Description, typology and types of PR texts by genre (in the example of Uzbek information services)

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Abstract. This article discusses the general concept of PR, PR genres and their characteristics, the language and style of PR texts, and their differences in genre. It also analyzes the content and genre characteristics of PR texts used in the field of PR in Uzbek media. A PR text must meet the same criteria as other types of mass communication texts, namely journalistic and advertising texts. For example, availability, originality, conciseness, ease of perception, aesthetics, and in addition to these, there should be an opportunity to quickly select relevant information for certain genres of PR text. PR text does not report on new products - it contains information about news events in the life of the main subject of PR. PR texts always have a clear target audience. In this article such important aspects are studied and analyzed. Keywords: Public relations, PR text, PR genre, press-kit, backgrounder, press-relise, PR text genres, communication and society, typology of the PR texts, consumer group, mass-media, direct texts, combined texts, feedback in the PR communication

1 Introduction

It is known that the science of journalism is closely related to the term "text". The reason is that every person who chooses this field conveys his opinion to the public through the product of his creativity, i.e. journalistic text. Especially in the printed form of mass media, creative texts are always relied on. So what is the text itself? First, let's talk about the meaning of this term... According to the explanatory dictionary of the Uzbek language, "matn" is derived from the Arabic word, which means "shoulder". Definitions of the term text vary. In linguistics, the term "text" is used in a broad sense, including examples of spoken speech. Text comprehension is studied within the framework of text linguistics and psycholinguistics. The Russian linguist I. R. Galperin defines the text as follows: "It is objectified in the form of a written document, consisting of a series of statements united by various lexical, grammatical and logical connections, having a certain characteristic, moral character, pragmatic attitude and correspondingly processed literary message" [1] . He also interprets the text as a product of written speech brought to perfection in all respects. He emphasizes

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that oral speech includes various repetitions and gibberish, and because of this, it is inappropriate to recognize it as a text that can be an object of investigation.

It's no secret that today we live in an era of advanced information technology and increased flow of information. Nowadays, there are also types of texts for sale around us, and it is necessary to learn their language and style. When creating PR texts for internal and external audiences, the press secretary of an organization or a company should take into account its genre and its own style. For this, first of all, it is necessary to find the right answer to the question of what is meant by PR text.

2 Literature review

According to russian PR specialist A.D. Krivonosov's definition [2], PR-text is a paper or electronic document that secretly or in very rare cases directly serves the purposes of forming or increasing the publicity capital of the main PR-subject. are mass communication texts intended for external and internal public.

There are several definitions of the concept of PR-text in the professional literature on public relations. Unfortunately, this type of text is often interchanged with the term "press materials". According to Russian journalist, writer and scientist Alexander Chumikov [3], this type of materials can be divided into two main groups:

a) materials used for distribution in the process of organizing and holding new events;

b) Materials prepared for direct publication in mass media.

At this point, a legitimate question arises: since when did PR texts enter the human society and begin to play an important role?

There is an opinion that PR texts existed in the pre-institutional period of the development of public communications. For example, Tulupov V.V. He interprets the leaflets developed as a prototype of biography, which is one of the current PR text genres, during the Reformation period in ancient Greece and Rome, as the first appearance of texts in this direction. Julius Caesar founded the first institution, not a newspaper, but a system of bulletins similar in content and form to today's press releases. Some researchers evaluate Vatican encyclicals as an analogue of current press releases. At that time, the written form of public communication was widespread in religious organizations, especially in churches. But one of the first written texts in PR communications is the 1643 pamphlet New England's First Fruits, published by Harvard College. In the second half of the 18th century, about 1,500 pamphlets and appeals circulated in the United States. Later, they are developed for reprinting by newspapers, and in some sense, they can be considered the prototypes of modern news releases. The first press release close to today's concept dates back to 1758, when it was developed by King's College of Columbia University to inform the public about the educational services of the educational institution.

The emergence of PR texts as a separate PR tool in public relations in Russia occurred in the 1990s (during this period, public relations was formed as a scientific discipline and educational practice).

