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THE DEVELOPMENT OF THE PUBLIC RELATIONS TECHNOLOGIES IN THE SPHERE OF ECOLOGY AND ECOLOGICAL EDUCATION IN UKRAINE

Purpose of Research. The purposes of the research are to analyse the functions of the social technologies, to clarify the role and the significance of the ecological PR in the process of the formation of the environmental awareness and environmental culture. **Methodology.** The methodology of the research is based on the application of the following general scientific and special methods: analysis, synthesis, the logical method and the method of generalizations. **Scientific Novelty.** The scientific novelty of the research is the statement that the leading force, which is interested in creating a normal environment, is the environmental PR. In addition, the author defines the strategy of the PR-specialists in the field of ecology. **Conclusions.** Ukrainian organisations and enterprises are actively adopting the world experience of the fighting against with environmental «diseases» and successfully apply the latest technologies. Despite the Ukrainian weak development in the field of environmental relations with the public, the organisers of environmental campaigns actively use modern technologies. Thus, the environmental PR develops and involves various professionals of the broad profile of the public relations and specialists in public service (serving the interests of their community). It is obvious that this process needs the professional management.

Key words: social technologies, public relations technologies, environmental awareness, environmental education, promotion, promotion of image, social responsibility, environmental PR.

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РОЗВИТОК ТЕХНОЛОГІЙ «ПАБЛІК РИЛЕЙШНЗ» В ГАЛУЗІ ЕКОЛОГІЇ ТА ЕКОЛОГІЧНОЇ ОСВІТИ В УКРАЇНІ

Метою роботи є аналіз функцій соціальних технологій, з'ясування ролі і значення екологічного PR в процесі формування екологічної свідомості та екологічної культури. **Методологія дослідження** базується на застосуванні загальнонаукових та спеціальних методів пізнання, зокрема: аналізу, синтезу, логічного методу та методу узагальнень. **Наукова новизна** полягає у запровадженні твердження про те, що сучасною провідною силою, яка зацікавлена у створенні нормального в екологічному відношенні навколишнього середовища є екологічний PR, а також, у визначенні стратегії діяльності фахівців з PR у сфері екології. **Висновки.** Українські організації і підприємства активно переймають світовий досвід ведення боротьби з екологічними «хворобами» і вдало застосовують новітні технології. Незважаючи на «затримку» українського розвитку в сфері екологічних зв'язків із громадськістю, сучасні технології використовуються організаторами екологічних кампаній досить активно. Таким чином, екологічний PR все більше виявляє себе, залучаючи до своїх лав професіоналів зі зв'язків з громадськістю широкого профілю та тих, хто починає вузько спеціалізуватися в public service (служіння інтересам своєї громади). Очевидним стає той факт, що цим процесом можна і потрібно керувати.

Ключові слова: соціальні технології, технології «паблік рилейшнз», екологічна свідомість, екологічна освіта, промоушен, імідж-промоушен, соціальна відповідальність, екологічний PR.

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РАЗВИТИЕ ТЕХНОЛОГИЙ «ПАБЛИК РИЛЕЙШНЗ» В СФЕРЕ ЭКОЛОГИИ И ЭКОЛОГИЧЕСКОГО ОБРАЗОВАНИЯ В УКРАИНЕ

Целью работы является анализ функций социальных технологий, выяснение роли и значения экологического PR в процессе формирования экологического сознания и экологической культуры. **Методология исследования** базируется на применении общенаучных и специальных методов познания, в частности: анализа, синтеза, логического метода и метода обобщений. **Научная новизна** заключается в формулировании утверждения о том, что ведущей силой, которая заинтересована в создании нормальной в экологическом отношении окружающей среды, сегодня является экологический PR, а также, в определении стратегии деятельности PR-специалистов в сфере экологии. **Выводы.** Украинские организации и предприятия активно перенимают мировой опыт ведения борьбы с экологическими «болезнями» и удачно применяют новейшие технологии. Несмотря на «задержку» украинского развития в сфере экологических связей с общественностью, современные технологии используются организаторами экологических кампаний достаточно активно. Таким образом, экологический PR все больше проявляет себя, привлекая в свои ряды профессионалов по связям с общественностью широкого профиля и начинающих узко специализироваться в public service (служение интересам своего общины). Очевидным становится тот факт, что этим процессом можно и нужно управлять.

