

BLACK PR, GOALS AND MEANS**Marine KOBALAVA***Ivane Javakhishvili Tbilisi State University, Georgia
marine.kobalava@tsu.ge***Abstract**

Public Relations are a process of affiliation with the public interest, aimed at establishing relationships with the large sections of society. The development of PR is especially important in the context of globalization and democratization. PR is a kind of technology that promotes to consolidate communication with the public, develop pre-selected audience approaches and recognize the public interest. PR is often a bearer of persuasive information, propaganda and other means of manipulation. In the modern world it has become a trend to use one of the components of public relations, the elements of black PR management in the relevant fields. Today black PR technologies are successfully applied both in the media and in the fields equipped with the latest constructed technologies. The use of black PR has become a part of everyday life. The possibility of applying black PR is indefinite and immeasurable at this stage. Areas of distribution of black PR are both the political sector and the business sector.

Keywords: *Public relations, Black PR, advertising, manipulation, modeled action, trolls, bots, false releases*

JEL Classification: *M30, M31, M37*

I. INTRODUCTION

"Does the goal justify the means ?!"
Machiavelli

Public relations, or PR, is a premeditated process affiliated with the public interest and aimed at building relationships with the wider community. It should also be noted here that public relations (PR) - is identified with "several positive descriptions of the term" (Wilcox, D. L. Cameron, G. t., 2011) and the terminological connotation of any of them is valid and relevant. In our subsequent conversations, we will define public relations as PR based on its abivation. It is important to note that the reproductive character of PR has developed especially in the context of globalization and democratization. PR has emerged as a business card of the twentieth century to the public. It is important that public relations as an event is of strategic importance and at the same time it has a managerial function. PR is a kind of technology that helps the consolidation of communication with the public for forming the approaches of the pre-selected audience. It helps the society to better form its own interests or values. At the same time, PR is a social science through which the prediction of public interests is carried out. Since PR promotes the formation of public opinion, it is often a means of persuasive information, propaganda, and other means of manipulation. The monograph "PR" - formulates the reality, which explains that "public relations is focused on the mass audience." In modern rhetoric, PR has taken a firm foothold, and its terminological cognition is considered in a negative context. The presented article discusses the relevance of the existence of the most aggressive form of PR "Black PR" in modern space. Today, in the modern world, using of one of the components of public relations, the black PR elements management in relevant fields, has become a trend. It is noteworthy that in the modern world, black PR technologies are successfully used, both in the media and in the fields equipped with the latest technologies. The fact is that the use of black PR has become a part of everyday life. The possibility of using black PR is indefinite and immeasurable for this stage. The areas of black PR distribution are both the political sector and the business sector. Competitive space is sharply expressed in the business sector, which is why the conflict of interest here is even more intense and radical. The ability to develop black PR is used to discredit or eliminate a competitor, to propagate a lie, or to slander. Public relations and the so-called Black PR as well existed at all stages of humanity, and it was intended to bring the society of all time into a suggestive state.

II. GENERAL ANALYSIS

Black PR is a priori affiliated with the notion of manipulation. Manipulation is possible for every member of society, as well as the whole public opinion. It is also possible to manipulate different ideologies, many of which are known to the public. It is interesting to spread the so-called "brainwashing" theory, where the target of the manipulator's action is the psyche of a person, or a society. Black PR is associated with the modeled action of existing reality, which in itself is a means of manipulation. Manipulation in our era is a reality equipped with

modern technologies. Its use is carried out in all necessary cases and it is important when it is promoted by the person, a member of the society himself. To heal our society, it is necessary to understand the communicative indicators and recognize their positive assessments. But large groups of the public tend to be receptive to manipulative topics and/or be weapons of manipulation themselves. Part of the society (big or small) does not like analysis, information retrieval, fact-finding, and usually repeats some obsessions that it receives from the commercial or non-commercial sphere without any appeal or judgment. The latter is an unusual target benchmark for the development of black PR elements and appropriate mechanisms for effective management of any society.

