

## THE ROLE OF CORPORATE COMMUNICATIONS IN SOLVING SOCIALLY SIGNIFICANT PROBLEMS (ON THE EXAMPLE OF THE MASS MEDIA OF PENITENTIARY SYSTEM OF THE REPUBLIC OF TATARSTAN)

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**Abstract:** This paper is devoted to the scientific problem of corporate communications in solving urgent social problems. The experience of law enforcement agencies of the Republic of Tatarstan is summarized, which, having their own developed network of mass media, possess wide possibilities for influencing public opinion. The authors of the work consider the most effective and promising methods of informational support for specialized corporate media as hotlines. Particularly important are the press conferences that are held, as a rule, in the event that there is a need to clarify the controversial issues with the public and to draw its attention to the solution of a problem. The paper contains an analysis of the most typical media causes and situations. The analysis is supplemented by research of the activity of the corporate newspaper "Drugaya Storona": information priorities, organizational work, and interaction with external structures are considered. The project of social adaptation of minor convicts was developed and approved. There is a useful experience in the prevention of socially dangerous problems, in particular - drug addiction and alcoholism. Two types of interaction with the mass audience were defined: direct and indirect communication, which is not connected with a personal contact: contact is established through correspondence by mail or on the Internet.

**Keywords:** mass media, corporate media, innovations in media, social problems, penitentiary system.

### 1 Introduction

It should be noted that there were no comprehensive study of the application of innovative methods of information support to the bodies of the penitentiary system of the Republic of Tatarstan carried out. There were studies devoted to the analysis of information priorities, linguistic, genre elements (Nagovitsina, 2012). Objective of this study was to determine the scope and variety of data used by the department of communicative technologies, assess their effectiveness, formulate recommendations for improving the performance of the specialists of the said department.

The use of traditional forms of media information support (press conferences, briefings, presentations, press releases, newsletters, etc.), as practice shows, is a tried and tested way to increase the effectiveness of the impact of various publications on a certain target audience. Given that the criminal executive system was closed to the public for a long time, the press conference is the most effective form of interaction between the leadership of the Department of the Federal Penal Service of the Russian Federation in the Republic of Tatarstan and journalists of regional publications, as the latter receive information directly.

### 2 Methods

As a rule, the issues of positioning intracorporate publications arise in newspapers with a short period of publication (Aygul et al, 2015). To ensure this, first of all, it is important to determine the real state of the target audience. Analysis of the socio-psychological attitude of readers can provide a basis for making recommendations for improving the newspaper's speeches.

Corporate publications are aimed at creating a positive image of the bank and its leadership. Other tasks of the publication include:

- creation of a permanent means of informing employees of the company and customers;
- formation of corporate culture;
- attraction of new clients;
- increasing loyalty of power structures, federal and regional authorities to the company's activities;

- attraction of new employees.

Corporate publications contain information about the bank's achievements (awards, place in the ratings), introduction of new products and technologies, features of their application, possible risks and real benefits, in general, everything concerning the bank and its environment. Here is a generalized structure of the standard corporate banking edition:

- news (events from the life of the bank, official chronicle - appointments to key posts, opening of new branches)

Issues of reputation and trust are especially important for an intracorporate specialized newspaper, because they contain local news and in case of incorrect information given by journalists it will not be difficult to convict them of concealing or exaggerating reality.

The basic principle of positioning, according to J. Trout and E. Rice, is not to create something new and different from others, but to manipulate with what already lives in the minds of consumers, (in our case, readers), to use the already available links (Trout et al, 2004. p. 45).

Traditional forms of information support for corporate media such as press conferences are held, as a rule, if there is a need to clarify the disputed issues with the public and draw its attention to the solution of a problem (Margarita et al, 2015). The participation of journalists of the newspaper of the criminal system of the Republic of Tatarstan in the events held by such events significantly expands their journalistic contacts and contributes to enhancing the effect of the specialized media in the penitentiary system on a wider target audience (Tatiana et al, 2015).

An example of holding a press conference on the topic of correcting convicts can be a press conference held at the Office of the Federal Penitentiary Service of the Russian Federation in the Republic of Tatarstan on April 23, 2016. The correctional institutions of the Republic of Tatarstan have been implementing a new form of assessment of the correction of convicts since April 2011. Rafail Davleev, deputy head of the Federal Penitentiary Service of the Russian Federation for the Republic of Tatarstan, announced this at a press conference in Kazan. Now the behavior of each prisoner will be evaluated by the commission on 34 basic criteria, including compliance with the daily routine, medical examinations and necessary surveys to identify infectious and other diseases, compliance with fire safety requirements, careful attitude to the property of the correctional institution, conscientious attitude to learning etc. According to R. Davleev, the system of "social elevators" will allow to assess the behavior of the convict according to objective criteria - both for compliance with the legislation and internal regulations, and for psycho-physiological characteristics. The commission, which will assess the convict, will include not only employees of institutions, but also representatives of state authorities, public and religious organizations. Those who took the path of correction will get mitigated conditions of detention; in addition, a term that has not been served can be replaced by conditional punishment. Conversely, violators of legal requirements may be brought under a more severe regime.

