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BACKGROUND OF THE INNOVATIVE PR-TOOLS FORMATION

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The aim of the article is to determine the peculiarities of up-to-date mass communication and PR field as sources for innovative PR-tools formation.

**Research methodology.** Monitoring of corporate websites, corporate media, social networking accounts of modern business have been used for the analysis.

**Results.** The majority of online communication channels are gradually obtaining characteristics of open system. This fact gives opportunity for PR-specialist to fit into this model of interaction between of producers and consumer’s contents. Another feature is the integration of online media, blogs and social network accounts. PR field of new generation makes possible instant interactive communication, using of multimedia arsenal such as: picture, video, audio, test in a single convergent flow of information transmission. New digital communication channels greatly extend the capabilities of modern PR-specialist. However it allows for presence of new skills, understanding the psychology of the Internet users, new thinking in the coordinate system of online company communication. Thus, PR field of new generation is powerful and very advanced information and technological basis for formation and usage of innovative PR-tools in social communication of the modern business.

**Novelty.** The peculiarities of PR field of new generation were studied in the article. The principles of organization of information space and new possibilities, which the phenomenon of “information society” in social communications of modern business opens, have been analyzed.

**The practical significance.** The research results can be useful for modern business communication specialists, social institutions where methods of communication with consumers are developing. Actionable conclusions and recommendations can be applied to improve efficiency of PR modern business communications. It is possible to use the results in further research in the area of social communications.