

PLEKHANOV RUSSIAN UNIVERSITY OF ECONOMICS

Foreign Languages Department

ENGLISH



ROLE OF MEDIA IN SOCIAL AND CULTURAL LIFE



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**Cyber, Internet &
Related
Technologies**



**Command, Control,
Communication &
Information**



**Emerging & other
Technologies**



**Identification
Technologies**



**Information Processing
& Data Analytics**



Smart Systems

WHAT IS MEDIALOLOGY?



Media Database

Processing and Analysis Technology

Online Media Analysis System

What is such a system?

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

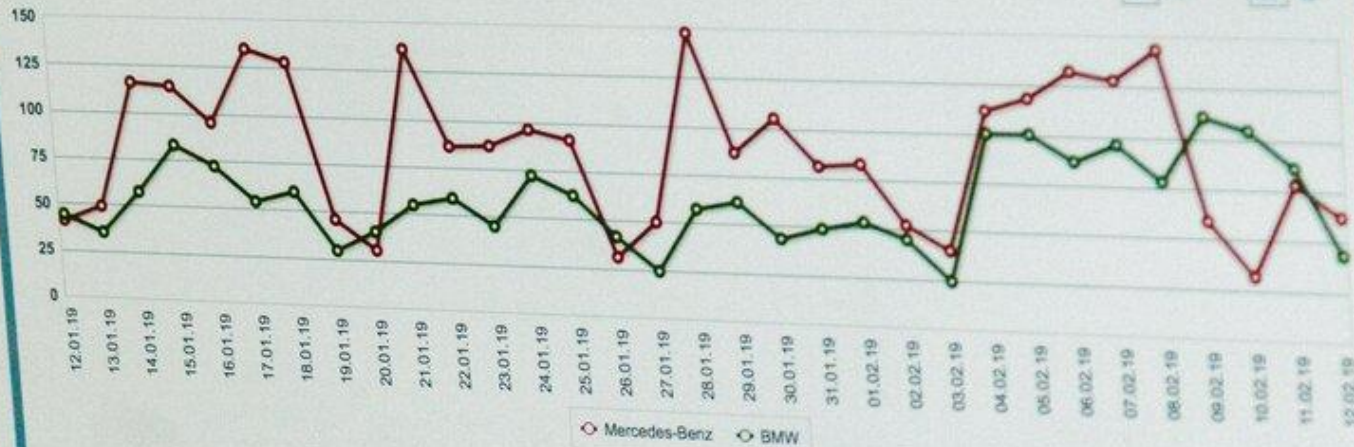
Сообщения и МедиаИндекс Оригиналы и перепечатки Источники

Изменить Добавить сообщение Настроить вид Экспорт

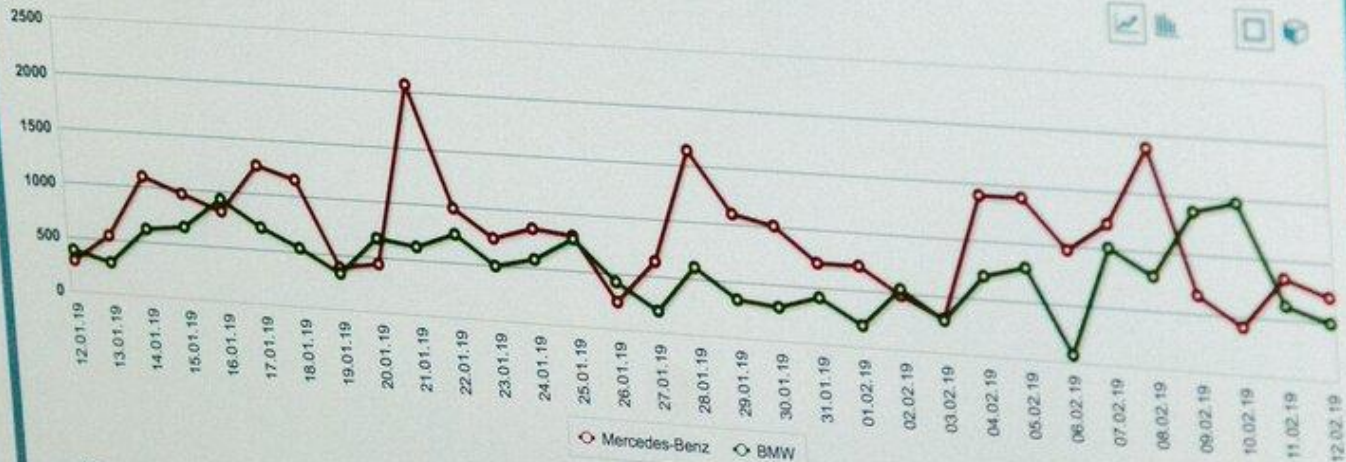
по объектам по группам суммарный

масштаб графика: день

Динамика количества сообщений



Динамика МедиаИндекса



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



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THANK YOU FOR YOUR ATTENTION!

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