

PR technologies in multicultural society

Olga Nikolaevna Goryacheva

Naberezhnochelninsky Institute of Kazan Federal University, Srurumbike Street, 10A, Naberezhnye Chelny, 423812, Tatarstan, Russia

Abstract. Globalization transformations are reflected at all levels of social existence. In today's world cultural, economic, political and social boundaries are being erased, the complexity of communication flows and information gain are taking place. Changes were also made to the scope of ethnic and cultural relations. Substantial importance is attached to PR technologies and the role of public relation specialists, conducting outreach and work with target groups to form and maintain tolerant relations between ethnic groups in the context of globalization.

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Introduction

At the present stage of development of mankind has entered a complicated era - the era of globalization, the peculiarity of which is the leveling of differences between nations and the increase of individual choices. Cowen T. notes: "Under an alternative notion of diversity, different regions may look more similar than in times past, but the individuals in those locales will have greater scope to pursue different paths for their lives, and will have a more diverse menu of choice for their cultural consumption" [1]. The relevance of the topic PR activities in multicultural space is associated with historically conditioned polyethnicity in Russia. Domestic and foreign policy of the state is determined by its federal and national characteristics, aggravated by the impact of globalization. D. Rodrik believes that "globalization, on the one hand, undermines the ability of nation states to exercise excessive regulation and control, but on the other hand, it makes a truly valuable strong institutions of power" [2]. In this situation, the role of public relations in the removal of ethnic tensions, in research on early warning of ethnic and nationalist conflicts that arise on the basis of ethnic and cultural differences, increases greatly. A public relations specialist is involved in the information provision of activities to establish productive favorable interaction between representatives of different nations.

Ethnicity problems in terms of globalization changes, the study of mechanisms of public relations in solving problems of ethnicity in general and in Naberezhnye Chelny in particular identified the goal of the work: the identification of public relations technologies in solving ethnic problems, as well as the formation and maintenance of tolerant relations between representatives of different ethnic groups.

Methodologically and theoretically, the work is based on researches in ethnology, conflictology and PR in interethnic communication [3, 4, 5, 6, 7], in the study of ethnic processes, as well as a number of international acts [8,9] involving problems of ethnicity in modern conditions. The practical basis of the work is based on the materials of ethnic processes monitorings, held in the territory of Naberezhnye Chelny.

Methods

To detect changes in interethnic communication, quantitative methods are used: the number of publications devoted to ethnic and religious topics and qualitative methods: monitoring of materials related to ethnic and religious topics (header analysis, content analysis of the articles). The presented material can be useful to specialists in public relations, working in the sphere of inter-ethnic communication.

The main part

The peculiarities of PR-specialist activity in the ethno-cultural sphere in Naberezhnye Chelny are associated with its geographical and political situation. Naberezhnye Chelny is the second in size, resource consumption, cultural and economic value after the city of Kazan in Tatarstan. It is a part of Russian Federation; it has a long historical, cultural, political contacts with representatives of different peoples living in the Volga Federal District. According to the estimate of Collier S J.: "In post-Soviet Russia, international consultants, aid agencies, federal, regional, and local officials, and Russian experts deployed these forms of critique and programming to reform institutions inherited from the Soviet social state" [10]. At the present stage of

development of Naberezhnye Chelny, as any global city, is exposed to the processes of globalization.

According to the last census in Tatarstan, there are about 3.5 million people. Directly in Naberezhnye Chelny 510 thousand people live. They enjoy the same civil rights and liberties, including the right to maintain and develop their own culture and to profess different religious beliefs. The table shows the nations whose percentage of the total number of inhabitants more than 5% of RT [11].