Ключевые слова: социальные технологии, технологии «паблік рилейшнз», экологическое сознание, экологическое образование, промоушен, имидж-промоушен, социальная ответственность, экологический PR.

Actuality of Research. The social technologies are very important for the development of the cultural and civilization system. Public relations is one of the basic social technologies. «As any other technologies, the social technology is neither good nor bad. It depends on the ways of using the human will and mind» [1]. As you know, one of the main tasks of «public relations» is to establish an effective two-way communication of the subject of public discourse with its target public in a dialogue mode. The presence of the public relations technologies can be identified by the presence of the stable public links, which exist in a stable market economy.

The ecologically oriented way of thinking refers to the new stage in the development of the civilization, concerned the state of its existence. Today, it is manifested into the development of the environmental ethics and environmental PR. The environmentalization of the main types of

social and economic activity and the consciousness of the citizens need the strategic plan of action, as well as technologies.

Analysis of Researches and Publications. The works, devoted to the study of the development of the system of public relations, the issues of balanced development and environmental PR, are written by the following foreign and Ukrainian researchers: E.-L. Bernays, S. Black, V. Ivanov, L. Kokhanova, H. Marushevsky, D. Newsom, G. Pocheptsov, M. Shishkina, etc.

The purposes of the research are to analyse the functions of the social technologies, to clarify the role and the significance of the ecological PR in the process of the formation of the environmental awareness and environmental culture.

Main Part. Today, global challenges unite the efforts of all countries in one direction it save the environment. It makes our world interconnected. The human communication with nature

have crucial tragic results and encourage us to think over «what» and «how» to do anything for our planet? Today, researchers, governments and international organisations recognize the importance of the process of involving the public to the solution of various environmental problems and the sustainable development.

The adoption of the important intergovernmental documents by the United Nations Conference on Environment and Development (UNCED, Brazil, 1992) and the Ministerial Conference «Environment for Europe» (Lucerne, 1993) and others can be considered as a reference point for public involvement in the preservation of the natural environment. Their resolutions state that the environmental issues are resolved most effectively with the participation of all interested sides. Offering the alternative solutions and implementations of the specific projects, the independent experts consider that the non-governmental sector can contribute to environmental issues. The establishment of the partnership of a state, public, scientific and non-governmental organisations and business is a key factor to achieve the balanced development.

The role of the environmental PR in the process of raising the ecological consciousness and environmental culture has increased significantly. However, the current educational system cannot cope with this task. The process of evolution of the public relations technologies is associated with the trends of the social rationalization, which is the result of the course of the civilization modernization. At that period, the democratic tendencies contributed to the formation of the specialized institution of the public relations, which eventually has become the central element in the creation of the constructive dialogue among the individual, civil society and the state.

The strategy of the specialists in the field of the public relations, who deal with the environmental topics, includes an integrated approach to environmental information and new forms and methods of the activities. So, the strategy requires the elaboration of the tactics that is associated with the concept of «promotion» as an element of the information marketing, communication and the technology of education. To make the technologies and tactics of training effective, we are to understand the principles of the

relationship between a man and nature, which are one of the central issues of the modern environmental ethics. The philosophical problem of environmental ethics is to construct a system of normative provisions that determine the relations, behaviour and actions of people, which are aimed at the environment.

According to John Baird Callicott, the «Achilles's heel» of the environmental ethics is a dichotomy between what «is» and what «should be» [2]. Indeed, the knowledge of the environmental ethics and ethical standards of the balanced development does not mean the following to them. Therefore, the applied aspect of the ethics, associated with the search for new ways of the transforming ethical principles and the manifestations of the environmental ethics in the human existence are actualized.

