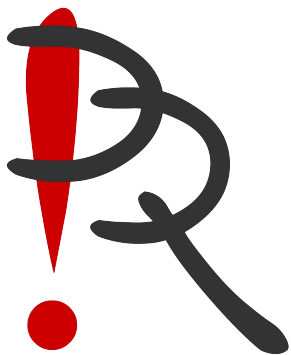


**HUMANITARIAN FACULTY  
CHAIR OF PUBLIC RELATIONS**

**Tambov State Technical University**



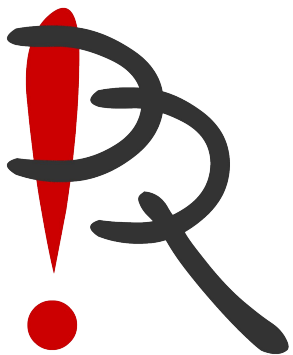
# About us

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**1996** - opening of the Public relations chair. TSTU was one of the first higher educational institutions that got license to train specialists on PR.



**Chief of the department, Doctor  
of Historical Science, Professor  
Valentine Stanislavovich  
Klobutskiy**

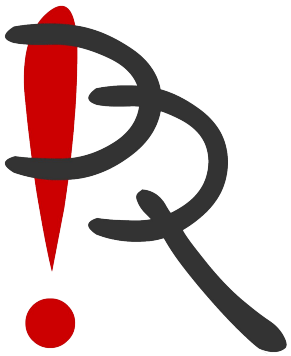


# The staff

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**The staff (14) includes: Academics – 14, Doctors of Science – 4, Candidates of Science – 9, Undergraduate student – 1.**



# Specializations

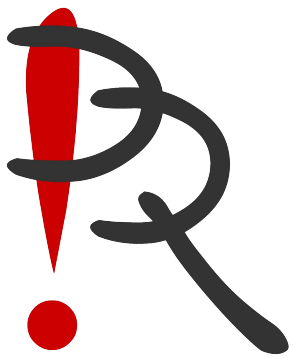
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- **“Work organization of Public Relations office”**
- **“Advertising in communicative process”**
- **“Telecommunicative and computer technologies in Public Relations”**

**Within the training of specialists the main attention is paid to getting on practical skills.**

**The chair has three affiliates, 26 creative studios situated at public Relations offices of various state and commercial organizations, and besides 7 creative laboratories.**





# Chair Creative Laboratories

**Public Relation's subdivision  
organization**



**Advertising creative studio**



**Creative TV laboratory**



**Telecommunication and computer  
technologies laboratory**



**Psychological service**

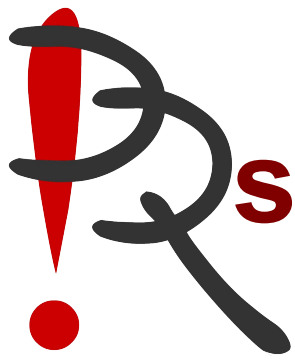


**Creative laboratory of  
sociological researches**



**Press laboratory**





# Public Relation's subdivision organization

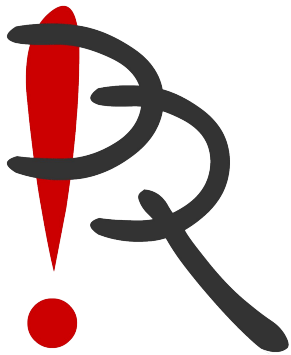
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# Advertising creative studio

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# Telecommunication and computer technologies laboratory

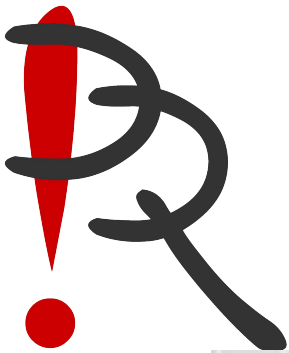


- The laboratory is equipped with modern telecommunication and computer technologies.
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# Press laboratory

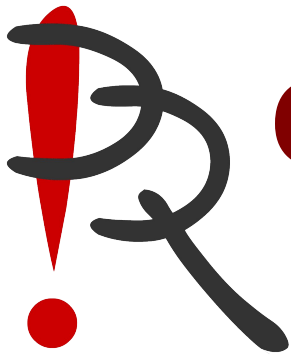
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# Creative TV laboratory

