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# **STUDY PUBLIC RELATIONS**

**Учебное пособие для студентов факультета  
«Международные отношения»**

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Пособие «Study Public Relations» ставит своей целью:

- Обучение профессиональному английскому языку по направлениям «Международные отношения», «Международная журналистика и PR»
- Подготовка к чтению и переводу оригинальных материалов по политологии, международным отношениям, связям с общественностью и журналистики.
- Развитие навыков написания краткого изложения текста (Summary ex)
- Развитие навыков монологической речи («comment on», «what do you think») и навыков ведения дискуссий.

Достижению этих целей подчинены и лексико-грамматические упражнения пособия. Лексический материал полностью построен на тематике и проблемах Public Relations и Политологии. Учитывая специализацию пособия, особое внимание уделяется введению и обработке специальной терминологии.

Пособие предназначено для студентов продвинутого уровня (Intermediable level) английского языка, а так же для лиц, специализирующихся на проблемах PR и политологии и начинающих читать оригинальные тексты по этой тематике

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# UNIT 1

## Definitions of Public Relations

### I. *Text work*

1) **Learn the following words and expressions using a dictionary.**

mutual understanding	to be widely used
to make an attempt	to emphasize
press relations	to adapt
actions	key words
careful planning	to plan and sustain effort
evaluation of result	one-time activity
multiple publics	goodwill
public participation	tool

2) **Read and translate the text:**

#### **Definitions of Public Relations**

Public relations (PR) as a profession was established less than a hundred years ago. At the same time during its relatively brief history people always tried to give definitions to public relations. The earliest definitions emphasized the roles of press relations and publicity because these were the most important fields from which modern public relations grew.

Later in the twentieth century as "public relations" was recognized and used by more organizations, definitions began to include:

-the need for research before actions, careful planning and evaluation of results;

-a systematic process, not a one-time activity;

-multiple publics;

-its role as an important function of management;

-public participation as an important tool;

-the need for long-term projects.

In 1988 the Assembly of the Public Relations Society of America made an attempt to solve this problem. It officially adopted a definition of public relations which has become very popular and widely used:

“Public relations helps an organization and its publics adapt mutually to each other.”

In this definition, the functions of research, planning, communication, dialogue and evaluation are mentioned. Key words are “organizations” rather than the “company” or “business”, and “publics” which means that all organizations have multiple publics with which they have to work.

The British Institute of Public Relations (IPR) has the following definition of PR:

“Public relations is the planned and sustained effort to establish and maintain goodwill and understanding between an organization and its publics”. By these words it is “the planned and sustained effort”. It means that PR activity is organized as campaign or program and is a continuous systematic activity. Its purpose is “to establish and maintain mutual understanding”- that is, to make sure that the organization is understood by others.

*(Kovalenko P.I. "English for students of Public Relations")*

**3) Answer the following questions:**

- 1) When did public relations become a profession?
- 2) What did early definitions of PR emphasize?
- 3) What is the modern form of definition?
- 4) What is the difference between PR as the subject to study and PR as a profession?
- 5) What is said about public participation?
- 6) What meeting of PR professionals was held in 1988?
- 7) What is the Assembly of PR professionals?
- 8) What is the main task of PR activity?
- 9) What is mutual understanding?
- 10) What examples of PR activity do you know?

**4) True or false?**

- 1) The history of public relations is 100 years old.
- 2) The history of PR as a profession is relatively brief.
- 3) People always tried to give definitions to multiple publics.

4) Modern public relations grew out of fields of publicity and press relations.

5) “Public relations” was recognized by more organizations later.

6) Definitions of PR began to include multiple audiences and one-time activities.

7) PR is not a systematic process, it is rather a function of management.

8) In 1988 the Assembly of the PRSA made an attempt to solve the problem of a definition of the PR.

9) The key words in the definition of PR are “organization” and “publics”.

10) The purpose of the PR, according to the text, is “to establish mutual understanding”.

#### 5) **Questions for discussion**

1) What definition of PR is used in your country? In what way is it practiced?

2) Do you agree that public relations:

-conducts a planned and sustained program as part of management;

-deals with the relationships between an organization and its publics;

-monitors awareness, opinions, attitudes, and behavior inside and outside the organization

-analyzes the impact of policies, procedures, and actions on publics

-adjusts policies, procedures, and actions found to be in conflict with the public interest and organizational survival

-counsels management on the establishment of new policies, procedures, and actions that are mutually beneficial to the organization and its publics

-establishes and maintains two-way communication between the organization and publics

-produces specific changes awareness, opinions, attitudes, and behaviors inside and outside organization

## II. *Grammar*:

### 6) **Translate the sentences into English:**

- 1) Коммуникативность - это способность общаться устно, письменно или через компьютер.
- 2) Гибкость и адаптивность являются важными качествами для бизнесмена.
- 3) Способность работать в команде означает умение работать с другими для достижения общей цели.
- 4) Способность к количественному мышлению является важным навыком для работы с цифровыми данными, статистическими данными и графиками.
- 5) Работодатели хотят видеть в работнике осведомлённость в сфере, в которой собирается работать кандидат.

### 7) **Translate the sentences into English.**

- 1) Издательство - это четыре разных организации под одной крышей.
- 2) Редакционный отдел создает содержание журнала.
- 3) Отдел рекламы или маркетинга – это отдел продаж.
- 4) Стоимость площади рекламы зависит от тиража и состава читательской аудитории.
- 5) Производственный отдел издательства управляет процессом печати журнала или газеты.
- 6) Отдел подписки отвечает за организацию распространения тиража автотранспортом, железнодорожным транспортом, водным транспортом и воздушным транспортом.
- 7) Отдел подписки отвечает за продажу экземпляров оптовым покупателям, газетным киоскам и уличным торговцам.
- 8) Если менеджер по связям с общественностью отвечает также и за рекламу, он не должен разговаривать с редактором о рекламе и с менеджером по рекламе о редакционных вопросах.
- 9) PR- материал публикуется, потому что стоит того, чтобы быть опубликованным, а реклама покупается, потому что стоит того, чтобы быть купленной.

8) **Compose the sentences, using Future in the Past:**

I did not know what they would do	when	Придет клиент Компания заработает Пройдет пиар акция Получат пресс-релиз Они все вспомнят Получат столько денег У них не будет работы Придут новые работники Подействует реклама Ты им все скажешь Они выработают стратегию
I didn't know what they would do	if	Компания обанкротится Потеряют все деньги Конкуренты окажутся впереди Ты не придешь вовремя Пройдет заседание Узнают правду

9) **Complete the sentences with the following words:**

Forbid, space ,to be, live, elect, take over, start, use, have, work, replace:

- 1) People..... on the moon.
- 2) Children..... school at the age of three.
- 3) Computers ..... teachers.
- 4) People..... 4 hours a day.
- 5) Houses and factories.....solar energy.
- 6) Americans ..... a woman president.
- 7) Robots.....must jobs.
- 8) There..... a law, which .....having more than two children.
- 9) Six weeks..... a normal annual holiday.
- 10) Great Britain..... a black Prime Minister.



### III. *Creative work*

10) Try to invent the advertisement to the following product:



- 1) Make up the slogan to this product.
- 2) Describe the characters of your advertisement

## UNIT 2 History of PR

### I. *Text work*

1) **Learn the following word combinations, using a dictionary.**

PR practitioners	profession's founder
to make recruits conscious	and intelligent manipulation
highly paid PR positions	two-way street
career choice	unseen mechanism
newspapermen	ruling power
on behalf of US consent	torches of liberty
to apply social science	to equate

2) **Read and translate the text:**

### History of PR

Early specialists in public relations specialized in promoting circuses, performances, and other public shows. Later, most PR practitioners were recruited from journalism. Highly paid PR positions are

a popular career choice for many journalists. PR historians say the first PR firm, the Publicity Bureau, was established in 1900 by former newspapermen. Their first client was Harvard University.

The First World War also helped to stimulate the development of public relations as a profession. Many of the first PR professionals, including Ivy Lee, Edward Bernays and Carl Byoir started their careers with the Committee for Public Information, which organized on behalf of US during World War I. Some historians see Ivy Lee as the first real practitioner of public relations, but Edward Bernays is considered today as the profession's founder. In describing the origin of the term Public Relations, Bernays wrote, "When I came back to the United States, I decided that if you could use propaganda for war, you could certainly use it for peace. And propaganda was a bad word because of the Germans using it. So what I was to try to find some other words, so we named our organization Council on Public Relations".

Ivy Lee was a man who developed the modern news release (also called a "press release"). He introduced a philosophy of the "two-way street" public relations, in which PR consists of helping clients listen as well as communicate messages to their publics. In practice, however, Lee often worked in one-way propaganda on behalf of clients with bad image, including John D. Rockefeller.

Bernays was the profession's first theorist. A nephew of Sigmund Freud, Bernays took many of his ideas from Freud's theories about the irrational, unconscious motives of human behavior. Bernays wrote several books, including *Crystallizing Public Opinion* (1923), *Propaganda* (1928), and *The Engineering of Consent* (1947). Bernays saw public relations as an "applied social science" that uses psychology, sociology, and other disciplines to scientifically manipulate the irrational public. "The conscious and intelligent manipulation of the opinions of the masses is an important element in democratic society," he wrote in *Propaganda*. "Those who manipulate this unseen mechanism of society form an invisible government which is the true ruling power of our country."

One of Bernays' early works is in the tobacco industry. In 1929, he managed a legendary publicity event aimed at persuading women to start smoking cigarettes. Bernays arranged a march of women

smoking cigarettes as a form of protest against the norms of a society. Photographs of what Bernays called the “Torches of Liberty Brigade” were sent to newspapers, persuading many women to equate smoking with women’s rights. (*Samuel Adams History of PR*)

**3) Answer the following questions to the text:**

1. What does the term “PR practitioner” mean?
2. What is the role of journalism in public relations?
3. What PR professionals are mentioned in the text? What made them popular?
4. What PR professionals do you know in your country? Can you consider their work successful?
5. What tools of manipulations of opinions do you know?
6. What made E. Bernays outstanding person?
7. Who developed a “press release”?
8. What is propaganda? And what is its role?
9. Where was the Committee for Public Information founded?
10. What is the role of PR professionals in politics?

**4) Finish the sentences:**

- 1) Early specialists in public relations specialized in .....
- 2) Most PR practitioners were recruited from .....
- 3) PR historians say the first PR firm was .....
- 4) The Publicity Bureau was established in.....by .....
- 5) Edward Bernays is considered today as the.....
- 6) Ivy Lee was a man who .....
- 7) Ivy Lee introduced a philosophy of.....
- 8) In practice Ivy Lee often worked in .....propaganda on behalf of clients with bad image.
- 9) Bernays was a ..... of Sigmund Freud.
- 10) Bernays saw PR as an ..... that uses psychology ..... and other disciplines.
- 11) One of Bernays early clients was.....
- 12) Photographs of what Bernays called the “Torches of Liberty Brigade” were.....

## 5) Questions for discussion

1) Do you agree that a good PR specialist should be recruited from journalism?

2) Do you agree that the modern practice of PR is “a two-way street”?

3) Why is it important to study PR?

4) Manipulation is one the main ways of solving problem, isn't ?

**6) What do you think, what role PR practitioners play in the following companies?**

1) Small industrial company.

2) Urban tax inspection.

3) Representation of foreign company.

4) Football team of the first echelon.

## II. *Grammar:*

### 6) Read the text

#### “Effecting writing skills for Public Relations”

Correct mistakes in the sentences.

Writing good English must be one of the most difficult job in the world. The tracking of a developing language that is rich, diverse and constantly evolving in use and meaning is not an easy tasks. Today's rules and uses quickly become outdated, but this book captures English as it should be used now.

There have always been books at grammar and most of us, if we are honest, have to sneak the occasional look to check whether an apostrophe is in the right place or where a quote mark goes.

This book by John Foster gives invaluable advice, not only on the rules of English grammar, but on how to make the language to come alive. How do you make people excited by your writing style and keep them reading on? How do you delight and surprise them, even if the topic is essentially dull?

Of course there's writing and there's writing. Writing for the press is very different from writing for the office. John take us through the basics of style for all occasions, right down to pronunciation.

Also included in this fourth edition are four useful appendices: definitions of grammar with a good practical examples, similar pairs of words that are often confused, a short glossary of everyday terms in IT and publishing, and some tips for when you are lost for words. Particular attention has been given in this edition to internet-related subjects, for example what makes a good website and the writing skills needed in a digital age. The book written in a lively, imaginative style and suited not only for the new practitioner who is eager to improve his or her mastery of the English language, but for the more experienced practitioner who needs a quick checklist of the essentials of grammar and some hints on how to pep up their writing style.

Effective Writing Skills for Public Relations is intended be a no-nonsense guide for busy practitioners. It avoids the traps of being so comprehensive and detailed that it confuses, or so superficial as to be of no use at all. It covers all the major grammatical constructions that we used day-to-day with the one objective in mind: writing good, readable English. Every PR practitioner should have one. Its potential readership extends to the wider reaches of the communications industry – in fact to anyone interest in words and their usage. (*Kogan Page,2008*).

### **7) Explain the meaning of expressions and make up your own sentences.**

1) Account executive, advance publicity, audience research, big selling news, certification mark, circulation area, commercial speech, consumer market, corporate objectives, relationship building.

8) Translate the sentences into Russian:

- Experienced public relations practitioners and their clients should understand the nuances between publicity and advertising.

- They should realize the final editorial or news message may differ from its original intent.

- Public relations is a key component of a successful marketing campaign, so it's essential that PR professionals speak the language of marketers.

• If you can wrap your mind and mouth around the basics, you'll be able to better hold your own in meetings where colleagues may try to score points with their own mastery of the lingo.

• In the United States, public relations professionals earn an average annual salary of \$49,800 which compares with £40,000 (\$68,880) for a practitioner with a similar job in the UK.

9) Translate the sentences into English:

1) Этика полена для экономики.

2) Это не циничная фраза, она обозначает, что быть честным выгодно.

3) Доверие жизненно необходимо в пиаре.

4) Честность- лучшая стратегия.

5) Пиар не будет работать, если в него не будут верить.

6) В пиаре мы отвечаем за распространение фактической информации, точной и без комментариев.

7) Аудитория должна решать сама, что делать с такой информацией.

8) Этика связана с тем, как ведут себя специалисты по пиару.

9) Специалисты по связям с общественностью должны делать себе хороший пиар.

### ***III. Creative work***

1) Apply a slogan to the product given below.

2) How can you make it popular and promote it?



## UNIT 3

### How does Public Relations differ from advertising?

#### I. *Text work*

##### 1) **Learn the following word combinations, using a dictionary.**

to be limited to smth	to promote goods
production costs	
free advertising	unpaid-for advertising
time-consuming	staff salaries
consultancy fees	editorial space
priceless	fire brigade
recruiting staff	income
commission system	universal
air time	expertise

##### 2) **Read and translate the text**

#### **How does Public Relations differ from advertising?**

PR is not a form of advertising and is a much bigger than advertising. This is because PR relates to all the communication of the organization and advertising is mainly limited to the marketing function.

