

PLEKHANOV RUSSIAN UNIVERSITY OF ECONOMICS

Foreign Languages Department

ENGLISH



ROLE OF MEDIA IN SOCIAL AND CULTURAL LIFE



Completed by:
a Second-Year Student
the Faculty
of Economics and Law
9217

Savchenko Tatyana

Scientific Director:

Senior Teacher of Foreign
Languages Department №2
Abramtseva Elena Gennadyevna

Moscow 2019



**Cyber, Internet &
Related
Technologies**



**Command, Control,
Communication &
Information**



**Emerging & other
Technologies**



**Identification
Technologies**

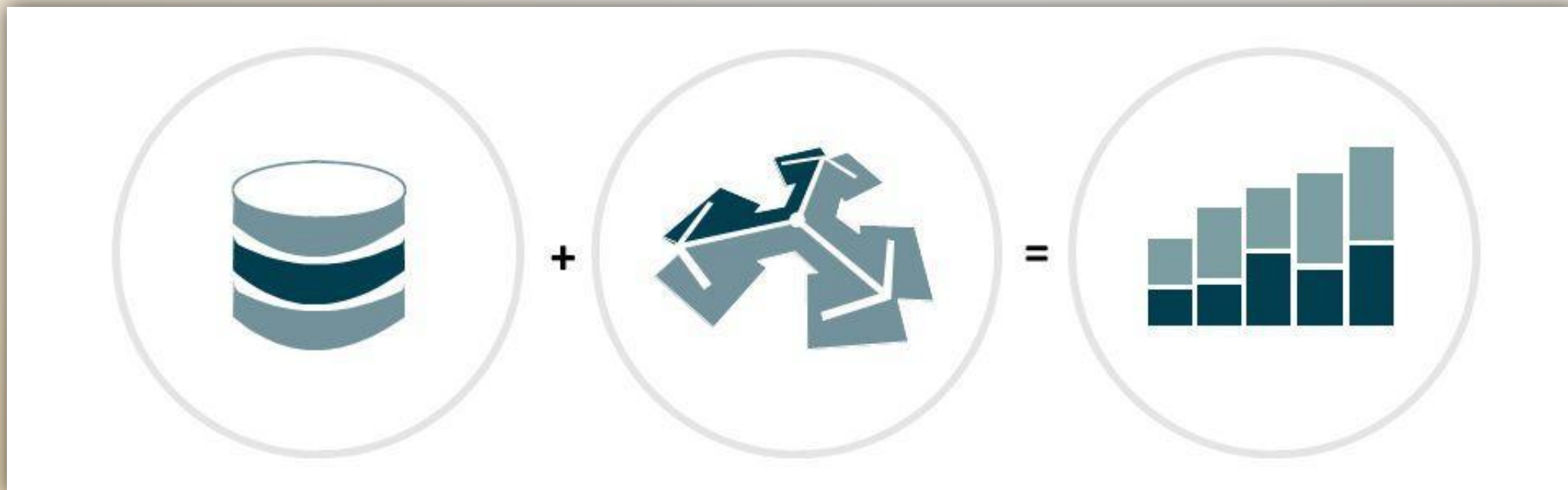


**Information Processing
& Data Analytics**



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

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

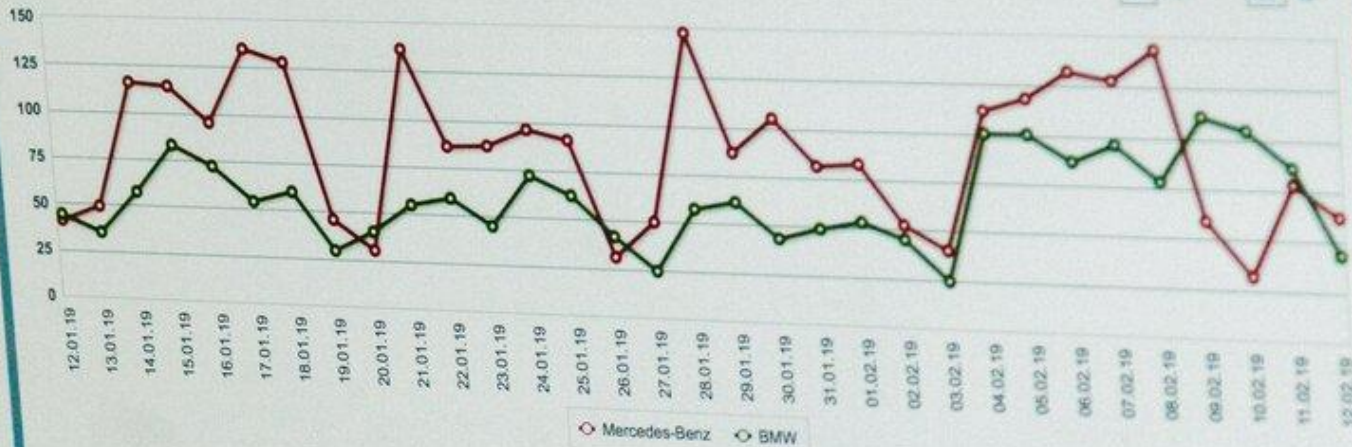
Сообщения и МедиаИндекс Оригиналы и перепечатки Источники

