



The role of PR in the formation of psychological readiness for a rogue wave events.

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In recent years the study of psychological foundations of human behavior when dealing with rogue waves has received increasing attention. However, this problem is only in the interest of a narrow circle of specialists, while the task is to explain the rules of behavior when dealing with the phenomenon to anyone who can get into this situation. This problem can only be solved by media and PR-specialists working in this field. PR- specialists are required to convey to people the need of correct action stereotype for assault element, because, as it is known, a fact only becomes a fact when it is written about in a newspaper or is made a story about in a summary of radio or TV news. This publication is devoted to the developing of forms and methods of PR-specialists activity in this area.