Public relations is neither “free advertising” nor “unpaid-for advertising”. There is nothing “free” about PR: it is time-consuming and time costs money. This money may be represented by either staff salaries or consultancy fees. If a story appears in the news column its value cannot be counted by advertisement rates for space or time because editorial space and radio or television program time is priceless.

Advertising may not be used by an organization, but every organization is involved in public relations. For example, a fire brigade does not advertise for fires or even advertise for its services, but it does have relations with many publics.

Public relations works with everyone and everywhere and advertising is limited to special selling and buying tasks such as promoting goods and services or recruiting staff. Public relations has to do with the total communications of an organization, it is more extensive than

advertising. Sometimes PR may use advertising which is why PR is neither a form of advertising.

Another difference lies in the finances of the two. There are several ways in which advertising agencies receive their income, but basically the commission system is universal and agencies receive commission from the media. The PR consultancy can sell only its time and expertise, and fees are charged according to the work done. Moreover, in advertising most of the budget is spent on media and production costs whereas in PR most of the money is spent to pay staff specialists or consultants. (*Stanley J. Baran "Introduction to mass communication"*)

**3) Questions to the text:**

- 1) Is PR a form of advertising?
- 2) Does PR relate to all the communications of the organization?
- 3) Is PR "unpaid-for advertising"?
- 4) Why PR is not free?
- 5) What is said about an editorial space?
- 6) Is it possible to reject advertisement?
- 7) Why PR is more extensive than advertising?
- 8) Can PR use advertising?
- 9) How is the budget spent for advertisement?
- 10) What is the money spent on in PR?

**4) True or False:**

- 1) PR is a form of public relations.
- 2) PR relates to all the communications of the organization.
- 3) Advertising is mainly not limited to the marketing function.
- 4) PR is not free about public relations.
- 5) PR is not free because the money is spent on staff salaries or consultancy fees.
- 6) If a story appears in the news column its value can be counted by advertising rates.
- 7) Fire brigades have relations with many publics.
- 8) PR is more extensive than advertising.



5) **Form the adjective from the noun.**

Example: price-priceless

Job-.....

Meaning-.....

Penny-.....

Time-.....

Use-.....

Worth-.....

Example: limit-unlimited

Paid-.....

Said-.....

Spoken-.....

Sold-.....

II. **Grammar:**

6) **You are writing a letter to a friend and giving news about people you both know. Use the given words to make up sentences and put the verb into the correct form.**

Example: Phill/find a new job - Phill has found a new job.

Dear Chris,

Lots of things have happened since I last wrote to you.

1) Charles/ go to Brazil Charles.....

2) JackandJill/decide/togetmarried.....

3) Suzanne/have/ababy.....

4) Monica/ give up/ smoking.....

5) George/pass/his driving-test.....

7) **Complete the idiomatic collocations with the following words. Use your dictionary to help you.**

cause ceiling interest order

playing field problems risk robbery

tape visit

calculated \_\_\_\_\_ lost \_\_\_\_\_

daylight \_\_\_\_\_ red \_\_\_\_\_

flying \_\_\_\_\_ tall \_\_\_\_\_

glass \_\_\_\_\_ teething \_\_\_\_\_

**8) Fill the blanks with prepositions and translate this text into Russian:**

Public relations activities, like product advertising, may involve media communications, \_\_\_ these communications are not normally openly sponsored or paid \_\_\_. Usually they take the form \_\_\_ news, articles, editorial interviews, \_\_\_ or feature stories. One means of relaying a public relations message, through corporate advertising.

As public relations expert Amelia Lobsenz has pointed out, public relations is less precise than advertising. Advertising can be strictly controlled so that its reach and impact can be charted \_\_\_ advance, \_\_\_ public relations communications are not so easily quantifiable: “PR’s results depend more \_\_\_ the experience, ingenuity, and tenacity of the people engaged \_\_\_ its day-to-day execution”. Although PR communications may be less controlled than advertising such communications often have greater credibility.

**9) Look at the homographs in the sentences below. How does the pronunciation of the two forms differ? Listen, check, and repeat.**

1) The *estimate* for the building work arrived today. I *estimate* that the job will take about three weeks.

2) There were 300 *delegates* at the conference. No wonder he’s stressed. He never *delegates* work.

3) They live together but lead very *separate* lives. If your work at home, you must *separate* work from family life.

4) She needs to *moderate* her language. There was a *moderate* increase in prices last year.

5) Would you care to *elaborate* on that point? They made *elaborate* plans for his 40<sup>th</sup> birthday.

6) She often *compliments* him on his dress sense. Wonderful food! Give my *compliments* to the chief.

7) They shredded thousands of incriminating *documents* before the FBI officers arrived. The film *documents* the rise and fall of communism in the former Soviet Union.

8) I only get the Sunday papers for the *supplements*. She *supplements* her income by doing part-time bar work.

### III. *Additional work:*

1) Imagine the advertisement to the terrible house:



2) Try to persuade buyers that this house is a beautiful.

3) What methods will you use in selling this house?

## UNIT 4

### Public Relations, Marketing, Sales Promotion, Publicity, Propaganda and Advertising

#### I. *Text work*

1) Learn the following word combinations, using a dictionary.

commercial world

to be applied to

marketing mix

sewing machine demonstration

have to do with

short-term scheme

direct marketing

credible suspicion

agreement(dis)

to concentrate on

factual

to be accused of taking drugs

marketing research

pricing

distribution

after-sales services

to be confused with

point-of-sale

increase sales

to keep the government in power

spiritual topic

free of self-praise

sales promotion

**1) Read and translate the text:  
Public Relations, Marketing, Sales Promotion, Publicity,  
Propaganda and Advertising**

In the commercial world Public Relations and advertising will be associated with marketing. Public Relations can be applied to every part of the marketing mix. The marketing mix consists of every element in the marketing strategy- for example, naming, packaging, market research, pricing, selling and distribution. All of these have to do with communications.

Public Relations and Sales Promotion. Public relations is sometimes confused with sales promotion. Sales promotion is a more personal form of marketing communication than traditional media advertising. Sales promotion consists of “below-the-line” (or BTL-other than with use of media) techniques. Sales promotion consists of short-term schemes. It is usually used at the point-of-sale but also in direct marketing or to increase sales. For example, sewing machine demonstrations in stores, etc. Sales promotion is often used as an alternative to product advertising.

Propaganda and Public Relations. Propaganda is another form of communication which is often confused with Public Relations. The two could not be more different, because to be successful Public Relations must be credible and propaganda can result in suspicion and disagreement. The problem is sometimes to find the difference between the propaganda and Public Relations elements in information distributed by government. Propaganda is used to keep the government in power but Public Relations is well understood.

Propaganda concentrates on matters of the heart and mind. There are emotional, intellectual or spiritual topics such as politics or religion.

Propaganda may be used for good or bad purposes. Propaganda, like advertising promotes its client or a product. Good Public Relations, on the other hand, should be factual and free of self-praise. A news release which will be otherwise rejected by editors.

Publicity and Public Relations. Publicity is a result of press attention and that is why it may be uncontrollable. This could be good or bad for the person. Some personalities receive both good and bad publicity. A pop star may receive good publicity from a concert or

song, but bad publicity if accused of taking drugs. However, the word is used loosely and especially in USA is confused with PR.

(«English for Public Relations in Higher Education Studies», Marie McLisky.)

**2) Answer the following questions:**

- 1) What is commercial point of PR and advertising?
- 2) What is the structure of the marketing?
- 3) What is said about sales promotion?
- 4) Where is sales promotion used?
- 5) What alternatives of sales promotion can be used?
- 6) What is the difference between the sales promotion and propaganda? And how does the government regulate them?
- 7) What makes PR successful?
- 8) What is publicity? What kinds of publicity are mentioned in the text?

**3) What is the difference between public relations and:**

- advertising
- sales promotion
- propaganda
- publicity

**4) Find examples of positive and negative use of:**

- 1) Propaganda
- 2) Publicity
- 3) Advertisement
- 4) Marketing

**II. Grammar:**

**6) Complete the sentences with the nouns to make collocations:**

- |           |                     |             |         |
|-----------|---------------------|-------------|---------|
| diplomacy | elections           | endorsement | fervour |
| headache  | identity measures   | mix         |         |
| policies  | stability statement | support     |         |

1) I find it very difficult to make up my mind about the euro. It's such a complex \_\_\_\_\_ of political and economic arguments.

2) Only the United Nations brings peace and long-term \_\_\_\_\_ to the region.

3) The Scots and Welsh have a strong sense of national \_\_\_\_\_ and hate it when they are mistakenly referred to as "English".

4) Opinion polls show overwhelming public \_\_\_\_\_ for the government's actions, so they are unlikely to change policy now.

5) It's always a danger when a leader stirs the people up into a patriotic \_\_\_\_\_.

6) The Prime Minister's statement didn't meet with the approval of his own party, but it received the personal \_\_\_\_\_ of the US President.

7) The wave of strikers has caused the government a serious political \_\_\_\_\_.

8) Virtually all the attempts to persuade teenagers not to take drugs have proved unrealistic. We need some workable \_\_\_\_\_ to tackle the problem.

9) The government resorted to desperate \_\_\_\_\_ to avert an economic crisis.

10) The minister made an emotional public \_\_\_\_\_ in an attempt to end media speculation about her family life.

11) After twelve years of totalitarian rule, the president unexpectedly called multi-party \_\_\_\_\_.

12) The border dispute can only be resolved by discussion and negotiation, not by gunboat \_\_\_\_\_.

**7) Paraphrase the following sentences, using "can (could)"**

**a)** It is impossible that he should have acquired so much popularity within such a short period of time.

**b)** I don't believe that their policy was subject to so much criticism.

**c)** It is unbelievable that Mass Media should have done nothing to convey this information

d) It's hardly likely that the advertisement should have been denied and we had a right to and conscious of.

e) I believe that they failed to promote their advertisement.

**8) Explain the meaning of the word combinations given below:**

Retail audit, roll-back, sale by the bulk, sales arm, sandwich-man, sky sign, soft selling, streamer, tag line, tabloid press.

9) Correct mistakes in the sentences.

1) The government has already abolished maintainance grants for university students. \_\_\_\_\_

2) Negative images always been attached to politics.

3) What is vital is to establish the ralevance of parties in relation to the formation of governments.

4) In the case of 'think tanks', interests groups have been formed specifically develop policy proposals and to campaign to their acceptance amongst key players in the policy process.

5) The pattern of relationships amongst parties only constitute a system if it characterized by stability and a degree of orderkliness.

**9) Additional work:**

1) Select a model (photo) for advertising Indian ink.

2) Imagine advertising story

## UNIT 5

### Necessary qualities of Public Relations Specialist

#### *I. Text work*

**1) Learn the following word combinations, using a dictionary.**

to demand smth

oracle

to perform miracles

willingness

tolerating people

to flatter

patient planning

integrity

creativity house

journal script for a film

to set a target

define objective

to estimate working hours  
to monitor outside opinion

manpower  
solution

## **2) Read and translate the text:**

### **Necessary qualities of Public Relations Specialist**

The demands on Public Relations consultants or Public Relations managers are very great. They are often regarded as oracles and expected to perform miracles. Yet, no matter how great their intelligence, training and experience, they can never be experts in everything. Public Relations man or woman has to be able to accept that in Public Relations one never stops learning. The ability and the willingness to find out are very important.

The following qualities are very important for Public Relations specialist, no matter what his or her background may be:

- ability to get along with all kinds of people: this means understanding, sometimes tolerating people, not flattering them.

- ability to communicate: that is, explain by means of spoken or written word by visual means.

- ability to organize, ability for patient planning.

- personal integrity in both professional and private life.

- creativity when designing a house journal, writing a script for a film or videotape.

- ability to research and evaluate the results of a PR campaign, and learn from these results.

Responsibilities of the Public Relations manager may be defined as:

- to set targets or define objectives for PR operations;

- to estimate the working hours and other resources;

- to choose publics, media, time for operations, and best use of manpower and other resources.

The tasks of the PR manager could be:

- to establish and maintain a good image of the organization and of its policies, products, and services.

- to monitor outside opinion and report it to the management.

- to advise management on communication problems, solutions and techniques.



-to inform publics about policies, activities, products, services and staff so that maximum knowledge and understanding is won. ( «English for Public Relations in Higer Education Studies»,. Marie McLisky.,)

**3) Answer the following questions.**

- 1) What are the demands of PR managers?
- 2) What is meant by “ability to get along with all kinds of people”?
- 3) What is said about “integrity”?
- 4) In what spheres is creativity important?
- 5) What are the tasks of PR manager?

**4) True or false.**

- 1) PR specialists are often regarded as oracles and expected to be experts in everything.
- 2) In PR one never stops learning.
- 3) Ability to get along with all kinds of people is an important quality of a PR specialist.
- 4) The background of PR specialist is not important.
- 5) Personal integrity in professional and private life is an important quality of a PR specialist.
- 6) Setting targets and defining objectives are among the responsibilities of a PR man.
- 7) PR manager has to choose publics, media and time for operations.
- 8) PR manager has to monitor outside opinion.
- 9) PR manager has to be an oracle and devise management on communication problems.

**5) Discussion:**

- 1) Do you agree that integrity is a very important personal quality of a PR manager?
- 2) Do you agree that PR manager but not top management is responsible for setting targets for PR operations?

3) Do you think that maximum understanding and knowledge of the company, its policies and activities are necessary for a company in your country? Find examples, when openness can be dangerous for business.

**II. Grammar:**

**6) Complete the table. Use your dictionary to help you.**

<i>Adjective</i>	<i>Noun</i>
Admiring	Admiration
Anxious	_____
Astonished	_____
Committed	_____
Considerate	_____
Deceitful	_____
Devoted	_____
Disloyal	_____
Faithful	_____
Grateful	_____
Indignant	_____
Infatuated	_____
Proud	_____
Romantic	_____
Suspicious	_____

**7) What is the meaning of these words? Give your own examples with the use of these words.**

Shop bill, small ads, space charge, stock-in-trade, stunt advertising, tally, tick, trade out, truck, underpin

**8) Fill in the blanks with appropriate prepositions and translate the sentences.**

1. People working in public relations (PR) look.... an organization's image and reputation.

2. They help to build and maintain good relationships.... the media and .... the organization's public such as their customers, suppliers, investors and employees.

3. Many PR officers have a degree .... subjects such as public relations, communications, marketing, journalism, media studies or English.

4. Entrants will usually develop their skills .... the job, shadowing more experienced colleagues.

5. It focuses ....building and maintaining a positive relationship and reputation with different audiences including consumers, investors and other stakeholders, suppliers and employees.

9) Translate the sentences from Russian into English.

**а)** Заказчиками PR-менеджеров выступают политики в период предвыборной агитации и не только (тех, кто выполняет эти заказы, еще называют политтехнологами), бизнесмены, звезды шоу-бизнеса, различные общественные движения, коммерческие организации.

**б)** В любом случае перед PR-менеджерами стоит задача формирования благоприятного образа клиента в глазах других людей, будь то покупатель, избиратель, поклонники, спонсоры или партнеры по бизнесу.

