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### **Professional PR-community in the Russian Far East: identification and self-organization**

*The article is devoted to the issues related to the study of the process of identification and professional self-organization of public relations specialists in the Far-Eastern region of Russia. This process is studied from the point of view of defining the group identity, group norms, and the activities of professional communities. The empirical basis of analysis was the results of an expert survey of public relations specialists in the Far-Eastern federal district. The authors identify the current professional PR communities of the Russian Far East, identify the motives of their members for more active participation in the communities life. There is an independent association of representatives of professional group due to the grassroots activity «spontaneous self-organization» and the presence of experience in consolidating PR specialists in a specific field (state) with an external actor. It is concluded that today there is a willingness of the self-organized PR community to participate in solving the socially significant issues for the region, the development of inter-sector partnership, as a result of formation of trusting attitude of population to the decisions taken in the region.*

**Keywords:** professional group, professional community, professional organizations, professional associations, Far Eastern PR community, public relations.

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