Such conferences not only show the work of the press service of the Office of the Federal Penitentiary Service of the Russian Federation in the Republic of Tatarstan (the staff of the editorial office of the newspaper "Drugaya Storona" is part of the press center), but also acquaint residents of the Republic of Tatarstan with ongoing events and processes. The Federal Penitentiary Service of the Russian Federation for the Republic of Tatarstan has its hotline 292-00-17, and an Internet reception room at

uin.tatar.ru where every convict or his/her relatives can get qualified assistance, as well as regarding drug treatment.

Online technologies today firmly entered our life, having significantly changed modern media systems. In this regard, E.L. Vartanova notes that "The most important feature of the nature of the media, which has a serious impact on the media economy, is their dependence on technological progress in the information and communication field. Last decades confirm that traditionally susceptible to technological progress and political changes media systems today show a particular dynamism. In the history of communication and mass media, the speed with which the Internet has won a mass audience is unprecedented. It took 38 years before the audience of American radio reached 50 million people. Television went the same way for 14 years. The Internet took only four years, so that the number of its users in the US amounted to 50 million people (Vartanova, 2003, p. 67).

### 3 Discussion

The issues of corporate communications in the solution of socially significant problems are especially acute today. First of all, it concerns journalism and PR. Corporate communications is a fairly new term. It has a wide scope of linguistic application. We consider it as a systematic approach to solving traditional problems in the field of communication. Modern communication is a new phenomenon, systematizing the relationship of the company both within itself and with the subjects from the outside. This is a set of information flows existing within the company. Civic activity and interactivity of consumers pushes companies and organizations to realize the need to develop a new approach, both in communication with the target audience, and in all activities in general.

Today, among scientists and journalists dealing with the issues of corporate communications in solving socially significant problems, it is worth mentioning I.Iu. Bocharov (2012), T.N. Persikova (2011), F.I. Shirokov (2009), etc. One of the first who raised the issues of corporate communication in solving socially significant problems in a particular region of Russia on the example of the mass media of the penitentiary system of the Republic of Tatarstan was T.A. Nagovitsina (2011). This paper gives rise to discussion on this issue to all interested parties.

### 4 Results

Journalists of corporate media and their readers are offered several types of information search: news social networks for sites, news social networks for users, news mills - sites that collect all information about a certain event, newspaper, person (Garifullin et al, 2015). These mechanisms track the appearance of new messages in the network, where the necessary word will be mentioned and automatically copy the information to your site. Another type of information retrieval is full rss-flows from any sites (Nelson, 2000). This is the mechanism that allows you to download all the information from the site you need.

The authors defined two ways of communicating with readers: direct and indirect communication, which is not connected with a personal contact. Contact is established through correspondence by mail or on the Internet.

It should be noted that the corporate communications of the Office of the Federal Service for the Execution of Punishments of the Russian Federation in the Republic of Tatarstan are represented by the newspaper "Drugaiia Storona". It is a good example of the positioning of the department, it reflects important topics, one of which is information on the activities of the Board of Trustees under the Office. The leaders of the Kazan educational colony purposefully use the opportunities provided by the resolution of the Government of the Russian Federation No.1295 of October 13, 1997, "On Approving the Provisional Regulation on the Guardianship Council in the Educational Colonies of the Penitentiary System" and the Resolution of the Cabinet of Ministers of the Republic of Tatarstan No. 388 of July

28, 1993. For many years, since 1993, the chairman of the Board of Guardians in the Kazan educational colony was the Minister of the Republic of Tatarstan for Youth Affairs, Sport and Tourism Marat Bariev.

The Board of Trustees includes representatives of regional ministries: the Ministry of Youth Affairs, Sport and Tourism, the Ministry of Education and Science, the Ministry of Labor and Employment, the Ministry of Culture, the Ministry of Health, the Ministry of Internal Affairs, the Ministry of Labor and Employment, and other departments: the Service of Execution of Punishments of the Russian Federation in the Republic of Tatarstan, the Administration of the Moscow District of Kazan, the Republican Center for Social, Legal, Psychological and Pedagogical Assistance to Youth of RT, the Regional Department of the Russian Children's Fund of the Russian Federation, JSC "KMPO", JSC "Tatkhimpreparat", JSC "Teplokontrol", JSC "Kazanorgsintez", the diocesan administration of the Republic of Tatarstan, the spiritual administration of muslims of Tatarstan, and Kazan city public fund "Azamat".

