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**FORMING THE IMAGE
OF A COMMERCIAL COMPANY BY PR MEANS
(on the example of mobile operator A1)**

Graduate Thesis
ABSTRACT
Speciality 1-23 01 15 Social Communications

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ABSTRACT

The object of study of the thesis is PR-means for forming the image of a commercial company. The subject of the study is the peculiarities of using PR tools to form the image of a commercial company of the mobile operator A1. The purpose of the study is to determine the main PR tools used to form the image of a commercial company that affect its perception by consumers. Research methods - analysis of information from theoretical sources, systematization, generalization, classification, comparison, graphical method of presenting information, questionnaire survey method.

In the process of writing the thesis, the following results were obtained: the concepts of image and the essence of its formation were revealed; the means of PR and their role in shaping the image of a commercial company are considered; the main activities of the unitary enterprise A1 are considered; identified the main PR tools in the formation of the company's external image; a survey of subscribers of the mobile operator A1 was conducted in order to determine their attitude in relation to the company's actions aimed at forming its positive image through PR.

The novelty of the results obtained is due to the lack of data in the public domain regarding the degree of influence of PR-means on the formation of the image of the company of the mobile operator A1. The results obtained are characterized by wide possibilities of theoretical and practical application both for the company A1, in part for the department of public relations and ESG, and for employees of other companies. Thesis materials can be used in the educational process.

The materials and results of the thesis work were obtained on the basis of reliable sources and independently conducted theoretical and practical research.

Key words: image, image formation, PR, PR means, role of PR, attitude to PR events.