

Interaction of traditional media and Internet: new media relations

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Media
Relations

PR methodology on the Internet:

- Mass relations
- Group relations
- Media relations



Mass relations

- Branding on the Internet



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Group relations

- The relations of interaction on the Internet with the immediate environment of the company, i.e. all those who need obtaining information on the company



Media relations

- Any relations by means of media, interaction with mass media by means of use of opportunities of Network:
- mailing of press releases
- creation on the website of the special section «for the press»
- Writing of invited papers

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ВЕДОМОСТИ

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ИЗВЕСТИЯ

Media on the Internet

- The editions existing only in the electronic network version

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Whether it is necessary to address in general to the Internet when developing PR campaign?

Advantages:

- High attendance of network young and active people.
- On the Internet there is a feedback mechanism.

Shortcomings:

- Rather small audience and low extent of development of information resources and

Sources:

1. https://ru.wikipedia.org/wiki/Media_relations
2. <https://www.grouprelations.org/>
3. <http://www.content-stroy.ru/blog/?p=158>