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## **MULTIMODAL CONTENT: CHALLENGES EOR PR EDUCATION**

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*The expansive development of multimodal means and formats of communication challenges PR professionals and PR education.*

*New genres and types of texts leads to revise the traditional (predominately linguocentric) genres of PR texts. Relatively, one of key tasksfor PR education is to construct the educational process to teach new genres and multimodalformats oftraditional PR texts.*

*The efficiency of PR messages today grounds on the growth of semiotic affordances of PR products, e.g. synthetic (multimodal) means of communication, ^which means the necessity to develop the special applied competences.*

*We distinguish three mostly used models of multimodal teaching. The repetitive model bases on the reconstruction of the original text in the same mode but^with new semiotic resources. It is usedfor teaching to work with traditional linguocentric texts. The additive model includes the semantic development of the original verbal PR message by means of additional semitotic resources or by transposing the initial meanings to other modes. It is applied 'while teaching to work with new multimodal formats of traditional PR texts. The convergent model is used while working with new multimodal genres of PR texts. It is applicable ^when constructing complex semantic structures (often in interactiveformat) based on original intentions (not texts) by means ofvarious semiotic resources and modes.*

*We claim that only repetit^ve and additive models contributes to development of competences of media relations, 'while the convergent model leads to develop the experience of the direct interaction with the target audience.*

*In the minimal scale, the changes in PR education would affect the content of linguistic and 'visual subjects, as ^well as the development of new, synthetic, ones that aim at the competences of^working ^with semiotic ensembles ofverbal and non-verbal resources.*

**Key words:** multimodality, PR education, PR, multimodal content, synthetic communicational means.

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