Изменить Добавить сообщение Настроить вид Экспорт

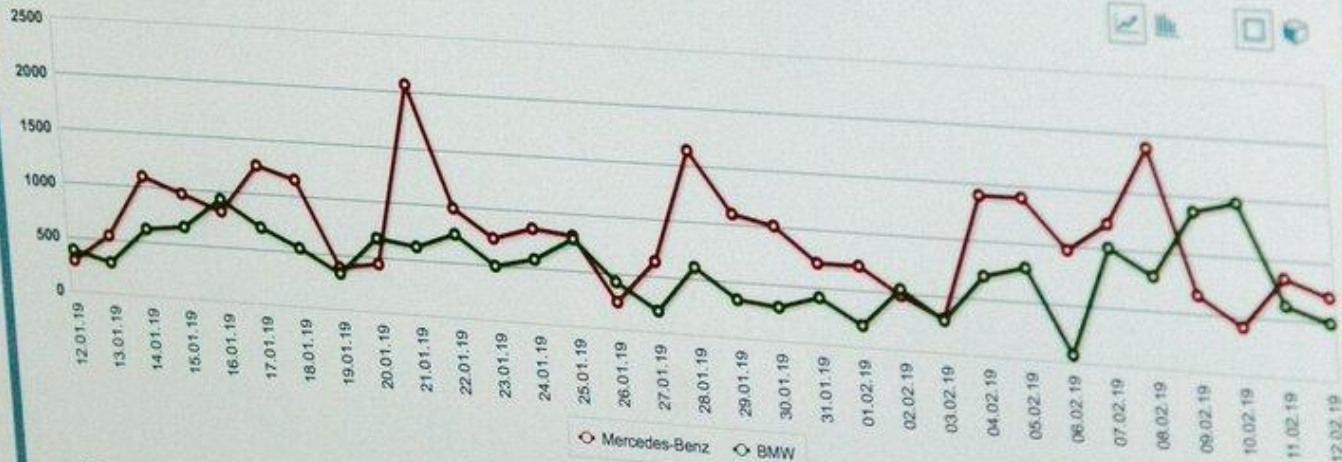
по объектам по группам суммарный

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



REFERENCES

1. Anokhin, A. Marketing / how to calculate weight for social media. - March 30 at 21: 36. — URL: <https://vc.ru/marketing/62998-kak-rasschitat-pr-value-dlya-socialnyh-media> (accessed 12.11.2019).
2. Medialogy. PR agency in Moscow. Facebook — URL: <https://www.facebook.com/Medialogy/> (accessed 12.11.2019).
3. The official website of the Institute of Social Sciences ION RANEPА. — MEDIALOGY resources will be available to students of ION. — 01.10.2019 — URL: <http://ion.ranepa.ru/news/4764/resursy-medialogii-stanut-dostupny-studentam-ion/> (accessed 12.11.2019).
4. The official website of the company “Medialogy”. — URL: <https://www.mlg.ru/> (accessed 16.11.2019).
5. Fateeva, I.A. Medialogy and media education in their relationship to philology: history and modernity. — URL: <https://cyberleninka.ru/article/v/medialogiya-i-mediaobrazovanie-v-ih-otnosheniyah-k-filologii-istoriya-i-sovremennost> (accessed 14.11.2019).



THANK YOU FOR YOUR ATTENTION!

Contacts

E-mail: savchenko.t2@edu.rea.ru