Table 1 Ethnic composition of Tatarstan on the results of the 2010 Census

	2002 people	% from total	% from those who indicated nationality	2010 people	% from total	% from those who indicated nationality
total	3779265	100,00 %		3786488	100,00 %	
The Tatars	2000116	52,92 %	52,94 %	2012571	53,15 %	53,24 %
baptized among them	18760	0,50 %	0,50 %	29962	0,79 %	0,79 %
The Russians	1492602	39,49 %	39,50 %	1501369	39,65 %	39,71 %
The Chuvash	126532	3,35 %	3,35 %	116252	3,07 %	3,08 %
Indicated the nationality	3778359	99,98 %	100,00 %	3780436	99,84 %	100,00 %
Did not indicated the nationality	906	0,02 %		6052	0,16 %	

According to the table shows that the proportion of the titular nation (Tatars) over 8 years of research has increased by 0.20%, Russian - 0.15%. The important aspect of ethnic and cultural relations is the confessional aspect. There are many denominations in Naberezhnye Chelny, but dominant - Islam and Christianity. It is particularly important that this or that religion is traditionally professed by a particular ethnic group (e.g. The Tatars - Islam, The Russians - Christianity), and the conflicts that arise on religious grounds, have a danger of gaining ethnic constituent, so the development of policies of ethnic tolerance education must necessarily overlap with formation and maintenance of religious tolerance.

The international situation in Naberezhnye Chelny is relatively calm. But the challenges of globalization: the difficult overall economic conditions, costs of transition to a market economy, the lack of social stability, sharpness of intergroup competition in the labor and housing markets, demographic problems in big cities - are superimposed on the problem of ethnic identifications. This can cause a surge of extremism and ethnic and religious hatred that must be considered in the activities of regional public relations services.

The priority of national policy in the administration of Naberezhnye Chelny is the construction of a general multi-ethnic city, the strengthening of civil peace. The administration of Naberezhnye Chelny is interested in preserving its urban and regional identity, in the conservation of

cultures and traditions of nations: constant contacts are maintained, consultations are held, organizational, information and, in some cases, financial assistance is rendered, joint activities are carried out.

Great contribution is made by the urban House of Nations' Friendship "Rodnik", on the basis of which meetings of countrymen, concerts, round tables devoted to the problem of formation of ethnic and religious tolerance are held. Table 2 lists the names and dates of urban ethnic communities formation.

Table 2 Ethnic communities in Naberezhnye Chelny

Sl. No	Name of community	Year of formation
1.	Cultural and economic center "Azerbaijan"	1992
2.	Armenian community	1990
3.	Bashkir national-cultural autonomy "Shonkar"	1992
4.	Georgian community	1993
5.	Jewish Community Center	2000
6.	National-cultural society Kryashens	1992
7.	Korean community "Arirang"	1997
8.	Mari community	1990
9.	Centre of Meetings "Istoki" branch of "German House of Tatarstan"	1992
10.	Russian society	2012
11.	Tajik community	1999
12.	Udmurt national-cultural society "Zardon"	1996
13.	Ukrainian national community "Batkovschina"	1995
14.	Chechen community	2008
15.	Local Chuvash national-cultural autonomy	1991

Thus, in Naberezhnye Chelny the national policy on the ethnic and religious tolerance is actively developing in Naberezhnye Chelny. The city administration plays the main role in it. Special contribution to this process is also made by the institutions of higher education, organizing student exchange programs and providing a platform for their conferences on the problems of ethnicity. The media takes an active part in the formation of ethnic environment.

The single information space which helps media editors promptly obtain any information and implement new media projects is created in Naberezhnye Chelny. Currently 61 media of various forms of ownership work in the media space of Naberezhnye Chelny. 6 of them are state, 3 are departmental, 52 are commercial.

To determine the nature of ethno-cultural information posted on the pages of the print media in Naberezhnye Chelny, to identify the nature of the influence of the print media in Naberezhnye Chelny on ethnic and confessional sphere of the society in Naberezhnye Chelny the list of publications, technical characteristics of which are shown in Table 3 [12,13,14], was defined.

Table 3 Characteristics of the print media in Naberezhnye Chelny

Sl. No	Name of the newspaper	Print run	Volume	Periodicity	Readership	Newspaper subject
1	Chelninskiye izvestiya	11 000 copies	format A-3 Volume 40 pages (full color printing)	2 times a week: Release-day Wednesday and Friday	entrepreneurs, employees 30-60 years	Information-news newspaper
2	Vecherniye Chelny	21000 copies	A3 Volume (number of lanes) 28-48 (full color printing)	1 time per week Release Day - Wednesday	the widest between 16 and 60 years: employees, workers, students, pensioners, businessmen, engineers and technicians.	City information newspaper
3	Newspaper "Edinstvo"	133000 copies	A3 Volume 40-44 bands (full color printing)	1 time per week. Released - Thursday	workers and mid-level professionals from 20 to 60 years.	Advertising information publication: Free distribution

There are more than 100 representatives of different ethnic groups, professing different religions, that is why reckless information in the media can cause inter-ethnic tensions.