**с)** Они отвечают не только за создание образа (более узко этой задачей занимаются имиджмейкеры), но и за его донесение до нужного круга людей, формирование общественного мнения.

**д)** В зависимости от поставленных задач специалисты по связям с общественностью определяют аудиторию, на которую нужно оказать влияние, разрабатывают имидж, который расположит к себе данную аудиторию.

**е)** Важнейшим элементом в работе PR-менеджера является взаимодействие со средствами массовой информации: прессой, радио и телевидением, интернет-изданиями.

### ***III. Additional work:***

- 1) Describe qualities of the perfect PR manager.
- 2) Tell about the most famous PR managers in your country.
- 3) Create your own PR campaign and describe it.

## UNIT 6

### Need for an Internal Department

#### I. *Text work*

##### 1) **Learn the following word combinations, using a dictionary.**

to share services	to employ full-time staff
a large department store	to be preferable
to handle smth	internal PR department
advertisement	
a source of information	to speak on smb's behalf
product manufacturer	
to be alike	full-time PR specialist
local authorities	to predominate

##### 2) **Read and translate the text:**

#### **Need for an Internal Department**

When a company is beginning to spend a lot of money on advertising it becomes necessary to choose an advertising agency, but the opposite is true with PR. The clients share the specialist services of the advertising agency staff instead of having to employ full-time staff of their own.

But when a company has a lot of PR work it may be preferable to handle it through an internal PR department. The consultancy is useful when it does not pay to have an in-house PR department. Consultants can help the internal PR staff when special skills are wanted.

PR departments are not better than a PR consultancy. They are different and a large organization will probably use both. But there is another interesting difference. The advertising agency is usually employed for two reasons: it can buy space and broadcasting time economically and it can make creative advertisements.

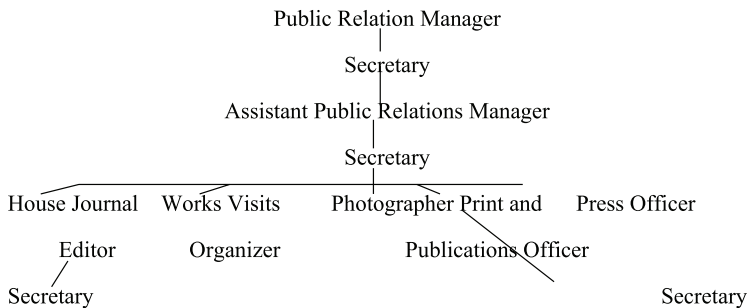
The PR practitioner is more of an all-rounder, adviser and campaign planner. The company is the source of information and creativity for PR practitioner. The more the PR manager knows about the organization the better, for he or she speaks on its behalf.

A mass market product manufacturer may spend much on advertising and little on PR. An industrial company may spend little on advertising and invest in PR activities. No two organizations are alike. The important thing is that management should use PR because it needs to communicate with certain publics. The PR impulse must start at the top.

Thus a PR department may consist of no more than a PR manager and a secretary, while others will have press officers, a house journal editor, a designer, a photographer and so on. There are also organizations which do not employ a full-time specialist but the responsibility is handled by a marketing, sales or advertising manager. In some organizations PR may be included in the duties of the director or a secretary. However, most local authorities in the UK now have full-time PR staff.

Most PR work is conducted outside the consultancy world-the opposite to advertising where agency personnel predominate and that PR departments and staff will be found in numerous non-commercial organizations which never or hardly ever advertise.

The chart shows the possible staffing of a PR department in a large manufacturing company. (*«English for Public Relations in Higher Education Studies».*, Marie McLisky.)



**3) Questions to the text:**

- 1) What are the main principles for the firm to make the right choice of advertising agency?
- 2) What goal does an advertising agency pursue?
- 3) What is the staff of PR department?

- 4) What are the duties of PR manager?
- 5) Where is PR work practiced most of all?

4) **True or false.**

- 1) When a company spends a lot of money on PR manager it is time to handle it by an advertising manager.
- 2) The clients of advertising agency share specialist services of the advertising agency staff.
- 3) It may be preferable to handle PR work through an internal PR department when a company has a lot of PR work.
- 4) Large department stores and big travel agencies need expensive advertising staff all the year round.
- 5) The consultancy is useful when special skills are wanted.
- 6) Consultants can help when a big travel agent does not have an expensive staff.
- 7) PR departments are not better than a PR consultancy.
- 8) A large organization will never use consultancy.
- 9) Advertisement agency can buy advertisement space cheaper.
- 10) The PR impulse must start in the advertisement agency.
- 11) The PR department may consist of no more than a PR manager and a secretary.

5) **Make up the sentences with the following words:**

news release, publicity, merchandise, misprint, above-the-line, branding, minority agency, motivation value, teaser

**II. Grammar:**

6) **Put the verb into the correct form**

Examples: If I had enough money, I *would put it into* my advertising agency(put).

- a. If I was offered the job, I think I.....  
(take) it.
- b. Many people would be out of work if that factory  
.....(close) down.
- c. If we had opened our doors in 1972, we..... many things to  
many clients. (do)

d. If your spirit empowered us, Main Street companies ..... (achieve) all goals.

e. If we had a reputation for web design and development, we ....( to be) in consumer advertising.

### **7) Fill in the gaps with the prepositions**

The PR Department was responsible ... managing the brand's social media activities. In addition to supporting marketing initiatives, the PR Department created ongoing original content, developed creative contests and connected ... strategic partners to engage and increase followers ..... both Facebook and Twitter. In May 2011 the team launched a "Mother Knows Best" contest .... Facebook, asking Canadians to post the most memorable advice their mother passed down. Within hours, hundreds of sentimental, humorous and witty comments were submitted with fans inviting friends to participate and join the discussion. Relying entirely ....social media channels and with no advertising budget, T-fal Canada's Facebook page gained thousands .... new fans and achieved 400,000 unique page views in less than one week.

### **8) Translate the text into English and retell it**

Отсутствие PR-службы, корпоративного pr-департамента, можно объяснить недостатком средств, однако, как правило, роль PR в деле повышения конкурентоспособности компании попросту недооценивается. Между тем, корпоративный pr-департамент обладает рядом преимуществ по сравнению с агентствами, привлекаемыми для проведения разовых мероприятий. Существующий на постоянной основе в составе компании, корпоративный pr-департамент располагает штатом сотрудников – служащих компании, которые отлично осведомлены о деятельности компании «из первых рук», разбираются в производственной специфике, технологиях, внутрикорпоративной системе коммуникаций, взаимодействуют с руководством компании и топ-менеджерами, принимающими стратегически важные решения. При этом корпоративный pr-департамент всегда «под рукой» - в случае необходимости и руководство, и другие структурные подразделения

компании без задержек могут обратиться к его сотрудникам, а наличие таких внутренних коммуникаций еще больше способствует повышению уровня их компетенции. Содержание корпоративного IT-департамента обходится компании дешевле, чем вознаграждения агентствам, а уровень эффективности его работы за счет «встроенности» в структуру компании гораздо выше.

**9) Label the picture with a verb of movement:**

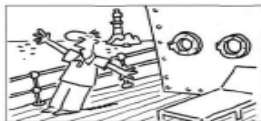
crawl                      creep                      hop      limp      march  
sprint                      stroll                      sway      tiptoe      stumble



1 creep



2



3



4



5



6



7



8



9



10



### ***III. Discussion.***

- 1) Is it necessary to use the outside consultancy as the same agency can work for its competitors?
- 2) Do you agree that the PR impulse must start at the top?
- 3) What is bad and what is good if PR responsibility is shared by a secretary?

## **UNIT 7 Studying the Press**

### ***I. Text work***

#### **1) Learn the following words, using a dictionary.**

nature of the press	editorial policy
business appointments	frequency of publication
fortnightly	quarterly
copy date	circulation area
urban	suburban
readership profile	distribution method
book store	newsstand
subscription	retail
door-to-door	by request

#### **2) Read and translate the text:**

##### **Studying the Press**

“Knowing about the media – knowing how to work with each medium, produce content for each, meet the deadlines for each, write in specific style, and address each medium’s audience – is a major part of many PR practitioners’ job. Practitioners responsible for dealing with media and media gatekeepers must build and maintain relationships of two-way respect and trust.”

It is necessary to understand how newspapers and magazines are published and how radio and television programs are produced. This can be done partly from the outside by researching publications and by analyzing broadcast programs. Visits to publishers, printers and studios are also very important. Very often, better understanding of

the media can be achieved by telephoning journalists and editors and asking them questions about the latest deadlines for stories. This is all part of the PR manager's job. If the PR practitioner cannot carry out the task, he or she will make mistakes such as sending a news release to a publication after it has been printed.

Here is the summary of what the PR practitioner needs to know about the press:

- **The editorial policy**- the journal's philosophy and the kind of material it prints. For example, does the newspaper regularly print brief details of business appointments?

- **Frequency of publication**- daily, weekly, fortnightly, monthly, quarterly, annually.

- **Copy date**- what is the last date or time to supply material for the next issue? This depends on frequency and printing process.

- **Printing process**- with what technology is the journal being printed?

- **Circulation area**- is it international, national, regional, urban or suburban, and in the case of regional press- what part of the region does it cover?

- **Readership profile**- what type of people read the journal- sex, job, special interests, and nationality.

**Distribution method**- book store or newsstand (retail), subscription (mailed), free newspaper (door-to-door), by request. («English for Public Relations in Higher Education Studies», Marie McLisky.)

### 3) Questions to the text:

1) How you can prove that media is a major part of the PR practitioner's job?

2) What is critical in PR promotion through newspapers and TV programs?

3) What is the connection between PR manager, journalist and editor ?

4) What is a continuous job of PR manager?

5) What makes PR manager professional?.....

6) What is the editorial policy?

7) What types of frequency of publication are mentioned in the text?

8) What is the copy date?

9) What is a circulation area?

10) What distribution methods are mentioned in the text ?

**4) True or false.**

1) It is necessary to understand how magazines are researched.

2) Visits to publishers, printers and studios are not very important.

3) Better understanding of the media can be achieved by calling journalists and editors and asking them questions about their media.

4) Frequency of publication can be only daily, monthly and annually.

5) Readership profile tells PR manager what kinds of people read, listen or watch the medium.

6) Among the distribution methods are retail, mailed and door-to-door delivery.

**II. Grammar:**

**5) Finish the sentences:**

1) It is necessary to understand how newspaper and magazines are.....

2) Visits to publishers, printers and studios are.....

3) Better understanding of the media can be achieved by .....

4) The editorial policy is .....

5) Copy date is the last.....

6) Readership profile is what sort of.....

7) Methods of distribution can be.....

**6) Fill in the gaps with the modal verbs and translate the sentences**

-A PR officer often works in-house and.... be found in both the private and public sectors, from the utility and media sectors to voluntary and not-for-profit organizations.

-Some PR officers ..... be based in consultancies.

- PR manager's job .... to keep the public informed about new policies, and provide daily news briefings to reporters.

-You ....have noticed that some transportation companies run advertising campaigns that highlight ways they are working on creating cleaner fuels to protect the environment.

- The schedule for public relations managers ..... be extremely demanding.

**7) Fill in the blanks with the articles where necessary.**

Public relations is .... lifeblood of any company. Whether ..... company is public or private, profit or nonprofit, its reputation will determine its ultimate success. Instant worldwide communications make it more important than ever to manage .... company's image and control how ....company interfaces with its customers. Public relations failures can seriously undermine ... effectiveness of management and compromise company credibility. To keep things running smoothly, the public relations manager must wear many different hats: that of .... journalist, marketer and sociologist.

**8). Read and translate the sample Press Release and make up your own one.**

**Sample Press Release**

**CrabTech Hermit Crab Shells and HermitHomes announce merger**

By James Downey

August 10, 2012

**Portland, OR** – Locally owned CrabTech Hermit Crab Shells announced today that it will be merging with Miami-based crab shell superstore HermitHomes effective December 21, 2012. Company officials are expected to meet with Crab Construction Union officials later this month to discuss employee benefits and retirement packages.

CrabTech officials expect this merger to improve investor confidence and widen its customer base. In addition to shells, CrabTech stores will now stock aquariums, heating stones, and crab socialization areas.

The merger will permit HermitHomes factories in Virginia and Colorado to construct CrabTech's patented BioShells and Shellac-At-

tack hermit crab shells. In exchange, CrabTech stores will be opened in Maine and Michigan, with construction and product selection completed by HermitHomes contractors.

More information is expected to be released following a shareholders meeting on August 20, 2012.

#### **About CrabTech Hermit Crab Shells**

CrabTech opened its first store in Portland in 1996 and is owned by Jesse and Jean Callahan. It has enjoyed 16 years as an independent company and has six stores in Oregon and Washington.

CrabTech will uphold its promise to stimulate the local economy. Known for its biodegradable temporary shells and sustainably harvested shellac, the company also intends to maintain its commitment to environmentally friendly business practices. For more information, please visit <http://www.CrabTechHermits.com/>.

#### **About HermitHomes**

HermitHomes is a Miami-based crab shell dealer. It specializes in wholesome, crab-healthy living and is committed to using only American labor to create and market its products. It has 68 stores nationwide, as well as four overseas in France and Chile. For more information, please visit <http://www.HermitHomes.com/>.

#### **Contact**

To learn more about this merger, please contact

Bill Stickers, Media Relations

1246 NE Sandy Blvd. Ste. 210A

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Fax: (503) 867-5408

[billstickers@crabtechhermits.com](mailto:billstickers@crabtechhermits.com)

#### **9). Rewrite the sentences , using the verbs in the Passive Voice.**

-Members of the news media write a press release, news release, media release, press statement or video release for the purpose of announcing something ostensibly newsworthy.

- Typically, they mail, fax it to assignment editors and journalists at newspapers, magazines, radio stations, television stations or television networks.

-Tom Kelleher states in his book, *Public Relations Online: Lasting Concepts for Changing Media*, that “given that your news-driven publics include bona fide journalists as well as others who read and report news online, the term news release seems to work better online than press release”.

- Websites have changed the way press releases
- A press release provides reporters with an information subsidy containing the basics needed to develop a news story

### ***III. Creative work:***

1) Introduce the topic by finding a well-known logo in a magazine and pinning it to the board. Ask what the name of the company is, and what it produces. Check that students know what a logo is. You could extend the vocabulary area here by eliciting: brand, make, label, product, designer goods.

2) Comment on:” We believe that consumerism and economic growth are essential to global prosperity.

## **UNIT 8**

### **How to achieve Good Press Relations**

#### ***I. Text work***

##### **1) Learn the following words, using a dictionary.**

press relations	to cooperate
sources of accurate information	to be cemented
to be properly captioned	
frankness	mutual respect
contradictory	disaster
exciting	entertainment
rewriting	

## 2) **Read and translate the text:**

### **How to achieve Good Press Relations**

Among principles how to achieve good press relations are:

- By helping the media PR practitioner will be able to cooperate with the media. He or she will create a two-way relationship.
- By establishing a reputation for reliability. Accurate material should be supplied where and when it is wanted. Journalists will then know the best sources of accurate information and two-way relationship will be cemented.
- By supplying good copy. For instance, supplying good properly captioned interesting pictures. News releases should need little re-writing.
- By cooperation in providing material. For example, arranging press interviews with management when requested.
- By providing information. For example, allowing journalists to see things for themselves.
- By establishing personal relationships with the media. These should be based on frankness and mutual professional respect.

