

PR-SPECIALISTS IN CUSTOMS

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In today's fast moving world, the most of the multinational companies as well as state bodies and organizations make efforts to manage and maintain their relationships and contacts with the society in whose interests they function. The variety of activities conducted by any company or organization is to promote and protect the image of the company, its products and policies in the eyes of the public is called "public relations" (hereinafter referred to as PR). The primary goal of PR is to develop, maintain, and protect the organization's reputation, enhance its prestige and a favorable image. It deals with the dissemination of organization's important news or events to the public.

PR is often confused with advertising. The main difference between these tools is that PR can be free, whereas you always have to pay for advertising. In addition, advertising is most often aimed at increasing sales, while PR is more responsible for the growth of awareness, the formation of the image as a whole.

Also, PR is often associated with such a concept as propaganda. However, propaganda is characterized by unethical tactics, it relies on the use of incomplete information or disinformation. PR, in the classical sense, is focused on achieving mutual understanding with society, on honest and open relations.

Public relations specialists perform a wide variety of functions:

- research and analysis of public opinion for interpretation and forecasting;
- preparation and distribution of press releases;
- organization and holding of various events within the framework of a PR company;
- creation of content for distribution through different communication channels;
- advising the organization's staff in terms of proper communication with the press or using other channels of communication with the external environment.

PR specialists are the main intermediaries between the represented organization and the various groups of society which the organization deals with. Therefore, PR agents has a great responsibility both to the organization on behalf of which they act, and to various public audiences. PR activities are intended to disseminate news, information in general, that gives an opportunity to interested groups of the public to be aware of the policies and activities of a given organization.

In terms of customs activities – PR means creation of an efficient system of social communications between customs authorities and the public, expansion

and strengthening of close interaction between them with the help of public institutions in order to establish stable ties, trust and mutual understanding.

PR officers study the image of Customs as a social institution, monitor the attitude and opinion of the public to the activities of customs authorities and assess the level of satisfaction of the participants of foreign economic activity. Such information is the basis for the development, adoption and implementation of customs policy, management decisions to improve the performance of customs authorities.

The duties of public relations specialists also include choosing the most suitable media and actively working with them. The PR service within the Belarusian Customs authorities has established constructive cooperation with state television and radio companies and publishing houses. Public relations officers assist journalists in informing the public about the work of the Belarusian customs and its departments, provide individuals and legal entities with accurate information on changes in the customs legislation, requirements for crossing the customs border by individuals, customs allowances, activities of the State Customs Committee, etc.

Since recently, PR specialists in the customs authorities have been engaged not only in interaction with the media, but also in the distribution of the latest press releases in the media, the organization of publications in magazines and speeches in electronic media.

Today the media, being the "fourth estate", require a more complex approach. In this respect, a public relations specialist should know the basics of people's psychology and the needs of the modern world. The events covered should be interesting and relevant and satisfy the public's requests for information.

Thus, for government agencies and organizations, the Pr service is becoming a key factor contributing to the fulfillment of its mission by the State Institute of Customs, as well as the establishment and maintenance of an atmosphere of confidence in the necessity and importance of its work in the customs environment.

Литература

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RESPONSIBILITY FOR SMUGGLING AND MEASURES TO PREVENT IT IN THE CUSTOMS SPHERE OF THE REPUBLIC OF BELARUS.

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Smuggling is the illegal movement of goods, money, valuables and prohibited items across borders. According to the customs rules, only goods for personal use can be freely imported and exported; goods intended for sale must be declared and the duty paid. High rates can make the business not so profitable, so some entrepreneurs resort to smuggling. In addition, some things are simply prohibited from being transported legally for the purpose of sale: weapons, drugs, individual art objects. So that an ordinary person does not inadvertently turn out to be a smuggler, it is necessary to study the rules for transporting things. But it is allowed to take only in the amount of 1,000,000 (but in any currency), in addition, there are restrictions on the export of fish, caviar and diamonds [1].

The imagination of smugglers is inexhaustible, here are just a few ways of smuggling:

- to reduce the customs value of the goods;
- specify the code of another product with a lower duty;
- hide on yourself (diamonds in a cast in the famous comedy "Diamond Hands" or swallowed bags of heroin);
- dig a tunnel under the border;
- use a drone or a radio-controlled raft;
- transfer it to a person who is not undergoing examination

When investigating cases of smuggling, the following circumstances must be determined:

The very case of illegal movement of goods across the border;

The introduction of clear high-quality and quantitative data of the goods being moved;

The space and time of the commission of the crime;

The person who committed the original crime, qualifying the source in connection with it;

Method of committing smuggling;