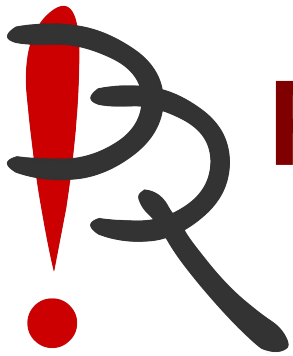
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- Practical skills
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# Psychological service

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# Creative laboratory of sociological researches

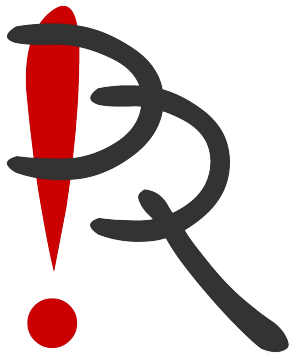
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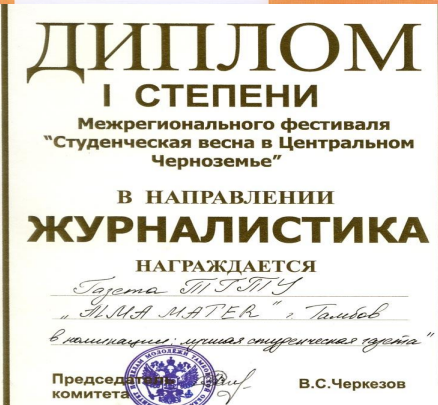
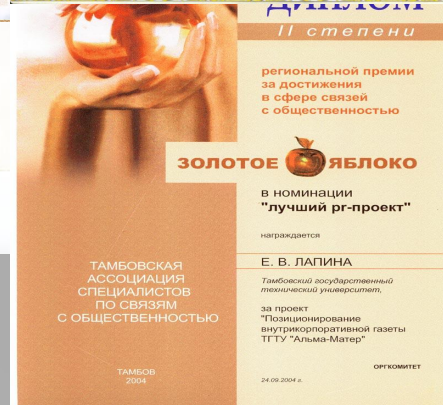
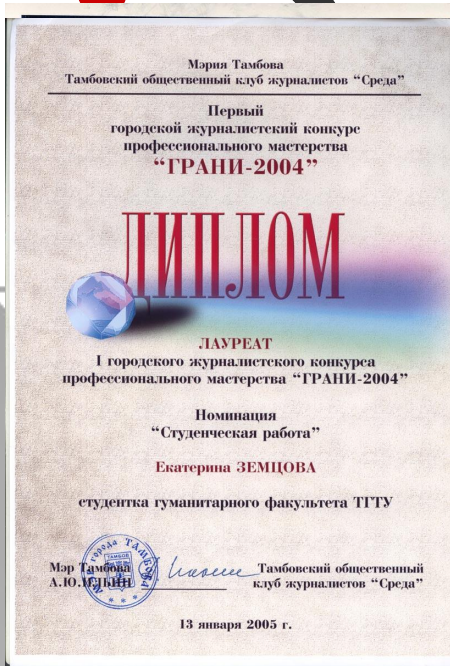
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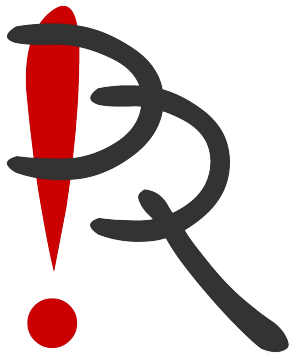


Students participate in various competitions  
(local, all-Russia, international)  
and are awarded **49** Diploma  
and Cups.



# Students' awards





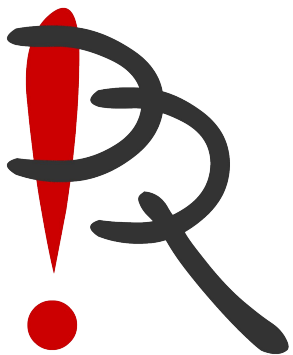
# Students' awards

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**The team of students  
was awarded Cup  
on the International  
Festival during a  
visit to China**







# Students' awards

In 2003 Varvara  
Luzhajsckaya got  
thank-you letter  
from the  
Department of  
social work,  
Indiana State  
University for  
videoscene about  
orphanage on  
September 19,



Department of Social Work

Кому: Варваре Лужайской

От кого: Робин Дутар, заведующей кафедрой

Дата: 19 сентября 2003 г.

