

PLEKHANOV RUSSIAN UNIVERSITY OF ECONOMICS

Foreign Languages Department

ENGLISH



ROLE OF MEDIA IN SOCIAL AND CULTURAL LIFE



Completed by:
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Moscow 2019



**Cyber, Internet &
Related
Technologies**



**Command, Control,
Communication &
Information**



**Emerging & other
Technologies**



**Identification
Technologies**

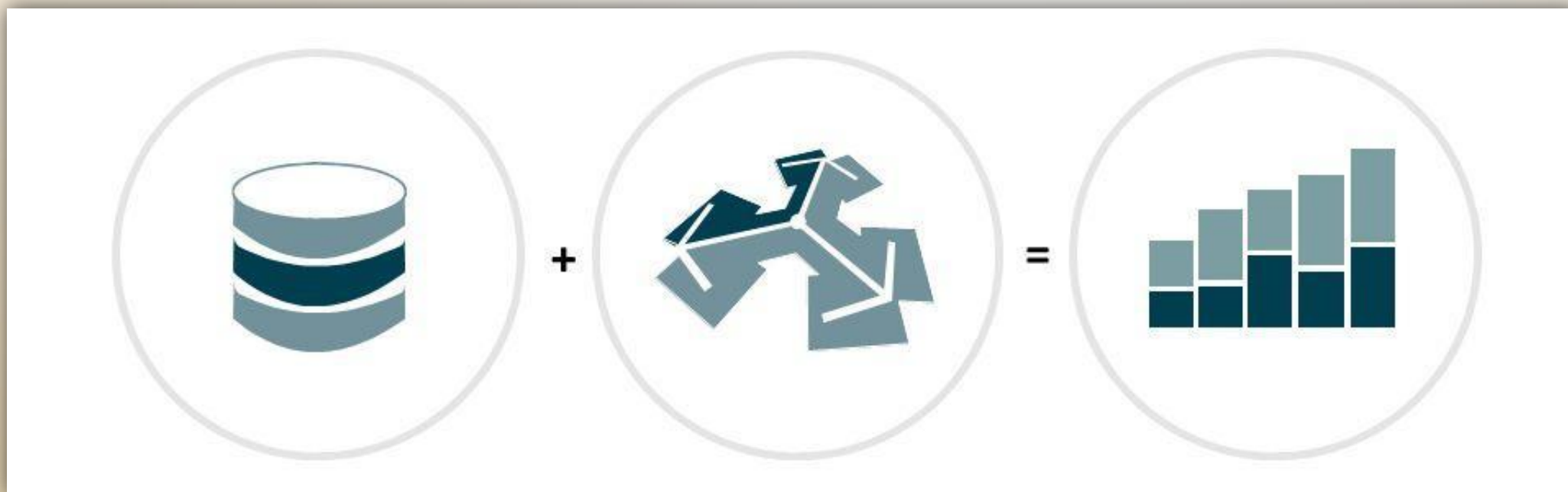


**Information Processing
& Data Analytics**



Smart Systems

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

Отсортировано по дате создания

BMW, Mercedes-Benz / месяц: № 26

Reebok / месяц: № 1

Reebok / не в какие рамки OR
ни в какие рамки / неделя: № 1Reebok / 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

BMW, Mercedes-Benz / месяц: № 26

Сообщения

Динамика

Объекты

СМИ

География

Сообщения и МедиаИндекс

Оригиналы и перепечатки

Источники

по объектам

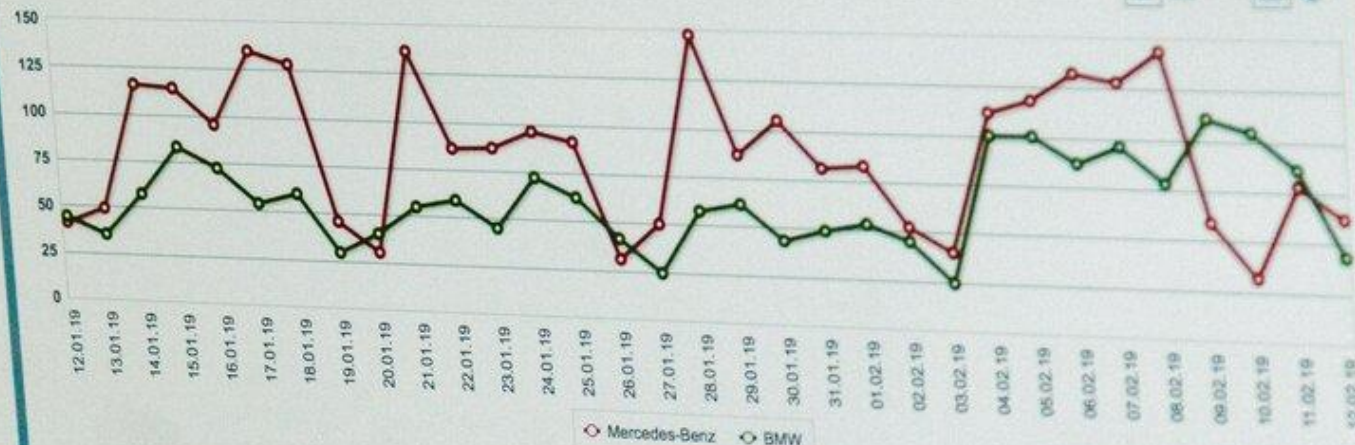
по группам

суммарный

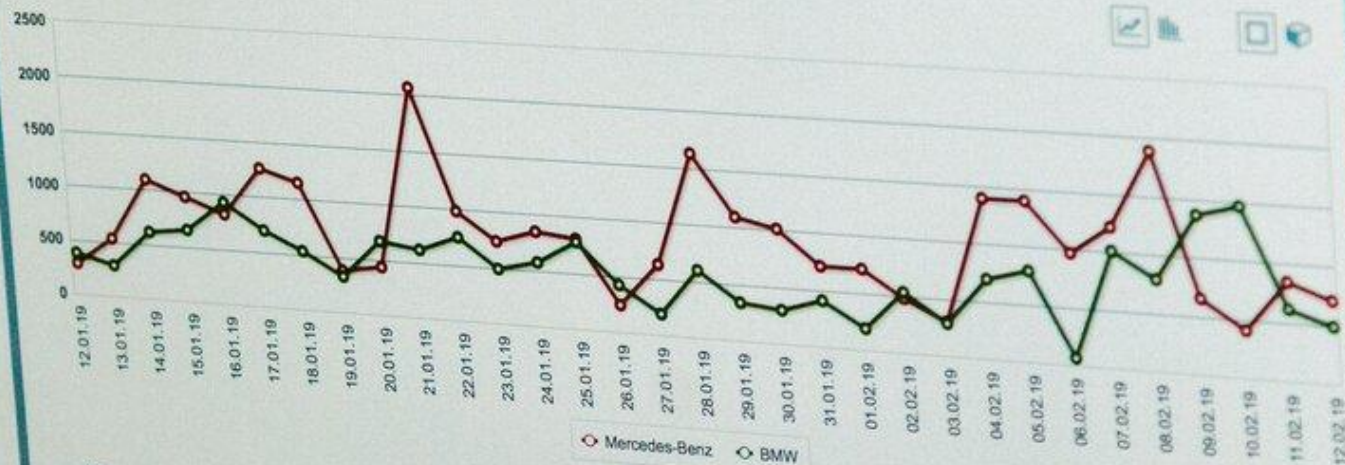
масштаб графика:

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



REFERENCES

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THANK YOU FOR YOUR ATTENTION!

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