The PR text is often confused with the journalistic text due to the proximity and common goals of the genres of journalism and public relations. Unlike a journalistic text, a PR text is distinguished by the fact that it reflects the interests of the client and the public. That is, in this type of materials, subjectivity is more noticeable than objectivity, which is one of the main principles of journalism. "While a journalist strives for objectivity, a PR specialist promotes and protects the interests of the organization."

Another Russian scientist I. P. Yakovlev mentions the characterization of PR texts according to three classifications. These are: personal, specialized and public PR texts. According to him, while personal texts include information from informal conversations to important speeches, specialized texts are based on annual reports for shareholders, formal

proposals to senior management, documents, etc. interests of a particular group or stratum lie. For example, internal organizational documents, orders, specially prepared materials for publication in newspapers and magazines. Public texts have the same meaning for the public as their name: various brochures, speeches, press releases and case stories [1-5].

Today, every organization has publications of a certain type and name. For example, the Ministry of Health "Hamshira" magazine, "Market, Money and Credit" publication of the Central Bank of the Republic of Uzbekistan, "Trust" newspaper of the Federation of Trade Unions of Uzbekistan... the list can be continued. Through these publications, they convey relevant information to their audience, that is, they inform a certain part of the public about their activities, changes in the field, new reforms being implemented. They not only provide information, but also exchange ideas, prepare materials based on the demands and wishes of their audience. In this same process, we can observe public relations of various state or non-state organizations.

"Public Relations" (abbreviated from English - PR, piar) is one of the secular sciences that theoretically studies the relations between the organization and the public and helps to achieve real practical success. public relations" is translated. According to the theory of PR, if the opinion is expressed only from one side, it essentially remains one-sided propaganda. It is appropriate to study how important that propaganda is for the society and how people perceive it. The effect of propaganda received by the public with interest and attention will be accordingly. There is also a concept of pluralism in journalism. It is the diversity of opinion in society. In our country, attention has been paid to diversity of thoughts since time immemorial. We can see this simply in the example of the proverbs "Many ideas come from many" and "A well-advised wedding does not spread". Why did we start talking about pluralism? The reason is that in today's information age, two-sided discussion and exchange of opinions are becoming important in obtaining and distributing information. The role of public relations, that is, PR, is incomparable in this. According to the doctrine of PR, the diversity of opinions enriches the field of thought with debates. Reasonable words create a basis for fair conclusions.

PR is not only about communication technologies. Public relations specialists or PR managers help entrepreneurs and businesses to improve their reputation in society. It is worth saying that they also help to protect the reputation of the client in case of danger.

Below we will consider some concepts related to this field.

3 Analysis

PR information or PR information is social information produced in the course of activity of a social entity (firm, organization, person) that is the main subject of PR, distributed on its own initiative, reflecting important facts of activity in an optimized form. This information is intended for a certain segment of the public and serves the purposes of forming an effective communication environment of a certain social subject. PR-information always appears, is produced and distributed among the target public at the initiative of the organization, company; in other words, PR information is initiated by the organization itself.

Any PR text is based on the main subject of PR, that is, some event, news related to the activity of an organization, company or firm. The main PR theme (organization, person, social institution) dominates in the center. For effective communication, text-information should be prepared by an official of the company.

PR-communication (PR-communication) is a communication initiated by the main subject between the main subject of PR and its target audience.

PR text sources can be oral or written. Among written sources, we can distinguish textual and iconographic (icon) sources. Verbal sources are the messages of the first person, an

official in an organization or a collective body, representing a specific main subject of PR. Written sources of PR-text are divided into primary and secondary types.

As primary written sources, various official documents are used as a means of management communication. These are: 1) administrative documents (laws, decisions, orders, orders, etc.); 2) management and organizational documents (plans, regulations, rules, acts, reports, minutes, official letters, etc.); 3) documents on the personal composition of employees, including applications, autobiographies and other personal documents; 4) financial documents; 5) accounting documents.

Documents are characterized by the existence of the seal, terms, content and purpose, size, primary origin, and the type of information contained in them.