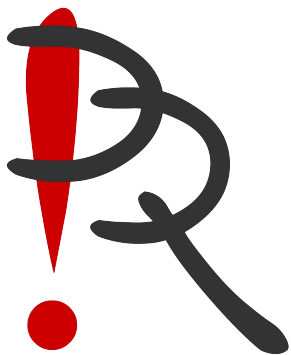
Я хотела бы лично поблагодарить Вас за предоставление копии видеосюжета о Тамбовском приюте. Мы посмотрели сюжет вместе с нашими студентами по социальной работе, и они проявили большой интерес к социальным службам России. Сюжет очень хорошо продуман и сделан, особенно интересно представлены точки зрения работников и детей. Теперь мы используем эту работу как образец для разработки сюжетов о наших агентствах. В этом семестре группа (состоящая из семи студентов по социальной работе и пяти по коммуникации) будет разрабатывать первый видеосюжет о местном обществе людей с задержкой умственного развития.

Также я хотела бы поблагодарить Вас за плакаты о правах детей, сделанные самими детьми. Мы запаминировали каждый из них, включая перевод, и теперь они вывешены на стенах Департамента по социальной работе. Это не только оживляет здание рисунками детей России, но и показывает, что проблемы детей – это проблемы мирового масштаба.

Вы просто не представляете, как Ваша работа помогла нам при разработке международного направления социальной программы. Я перед Вами в неоплатном долгу.