Conflicting responsibilities and different loyalties.

The last point deserves a little discussion. It has to be acknowledged that the PR specialist and the journalist have different and sometimes contradictory jobs.

The PR practitioner's first responsibility is to the client or employer, if this does not contradict professional ethics, the law and the public interest. The PR practitioner's job is to carry out the agreed PR programs, the aim being to gain maximum knowledge and understanding of the client's or employer's organization, products or services.

The journalist's first responsibility is to the publisher, whose policy he or she must follow. It can be that what readers want to read and listeners want to hear and viewers want to watch is not what the PR practitioners want to publish or broadcast. Disasters are often more exciting than successes and most audiences want to watch entertainment stories rather than serious news. («English for Public Relations in Higher Education Studies», Marie McLisky.,)

3) **Questions to the text.**

- 1) What are the principles to achieve good press relations ?
- 2) What reputation must PR practitioner create? What is important to know about a high reputation?
- 3) What is a press release?
- 4) What principles must be in personal relationships with media?
- 5) What news releases are most attractive for readers and listeners?

4) **True or false?**

- 1) PR specialist should create a two-way relationship with journalists.
- 2) Accurate material should be supplied where it is wanted when the PR manager wants.
- 3) The best way to cement two-way relationships is to be the best source of accurate information.
- 4) All news releases supplied should need little rewriting.
- 5) Arranging press interviews with management is a duty of PR manager.
- 6) Journalists can request news releases.
- 7) Two-way communication can be achieved by building personal relationships with the media.
- 8) PR specialist and the journalist have the same responsibility to entertain the public.
- 9) A journalist is responsible for the PR specialist.
- 10) Most audiences like serious news rather than entertainment.

5) **Finish the sentences.**

- 1) By helping the media PR practitioner will be able to .....
- 2) Accurate material should be supplied where .....
- 3) News releases should need little.....
- 4) Personal relationships with the media should be based on.....
- 5) PR specialist and the journalist have different and sometimes.....



- 6) The PR practitioner's job is to.....
- 7) The journalist's first responsibility is to.....

**II. Grammar:**

**6) Complete the sentences with the correct adjectives.**

- 1) While we were in Guatemala we visited the ruins of an \_\_\_\_\_ Mayan city./ Ancient – antique
- 2) In the past he's always work with English PR practitioners but his \_\_\_\_\_ PR practitioner is from the States./ Current- up-to-date
- 3) The book gives a very \_\_\_\_\_ account of the rebellion, failing to mention any incidents that show the rebels in a bad light./ Biased- bigoted
- 4) Nothing you say will make her change her opinions. I've never met such a \_\_\_\_\_ person!/Impartial- open-minded
- 5) Alfred's director is a very \_\_\_\_\_ about his bohemian style in his materials. He wants him to find another way for writing articles./Immaculate- impeccable

**7) Compose the sentences, using the Gerund from the following words: *buy, answer, comment, pay, recognize, go, escape, sign, help, make, see.***

- 1) .....big prices for famous pictures is now a wealthy man's way of.....taxation.
- 2) English grammar is very difficult and few writers and journalists have avoided.....mistakes.
- 3) Maurice was saved from.....by Kate's entry with the tray.
- 4) The elderly ladies enjoyed.....who came in and out, .....old friends, and ..... unfavorably how these had aged.
- 5) Of course the contract is mutually beneficial and he is all for.....it.
- 6) The important part of this life is.....people.
- 7) Parks at night is a dangerous place to walk. Avoid ..... there after darkness.
- 8) Father suggested.....a new machine.

**8) Fill in the blanks with prepositions.**

Public relations is a term that is widely misunderstood and misused to describe anything \_\_\_\_\_ selling to hosting, when in fact it is a very specific communications process. Every company, organization, association, and government body deals \_\_\_\_\_ groups of people affected \_\_\_\_\_ what that organization does or says. They might be employees, customers, stockholders, competitors, suppliers, \_\_\_\_\_ just the general population of consumers. Each \_\_\_\_\_ these groups may be referred to as one \_\_\_\_\_ the organization's publics. The process \_\_\_\_\_ public relations manages the organization's relationships \_\_\_\_\_ these publics.

**9) What is the difference between:**

- a) Write-off and write-up?
- b) Youth market and youth program?
- c) Well-run and well-timed?
- d) Waste circulation and waste coverage?
- e) Off-air channel and channel loyalty?

**III. Creative work:**

- 1) Please, mark your own principles when writing a good press release.
- 2) Write press releases on any subject your like.

**UNIT 9**  
**The News Release**

**I. Text work**

**1) Learn the following words, using a dictionary.**

newsworthiness	worth publishing
press party	a(to) judge
quality	harmful
forming a bad impression	pity
contain self-praise	to resemble
feature articles	professional look
new appointments	to be annoyed

## 2) **Read and translate the text:**

### **The News Release**

Newsworthiness means that information promises to be of interest to readers and is worth publishing. These standards should always be used by the PR specialist to test all news releases, pictures and all press events organized. The questions to ask are: is this story worth printing, will this picture improve the page, why should journalists waste their time to attend this press party? The PR practitioner must be his or her own judge of newsworthiness.

A news release creates an image of the organization in the eyes of the editors. However, all over the world, nothing is done worse in PR than the writing of news releases. Editors everywhere are very disappointed by the quality of the releases they receive. This can be harmful to press relations as well as forming a bad impression of the sender's organization. This is a pity because it is not difficult to write releases that earn the praise of the editors.

A good news release should tell the story as the journalist would have written it. It should not begin with "We are proud to announce" nor contain self-praise. A news release must not read like an advertisement. The easiest way to learn how to write a news release is to read a newspaper. Very few of the releases received by editors resemble the reports printed in the media.

#### Good presentation

Four things make press relations better:

- Releases should be written in the style used by journalists, which is quite different from essay-writing of an answer to an examination question or the writing of feature articles. Good ones often appear below the by-lines of journalists who are happy to accept PR stories as their own.

- The release must have a professional look and without mistakes.

- Releases should be appropriate to the journals to which they are sent. There is no point in sending the life story of a business person to newspapers which print only two-line notices of new appointments.

Releases should be sent to selected journals in sufficient time for the story to be printed. The editors will be annoyed by receiving

a good story too late to print. They will be critical of PR manager who was not paying attention to the deadlines. («English for Public Relations in Higher Education Studies», Marie McLisky.)

3) **Questions to the text:**

- 1) What is newsworthiness?
- 2) What questions are important to ask when PR specialists test all news releases?
- 3) What makes the editors disappointed and annoyed ?
- 4) What is the easiest way to write a news release?
- 5) What are the four things to make press relations better?
- 6) What is said about the time to send news release?

4) **True or false:**

- 1) Newsworthiness means that press relations are good.
- 2) All PR specialists should judge their news releases, pictures and press events on newsworthiness.
- 3) A news release creates an image of the organization.
- 4) Nothing is done worse in PR than self-praise.
- 5) Sending news release of bad quality can be harmful to press relations.
- 6) It is not difficult to write releases that earn the praise of the editors.
- 7) A good news release should tell the story of success.
- 8) The easiest way to learn how to write a news release is to read a newspaper.
- 9) Very few of the releases received by editors need rewriting.

5) **Translate into English:**

- 1) Термин «новостная значимость» обозначает, что эта информация обещает быть интересной для читателей или зрителей.
- 2) Этот материал достоин, быть напечатанным?
- 3) Эта фотография сделает страницу более привлекательной?
- 4) Специалист PR должен быть сам себе судьей новостной значимости.

5) Плохой пресс-релиз вредит отношениям с прессой, формируя негативное впечатление о фирме.

6) Пресс-релиз должен создавать имидж организации в глазах редактора.

7) Совсем несложно писать пресс-релизы, которые заслуживали бы похвалу редакторов.

8) Хороший пресс-релиз должен рассказывать историю так же, как если бы журналист писал ее.

9) Очень немногие пресс-релизы, получаемые редакторами, напоминают материалы, которые публикуются в прессе.

10) Пресс-релизы должны соответствовать изданиям, в которые они посылаются.

#### 6) **Translate into English:**

1) Эта телеграмма была получена мной слишком поздно.

2) Все книги, которые вы здесь видите, написаны одним и тем же автором.

3) Билеты будут куплены завтра.

4) Работа будет закончена завтра.

5) Эта новость была озвучена в эфире Первого канала.

6) Нашу съёмочную группу известили раньше об этом событии, чем остальных.

7) Я был извещен редактором о своих ошибках в статье.

8) Эта история давно забыта всеми.

9) На вечере нам показали прекрасный фильм.

10) Мне предложили очень интересную работу.

11) На съезд были отправлены только молодые журналисты.

12) Вам зададут несколько вопросов на пресс-конференции.

13) Об этой книге сейчас много говорят.

14) Инаугурацию президента нужно будет показать в прямом эфире.

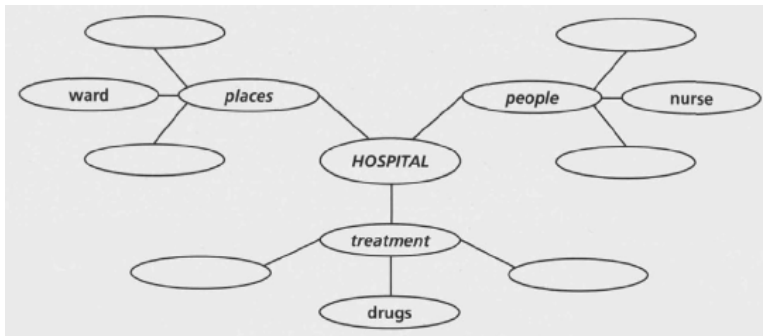
#### 7) **Put the verb in the necessary form of the Passive Voice.**

1) The first draft resolution (not discuss) yesterday; it (withdraw) long before the beginning of the meeting.

2) He is not in town; he (send) on the business trip.

- 3) A new underground line (construct) now. They say one of its stations (build) in our office.
- 4) He wants to know when the final decision (take). The activities of the committee and their delays much (speak) about.
- 5) It was three o'clock. We (tell) to hurry up because we (wait).
- 6) Do you believe that such a problem can (solve)?
- 7) It must (do) without delays.
- 8) Don't speak in a loud voice we (listen).
- 9) The plan (approve)? – No, it (discuss) now. – How long it (discuss)?
- 10) By the time he arrives everything (settle).

8) **Work in pairs. Look at the diagram below. Add two connected words to each of the categories.**



9) **Fill in the definitions with a suitable verb.**

Correspondent is:

- a) a person who ..... by letter or by letters
- b) person employed by a newspaper, etc, to .....on a special subject or to send reports from a foreign country
- c) a person or firm that .... regular business relations with another, one in a different part of thecountry or abroad
- d) something that ..... to another

### ***III. Discussion:***

1) Is newsworthiness the same for all media? Give your own examples.

2) Have you read press releases which started with “we are proud to announce” or contained self-praise? Is it typical for press releases in your country/city? Why?

## **UNIT 10 Sponsoring**

### ***I. Text work***

1) **Learn the following word combinations, using a dictionary.**

Patronage royalty

soap opera

to make money

commercial counterpart

art exhibition

reward media coverage

yacht racing

sense of social responsibility

a typical way

patron

literary prize

marketing policy

to create awareness of a company

2) **Read and translate the text:**

### **Sponsoring**

Sponsorship is about providing financial support for events or people. It originates from the patronage given to artist and musicians by royalty and rich aristocracy. Beethoven and Mozart would not have survived without such patronage. Later, rich businessmen such as Carnegie, Ford and Rockefellers sponsored many institutions.

Today we have three kinds of sponsorship which may be connected with advertising, marketing or PR.

First, there is the form of advertising when a company sponsors a radio or TV show. It began with the soap operas on American radio in the 1920s and 1930s. In Europe, programs were also sponsored on Radio Luxembourg. This is a typical way of making money for radio and TV companies.

Second, there is a kind of sponsorship when a whole program is sponsored by one company.

Third is the kind of sponsorship which is the modern commercial counterpart of patronage by rich patrons. Here, a sport, art exhibition, theatrical show, literary prize, expedition. Financial support may be given to an individual. The reward for this is usually media coverage.

There are many reasons for sponsoring, but usually there is a PR element which helps understanding and goodwill.

The principal reasons for spending money on sponsorship are as follows:

- The widening of advertising campaigns through the publicizing of company and product names. Football, golf, swimming and tennis, horse, motor-cycle and yacht racing-they all have their supporters.
- To help the marketing policy because a company or product is associated with youth, health or beauty.
- To show a sense of social responsibility. The example can be when companies sponsor university awards, medical research, libraries, theatres, festivals and orchestras.
- The principal PR values of sponsorship are in creating awareness of a company and its products. (*«Twelve Step Sponsorship»*, Hamilton B.,)

**3) Questions to the text.**

- 1) What is sponsorship?
- 2) What is said about Carnegie, Ford and Rockefeller?
- 3) What is a soap opera?
- 4) What is a typical way of making money for TV and radio companies?
- 5) Why do companies sponsor university awards, medical research, libraries, theatres and orchestras?
- 6) What are the principles of PR values of sponsorship?

**4) Finish the sentences.**

- 1) Sponsorship is about.....
- 2) Sponsorship originates from.....
- 3) Beethoven and Mozart would not.....



- 4) Rich businessmen such as Carnegie, Ford and Rockefeller.....
- 5) The reward for patronage is.....
- 6) There are many reasons for sponsoring, but usually there is.....
- 7) The principal PR values of sponsorship are in.....

**5) Translate into English.**

- 1) Спонсорство происходит от меценатства, когда художников или музыкантов опекали короли и богатые аристократы.
- 2) Бетховен и Моцарт не выжили бы без покровительства.
- 3) В настоящее время существует такой тип спонсорства, когда компания спонсирует отдельную телепередачу.
- 4) Спонсорство является типичным способом зарабатывания денег для радио и телекомпаний.
- 5) Существует также третий способ спонсорства, который является коммерческим эквивалентом благотворительности богатыми покровителями.
- 6) Финансовая поддержка может предоставляться частному лицу.
- 7) Наградой за спонсорство является освещение в прессе.
- 8) Одной из причин расходования денег на спонсорство является расширение осведомленности о фирме и ее продуктах.

**6) Find the necessary versions of the follow adverbs.**

- |            |                |
|------------|----------------|
| 1) Shortly | a) вероятно    |
| 2) Hardly  | b) внимательно |
| 3) Nearly  | c) упорно      |
| 4) Late    | d) весьма      |
| 5) Hard    | e) почти       |
| 6) Lately  | f) едва        |
| 7) Sharp   | g) недавно     |
| 8) Pretty  | h) поздно      |
| 9) Closely | i) ровно       |
| 10) Likely | j) вскоре      |

7) **Choose the necessary adverb.**

- 1) The office of advertising agency quite (nearly/near).
- 2) You 've come too late (lately/late).
- 3) The mechanic examined the damaged car (closely/close).
- 4) It is (prettily/pretty) difficult to speak to her.
- 5) We have seen very little of you (lately/late).
- 6) This journalist is always (prettily/ pretty) dressed.
- 7) He (nearly/near) seized the rail.
- 8) I used to work (hardly/hard) to get everything I have got now.
- 9) His suggestion seemed (highly/high) improbable to us.
- 10) Our editor (justly/just) deserved the prize.