The main direction of interaction with the above-mentioned organizations is the social adaptation of minor convicts to the conditions of serving punishment, the formation of patriotic views, socially useful skills and new thinking, as well as assistance in preparing for and social adaptation to life after release. At the meetings of the Board of Trustees, the issues of strengthening the material base of the colony, assisting in educational work with convicted persons in the organization of cultural mass and circle work are constantly considered. Journalists of the newspaper "Posle Prigovora" were repeatedly invited to meetings of the Board of Trustees in the Kazan educational colony and, as a result, materials about the work of the Board of Trustees were published on the pages of the newspaper for the convicts.

The main interaction of the Board of Trustees is carried out with the Ministry of Youth Affairs, Sport and Tourism. The project of social adaptation of minor convicts to the Kazan educational colony "Step towards" was developed and approved. The objectives of the project are: to increase the legal literacy of convicted minors, to develop a sense of social responsibility and discipline, skills of observance of the current legislation, creation of a system of interdepartmental support for freed up teenagers (assistance in document preparation, job search, etc.), creation of a database on the released.

Employees of the Republican Center for Social and Legal Assistance to Youth conduct consultations on legal and social matters for the convicted. After the release of the convicted person, his/her data is sent to the center for further work regarding adaptation and control of behavior, especially attention is paid to working with orphans and people prone to drinking alcohol and drugs.

As part of the prevention of drug addiction, the staff of the State Drug Control Service regularly conducts lectures with minor convicts. Lecture classes are combined with speeches on the pages of a specialized edition of the Office of the Federal Service for the Execution of Punishments of the Russian Federation in the Republic of Tatarstan.

Employees of the Center for AIDS Prevention and Control in Kazan, in cooperation with the Ministry of Health of the Republic of Tatarstan, conduct quarterly training sessions with minor convicts on the prevention of HIV infections, viral hepatitis, and on personal hygiene in prison conditions. In our opinion, there is very few materials on medical topics published in "Drugaiia Storona".

The work in the sphere of resocialization and inculcation of generally accepted norms of behavior in the form of classes with convicts on social topics is also carried out by the employees of the Kazan City Fund "Azamat" and the Women's Autonomous

Non-Profit Organization ZhANO. Classes are held in the form of discussion talk shows on social topics.

With the participation of trustees and parents Kazan educational colony provides all conditions for teaching teenagers, their physical and moral development. The Board of Trustees provides financial assistance, assists in purchasing sports equipment. Numerous materials in "Drugaiia Storona" are devoted to this. Their analysis allows us to trace the positive and negative points of the work of the Board of Trustees. If necessary, changes are made. As noted by A.P. Korochensky, "analysis of the content of the media cannot always be reduced to one-time procedures (Korochenskii, 2002, p. 56).

An important role in improving educational and preventive work with minor convicts belongs to the psychological service. It is designed to improve the culture of execution of punishments, to speed up the process of resocialization of minor convicts (Kuznetsova, 2005 p. 22). Psychological support of every convicted minor starts from the moment of his/her arrival in the quarantine department, just at that moment the juveniles build their attitudes in relation to the term of serving their sentence. Critical comprehension of the past should ideally be oriented toward repentance, that is, awareness and acceptance of one's guilt for the crime committed. In our opinion, a subjective approach based on the understanding of the self-development of the minor as the main path of the development of the individual should be based on the work aimed at the resocialization of the personality of the convicted person. To force someone to develop socially and spiritually, to correct his/her attitudes through educational activities, lessons or conversations imposed is impossible.

Minor convicts should and can change their behavior by themselves, realizing the reasons that led them to places of detention, and the colony employees, teachers, psychologists and journalists of the newspaper for convicts can only help them in correcting their attitude to the law and social norms. The main ethical problem that arises in the process of pedagogical and psychological counseling is confidentiality, which is an ethical duty to fulfill a kind of contract with convicts or a promise to them that information revealed in the counseling process will be protected from unauthorized access. It is important to help convicted minors in forming rational attitudes towards the term of serving punishment as an opportunity to become more mature and independent, learn to control oneself, adequately resolve conflict situations, lay the groundwork for their future life by getting a profession and education.

## 5 Conclusion

Thus, we came to the conclusion that Tatarstan, as well as whole Russia have accumulated a fairly large amount of experience of corporate mass media activity. The specialized corporate press today is the fastest growing segment of Russian media. The newspaper "Drugaiia Storona", published by the Office of the Federal Service for the Execution of Punishments of the Russian Federation in the Republic of Tatarstan, has passed the state from one of the leading copies of the penitentiary system to the modern corporate edition for more than 30 years.

The overall goal of analyzing the materials of the newspaper "Drugaiia Storona" is to see how publications solve two tasks: providing comprehensive information for general purposes and ascertaining, learning and obtaining information for further adjustments of their actions.

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