Secondary sources of the PR text are the public opinion, which is a means of feedback in the PR communication, or the publications reflecting the opinion of the individual journalist, the mass media, the speeches of the main topic of PR in the mass media. Secondary sources of the PR text can serve as a basis for a press review, that is, a press review.

Any PR text should have its own topic - this is the main thing that will be said in the speech work, it is the material organized according to the goals and objectives of the text. According to industry experts, the main distinguishing features of the PR text are transparency and hidden authorship. The reason is that the PR text is a reflection of the corporate point of view, and the point of view of its author (or authors) represents the corporate opinion. Also. any PR text written by a PR or press service employee of the organization is not signed by a specific person, or on the contrary, it is signed by the first person of the organization (head of the company). for example, similar to byliners or greetings. In this case, the PR text will have the status of "transpersonal" authorship.

According to two researchers, J. Habermas and H. Altschul, modern journalism is the result of the evolution of literary newspapers and "quality press" on the one hand, and the active circulation of commercial newsletters in Northern European ports on the other hand. It can be understood that journalistic and PR-texts have been developing harmoniously since those times.

The 1830s can be considered one of the "starting" points in the history of PR text, because at that time the rapid development of press relations was associated with the appearance of press agents in the United States, most of whom were former journalists. It was the press agent who at that time acted as "a link between his boss and the mass media that could provide the information market." M. A. Shishkina , having studied the history of American PR in detail, emphasizes the 1840s as the period of the emergence of real press agencies associated with "the emergence of a new type of cheap press and the rapid development of show business." According to F. Morel, the 1850s can be considered the starting point of the history of relations with the American press and public relations.

Thus, the emergence of the first PR-texts as a reflection of a new type of activity written down on paper, if we consider the history of public relations, can be attributed to different periods. In fact, in the last one and a half centuries, PR texts have been theoretically and practically enriched, developed and acquired their current modern appearance.

We associate the concept of "typology" with the need to divide a system of objects into parts and group them using a generalized model or type. "Type" for us is a variety, form, model characteristic of a certain group of objects. The typology of PR-texts is divided by experts into certain genre groups, taking into account their functional and structural features.

Below is the classification table 1 of PR-texts prepared by S.S. Shlyakhov in 2009:

Table 1. The classification of PR-texts

Basic typology	Appearance of PR-texts
Direction of mass flow	—external — internal

Medium of activity	— internal culture — cross- cultural
Character of influence	—persuasive — mixed
Image character	—artistic — non-artistic
Encoding character	—oral — mixed
By adress	—directed — non-directed
Delivery	—electron — printed

A.D. Krivonosov, professor of the Department of Public Relations and Advertising of the Faculty of Journalism of St. Petersburg State University, criticizes previous studies in the book "PR-Text Genres"[2] and offers his classification system for PR-texts. According to him, PR texts can be divided into two groups according to the level of readiness for publication: primary (original PR texts) and media texts (journalistic texts with features of PR texts).

Also, the professor suggests studying PR-texts divided into 3 main groups (table 2):

Table 2. PR-texts divided into 3 main groups

Main typology	View of the PR-text
Complexity	— Simple — Combined (in this several simple texts are combined, for example: press-kit)
Segmentation of the consumer group	—external — internal
A method of communicating text of the public	— texts for mass-media — direct texts (delivered directly to the target audience)

Krivonosov also develops a special genre typology of PR texts [2]:
- **Instant news genres:** press release, invitation;
- **Investigative news genres:** backgrounder, question-and-answer sheet, image interview;
- **Factual genres:** fact sheet (fact-list), biography;
- **Genres of research:** media statement, image article, case story;
- **Pictorial news genres:** bayliner, greetings.

Let's look at some more classifications of PR-texts below:
According to the degree of accuracy (severity) of differential signs:
- Basic – has all the features and characteristics of a PR-text event.
- On the basis of complexity, it is divided into simple and complex.
- Relevant texts - have poorly expressed characteristics of PR texts, which

- functionality may be incomplete or related to advertising.