8) **Fill the blanks with prepositions.**

Advertising is generally described as openly sponsored and paid \_\_\_ media communications \_\_\_\_\_ sellers and buyers. Certainly, like public relations, the purpose \_\_\_ advertising is to affect public opinion. However, this is normally accomplished through the open attempt to sell the company's products \_\_\_ services. Although corporate advertising is used \_\_\_ image enhancement and other no selling purposes, it is still advertising, and as such it is bought and paid \_\_\_.

9) **Fill in the sentences with the words very, quite or a bit.**

- 1) I \_\_\_\_\_ like my new job. It's very interesting and better paid than the previous one.
- 2) They have \_\_\_\_\_ a lot of business with our company in Belgium.
- 3) She was not \_\_\_\_\_ satisfied with her new life. There was something \_\_\_\_\_ disappointed but she could not understand what.
- 4) The contract is not -----
- 5) He thinks it's all ----- stupid.

10) **Comment on:** "*Sponsorship is not philanthropy. It is a mutually beneficial business partnership*"

## UNIT 11

### Early two-way communication

#### *I. Text work*

##### 1) Learn the following words, using a dictionary.

two-way communication	in return
sophisticate	increasingly
particularly	to talk back
then-radical New Deal policies	polling industry
newspaperman	advance
medium of radio	to gauge
Committee on Public Information	stage
plague	to gather feedback
to assemble	to be guided by
throughout	to be refined
to be engaged in public relations advisor	
to counter	advances in sampling
to emphasize the value of	to embark on
distrust	Nazi sympathizer
to assess	to defend
in-house public relations department	

##### 7) Read and translate the text:

###### Early two-way communication.

Because the U.S. public was not particularly enthusiastic about the nation's entry into World War I, President Woodrow Wilson recognized the need for public relations in support of the war effort. In 1917 he placed former newspaperman George Creel at the head of the newly formed Committee on Public Information (CPI). Creel assembled opinion leaders from around the country to advise the government on its public relations efforts and to help shape public opinion. The committee sold Liberty Bonds and Helped increase membership in the Red Cross. It engaged in public relations on a scale never before seen, us-

ing movies, public speakers, articles in newspapers and magazines, and posters.

About this time public relations pioneer, Edward Bernays began emphasizing the value of assessing the public's feelings toward an organization. He would then use this Knowledge as the basis for the development of the public relations effort. Together with Creel's committee, Bernay's work was the beginning of two-way communication in public relations – that is, public relations talking to people and, in return, listening to them when they talked back. Public relations professionals began representing their various publics to their clients, just as they represented their clients to those publics.

There were other advances in public relations during this stage. During the 1930s, President Franklin D. Roosevelt, guided by advisor Louis McHenry Howe, embarked on a sophisticated public relations campaign to win support for his then-radical New Deal policies. Central to Roosevelt's effort was the new medium of radio. The Great Depression that plagued the country throughout this decade once again turned public opinion against business and industry. To counter people's distrust, many more corporations established in-house public relations departments; General Motors opened its PR operation in 1931. Public relations professionals turned increasingly to the newly emerging polling industry founded by George Gallup and Elmo Roper to better gauge public opinion as they constructed public relations campaigns and to gather feedback on the effectiveness of those campaigns. Gallup and Roper successfully applied newly refined social science research methods – advances in sampling, questionnaire design, and interviewing – to meet the business needs of clients and their publics.

During this era public relations and Ivy Lee suffered a serious blow to their reputations. Lee was the American public relations spokesman for Germany and its leader, Adolf Hitler. In 1934 Lee was required to testify before Congress to defend himself against the charge that he was a Nazi sympathizer. He was successful, but the damage had been done. As a result of Lee's ties with Germany, Congress passed the Foreign Agents Registration Act in 1938, requiring anyone who engages in political activities in the United States on behalf of foreign

power to register as an agent of that power with the Justice Department. («English for Public Relations in Higer Education Studies», Marie McLisky.,)

**8) Answer the following questions:**

- 1) What was the reason for recognizing the need for public relations in 1917?
- 2) What was the main purpose of CPI?
- 3) What means did the CPI use in public relations?
- 4) Who was the founder of public relations and two-way communication in public relations?
- 5) What was the main idea of the two-way communication?
- 6) What kind of medium did the President Franklin D.Roosevelt use to provide his radical New Deal policy?
- 7) What was the tie between Ivy Lee and Nazi?
- 8) What law was adopted by the Congress in 1938?

**9) True or false.**

- 1) President Woodrow Wilson recognized the need for public relations because of non-acceptance of federal laws.
- 2) The newly formed Committee on Public Information became the former newspaperman George Creel/
- 3) Creel assembled opinion leaders from around the cities
- 4) Edward Bernay's work was the beginning of two-way communication in public relations.
- 5) President Franklin D.Roosevelt was promoting his radical New Deal policy through television.
- 6) Ivy Lee, the American public relations spokesman for Germany, was a Nazi sympathizer/
- 7) Congress passed the Foreign Agents Registration Act in 1938, a result of Lee's ties with Germany.

**10) Match up the words**

- |              |                |
|--------------|----------------|
| Entry        | journalist     |
| Newspaperman | to object to   |
| Increase     | to exterminate |

pioneer	fascist
to talk back	bond
to plague	intervention
Nazi sympathizer	to extend
tie founder	

## II. Grammar:

### 11) Complete the sentences with an auxiliary verb or a modal verb. Make the verb form negative where necessary.

I tried to establish communication as best as it possible, but I couldn't. I didn't have the right psychological tools.

- 1) This PR article is awful. Why don't you remake it? – I \_\_\_\_\_. You're looking the wrong.
- 2) It's a long meeting. Take the netbook. - Don't worry. We \_\_\_\_\_.
- 3) I met this PR expert last week. He thought we'd met before, but we \_\_\_\_\_.
- 4) Have you read this report? - No, I \_\_\_\_\_, but I \_\_\_\_\_.
- 5) I got that that advertizing job I applied for, so I was delighted. I really didn't think I \_\_\_\_\_.
- 6) Come on, John! It's time to work! We have to make 3 media plans for different companies – I \_\_\_\_\_! I'll be down in a second.

### 12) Complete the sentences, using the phrasal verb in a suitable form.

give away	give up	work out	work up	put down
put up	get on with	get up to	go down with	go in for

- 1) Guess how old this advertising companies is . – I \_\_\_\_\_. You'll have to tell me.
- 2) They \_\_\_\_\_ a free CD with next month's magazine.
- 3) He tried to disguise himself, but I knew it was him. His voice \_\_\_\_\_ him \_\_\_\_\_.
- 4) I can't \_\_\_\_\_ how to start this machine.
- 5) She \_\_\_\_\_ herself \_\_\_\_\_ into a terrible state about unsuccessful communication .

- 6) Let me \_\_\_\_\_ that date \_\_\_\_\_ in my diary or I'll forget it.
- 7) I can't understand why people \_\_\_\_\_ a career in politics.
- 8) Her last novel \_\_\_\_\_ badly \_\_\_\_\_ the critics

**13) Rewrite each sentence, emphasizing the words in *italics*. Start with either *What...* or *It...* according to the model.**

I *sent* our clients a new media plan.

What I did was send our clients a new media plan.

It was me that sent our clients a new media plan.

- 1) He should avoid have such errors in PR articles.
- 2) His uncompromising attitude in advertising business surprised me.
- 3) His heavy misunderstanding two-way communication worries me.
- 4) She left dreadful about leaving this PR agency.
- 5) His bad manners to behave to the voters really annoy me.  
I wouldn't/t like to be his PR agent
- 6) He proposed to her last week.
- 7) Sam and Jo went to Hawaii to the new branch of their PR agency.

**14) Complete the sentences with whatever, whoever, whichever, whenever, wherever or however.**

- 1) Modern advertisers are remarkable when it comes to money. \_\_\_\_\_ much you give them, it's never enough.
- 2) There are three vacancies for a position in PR agency left. Take \_\_\_\_\_ one you want.
- 3) \_\_\_\_\_ you're in Athens, you must look me up.
- 4) Someone's taken my dictaphone. \_\_\_\_\_ it was, could they please give it back to me.
- 5) He's always ringing up from Paris or New York or \_\_\_\_\_ to consult with more experienced PR specialist.
- 6) \_\_\_\_\_ many times I'm told someone's name, I can never remember it.
- 7) I hope that \_\_\_\_\_ you vote for in the next election, you at least know why you are voting for them

### ***III. Additional work***

15) **Work in pairs.** Choose the suggested roles : tramp and professor; dissatisfied client and seller; correspondent and celebrity. The task for the first speaker is to make up communication; the task for the second one is to avoid a contact.

## **UNIT 12**

### **Public Relations and its audiences**

#### **I. Text work.**

##### **1) Learn the following words, using a dictionary.**

to consume public relations message	to be treated with smth.
virtually	to strengthen ties between
charity food drive	press packet
to interact	to facilitate access to
superior performance	to deserve the attention
stockholders	to tax
goodwill	favorable legislation
courtesy	constant scrutiny
to require	consumer
	invaluable

##### **2) Read and translate the text:**

###### **Public Relations and its audiences.**

Virtually all of us consume public relations message on a daily basis. Increasingly, the video clips we see on the local evening news are provided by a public relations firm or the PR department of some company or organization. The content of many of the stories we read in our daily newspaper or hear on local radio news comes directly from PR-provided press releases. The charity food drive we support, the poster encouraging us toward safe sex, and the corporation-sponsored art exhibit we attend are all someone's public relations effort. Public relations professionals interact with seven categories of publics (Arens, 1999):



Employees. An organization's employees are its life blood, its family. Good public relations begins at home with company newsletters, social events, and internal and external recognition of superior performance.

Stockholders. Stockholders own the organization (if it is a public corporation). They are "family" as well, and their goodwill is necessary for the business to operate. Annual reports and stockholder meetings provide a sense of belonging as well as information.

Communities. An organization has neighbors where it operates. Courtesy, as well as good business sense requires that an organization's neighbors be treated with friendship and support. Information meetings, company-sponsored safety and food drives, and open houses strengthen ties between organizations and their neighbors.

Media. Very little communication with an organization's various publics can occur without the trust and goodwill of professionals in the mass media. Press packets, briefings, and facilitating access to organization newsmakers build that trust and goodwill.

Government. Government is "the voice of the people" and, as such, deserves the attention of any organization that deals with the public. From a practical perspective, governments have the power to tax, regulate, and zone. Organizations must earn and maintain the goodwill and trust of the government. Providing information and access through reports, position papers, and meetings with personnel keeps government is also the target of many PR efforts, as organizations and their lobbyists seek favorable legislation and other action.

Investment community. Corporation are under the constant scrutiny of those who invest their own money, invest the money of others, or make recommendations on investment. The value of a business and its ability to grow are functions of the investment community's respect for and trust in it. As a result, all PR efforts that build an organization's good image speak to that community.

Customers. Consumers pay the bills for companies through their purchase of products or services. Their goodwill is invaluable. That makes good PR, in all its forms, invaluable (see the box “The Ford and Firestone PR Debacle”). (*«English for Public Relations in Higher Education Studies»*, Marie McLisky.)

**3) Answer the following questions:**

- 1) What provides the press content release?
- 2) What is said about the categories of publics which interact with PR ?
- 3) What is the origin of good public relations ?
- 4) Why are governmental bodies and PR interdependent?
- 5) In what way do customers pay off with PR companies?

**4) Explain what is meant by:**

charity food drive                      newsmaker;  
corporation-sponsored art;                      lobbyism;  
life blood;                      consumers' paying the bills  
internal and external recognition of superior performance; briefing;

**5) Give a summary of the text.**

**II. Grammar**

**6) Complete the sentences with the correct prepositions.**

The state-funded health service accounts *for* about 9 % of public spending.

- 1) In times of difficulty this company always turns \_\_\_\_\_ its audience.
- 2) A new survey shows that there is an alarming number of babies born \_\_\_\_\_ girls under sixteen. The reason is PR propaganda of early sex.
- 3) How did he react \_\_\_\_\_ your PR suggestion? – He didn't like it.
- 4) My boss insists \_\_\_\_\_ travelling first class when he goes on business trips.

5) The money they've saved over the years amounts \_\_\_\_\_ a small fortune.

6) After qualifying \_\_\_\_\_ an accountant, he secured a well-paid job with an advertising company.

7) The reporter questioned the minister \_\_\_\_\_ the government's immigration policy.

8) You shouldn't interfere \_\_\_\_\_ business that doesn't concern you.

9) The managing director is hinting \_\_\_\_\_ the possibility of a big pay rise, but he won't make a firm commitment until the sales figures are in.

10) The government claims it has been successful in the fight against crime, but says we should guard \_\_\_\_\_ complacency. Maybe it is PR move.

**7) Rewrite the following sentences using the passive verb in brackets.**

Don McCullin is one of the greatest war photographers and journalists. (considered)

*Don McCullin is considered to be one of the greatest war photographers and journalists.*

a. He suffered from recurring nightmares after working in Vietnam. (said)

b. The new president is a moderate. (said)

c. He was an active trade unionist when he was young. (known)

d. She has an income of over £ 100,000. (supposed)

e. Three big companies have been collapsed because of bad PR strategy. (believed)

f. They were disappointing consumers when the collapse started. (presumed)

**8) Complete the sentences with an appropriate infinitive (present or past, simple or continuous).**

A. I wonder why Alan didn't buy me anything for my birthday. I suppose he might *have forgotten* (forget). 1) Or he might \_\_\_\_\_ (think) that now I'm getting on, I don't like to be reminded of my ad-

vancing years. 2) On the other hand, he may \_\_\_\_\_ (not forget)! 3) He might \_\_\_\_\_ (give) me a present this evening when I see him. 4) Oh no! He could \_\_\_\_\_ (plan) a surprise party like last year. What a disaster that was! I hope he isn't doing it again!

**B.** 1) We haven't seen our cat since yesterday morning. I can't help thinking that she might \_\_\_\_\_ (be run over). 2) Or a dog could \_\_\_\_\_ (frighten) her. 3) She may \_\_\_\_\_ (hide) in someone's garden shed. 4) She might not \_\_\_\_\_ (be able to) get out! 5) But then cats do wander off sometimes. She may \_\_\_\_\_ (be) fine and someone could \_\_\_\_\_ (feed) her now – in which case may not \_\_\_\_\_ (be) in a hurry to come home.

**C.** 1) I wonder why Heather has bought all these cakes and biscuits? I suppose there could \_\_\_\_\_ (be) a special offer on at the supermarket. 2) Or she might \_\_\_\_\_ (have) friends round for tea this afternoon. 3) Come to think of it, sometimes she does some shopping for old Dorothy next door, so they may not all \_\_\_\_\_ (be) for Heather. 4) She might \_\_\_\_\_ (buy) some for Dorothy.

