Profile

**"Political management, public communication and symbolic politics"**

G.L.Tulchinskii

 **In the long backgrounds of**: Leadership and participation in the development of regional programs of the social-cultural development. HR, corporate culture, PR consulting. 12 monographs and textbooks.

 **In the near backgrounds of:** Participation in a regional development programs for Regional Ministry, the Expert Institute of RSPP, federal and regional NGO: the problems of single-industry towns, ratings to CSR and others. The development of methodology for assessing the effectiveness of PR-activity (through the levels and types of efficiency), methodology for assessing the effectiveness of social investments and social partnership (ESISP) – I have a copyright certificate.

 Actual developments and problematic are presented in the publications:

Total on for the past 5 years, more than 40 publications, including:

Books (in Russian):

 Social partnership: experience, technologies, performance evaluation. St. Petersburg: Aletheia, 2010; Management of special events. St. Petersburg: Lan’, 2010; Modernization of Russia: the territorial dimension. St. Petersburg: Aletheia, 2011; PR. St. Petersburg: Lan’, 2011. - 576 p; Corporate social investments and social partnership: technologies and performance evaluation. St. Petersburg: HSE, St. Petersburg, 2012; Total Branding: mythodesign of information society. St. Petersburg: St. Petersburg State University, 2013; Corporate social responsibility: technologies and performance evaluation. M.: Yurayt 2014; The logic and argumentation theory. M.: Yurayt 2016.

Key articles:

 Humanitarian expertise as a social technology. // Scientific notes of the St Petersburg Academy of Management and Economics. 2010, vol. 3 (29), p.28-38. (in Russian); Non-economic factors for modernization: hindering the stereotypes // Sociological studies. 2011. № 8. p. 132-135 (in Russian); Social partnership as a basis for solving of the single-industry towns problems. // Municipal government. 2011, № 2, p.36-40. (in Russian); Branding as a factor in positioning and promotion of the region. // PR and advertising in territorial marketing system. St. Petersburg: St. Petersburg State University, 2012. p.138-159. (in Russian); A paradigm shift for Russian regional development strategy. // The Society and economy. 2013, № 6, p.146-156 (in Rusian); Trust and civic identity as factors in the consolidation of Russian society. // Philosophical sciences. 2012, № 11, p. 76-88. (in Russian; Information wars as a conflict of interpretations: activating the 'third party'. // Russian Journal of Communication, 2013, Vol.5, No.3, pp.244-252; Political Transformations in Russia and modern political science // NZ. 2014, No.98 (6/2014), p.95-112. (in Russian); On Russian metaphysics of communication. // Russian Journal of Communication, 2015; Historical memory in the symbolic politics and information warfare // Philosophical sciences. 2015, No. 5, pp. 24-33. (in Russian)

***Development prospects and applications for profile:***

- An analysis of foreign and domestic experience in the development of regional programs and socio-economic development projects, assessment of their effectiveness

- Management of projects and programs, organizations and institutions in the field of public policy, evaluation of the effectiveness of their activities.

- Information and communicative support for projects and programs in public policy. Integrative marketing communications in public policy.

- Comparative analysis of foreign and domestic experience of regional branding as a tool to consolidate the society and the development of social partnership. Personnel political branding.

- Tools political planning and political marketing.

- Comparative analysis, evaluation of the effectiveness of public communications and symbolic policy. Social myths in modern society.

- Social-cultural technologies of civic identity formation. Historical memory, political and cultural identity.

- Sense wars as conflicts of interpretations. Horrorisation and practice for mobilization to violence.