Table 4 Analysis of publications issued from 01.01.2013 to 01.12. 2013 in Naberezhnye Chelny print media

Sl. No	Name of the newspaper	Number of publications for the mentioned period	Evaluative / Key publications	Thematic priority
	Chelninskiye izvestiya	32	Evaluation is missing. Neutral tone, the material has informative and ascertaining nature	The newspaper has no specific section, the material is placed depending on the topic: facts and events, the city and the citizens, crime, society
	Vecherniye Chelny	18	Conciseness in the presentation of the material, the tone is restrained. Materials about orthodoxy are dominant, information about topics related to ethnicity and traditions is reported uniformly.	The topic "Edely", where materials on the Orthodox and Muslim holidays are collected, issues of bilingualism are highlighted
	Edinstvo	12	Conversational style. The tone is neutral.	No specialized section on confessional and ethnic issues.

In the newspaper "Chelninskiye izvestiya" various ethnic and cultural events in Naberezhnye Chelny are described, thus expanding the horizons of readers, the removal of ethnic tensions. At the mention of the representatives of different ethnic groups neutral style vocabulary is used. In addition, the newspaper actively describes various ethno-cultural events in Naberezhnye Chelny. In a series of articles negative assessment of extremist activity, racism, religious and ethnic strife is given, the results of monitoring are posted, in particular on the results of a study conducted by the Center for Marketing Research "Development", where it is reported that there is no xenophobia among 88% of young people [15].

Serious tone and high bookish style of the articles may be noted in the newspaper " Vecherniye Chelny ". The thematic materials of the Orthodox culture and Orthodox holy places are posted in the newspaper. Besides, there is a separate section "Svyatoy", which is dedicated to traditions and customs of Orthodoxy.

In the newspaper "Edinstvo" the articles are written with the predominance of spoken and colloquial words specific to the "yellow" press. Meanwhile, the authors of the articles do not allow humor or negative statements against believers, very restrained when referring to ethnic groups.

Conclusion

Complex by ethnic and religious composition population lives in Tatarstan. As a result of a long historical interaction within a single state the population has many common cultural traits. Among the city's print media the policy on formation and maintaining of tolerant ethnic and cultural space is being conducted.

Findings

As a result of the studied theoretical material and the conducted content analysis one can draw a conclusion about the functions of a public relations specialist in the sphere of inter-ethnic relations.

In the line of public control and administration authorities:

- close cooperation with public authorities, consulting in the sphere of the national policies development;
- participation in the development and creation of special state-public systems of ethno-confessional relations environment;

In the field of media:

- implementation of a regular examination of publications to identify publications that advocate racial, ethnic and religious enmity and hatred and call for violence;
- equal attracting of experts from different ethnic groups and faiths to the objective evaluation of the events of media materials.

In the line of public organizations and other civil society institutions:

- close collaboration with national-cultural associations, assistance for the implementation of intercultural dialogue;
- assistance in establishment of non-governmental organizations and associations that are engaged in peacekeeping and dialogue.

In the area of research and application monitoring:

- participation in training on forming a new attitude toward multicultural environment;
- design, development and maintenance of special poligraphic products that promote tolerance;

- creation of informal networks and organizational structures that monitor the state of public opinion, inter-ethnic relations, activities of political, social and religious organizations in order to identify critical situations and to develop practical recommendations;

During the development of the globalization processes and the complexity of global communication space ethno cultural environment undergoes significant transformation that leads to the emergence and worsening of various problems associated with the phenomenon of ethnicity: mass migration, the unification of culture, the emergence of religious and ethnic hatred, the escalation of ethnic conflicts. In such a situation, the role of public relations in education and maintaining a favorable ethnic space, based on the principles of tolerance, increases.

Corresponding Author:

Dr.Goryacheva Olga Nikolaevna
Naberezhnochelninsky Institute of Kazan Federal University, Srurumbike Street, 10A, Naberezhnye Chelny, 423812, Tatarstan, Russia.

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