**9) Explain the use of 'd contractions in the sentences (would or had). Translate the sentences.**

She told me she'd be late. I

**would – future in the past**

1) He'd often stare out of the window when he should have been working.

2) He looked as if he'd run a marathon.

3) I'd love to have met this journalist.

4) If only you'd told me!

5) I bet you'd come if it was free.

6) They'd spend hours working with PR project before they were tired enough to have any work.

7) I knew he'd end up being famous.

**III. Creative work**

9) **Make up your own PR program on one of the following:**

-common customers;

- large company;

- media;
- government;
- communities

## UNIT 13

### Boosting Smoking among Women

#### I. *Text work*

##### 1) Learn the following words, using a dictionary.

to boost	nephew
unsavory habit	to conduct
permissible	to undercut the bans
to light up	to perpetrate
to target	publicity stunt
ad	to be heralded
rush to smoke	triumphant coup
to fuel	socially prominent
fight for suffrage	to puff
antismoking crusades	spring finery
to deter	misgiving
lucrative market	to be echoed in contemporary efforts
to expand	

##### 2) Read and translate the text:

#### **Boosting Smoking among Women.**

Into the early 1900s, smoking was seen as an unsavory habit, permissible for men, never for women. But with the turn of the century, women too wanted to light up. Advertising campaigns first began targeting female smokers in 1919. The American Tobacco Company slogan "Reach for a Lucky instead of a sweet," along with ads designed to help women understand that they could use cigarettes to keep their figures, was aimed at this new market. The rush to smoke was also fueled by the fight for suffrage; women wanted equality. The right to

vote was an important goal, but if men could smoke without a fight, why couldn't women?

As more women began to smoke, antismoking crusades attempted to deter them. The protection of women's morality, not their health, inspired the crusades. Many cities forbade the use of tobacco by women in public places. Yet the number of women who started smoking continued to grow. George Washington Hill, head of American Tobacco, wanted this lucrative market to continue to expand, and he wanted to own as large a part of it as possible. He turned to public relations and Edward Bernays.

A nephew of Sigmund Freud, Bernays was employed to conduct psychological research aimed at understanding the relationship between women and cigarettes. He learned that women saw cigarettes as symbols of freedom, as the representation of their unfair treatment in a man's world, and as a sign of their determination to be accepted as equal.

Bernays had several objectives: 1) to let the public know that it was quite all right for women to smoke; 2) to undercut the bans on public smoking by women that existed in many places; and 3) to position Lucky Strikes cigarettes as a progressive brand.

In meeting these goals, Bernays perpetrated a publicity stunt that is still heralded as a triumphant coup among public relations practitioners. New York City had a ban on public smoking by females. Because of, rather than despite, this, Bernays arranged for 10 socially prominent young women to enter the 1929 annual Easter Parade down Fifth Avenue as the "Torches of Liberty Contingent." As they marched, the debutantes lit their Lucky "torches of freedom" and smilingly proceeded to puff and walk. For reporters on the scene, this made for much better news and photos than the usual little kids in their spring finery. The blow for female emancipation was front-page news, not only in New York, but nationally. The taboo was dead.

Later in this life, Bernays would argue that had he known of the link between cigarette smoking and cancer and other diseases, he would never have taken on American Tobacco as a client. (*«English for Public Relations in Higher Education Studies».*, Marie McLisky.)

**3) Answer the following questions:**

- 1) How did people treat to smoking in the early 1900s?
- 2) What was the propaganda and slogan of the American Tobacco Company?
- 3) What factors did influence smoking propaganda?
- 4) What did inspire antismoking crusades?
- 5) What is the story of the Bernays employment?
- 6) What did E. Bernays learn about women and cigarettes?
- 7) What objectives did Bernays set up for his PR company?
- 8) What publicity stunt did Bernays perpetrate despite of New York's ban on public smoking by females?
- 9) What were the consequences after the publicity stunt?

**4) Finish the following sentences:**

- 1) Into the early 1900s, smoking was seen as.....
- 2) George Washington Hill, head of American Tobacco, wanted this lucrative market to continue to expand, and he wanted.....
- 3) Later in this life, Bernays would argue that had he known of the link between cigarette smoking and cancer and other diseases, he would never.....
- 4) In meeting these goals, Bernays perpetrated a publicity stunt that is still heralded as.....
- 5) "As they marched, the debutantes lit their Lucky "torches of freedom" and smilingly.....
- 6) A nephew of Sigmund Freud, Bernays was employed to conduct psychological research aimed at.....
- 7) As more women began to smoke, antismoking crusades attempted.....
- 8) The American Tobacco Company slogan "Reach for a Lucky instead of a sweet," along with ads designed to.....
- 9) The rush to smoke was also fueled by.....

**5) Find the synonyms to the following words.**

- unsavory habit, to target, to keep figures, goal, to deter, to forbid, to grow,  
to conduct, objective, to perpetrate, ban, reporter, link, client

## II. Grammar

### 6) Complete the sentences with *at, for, in, of, or to*.

- 1) I am full of admiration \_\_\_\_\_ the way in which she handled the negotiations.
- 2) They take great pride \_\_\_\_\_ their son's academic achievements in journalism.
- 3) President praised the famous PR specialists for their propaganda \_\_\_\_\_ reduction in smoking.
- 4) She has a strong, simple faith \_\_\_\_\_ propaganda.
- 5) There was widespread public indignation \_\_\_\_\_ the way the hostage were treated.
- 6) He was arrested on suspicion \_\_\_\_\_ murder. This PR move made him a celebrity
- 7) He should show more consideration \_\_\_\_\_ the feelings of others.
- 8) His commitment \_\_\_\_\_ the cause of human rights was total.
- 9) He expressed utter astonishment \_\_\_\_\_ the outcome of the election.

### 7) Complete the sentences with *must, need, or have to*.

- 1) **A** What time *do we have to* leave for the airport?  
**B** It's only a thirty-minute drive, so we \_\_\_\_\_ go until 3.30.  
I \_\_\_\_\_ do my packing. I haven't started yet!
- 2) I'm sure she didn't mean to upset you. You \_\_\_\_\_ take everything so personally.
- 3) I hate \_\_\_\_\_ tell you this, but you've just got a parking ticket.
- 4) You \_\_\_\_\_ worry about me. I can look after myself.
- 5) What a wonderful meal that was! You \_\_\_\_\_ gone to so much trouble!
- 6) You \_\_\_\_\_ take out travel insurances, but it's a good idea, just to be on the safe side.



**8) Complete the sentences with the correct form of the verb in brackets.**

I want *to be kept* (keep) informed of any developments

- 1) Our boss expects us \_\_\_\_\_ (use) legal practices in PR work.
- 2) I hate \_\_\_\_\_ (keep) waiting.
- 3) She's thinking of \_\_\_\_\_ (emigrate).
- 4) Nobody likes \_\_\_\_\_ (insult).
- 5) She succeeded in \_\_\_\_\_ (convince) him that she was right
- 6) He was threatening \_\_\_\_\_ (call) the police.
- 7) He begged \_\_\_\_\_ (allow) to come with us.
- 8) I didn't dare \_\_\_\_\_ (swim) out to the island.
- 10) He was made \_\_\_\_\_ (feel) very small by His boss.
- 11) Are you accusing me of \_\_\_\_\_ (lie) to you?
- 12) I remember \_\_\_\_\_ (tell off) for speaking with my mouth fill when I was a child.

**9) Complete the sentences with either the infinitive or the *-ing* form of the verbs in brackets.**

I used *to think* (think) that life ended at 30.

I'm not used to thinking

- 1) This PR company was never a very reliable. If I were you, I'd try \_\_\_\_\_ (forget) it.
- 2) Please stop \_\_\_\_\_ (make) such a terrible PR job!
- 3) I remember \_\_\_\_\_ (see) her in another French film and she was really good in that.
- 4) I started \_\_\_\_\_ (read) classical literature at the age of six.
- 5) He went on \_\_\_\_\_ (write) his essay, even though the noise started to get louder.
- 6) I couldn't help them \_\_\_\_\_ (find) what they were looking for as I was in too much of a hurry.  
Harry looked so funny that I couldn't help \_\_\_\_\_ (laugh).
- 7) Do you like \_\_\_\_\_ (write article)?  
When I have a good journalistic job, I like \_\_\_\_\_ (write) something really sophisticated that nobody's ever read before.
- 8) I regret \_\_\_\_\_ (inform) you that you've all failed the your PR project.

III. *Creative work. Make up a poll on : "Public smoking". Use the example as:*

Do you smoke?

- o Yes, I do
- o No
- o I give up smoking
- o Not seriously

## UNIT 14

### Scope and structure of the Public Relations industry

#### I. *Text work*

##### 1) **Learn the following words, using a dictionary.**

scope	collateral material
newspaper clipping service	surcharge
to be rendered	to set policy
fixed-fee arrangements	requirement
prearranged fee	
to poll	news release
one-on-one interview	wherein
sophisticated knowledge	staff
dependable	assess
executive	feedback
full-service	

##### 2) **Read and translate the text:**

###### **Scope and structure of the Public Relations industry.**

Today some 200,000 people identify themselves as working in public relations, and more than 80% of major U.S. companies have public relations departments, some housing as many as 400 employees. There are over 4,000 public relations firms in the United States, the largest employing as many as 2,000 people. Most, however, have fewer, some as few as four employees.

There are full-service public relations firms and those that provide only special services. Media specialists for company CEOs, newspaper clipping services, and makers of video news releases are special service providers. Public relations firms bill for their services in a number of ways. They may charge an hourly rate for services rendered, or they may be on call, charging clients a monthly fee to act as their public relations counsel. Hill and Knowlton, for example, has a minimum \$5,000 a month charge. Third are fixed-fee arrangements, wherein the firm performs a specific set of services for a client for a specific and prearranged fee. Finally, many firms bill for collateral materials, adding a surcharge as high as 17.65% for handling printing, research, and photographs. For example, if it costs \$ 3,000 to have a poster printed, the firm charges the client \$3,529.50 ( $\$3,000 + [\$3,000 * .1765] = \$3,000 + \$529.50$ ) («English for Public Relations in Higher Education Studies», Marie McLisky.)

Organization of a public relations operation.

Public relations operations come in all sizes. Regardless of size, however, the typical PR firm or department will have these types of positions (but not necessarily these titles):

*Executive.* This is chief executive officer who, sometimes with a staff, sometimes alone, sets policy and serves as the spokesperson for the operation.

*Account executives.* Each account has its own executive who provides advice to the client, defines problems and situations, assesses the needs and demands of the client's publics, recommends a communication plan or campaign, and gathers the PR firm's resources in support of the client.

*Creative specialists.* These are the writers, graphic designers, artists, video and audio producers, and photographers – anybody necessary to meet the communication needs of the client.

*Media specialists.* Media specialists are aware of the requirements, preferences, limitations, and strengths of the various media used to serve the client. They find the right media for client's messages.

Larger public relations operations may also have these positions as need demands:

*Research.* The key to two-way public relations communication rests in research – assessing the needs of a client’s various publics and the effectiveness of the efforts aimed at them. Polling, one-on-one interviews, and focus groups where small groups of a targeted public are interviewed provide the PR operation and its client with feedback.

*Government relations.* Depending on the client’s needs, lobbying or other direct communication with government officials may be necessary.

*Financial services.* Very specific and sophisticated knowledge of economics, finance, and business or corporate law is required to provide clients with dependable financial public relations.

**3) Answer the following questions:**

- 1) How many people identify themselves with PR?
- 2) What kind of specialists can we refer to special service providers?
- 3) What ways does PR use to pay for their services?
- 4) What duties does an account executive carry out?
- 5) What is “creative specialist”?
- 6) What does the term “fixed-fee arrangement” mean?

**4) Finish the following sentences:**

- 1) Today some 200,000 people identify themselves as working in public relations, and more than.....
- 2) There are full-service public relations firms and those that provide.....
- 3) Specialists for company CEOs, newspaper clipping services, and makers of video news releases are....
- 4) Third are fixed-fee arrangements, wherein the firm performs a specific set of services for a.....
- 5) Finally, many firms bill for collateral materials, adding a surcharge as high as.....
- 6) Media specialists are aware of the requirements, preferences, limitations, and strengths of...
- 7) Polling, one-on-one interviews, and focus groups where small groups of a targeted public are interviewed provide...

8) Depending on the client's needs, lobbying or other direct communication with....

9) Very specific and sophisticated knowledge of economics, finance, and business or corporate law is required to...

**5) Give a summary of the text.**

**II. Grammar**

**6) Rewrite the sentences using participles .**

She take her journalistic affiliation, and then went out.

*Taking her journalistic affiliation, she went out.*

1) If you view the cliffs from this angle, they look very tall.

2) He got run over as he crossed the road.

3) I walked down the road and I hummed to myself at the same time.

4) If boss not take our PR strategy, we have to make another.

5) She'd eaten earlier so she wasn't hungry.

6) I live near the sea so I get plenty of opportunities to go swimming.

7) When I'd visited Zanzibar I flew on to the Seychelles.

8) David has been rejected by his peers and lacks confidence, so he would certainly benefit from a change of school.

9) She spilt wine on her dress and completely ruined it.

**7) Paraphrase the sentences, using Participle I.**

after by on since when while

He finished work and went home.

*After finishing a work, he went home.*

1) He ate his supper and read a book at the same time.

2) He invested wisely so he made a lot of money.

3) I came to live in the country a few years ago. I now realize how much I hated living in town.

4) He graduated from university and went off to work in Australia.

5) When you go abroad, it is advisable to take out travel insurance.

6) I came across a wonderful book. I was browsing in our local bookshop.

7) I worked hard and I managed to pass all my exams.

8) When you open a tin, be careful not to cut yourself.

9) When we heard the weather forecast, we decided not to go camping in the mountains.

**8) Rewrite the sentences using the linking words in brackets.**

Despite not being very well off, he gives generously to charities. (even so)

*He's not very well-off. Even so, he gives generously to charities.*

1) I admire her, though I find her difficult to get on with. (much as)

2) He left school without any qualifications. However, he's now one of the richest people in the world. (despite)

3) I don't believe in miracles. Nevertheless, his recovery seems to defy medical explanation. (although)

4) My grandfather can describe in great detail events that took place fifty years ago, although he often can't remember what he had for breakfast. (however)

5) A foot of snow fell overnight had yet the trains were still running. (nevertheless)

6) There were four key players missing from the team. They managed to draw the match, though. (all the same)

7) Although the painting will definitely increase in value, you might consider selling it now if you need the money. (on the other hand)

8) Kate was offered a place at university immediately. Martin, on the other hand, was rejected and is planning to go abroad. (whereas)

9) His watch cost a fortune but it's very inaccurate. (even though)

**9) Add "just" to these sentences and translate them.**

Italian's as difficult as Spanish.

*Italian's just as difficult as Spanish.*

1) Leave me alone, will you!