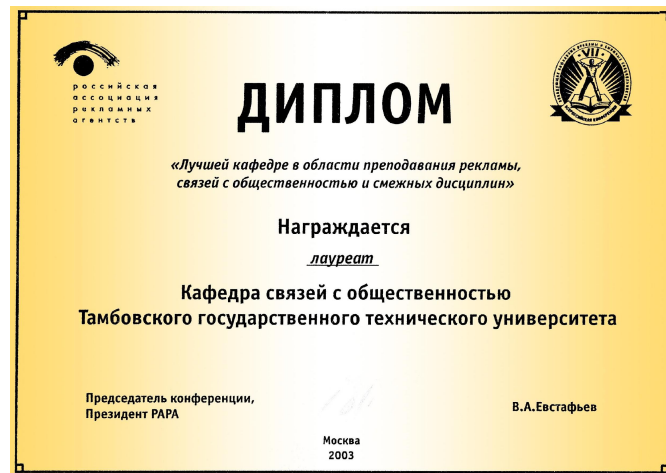


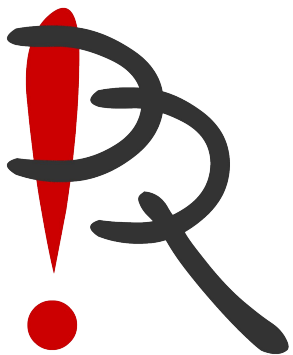
*Robin Dutar*



# Rewards

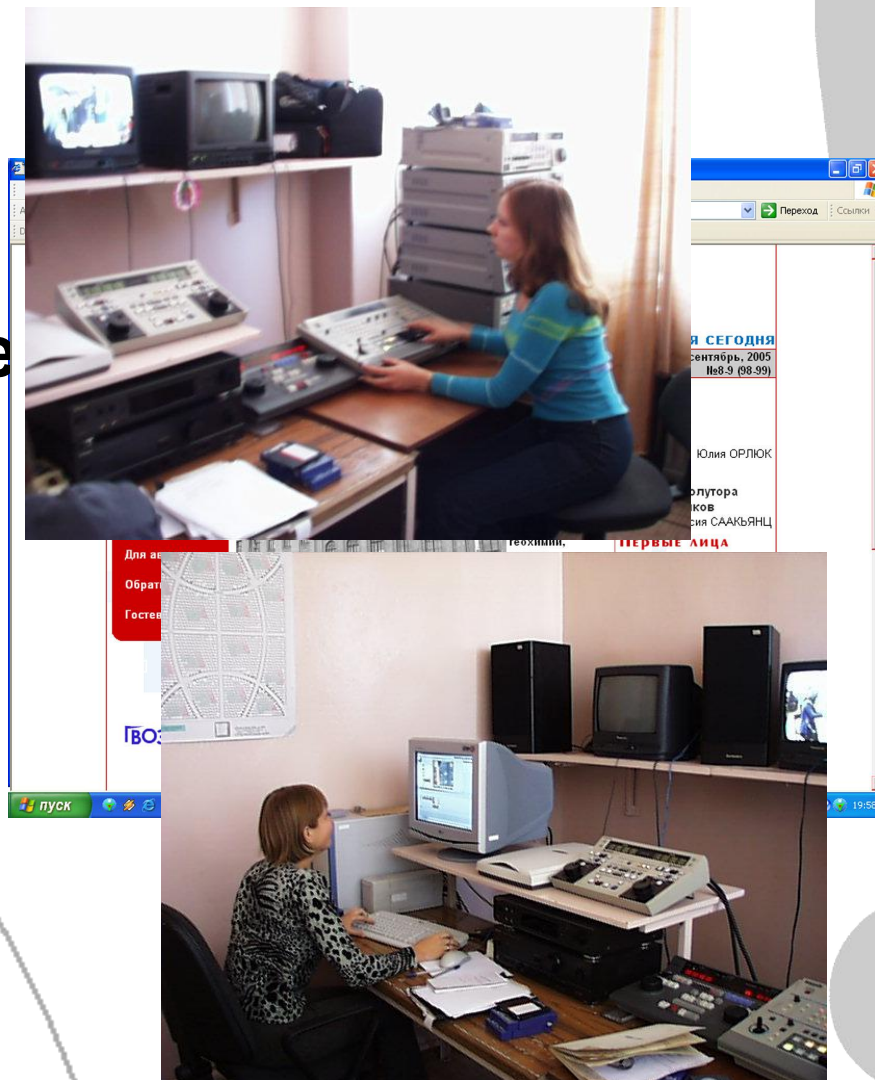
The chair was awarded the Diploma «The best chair in the field of advertising, public relations and allied sciences training» on all-Russia competition twice. Russian Association of Advertising Agents in Moscow held it.



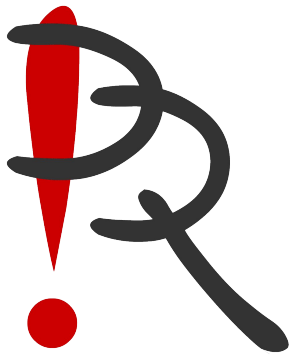


# Chair's projects

Internet newspaper  
«Gvozď» – weekly  
Multimedia variant  
television weekly –  
Internet site –  
<http://gazeta.tstu.ru>  
«Gvozď» is also  
represented.







# Chair's projects

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The chair provides additional training on the following directions:

## «Public Relations»

Re-training courses for Diploma's specialists and students. Full course - 1 year. Diploma about vocational re-training is issued.

## «Organization of marketing and advertising activity»

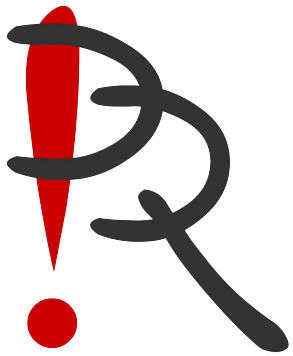
- This course is for licentiates.
- Full course is 2-3 month.
- Certificate of qualification elevation is issued.
- Full course is 6 months. Diploma about vocational re-training is issued.

## «Selling assistant»

For persons with higher education and for paraprofessionals.

**Fee-paying, combined (full - part – time) training**

**All diploma and certificates are of the State pattern.**



# Contacts

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**Address: Public Relations Chair, TSTU**  
**Michurinskaya str. 112-A, room 323,**  
**Tambov, 392000**

**Phone: +7 0752 531278**

**E-mail: [pr@pr.nnn.tstu.ru](mailto:pr@pr.nnn.tstu.ru)**

**WWW: <http://pr.tstu.ru>**