The environmental education is one of the main ways of implementing the principles of environmental ethics in life. It is aimed at the increasing of the human ecological consciousness, a deep understanding of their environmental values and the formation of a person, who is capable of solving the environmental problems. In October, 1977, the main tasks, principles and requirements of the environmental education were clearly formulated at the First Intergovernmental Conference on Environmental Education, which was organised and conducted by the UNESCO in Tbilisi. The delegates of 66 states identified five categories of the environmental education tasks in the Tbilisi Declaration [3]:

- awareness (to help various social groups and individuals to understand the environment in general and its related problems);
- knowledge (to help various social groups and individuals to gain the experience and the basic understanding of the environment);
- attitude (to help various social groups and individuals to identify the values and feelings regarding environmental issues as well as the motivation to take part in the protection of the environment);
- skills (to help various social groups and individuals to get the skills to identify and solve the environmental problems);
- participation (to give various social groups and individuals an opportunity to participate in the solving of the environmental problems).

«To think globally, to act locally» is the famous expression of René Jules Dubos, the modern French biologist. It became the motto of the environmental education. However, the call to local action is not always understood correctly. Undoubtedly, in order to act it is necessary to understand the global processes in the environment. The reduction of the threat of the environment is still possible. The awareness of the public the interrelationship between the quality of the environment and the further satisfaction of people's needs are important at the local and international levels. The high-developed education plays the extremely important role in the understanding of the environmental problems. Many people are beginning to realize that only public control can stop the predatory destruction of nature. Informing and learning as well as managing the actions of the citizens can be improved by the using of the environmental media and PR.

The actuality of environmental knowledge contributes to the fact that the environmental PR involves various professionals of the broad profile of the public relations and specialists in public service (serving the interests of their community). It is obvious that this process needs the professional management. In these circumstances, the «artificial» organisations of «green» and «green camouflage», sponsored by the state authorities, are impossible.

In the modern system of education, the substantial substantive changes are constantly occurring. The PR as a specialization appeared within the several specialties (at the faculties of journalism or management). The environmental PR as the separate specialty has not been presented yet. However, we can see the environmental components in many modern PR projects and PR-actions. We are sure that the ecological idea will be more effective if it is extended to a large audience. The public relations specialists should do it. Thus, the environmental PR is a kind of the activity that requires the following special knowledge, skills and abilities: knowledge of the features of the environmental PR, the promotion of the opportunities, the ability to organise the environmental PR campaign, the ability to form the relationships with public organisations, authorities, business, society and the skills to collaborate with the media.

The concept «promotion» is the category of marketing. According to R. Elmore, an American author, promotion is the totality of the methods and techniques, designed to attract and retain the attention of listeners, viewers, readers (audiences) by demonstrating the differences and advantages of this station or print agency. In Otto Kleppner's opinion, there are three main types of promotions: 1) one that attracts attention, 2) one that competes, 3) one that keeps [4].

Recently, the concept «image-promotion» has appeared. It is formed in order to influence the participant's perception of their organisation. The specialists classify the image-promotion and use the criteria of the specific purpose of a company. Nowadays, the company's social responsibility becomes the prerequisite for its positive image and its sustainable market position in the long run. «According to the results of the national studies of the Ukrainian specialists, the 85% of respondents agree with the idea that business should make money as well as take care of people. More than the two thirds of the respondents, in the conditions of the same quality and price, prefer the goods, produced by the socially responsible company»[5].

The actuality of ecological problems attracts the attention of the authority, business and the public institutions and makes them interact with each other. In the relationship of environmental PR and business, there are many scenarios of interaction. Some firms and enterprises use the environmental PR to form their own positive image in the eyes of the public. The best examples of the company's environmental success the masses are the examples of the successful PR campaigns. Today, to enter the international market without the ecological image is impossible. However, the PR campaigns have their negative tendencies. For example, the formation of the special «fashion» to protect the natural objects. Thus, there is a peculiar «professionalization» of the fighters with environmental threats, who use the environmental problems for their utilitarian interests.