2) What's that noise? Oh, it's OK. It's the cat

- 3) That picture looks right on that wall.
- 4) It's starting to rain. Have you got an umbrella?
- 5) It's as quick to cycle in London as it is to drive.
- 6) We've got enough time to get to the airport.
- 7) I've seen a terrible accident.
- 8) He wasn't badly hurt. It was a small cut.
- 9) I'm going to the shops. Is there anything you want?
- 10) Stop talking and eat up! Imagine
- 11) It's as easy to wash this jumper by hand.

### ***III. Additional work***

Discussion. If you held some position in PR company what PR programs would you promote?

## **UNIT 15 Convergence**

### ***I. Text work***

#### **1) Learn the following words, using a dictionary.**

impetus driving	potent
video outlet	to exploit
converging technologies	agile
satellite-delivered media	tour
desktop publishing	overseas workers
to overlap	prominent part
to synergize	environmentally sensitive ways
viral marketing	to dispose
to rely	drilling platforms
convergence	to hire

#### **2) Read and translate the text:**

##### **Convergence.**

The second impetus driving has to do with the increasing number of video outlets used in public relations campaigns that rely on new

and converging technologies. Online information and advertising are a growing part of the total public relations media mix, as are video news releases and videoconferencing. Television, in the form of the satellite-delivered media tour, where spokespeople can be simultaneously interviewed by a worldwide audience connected to the on-screen interviewee via telephone, has further extended the reach of public relations. In addition, desktop publishing has greatly expanded the number and type of available print outlets. All require professionals with quite specific skills.

The public relations industry is responding to the convergence of traditional media with the Internet in other ways as well. One is the development of integrated

Marketing communication (IMC). We saw earlier how advertising and PR often overlap, but in IMC, firms actively combine public relations, marketing, advertising and promotion functions into a more seamless communication campaign as at home on the Web as it is on the television screen and magazine page. The goal of this integration is to provide the client and agency with greater control over communication (and its interpretation) in an increasingly fragmented but synergized media environment. For example, a common IMC tactic is to employ viral marketing, a strategy that relies on targeting specific Internet users with a given communication and relying on them to spread the word through the communication channels with which they are most comfortable. This is IMC, and inexpensive and effective.

The industry has had to respond to the Internet in another way. The Net has provided various publics with a new, powerful way to counter even the best public relations effort. Tony Junpier of the British environmental group Friends of the Earth calls the Internet “the most potent weapon in the toolbox of resistance.” As Peter Verhille of PR giant Entente International explains, “One of the major strength of pressure groups – in fact the leveling factor in their confrontation with powerful companies – is their ability to exploit the instruments of the telecommunication revolution. Their agile use of global tools such as the Internet reduces the advantages that corporate budgets once provided” (both quotes from Klein, 1999, pp. 395-396). The Internet, for example, was central in activists’ 1999 efforts to shame Nike into im-



proving conditions for its overseas workers; and in 1995 use of the Net played a prominent part in forcing Shell Oil to find environmentally sensitive ways to dispose of its outdated Atlantic Ocean drilling platforms. Public relations agencies and in-house PR departments have responded in a number of ways. One is IMC. Another is the hiring of in-house Web monitors; a third is the growth of specialty firms such as Watch, whose function is to alert clients to negative references on the Web and suggest effective countermeasures. («English for Public Relations in Higer Education Studies», Marie McLisky.)

**3) Answer the following questions:**

- 1) How can you explain the concept “convergence”?
- 2) What do the numerous video outlets in PR rely on?
- 3) What is the goal of public relations, marketing and advertising integration?
- 4) What is the viral marketing?
- 5) What did Tony Junpier and Peter Verhille speak about Internet? Why did they speak in such way?
- 6) What are the ties between Internet and big companies such “Nike” and “Shell Oil”?

**4) Correct the spelling mistakes.**

convergence	comunication
increasing	chanel
campains	commfortable
simulatenously	efective
interwieved	seamles
available	skils
professionals	bugets
specific	enviromentaly
	contermeasures

**5) Explain what is meant by:**

impetus driving,    potent weapon,  
 video outlets,      effective countermeasures,  
 converging technologies,    environmentally sensitive ways,

public relations media mix, spokespeople, on-screen interviewee, communication channels,  
print outlets, overseas workers  
media environment,

## II. Grammar.

Paraphrase the sentences according to the model.

It seems that he stole the money.

*He seems to have stolen the money.*

They appear to be missing

It appears that they're missing

- 1) It appears that the outlook for tomorrow's weather is good
- 2) Tom appears to have been expelled from his school.
- 3) She seems to be enjoying life now that the trial is over.
- 4) It seemed that the ousted dictator had left the country.
- 5) The spokesmen seemed to be avoiding the journalist's questions.
- 6) It would appear that the gang have been arrested by the police.
- 7) It appears that their marriage has broken up.
- 8) The athlete would appear to have failed the drugs test.

### 6) Fill in the blanks with the appropriate words. Pay attention to the meaning of singular and plural forms.

damage    experience    good    ground    honour    length  
pain    term

It has been an *honour* to work with you.

She has an *honours* degree in geography.

1) I have a terrible \_\_\_\_\_ in my chest.

I took great \_\_\_\_\_ to make him welcome.

2) After the accident, she had to come to \_\_\_\_\_ with the fact that she wouldn't dance again.

During his first \_\_\_\_\_ of office, the President implemented some major reforms.

3) We need a person with relevant \_\_\_\_\_ to fill the post.

He wrote a book about his \_\_\_\_\_ whilst crossing Africa on foot.

4) The vicar was a kind man, and did a lot of \_\_\_\_\_ during his life.

There is a wide range of electrical \_\_\_\_\_ on sale in our village shop.

5) He was ashamed of his working class background, and went to great \_\_\_\_\_ to conceal it.

I can only swim one \_\_\_\_\_ of the swimming pool before I get tired.

6) Don't sit on the grass. The \_\_\_\_\_ is still wet.

I trust John. I have good \_\_\_\_\_ for believing his version of events.

7) The storm caused a lot of \_\_\_\_\_.

She was awarded £ 20,000 \_\_\_\_\_ in the libel case.

**8) Fill in the blanks with the adjectives or adverbs according to the model .**

We ate at a very *down*-market restaurant last night. Not surprisingly, the food was pretty awful.

1) She's a very \_\_\_\_\_ spoken critic of the government's economic policies.

2) The army used \_\_\_\_\_ whelming force to crush the rebellion.

3) The company faces an \_\_\_\_\_ hill struggle to avoid further losses.

4) We've just received a \_\_\_\_\_ dated pay award, so this month's salary cheque is bigger than usual.

5) Could you provide me with some \_\_\_\_\_ ground information on the project?

6) He's behaving like an \_\_\_\_\_ grown schoolboy, giggling and fooling about.

7) He accused me of stealing his wallet. It was a \_\_\_\_\_ right lie!

8) The \_\_\_\_\_ ground resistance caused the occupying army some serious problems.

9) Complete the conversation with the correct form of the verb in brackets. Use an auxiliary verb where it is necessary.

A. I wish (1) *didn't have to* (not have to) go to your brother's exhibition. But I suppose we (2) do, don't we?

B. Yes, we promised we (3) \_\_\_\_\_. He (4) \_\_\_\_\_ (be) very upset if we (5) \_\_\_\_\_. I (6) \_\_\_\_\_ (like) (7) \_\_\_\_\_ (turn down) the invitation, but I had to accept.

A. I feel so out of place at these events. At his last exhibition nobody (8) \_\_\_\_\_ talk to me. If only I (9) \_\_\_\_\_ (understand) more about modern art! And it's so difficult talking to his friends. They all act as though they (10) \_\_\_\_\_ (be) great artists but I wonder if they (11) \_\_\_\_\_ (ever sell) any work.

B. Well, just be more careful this time. If only you (12) \_\_\_\_\_ (not sit down) on that sculpture at this last exhibition. It was so embarrassing!

A. Well, it didn't look as if it (13) \_\_\_\_\_ (be) part of the exhibition. It just looked like a bench. How (14) \_\_\_\_\_ (be) I to know it was a work of art?

B. And I wish you (15) \_\_\_\_\_ (not admire) that pile of bricks in the corner. That wasn't part of the exhibition.

A. I'd seen something very similar at the Tate Modern. Look, suppose you (16) \_\_\_\_\_ (call) him and (17) \_\_\_\_\_ (say) I was ill.

B. He (18) \_\_\_\_\_ (not believe) me. I'd rather we just (19) \_\_\_\_\_ (go). Look, don't worry. It (20) \_\_\_\_\_ (not last) long. Just look as though you (21) \_\_\_\_\_ (enjoy) yourself.

A. I (22) \_\_\_\_\_ (not be)!

B. Come on. It's time we (23) \_\_\_\_\_ (go). We said we (24) \_\_\_\_\_ (be) there by seven. We've got a long drive ahead of us.

A. Yes, and a long evening.

### ***III. Additional work***

**1) Discuss in a group: What kind of media influences people's subconscious the most? (print, audio or video). Give your own examples.**

## UNIT 16

### Public relations activities

#### I. *Text work*

##### 1) **Learn the following words, using a dictionary.**

interrelated services	to donate
quest	computer lab
media coverage	to devalue
product-tampering hoax	racial minority
adroit	to be beset by smb
furor	to undertake
interaction	to feel disenfranchised by smth
advertorial	expansion
goodwill	acquisition
investor-owned company	enhancement
shareholder	annuity group

##### 2) **Read and translate the text:**

###### **Public relations activities.**

Regardless of the way public relations firms bill their clients, they earn their fees by offering all or some of these 14 interrelated services identified by the PRSA.

1. **Publicity.** Publicity is the practice of getting media coverage for the client. Often it is a quest for good publicity, having the client throw out the first ball at a baseball game, for example. Just as often, however, it can be the more difficult task of countering bad publicity by getting media coverage for the client's point of view in front of the public. When Pepsi was rocked by a product-tampering hoax in 1993, adroit publicity quickly killed the furor.

2. **Communication.** Central to two-way public relations is communication. Public relations firms or departments have as a fundamental activity communicating with target publics and advising clients in their interaction with them. In the 1970s, for example, Mobil Oil public affairs vice president Herb Schmertz started the practice of placing

advertorials in publications usually read by opinion leaders and the public alike.

3. Public affairs. The public affairs function includes interacting with officials and leaders of the various power centers with whom a client must deal. Community and government officials and leaders of pressure groups are likely targets of this form of public relations. Public affairs emphasize social responsibility and building goodwill, such as when a company donates money for a computer lab to the local high school. The next three categories are also public affairs functions, but they are defined by the target publics they influence.

4. Government relations. This type of public affairs work focuses on government agencies. Lobbying – directly interacting to influence elected officials or government regulators and agents – is often a central activity.

5. Community relations. This type of public affairs work focuses on the communities in which the organization exists. If a city wants to build a new airport, for example, those whose land will be taken or devalued must be satisfied. If they are not, widespread community opposition to the project may develop.

6. Minority relations. Public affairs activities are directed toward specific racial minorities in this type of work. When Denny's restaurant chain was beset by numerous complaints of racial discrimination during the 1990s, it undertook an aggressive campaign to speak to those who felt disenfranchised by the events. A secondary goal of its efforts, which were aimed largely at the African American community, was to send a message to its own employees and the larger public that this was the company line, that discrimination was wrong, that everybody was welcome in Denny's.

7. Financial public relations. Practiced primarily by corporate organizations, financial Pr is the enhancement of communication between investor-owned companies and their shareholders, the financial community (for example, banks, annuity groups, and investment firms), and the public. Much corporate strategy, such as expansion into new markets and acquisition of other companies, is dependent upon good financial public relations. («English for Public Relations in Higher Education Studies», Marie McLisky.)

**2) Answer the following questions:**

- 1) What is publicity for client of PR firms?
- 2) What are fundamental activities of two-way public relations?
- 3) What practice did Herb Schmertz start in 1970?
- 4) What are the main functions of public affairs?
- 5) How should PR specialists work with the minority and what example from the text can you give?
- 6) Why is Lobbying often a central activity in government relations?

**3) True or false.**

- 1) A client can show an initiative for good publicity.
- 2) Communication is not fundamental activity in PR?
- 3) A government relation focuses on lobbying.
- 4) Lobbying is often a central activity in government relation.
- 5) Denny's restaurant chain was beset by numerous complaints of racial discrimination.
- 6) Much corporate strategy, such as expansion into new markets and acquisition of other companies, isn't dependent upon good financial public relations.

**4) Give a summary of the text.**

**II. Grammar**

**5) Write the correct auxiliary to form questions, question tags, reinforcement tags, same way tags or reply questions.**

**Edith:** I've had a lovely evening, dear. You look tired. You enjoyed it, (1) *didn't* you?

**Hugh:** Yes, it's just been a long day. But the play was marvelous, (2) \_\_\_\_\_ it? And it had such a surprising ending, (3) \_\_\_\_\_ it?

**Edith:** Mm. And I thought Robert McFarland was very good. He's great actor, he (4) \_\_\_\_\_.

**Hugh:** Yes, but he's aged so much. He's about to retire soon, (5) \_\_\_\_\_ he?

**Edith:** Yes he is. He's certainly got a lot of grey hair now, (6) \_\_\_\_\_ he? I've heard he's been having a few problems recently.

**Hugh:** He's been having problems, (7) \_\_\_\_\_ he? I didn't know.

**Edith:** Yes. He has a drink problem.

**Hugh:** (8) \_\_\_\_\_ he?

**Edith:** Yes. Didn't you see his hand shaking?

**Hugh:** (9) \_\_\_\_\_ it? Goodness! I didn't notice. You don't miss anything, (10) \_\_\_\_\_ you?

**Edith:** By the way, would you like another drink?

**Hugh:** Be careful, dear, (11) \_\_\_\_\_ you? You're driving, remember?

**Edith:** OK. Let's go home, (12) \_\_\_\_\_ we?

**Hugh:** Good idea.

**6) Negative inversion. Rewrite sentences, making them more emphatic. Start each new sentence with the following word or phrase.**

*In no way   Little   Never before   Never again   No sooner... than*

*Nothing   Not until   Not only...but also   Nowhere   Rarely*

I won't ever allow myself to be deceived in such a manner again.

*Never again will I allow myself to be deceived in such a manner.*

1) One rarely finds a person of such integrity as Michael.

2) His surliness annoys me more than anything.

3) He little suspected that she was seeing another man.

4) I've never been spoken to like that!

5) She was rude and she was mean.

6) As soon he ended the relationship he started another one.

7) You won't find a kinder man anywhere!

8) He didn't realize the error of his ways until she threatened to leave him.

9) Her reaction could in no way be described as sympathetic.

**7) Complete the conversation with the correct form of phrasal verb.**

*ask sb out   break sth off   chat sb up   fall for sb   get off with sb*



*get over sb\sth*    *go off sb*    *pack sb in*    *pick sb up*    *run after sb*

*split up with sb*    *walk out on sb.*

1. **A:** Did you hear that Samantah and Oliver have (1) *split up*?