It is to be noted that PR is a trend and in today's reality many have embraced PR, which at some point was not only cheaper than advertising, but at first glance simple to bring ideology to the masses and get the appropriate effect. The media, which is the mainstay of PR to disseminate information, was in no hurry to cover the news for free, even many novice PR-men did not excel in creative work to create valuable news. That is, the media and the press suddenly became completely marketable and did not require a PR-man to take a creative approach to covering the news, because at that time it didn't matter to the press what it would cover - dirt or pure advertising. Consequently, very soon appeared the so-called commissioned advertising articles that were not advertising at all, because the customer usually switched to the shade. It is important that at this time the so-called basic elements and characteristics of black PR appeared. That is to say, these dirty commissioned articles, which did not have a direct advertiser, were first called only PR and then black PR. During the current period definitions such as the existence of trolls, bots, as well as the troll factory and others in this genre have become very active. As for journalists, they are constantly trying to launch any dirt qualitatively in order to gain the customer's favor. This is where the term black PR came into play, which ultimately serves to portray releases as false releases and serves to distribute press releases without appeal. Most often, a similar scheme of work was used in political PR, and therefore PR itself constantly caused associations to interfere in politics, which ultimately serves to and the unpublished distribution of press releases.

PR in its classic sense has nothing to do with real black PR. Besides, PR completely excludes the bribery of the media. In professional PR an informational excuse is created, which becomes so interesting that the press happily publishes the given information. It should be noted that since black PR exists and is used to protect ideologies and other interests, it is important to timely implement it in order to succeed in black PR. At the same time, one of the fundamental and unwritten reflections in this field is that black PR manipulations need to go unnoticed, which is a difficult process and requires a high standard of protection. The most important thing here is the adequacy of the practical application of fair procedures, which protects the public if any.

Black PR is aimed at deliberately misleading the public spreading rumors, political, economic, social, ecological crises, cataclysms or negative predictions of catastrophes, deliberate ambiguity in ongoing processes, conspiracies or conspiracy theories. A consolidated version of the manipulation method in black PR is considered to be:

Segmental modeling;

Inspiring a reputation management model;

Mystification of cultural values;

Reaching global audience through cognitive manipulation activities;

Creating false expectations and their complex spreading;

Dissemination of false reports and information releases for social reactivity;

Use new multifunctional tools to achieve modeled goals and select media for the target audience.

Manipulation with the latest global topics in accordance with their own interests and to achieve certain results, which may be unethical and unacceptable for the relevant subculture (Multicultural relations or the recognition of already well-known globalization processes, which were quite difficult just a few years ago).

The presented publication serves to see the synaptic connection of black PR with PR in general, and if so, what is the main characteristic of synaptic plasticity in the public consciousness, the impact of which in some cases leads to positive activities and / or complete weakening. The goal of PR is not only to inform the public to achieve their own goals, but also to change people's attitudes and behaviors in accordance with the relevant goals and objectives, which is its positive side. Black PR is an information management technology characterized by the dissemination of disinformation through various means of communication: mass media, Internet, blogs, trolls and more. All of this is a means of fragmenting, distorting, and manipulating the existing real information.

Active use of black PR usually serves a specific purpose, which is done against a competitor. Black PR is characterized by jeopardizing the business processes of competitors. One of the important strategies of the black PR implementers' team is to bring the society into a suggestive state, that is, when a part of the society believes in everything and does not need a supporting document. The practice in this area is: a lie in which they pursue their own interests and threaten competition. Also, the accepted practice is: non-objective and groundless information that does not correspond to reality and the spread information can be shocking. Another accepted practice is the interest in accessing all information in order to use the available information to destroy the

opponent by means of the available facts. Consequently, the process of discovering real documentation as a competitor is much more complicated, although nothing is impossible. It is possible that the competitor will organize the leak of information from the company, which may be planned by him, and then use this information in a way that puts the competitor in serious danger and risk factors. All this is proportionally reflected in the financial stability of the company sustainability and can cause great damage, which ultimately damages the image of a competing company.

The most important factor is that the economy or politics may be under the pressure of black PR and it is possible to be played drama from politics to the economy by establishing black PR in the country. Everything directly affects the society, which leads to the natural protest of the society.

We can develop the following viewpoint, that professional black PR cannot in any way be attributed to unfair competition because not a single business unit curses a competitor in the market, but it only struggles to establish, gain, or restore and represent its honesty and fairness, which causes strong sentiments of the competitor. Therefore, a version is being considered, based on which it will be possible to make public all kinds of (negative) information by engaging in black PR. It can also indicate hidden flaws, making customer's value sensitive. Even more damaging is the use of organized black PR elements when it comes to politics and political leaders and if they win, the respective groups will succeed. And this is the reality when an organized group works to blackmail PR and specifically any public figure, politician by using various methods of communication or by developing compromising information. (For example, the video address of the organization "Panda" what happened in fact, where the biased conclusion is given, as well as the conclusion of the FB and a comparative analysis is made).

