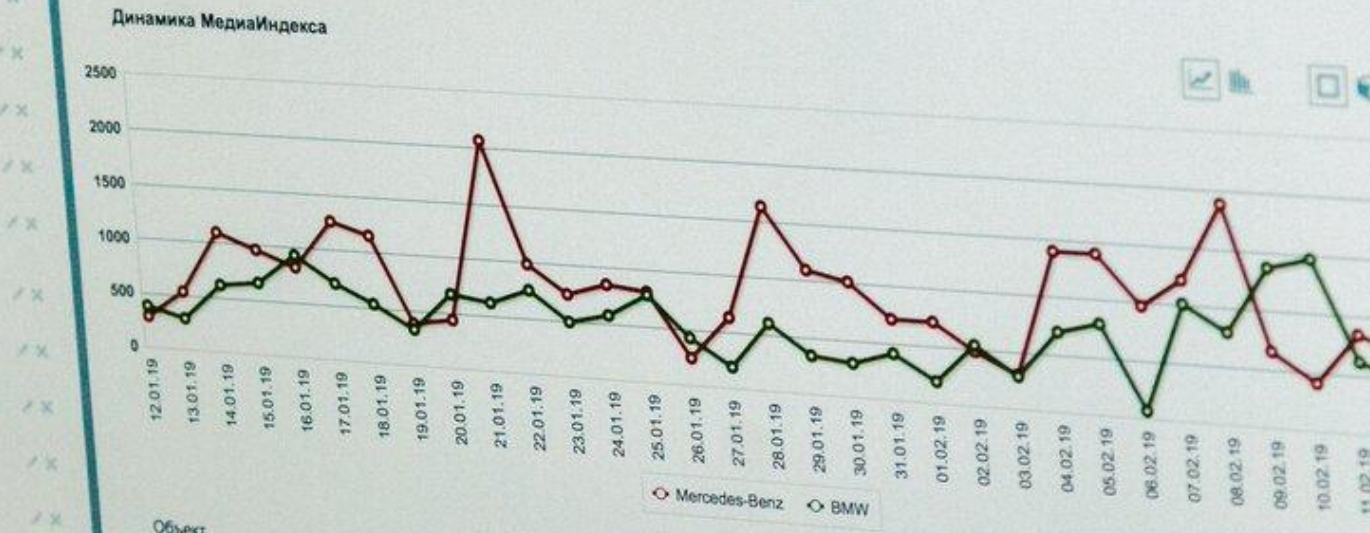
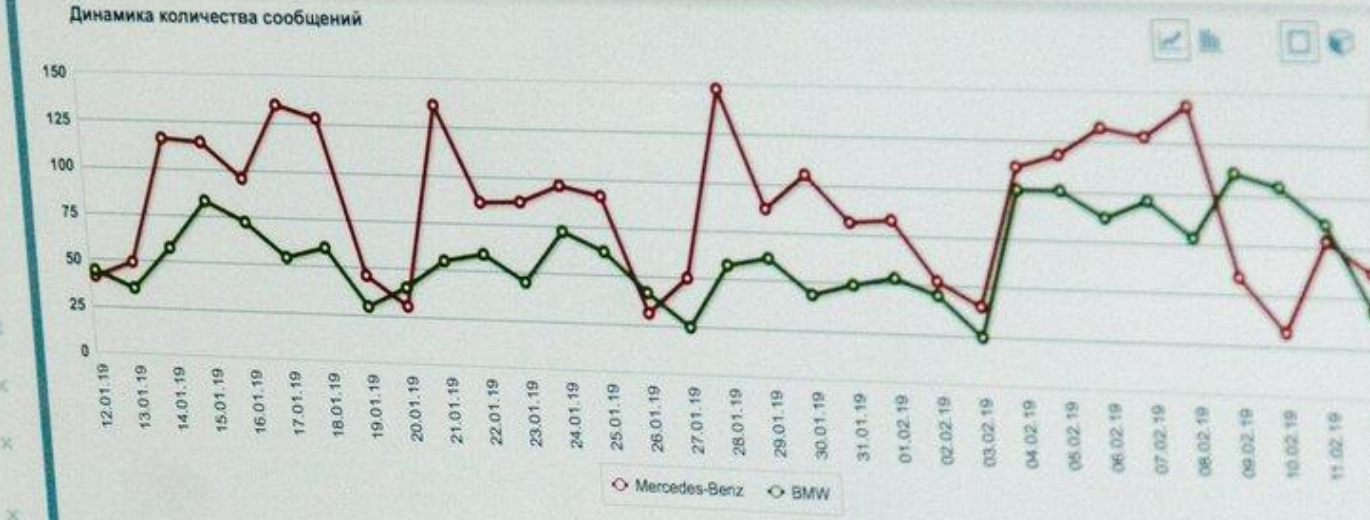
Отсортировано по дате создания

- BMW, Mercedes-Benz / месяц; № 26
- Reebok / месц; № 1
- Reebok / не в какие рамки OR ни в какие рамки / неделя; № 1
- Reebok / 12.01.2019-12.02.201... № 1
- TopShop / неделя; № 22
- Reebok / не в какие рамки / неделя; № 1
- NYX / неделя; № 1
- Zara / неделя; № 11
- Bershka, Zara / 12.02.2019-12.02.201... № 21
- Gucci / неделя; № 22
- Zara / неделя; № 23
- Stopp / месяц; № 21
- Stopp / неделя; № 21
- Mercedes-Benz / комфорт / год; № 21
- Nike / неделя; № 18
- Reebok / неделя; № 1
- Zara / неделя; № 21
- Nike, Reebok / неделя; № 18
- Reebok / 05.02.2019-12.02.201... № 1
- Nike / неделя; № 18

Сообщения **Динамика** Объекты СМИ География

Сообщения и МедиаИндекс Оригиналы и перепечатки Источники

Сравнить по объектам по группам суммарный масштаб графика: день



Объект

Mercedes-Benz

Суммарный МедиаИндекс



The return on investment is established and is denoted by the abbreviation ROI, which stands for Return of Investments.

The question arises: how can such an indicator be calculated in order to make a forecast of how profitable these or other investments will be?

The answer is very simple.

There is a formula

PR VALUE OF MEDIA = COST OF AN ADVERTISING UNIT * MENTIONED AREA



REFERENCES

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THANK YOU FOR YOUR ATTENTION!

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