UDC 007:304:659

THE SPECIFIC FEATURES OF THE PR-TECHNOLOGIES
IN THE PUBLIC POLICY OF THE UNITED STATES DURING
THE PERIOD OF THE «NEW COURSE»

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**Research methodoly.** In order to determine the perspectives of PR development in Ukrainian reality we should examine existing global experience in this area. Therefore, we have studied the period of American history, called the «New Course» which was realized during the administration of President Roosevelt, when new techniques and technologies of PR were crystallized. At that time the government had to conduct an active outreach in order to enlist the support of the population. In simple terms the President explained the essence to his compatriots and the need for reform, resorted by the administration. We consider that such difficult times, that our country is being experienced, we should borrow the PR funds and technologies, which proved for many years their effectiveness.

**Results.** PR appeared during the Industrial revolution. Its aim was to achieve the consensus among the members of the society. President Roosevelt created the image of a confident happy person, which was so lacking for ordinary Americans in the times of Depression. The First World War made significant adjustments to the PR philosophy. Before that it was a mostly defensive tactics, which popularized the implemented measures and actions of business and government organizations, later adopted the practice of political PR offensive in nature, showing an amazing ability to mobilize public opinion.

But the greatest development during the «new course» PR received at the state-military level. The main tool in this case was the Office of War Information, and PR-men of that time had to deal with the publicity, the military censor, help for the military correspondents.

**Novelty.** It is for the first time concluded the necessity of borrowing the best American developments in the field of political and social PR, which were developed during the «new course» of Roosevelt administration. Therefore, we consider it is necessary to study the experience of military public relations of the United States, which will be useful for our country today.

**The practical significance.** The results of the research can be used in modern practice of Ukrainian political and social PR.