After all, it can be said that black PR is a weapon for both political manipulation and business, and depending on who gets it, it can bring both positive and negative, both good and evil.

The negative strategy of black PR can serve:

To transform broad sections of society into harmful activities;

To influence economic activity;

To influence political activities;

Use of prohibited techniques on the competitor;

Lobbying through the broad masses;

Successful companies will not be able to defend themselves against it unless they have strong PR managers as their staff members. In the case of black PR, the question arises as to where, when, and in what cases it can be used for both political and business purposes. It should also be noted that most of the emphasis is on its commercial use.

The main purposes of using black PR can be considered:

Market diversification by the company;

Providing prospects for expanding market boundaries;

Ensuring market security;

Fight for competition;

Fight to drive competitor/s out of the market;

Destroying a competitor's business;

Reducing competitor business connections;

Weakening competitor positions in consumer or business markets;

Political goals;

Lobbying;

Compromising specific subjects according to the disclosure of unwanted information;

Modeling the information obtained and using blackmail elements to defeat a competitor;

The use of trolls, bots, and other means focused on unrealistic facts;

Neutralizing population or organization of negative mind set;

Pursuing the goals of the opposition groups and achieving the desired result;

Conducting a black PR campaign for one's own self and self-promotion;

Develop the appropriate opinion for a black PR company using video streaming and relevant webcasting.

All of the listed methods are actively used in world practice. When dealing directly with black PR, it is not always possible to separate black PR from ordinary PR. Professional black PR campaigns are usually well disguised under random arbitrary events. They are constantly imitating external factors that have suddenly campaigning against the competitor. Members of the public depend on public relations and assessments made in media by which the information typical for black PR - trolls, fakes, relevant releases is spread and it is strengthened if the society is in a state of transformation or conflict.

Protecting against black PR attacks is the most difficult fact because "... if it turns out that public opinion is not supported by the majority, people will no longer openly express their views and share common views ...". There are plenty of cases in world practice where large and already successful companies have left the market just because they can't repel the information war organized by competitors. Sometimes the company's defense

mechanisms are organized in such a way that instead of neutralizing, the opposite process intensifies. It should be noted that any information attack or war can be successfully repelled if a variety of deterrents are used. In addition, sometimes attacks can be repulsed even when the effects of their impact have already taken on an important form.

There are three main types of information attacks:

Professional information attack;

Non-professional attack;

Spontaneous attack.

An Professional information attack- An professional information attack means that professional PR managers or the entire PR agency and / or the entire trolling factory created by a particular group are working against a competing company. All of the abovementioned are built according to all the rules of black PR and effectively use all available resources. Fighting against fake news, fakes, trolls, and repelling attacks is quite difficult, and often virtually impossible. Very often the attack is disguised on behalf of public organizations, and the customer goes unnoticed. Such a professional information attack is usually based on falsity, lies, hypocrisy, anxiety, misrepresentation, which in turn is a major threat. However, professional information attacks also have limitations. Therefore, the Charter of Georgian Journalistic Ethics calls on journalists to refrain from making accusations without verifying the information.

Non-professional attack - A non-professional attack means the use of information methods to combat a competitor. In this case, the competitor uses many methods together, either taken separately or consolidated (Trolls, "boring" trolls, political trolls, bots, spin technology, Facebook blogs, video blogs, commissioned articles, TV reports, mystification mechanisms that include not only specialists, but also use of crowdfunding, etc.) Since such trolls, reports, or other methods of disseminating information may indicate that they have been ordered. Ignoring and unresponsiveness can be used as an approach to such attacks, But there are issues and/or facts when either ignorance or inaction is a mistake that can only intensify the attack.

Spontaneous attack - One of the basic types of information attacks is spontaneous attack. A spontaneous attack arises where and when the business concerns the business interests of the competitor. Manipulating someone else's business interests usually triggers a backlash that the company, organization, or political figure should expect. It should be noted that often spontaneous attacks are promoted by public organizations, as well as competitors and the public. The support factor can be very dangerous and turn into a professional black PR if the opponent involves relevant specialists in the case. Therefore, it is important to identify professional attacks at an early stage.

III. CONCLUSION

Finally, it can be said that the dynamics of black PR in the West are much more developed than in our reality for the present. It is much more professional and dangerous. This was experienced by those who tried to market their products to others. Professional black PR has the ability to quickly destroy someone's business, entrepreneurial activity or pose a serious threat to the image of a public figure or politician. In conclusion, the positive side of black PR can be its contrast nature, as it can simultaneously stimulate the quality of products and services.

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