L.A. Kokhanova states that the development of the environmental PR as an industry leads to the formation of both positive and negative features. The development of a totality of the methods to organise a dialogue with the public and the

set of the methods to inform people belong to the positive features. Here we can mention different measures of the social compensation. However, sometimes we can meet the interpretation of the environmental PR in the press, which contradicts its direct purpose. Thus, the environmental public relations is the industry, which lobbies the interests of the large business and are opposed to the environmental legislation and the «green» movements [6]. In many cases, it is more profitable for the company to make the production more environmentally friendly than to pay fines. But the company needs to inform the public about it. So, we should involve the PR specialist, who organises the company's environmental policy. Using of the environmental PR to inform and guide the people's actions is becoming more effective.

The main and independent direction of the environmental PR is to develop the relations with society and other actors of the interaction such as state authority, business and non-governmental organisations. This process is dynamic. One of the peculiarities of modern society is the risks, dealt with the socialization and the decision-making in the management of society. The contemporary sociological studies show that the society and every person are in the «risk» zone, which are produced by them. It explains the completely new attitude of the post-industrial society and a modern man to the numerous problems, dealt with the nature of «megarisk». Certainly, they require their managerial decision and concern the existence of our civilization. One such «megarisk» is the approaching of the environmental catastrophe. «Our world is a total system, where a person acts as its regulator. To save humanity, the regulator should be limited in its rights and freedoms» [7]. Thus, the needs of society require the restriction of the freedoms and rights of the individuals, which are the attributes of a democratic society. It can lead to the transformation of the society. The specialists of the PR technologies have developed many ways to attract the public and individuals to the environmental problems. Today, it gives positive results.

In Ukraine, the development of the environmental communication technologies has contributed to the similar global preconditions. The priority action programs are coordinated within the framework of the international community,

created to overcome the global environmental crisis. International cooperation in the field of the environmental protection is one of the important places in the external policy of Ukraine. Ukrainian scholars maintain the business relations with their colleagues from Hungary, the Czech Republic, Slovakia, Poland, Bulgaria and other countries. They research the ecosystems of the Carpathians, Polissya, and the Black Sea and develop the measures to preserve recreational resources, rare flora and fauna [8]. Ukraine cooperates with many international organisations: the Global Ekolabelling Network, Greenpeace, the European Environment Agency, etc.

In order to enhance the environmental literacy and promote the implementation of the concept of the balanced development, in 2009 the OSCE Project Coordinator in Ukraine started the «Green Package – Ukraine» project. It is aimed at the development of innovative educational instruments in Ukraine. The Regional Environmental Centre for Central and Eastern Europe developed the «Green Package» materials in cooperation with Polish, Bulgarian, Hungarian and Ukrainian experts in the field of the education and environmental protection. This example shows that the ecological education in the context of the balanced development in Ukraine is developing.

Another example of the environmental project in Ukraine is the project «Make Ukraine Clean». The initiative «Let's make Ukraine clean!» unites people, who want to free parks and streets from garbage. This is the part of the global movement «Let's do it world!», which arose in 2008 in Estonia. The global movement «Let's do it world!» brought together 108 countries and over 8 million participants in 2013. This action freed the country from more than 1000 tons of rubbish during a year. The team «Let's make Ukraine clean!» unites 250,000 Ukrainians from all regions. Using the support of leading companies of various segments of the market, the project has been successful and continues its activities.

The list of similar projects of various scales can be continued. Each year their number increases throughout the country. Their main goals are to attract the attention of the Ukrainian public to the issues of ecology, to establish external and

internal relations in the area of the fighting with the environmental crisis.

Scientific Novelty. The scientific novelty of the research is the statement that the leading force, which is interested in creating a normal environment, is the environmental PR. In addition, the author defines the strategy of the PR-specialists in the field of ecology.

Conclusions. Ukrainian organisations and enterprises are actively adopting the world experience of the fighting against with environmental

«diseases» and successfully apply the latest technologies. Despite the Ukrainian weak development in the field of environmental relations with the public, the organisers of environmental campaigns actively use modern technologies. A large number of environmental projects and initiatives are being implemented in Ukraine. The common points of all these projects are the environmental focus and the cooperation with the state, business and society. The environmental PR is aimed at them.

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