According to the principle of operation:
- Normal PR text is a unique text, i.e. in other text forms

a specific object that exists and functions as an independent and self-sufficient text unit in the space of PR communications. For example: press release, invitation, backgrounder, fact sheet, biography, question and answer sheet, byliner, letter, congratulations, media release.
- Complex PR text - with a common theme (news).

a combined macrotext which is a "set" of combined basic plain PR texts. For example: press kit (press kit), prospectus, brochure, booklet.

By target and mass delivery method:
- Targeted – PR manager not with mass audience
- must work with a specialized audience.
- Mass - a specific type of mass communication
- channel/ media audience.

Depending on the consumer group (address, PR communication participants):
- for external public: press release, invitation, backgrounder, question and answer sheet, fact sheet (fact sheet), biography, byliner, greetings, press release, press kit, annual report, prospectus, booklet, newsletter , flyer, press review, annual report, image article, image interview, case story;
- for internal public: invitation, biography, letter, congratulations, annual report, newsletter, press review.

According to the method of delivery to the public:
- Direct delivery - in which PR-texts are delivered hand-to-hand or directly by mail. Examples include: press release, invitation, backgrounder, question and answer sheet, fact sheet, biography, byliner, letter to voters, letter to shareholders, greetings, media release, press kit, prospectus, booklet.
- Mediated delivery – where texts are delivered to the public and audience through the media. For example, an invitation, a fact-list, a biography, a letter to voters, leaflets, congratulations, a press review.

PR text genres are the cornerstones of the profession that every PR professional should master. Unfortunately, in practice, it seems that PR specialists have a vague idea about PR texts and their genres.

It is difficult to work in this field and fully fulfill professional duties without understanding in which genres PR-texts should be written. Even an expert who says that he will solve his problem through three or four PR genres is seriously mistaken. Because all genres have their place and place of use. For example, we cannot use a brochure instead of a prospectus or a backgrounder instead of a fact sheet. Let's briefly look at all types below and think about how to develop skills for working with them. First of all, let's remember what PR text is.

PR-text is one of the forms of communication in the information environment produced by the subject of PR activity and broadcasted to the target public to solve specific problems. Simply put, a message that a PR professional writes and distributes to a target audience to achieve specific results.

In our previous topics, we touched on the typology of PR-text genres. Therefore, let's discuss how and where to use them wisely.

The genres of PR texts are diverse and unique. The wider the range of genres you use, the more you can achieve. For this, it is necessary to learn genres from the young staff who are just entering the field, to be able to create independent PR texts based on them, and to master

carefully what means to gain an advantage over competitors. For example, whether it is by increasing the effectiveness of the text or using modern forms of media in their distribution, it is necessary to think carefully about this.

The main goals of PR texts are to inform, create and support a communication environment that is optimal for the PR topic. These goals are achieved by describing the product, product or service, as well as establishing a cause-and-effect relationship between the product and the expected state of the target audience after consuming the product. Due to the diversity of different products, each of them requires a unique approach to promotion with texts.

Although its purpose is different in each genre, the only goal for all genres is "to create an optimal communicative environment".

Event or person for instant-news (operational-news) and image-news genres; For nonfiction, factual, and investigative genres, a process, event, or person is the main subject.

Breaking news genre. These include informational texts, primarily press releases, announcements, and invitations to various events. Texts in this genre describe the main characteristics of a product or person. This genre is characterized by conciseness, factuality and efficiency. Expressing a new idea under one's own name is in the first place. Example: *"N" company invites you to the presentation of a new type of door equipment.*

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Research-news genre. This group of texts does not contain topical but urgent material. These types of genres include, first of all, questionnaires and questionnaires. The peculiarity of the genre is that, unlike the fast-news genre, it is not the novelty of the event, but the reflection of the cause-and-effect relationship between the object and the analytical information about it that is primary. Example: *"According to a study conducted by VTSIOM, 30% of Russians prefer wooden windows, 70% prefer double-glazed windows, but more than 40% of respondents have enough money to install them does not have".*

