

Russians Dislike 'Rich' PR People

By [The Moscow Times](#)

July 28, 2010

The  **Moscow Times**

Russians think that public relations jobs are prestigious and profitable, but immoral, and do not want their own children to take up the line of work, according to a new survey released Wednesday in celebration of PR Specialist Day.

“Black PR” and “cheating” are two main associations the expression “PR” evokes for 34 percent and 33 percent, respectively, of the people surveyed last week by the state-run VTsIOM polling agency.

Twenty-seven percent simply said they associate the acronym with “development of public relations.”

Respondents gave PR jobs a grade of 3.8 out of 5 for profitability and 3.35 for prestige, the survey said. But the phrase only earned 2.61 on a “moral level.”

Only 16 percent of the 1,600 respondents have no objections to their children becoming PR specialists, while 56 percent said they would not approve of such a career choice.

Original url: <https://www.themoscowtimes.com/2010/07/28/russians-dislike-rich-pr-people-a238>