Pictorial news genre. In this case, a group of texts is written on behalf of the leader, for example, a by-liner, letter and greetings. Their distinctive feature is that in most cases, the signature of the manager is below the text, and an appeal is sent to the public on behalf of the head of the company or organization. It can combine features of any genre, but the only parameter that defines this genre is that the story is presented on behalf of the head of the enterprise or its division. Example: (topic title) Head of Murad building company*: "I will be very pleased to see you at the opening ceremony of our houses, which are being built in a combination of modern and classical style, in the coming days."*

Factual genre. In addition to basic information on the subject, texts that contain additional information, in particular, biographical and descriptive content. Examples of the factual genre include biographies and fact-lists (fact sheets). In this case, the goal is achieved through the description of an event or a person. Example: *"Rozmetov dreamed of starting a family business since childhood, and now he owns one of the famous family businesses in Uzbekistan."*

Genre of research. A group of texts, often independent journalistic material. The text of this genre is characterized by the presence of analytical elements, the use of various information sources, as well as the reflection of the author's personality. Most of the texts of this genre are scientific in nature. An example of a genre text would be a media release. The goal is achieved by describing and identifying cause-and-effect relationships between facts. Example: (except from the article) *"... according to a number of experts, one of the reasons for the deterioration of the health of the inhabitants of large cities is the excessive amount of*

physiologically comfortable noise levels. If you cannot afford to move outside the city , the solution to your problem can be modern double-glazed windows".

As you can see, before the presentation of the product, the opinion of the experts was given.

4 Discussion

The most commonly used genres in Uzbek PR services and PR campaigns today are press release, backgrounder, byliner, letter, invitation, press release, disclaimer and obituary. However, it should be noted that press release, rebuttal, press release and obituary are widely used in the Uzbek mass media. Bayliner and background views are on the official sites of many organizations and companies, but it is difficult to find them by the name of the genre. Perhaps this is the reason why elements of the PR genre are not theoretically developing in our country.

The "About the Company" section on the main page of the official website of the "Rozmetov" company, which focuses on the production of sausage products, contains exactly what we call the background in the field of PR. Only this type of text is provided on most official websites in sections such as "About the Company", "Company History" and "About Us". What should a background look like?

"Background" (from English) is a document that provides information about the history of the company's origin and development or provides additional information about any situation. Although it does not contain a personal message from the head of the organization, it is prepared for journalists or those who want to write about the organization. Backgrounder also serves as a reference base for the preparation of brochures, articles, press releases for the organization's employees, and for the orientation of new employees. It does not convey specific news and does not contain sensational news.

The reason for creating the background can be the description of the goods and services offered by the company, the transition to new technologies, etc. A backgrounder containing historical information about the company's origin and development should always be in the PR department, because the information contained in it will certainly be used when preparing for a press conference. It must be prepared by an expert from an impartial point of view.

A backgrounder can include information that complements a short press release and helps the reporter craft the story. For example, a two-page press release about the merger of two companies can be accompanied by a 4-5 page backgrounder that includes more detailed information about each company and the history of the merger.

5 Conclusion

Currently, PR, that is, the system of public relations in developed countries, is the system of many other fields is creating the ground for its development. Public Impact, to be able to arouse certain thoughts in him, to his support achievement depends on the coordinated and effective functioning of these systems.

The functions of modern PR services in the world include new serious and complex tasks as they improve. They include organizational and management activities (that is, conducting various projects and events to organize, to provide them with information, to organize fundraising), creative activity (ie environment and position, image implementation of creation programs, banking, editorial, advertising agency, creation of company history, etc.) includes consulting and information-analytical services.

In conclusion, it can be said that PR can exist only in a society where democratic principles are a priority. People know who is leading it and how those who are responsible

for the future of society should know all the information about. This is information availability of resources, openness and those who manage it is determined by the fact that its activities are within the law and ethics.

This is the place of democratic principles in the society serves as an important factor in decision-making, free and fair competition.

The information of the society continues to accelerate the process of mixing of cultures. Information among elite, national and popular cultures the development of culture is considered natural. This is the case screen art, in particular, computer, Internet culture also includes So, in this process, the world's cultural processes, including national characteristics. It is the same as knowing and studying the historical stages the characteristics of world civilization at that time not blindly copying national cultural processes and own not losing national individuality serves as a basis for modern journalistic culture.

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