**B:** No!

**A:** Yes she (2) \_\_\_\_\_ him last week.

**B:** Do you think there's a chance they'll get back together?

**A:** No way. Apparently Samantha's (3) \_\_\_\_\_ the engagement and returned the ring.

**B:** Oh, dear. He's besotted with her. He'll take forever to (4) \_\_\_\_\_ it.

2. **C:** I saw you at the party last night, (5) \_\_\_\_\_ that gorgeous-looking boy.

**D:** Yeah, but that's all we did-talk. I didn't (6) \_\_\_\_\_ him or anything.

3. **E:** Are David and Judy still going out?

**F:** No. He's (7) \_\_\_\_\_ her \_\_\_\_\_.

**E:** That didn't last long.

**F:** No. He's always (8) \_\_\_\_\_ girls and dumping them unceremoniously after a few weeks.

4. **G:** I've noticed Sally's starting to flirt with James. I think she's (9) \_\_\_\_\_ him.

**H:** I don't know what she sees in him, frankly.

**G:** No. I quite liked him at first, but I've really (10) \_\_\_\_\_ him now.

9. **Adverbs. Rewrite the sentences according to the model, putting the adverb in brackets in two different positions. Pay attention to the meaning of the words in *italics*.**

George likes snooker. (even)

a) **Even George likes snooker.** (*Georg, too*)

b) **Georg even likes snooker.** (*surprisingly*)

1) I can't answer that question. (frankly)

a) \_\_\_\_\_ (*to tell you the truth*)

b) \_\_\_\_\_ (*in a frank way*)

2) He realized that she wasn't well. (obviously)

a) \_\_\_\_\_ (*of course he did*)

- b) \_\_\_\_\_ (*of course she wasn't*)
- 3) He discussed the design with her. (very sensibly)
- a) \_\_\_\_\_ (*it was wise*)
- b) \_\_\_\_\_ (*in a sensible way*)
- 4) I don't think she can answer your questions. (honestly)
- a) \_\_\_\_\_ (*I'm telling the truth*)
- b) \_\_\_\_\_ (*in a honest way*)
- 5) I saw him yesterday at the gym. (only)
- a) \_\_\_\_\_ (*and nowhere else*)
- b) \_\_\_\_\_ (*not long ago*)
- 6) He told her what he thought of her. (actually)
- a) \_\_\_\_\_ (*though it seems surprising*)
- b) \_\_\_\_\_ (*his real thoughts*)
- 7) She agreed to speak to him. (kindly)
- a) \_\_\_\_\_ (*in kind way*)
- b) \_\_\_\_\_ (*it was kind of her*)
- 8) I'm sure he's clever. (quite)
- a) \_\_\_\_\_ (*of course he is*)
- b) \_\_\_\_\_ (*reasonably clever*)
- 9) They knew he was able to cook. (well)
- a) \_\_\_\_\_ (*it was clear they knew*)
- b) \_\_\_\_\_ (*skillfully*)

### III. *Additional work*

1) **Fame in the media.** Complete the text with the following words.

brutality    contradictions    delve    gossip    idols    loathe  
obsessed    photo opportunity    privileged    published    revere  
soap opera

Celebrity may be trivial, but we, the public, want it to stay. When Princess Diana died in a car crash, such was the outrage at the press for apparently hounding the woman to her death that it seemed for a brief period that paparazzi photographs would no longer be (1) \_\_\_\_\_.

But the media quickly regained its insatiable need to (2) \_\_\_\_\_ into the private lives of the rich and famous. Now, magazines like "Heat" and "Hello!" thrive on paparazzi shots, and every-

thing from a footballer's marital crisis to Diana's son's drug problems is treated as another celebrity (3) \_\_\_\_\_

By both the tabloid and broadsheet press. (Incidentally, if she achieved little else, Diana showed that the only viable future for the monarchy is celebrity. The alternative is a rather dull (4) \_\_\_\_\_ that nobody wants to watch.)

Our relationship with celebrity is clearly not without its problems and (5) \_\_\_\_\_. We seem to have developed a bulimic appetite for fame, consuming endless spin, rumor and (6) \_\_\_\_\_ before spewing it all back out in disgust at the celebrity's (7) \_\_\_\_\_ and pampered lifestyle. We build them up but love to knock them down.

We are (8) \_\_\_\_\_ with celebrity, but like a confused stalker, we are not sure whether to (9) \_\_\_\_\_ or ridicule the famous, whether to adore or (10) \_\_\_\_\_ them. As the author Daniel Boorstin once put it: the celebrity's relation to morality and even reality is highly ambiguous'. That's why it helps that the media stands between us and our (11) \_\_\_\_\_ on the other side of the glass. It means we can blame the press for its (12) \_\_\_\_\_, its sensationalism and its intrusiveness, and we can buy the press for the same reasons.

10. Write PR article about your favorite celebrity.

## UNIT 17 Industry relations

### I. *Text work.*

#### 1) Learn the following words, using a dictionary.

to interact	prosperity
disparate	staging
ribbon	hoax
to garner attention	wake
complexity	subsidiaries
deadline	implement policy
restraint	liaison
to sway	tremendous
cowards	

## **2) Read and translate the text:**

### **Industry relations.**

Companies must interact not only with their own customers and stockholders but also with other companies in their line of business, both competitors and suppliers. In addition, they must also stand as a single voice in dealing with various state and federal regulators. For example, groups as disparate as the Texas Restaurant Association, the American Petroleum Institute, and the National Association of Manufacturers all require public relations in dealing with their various publics. The goal is the maintenance and prosperity of the industry as a whole

**Press agency.** Being a press agent means attracting attention to the client, usually through planning or staging some activity. The 10 K Fun Run sponsored by the local newspaper is the product of press agency, as is the politician cutting the ribbon at a new bridge.

**Promotion.** Similar in some ways to press agency, promotion differs in that its goal is to create support or goodwill for the client as opposed to merely garnering attention. Ronald McDonald Houses, where families of hospitalized children can stay free of cost, are a promotional tool of Mc Donald's Restaurants. They earn the hamburger chain attention, but at the same time, they earn it much goodwill.

**Media relations.** As the number of media outlets grows and as advances in technology increase the complexity of dealing with them, public relations clients require help in understanding the various media, in preparing and organizing materials for them, and in placing those materials. In addition, a media relation requires that the public relations professional maintain good relationships with professionals in the media, understand their deadlines and other restraints, and earn their trust.

**Issues management.** Often an organization is as interested in influencing public opinion about some larger issue that will eventually influence its operation as it is in the improvement of its own image. Issues management typically uses a large-scale public relations campaign designed to move or shape opinion on a specific issue. Usually the issue is an important one that generates deep feelings. Death penalty activists employ a full range of communication techniques to

sway people to their side. Mobil's advertorials sometimes address environmentalism and public transportation – important issues in and of themselves, but also important to the future of a leading manufacturer of gasoline.

Propaganda. This word has primarily negative connotations, but propaganda – the generation of more or less automatic responses to given symbols – is used by the good guys as well as the bad. For example, their soldiers are cowards who hurt the innocent; ours are freedom fighters doing God's work. Because propagandists want an automatic reaction free of reflection, ethical public relations professionals today avoid the practice as essentially manipulative and unfair.

Advertising. Public relations professionals often use advertising, but advertising and PR are not the same. The major difference is one of control. Advertising is controlled communication; advertisers pay for ads to appear in specific media exactly as they want. Public relations tend to be less controlled. The PR firm cannot control how or where its press release is used by the local paper. It could not control how the media would react to Pepsi's claim of innocence in the product-tampering hoax of 1993. Advertising becomes a public relations function when its goal is to build an image or to motivate action, as opposed to its usual function of selling products. The Bear forest fire prevention campaign is a well-known successful public relations advertising campaign.

Advertising and public relations obviously overlap even for manufacturers of consumer products. Chevrolet must sell cars, but it must communicate with its various publics as well. Exxon sells gasoline. But in the wake of the Valdez disaster, it needed serious public relations help. One result of the overlap of advertising and public relations is that advertising agencies increasingly own their own public relations departments or firms or associate closely with a PR company. Nine of the top 10 highest earning public relations firms are subsidiaries of advertising agencies. For example, Burson-Marsteller is owned by Young&Rubicam.

Another way that advertising and public relations differ is that advertising people typically do not set policy for an organization. Advertising people implement policy after organization leaders set it. In

contrast, public relations professionals usually are part of the policy decision process because they are the liaison between the organization and its publics. Effective organizations have come to understand that even in routine decisions the impact on public opinion and subsequent consequences can be of tremendous importance. As a result, public relations has become a management function, and a public relations professional typically sits as a member of a company's highest level of management. (*"Mass communication"* . J.Baran)

**2) Answer the following questions:**

- 1) What have you learned about PR way of McDonald company?
- 2) Why do ethical public relations professionals avoid the practice of propaganda today?
- 3) What have you learnt about media relations?
- 4) What is the role of issues management?
- 5) In what case are PR and advertising overlapped?

**3) Explain what is meant by:**

- |                                       |                                       |
|---------------------------------------|---------------------------------------|
| garnering attention                   | negative connotations                 |
| promotional tool                      | automatic reaction free of reflection |
| media outlets                         | to control communication              |
| advances in technology                | to tend to be less controlled         |
| large-scale public relations campaign | prevention campaign                   |
| public transportation                 |                                       |

**4) Correct the spelling mistakes.**

- |                       |                |
|-----------------------|----------------|
| Stockholder, bussines | proffessionals |
| supliers              | comunnication  |
| assosiation           | sucesfull      |
| ribon                 | obviosly       |
| campaign              | subsidiaries   |
| tehniqne              | desision       |
| connotation           | liason         |

## II. Grammar

5) Write the responses, using the verb in brackets according to the model.

A: Can you come round for a meal tonight?

B: *Thanks very much. I'd love to.* (love)

1) A: Did you post my letter?

B: \_\_\_\_\_ (forget)

2) A: I can't take you to the airport after all. Sorry.

B: \_\_\_\_\_ (agree)

3) A: Was John surprised when he won?

B: \_\_\_\_\_ (not expect)

4) A: Why did you slam the door in my face?

B: \_\_\_\_\_ (not mean)

5) A: You'll be able to enjoy yourself when the exams finish

B: \_\_\_\_\_ (intend)

6) Translate the text into Russian.

### Пресс индустрия.

С развитием цивилизации потребности людей в информации становились все более разнообразными и взыскательными, поэтому сегодня на рынке прессы каждый читатель может найти продукцию, отвечающую его культурно-интеллектуальным запросам, интересам и предпочтениям.

В современных условиях газеты продолжают оставаться мощным орудием создания общественного мнения, и его использование зачастую помогает «сильным мира сего» достигать своих политических целей.

Многие влиятельные газеты, читаемые во всем мире, пользуются непрекаемым авторитетом, поэтому критическая статья, например, в «Вашингтон пост» или «Тайме» может поставить крест на политической карьере того или иного общественного деятеля.

Большинство таких органов печати входят в структуру медиа-холдингов, объединяющих десятки, а то и сотни средств массовой информации.

**7) Rewrite the sentences in Passive Voice.**

- a) Entrepreneurs may choose to hire a public relations specialist.
- b) Norman R. Soderberg outlines the main qualifications .
- c) Public relations professionals often use advertising.
- d) Advertising people implement policy.
- e) Issues management typically uses a large- scale public relations campaign.

**8) Fill in the blanks with prepositions.**

**Media relations** involves working ..... media for the purpose ..... informing the public of an organization's mission, policies and practices in a positive, consistent and credible manner. Typically, this means coordinating directly ..... the people responsible .....producing the news and features in the mass media. The goal of media relations is to maximize positive coverage in the mass media .....paying for it directly through advertising.

Many people use the terms *public relations* and *media relations* interchangeably; however, doing so is incorrect. Media relations refer ....the relationship that a company or organization develops with journalists, while public relations extend that relationship beyond the media to the general public.<sup>[1]</sup>

It is possible for communication between the media and the organization to be initiated by either side, however dealing with the media presents unique challenges in that the news media cannot be controlled — they have ultimate control over whether stories pitched to them are .....interest to their audiences.<sup>[2]</sup> Because of this fact, ongoing relationships between an organization and the news media are vital. One way to ensure a positive working relationship with media personnel is to become deeply familiar ..... their «beats» and areas of interests. Media relations and public relations practitioners should read as many magazines, journals, newspapers, and blogs as possible, as they relate to one's practice.



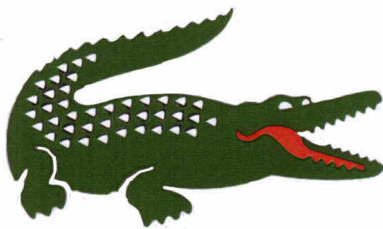
### III. *Additional work*

9. Work with the partner. Look at the logos of some multinational companies. What is the name of each company? What does it produce or sell?

1.



2.



3.



4.



5.



6.



7.



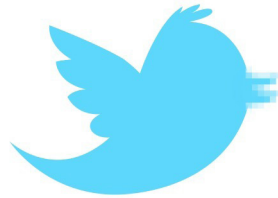
8.



9.



10.



**10. Discuss the following questions in a group.**

- Are these brand names well known in your country?
- Have you ever bought the products of these firms?
- Do you buy particular brands of food or clothes?
- What are brands for?

## UNIT 18

### Public Relations for Small Businesses

I. *Text work.*

1) **Learn the following words, using a dictionary.**

to benefit

visible representative

entrepreneur

to hire

disseminating

to afford

compatible

to be costly

enterprising  
to be sincere  
lavish parties  
expenditures

retainer  
to neglect  
softball team  
chamber of commerce meeting

## 2) Read and translate the text:

### **Public Relations for Small Businesses**

Like other types of organizations, small businesses can benefit from public relations in terms of their relationships with customers, employees, investors, suppliers, or other interested members of the community. Since small business owners are the most visible representatives of their own companies, they frequently handle many of the public relations functions themselves. But experts caution small business owners against taking on this responsibility if they are unqualified, or if they are unable to give public relations the attention it deserves. In these cases, entrepreneurs may choose to hire a public relations specialist or contract with an outside agency.

In his book *Public Relations for the Entrepreneur and the Growing Business*, Norman R. Soderberg outlines the main qualifications for public relations professionals. An ideal candidate would be creative and enterprising, possess good communication skills and solid news judgment, have a thorough knowledge of the business, be sincere and considerate in dealing with people, and make a good impression as a representative for the company. Some of the skills required in public relations work include writing and editing, public speaking, graphic arts, public opinion polling, and advertising. The responsibilities of a public relations executive include interpreting public opinion, advising management, generating opportunities to increase public awareness and acceptance, disseminating good publicity, and evaluating the results of campaigns. In order to perform these duties effectively, the public relations professional must know what is going on in the business, which means that he or she requires access to management.

“Most companies need to seek outside help from a public relations agency at some point,” Chad Kaydo wrote in *Sales and Marketing Management*. “Even if staff members handle most of your PR efforts, an independent firm can assist with a special project, or give

occasional advice.” There are a variety of reasons why a small business owner might decide to contract public relations work out to an external agency. For example, company personnel may be inexperienced in handling public relations; the company may be geographically distant from its main audiences; the company may not be able to afford to hire a full-time public relations executive with the needed skills; or the company may want the objective judgment of an outsider. A small business owner can locate reputable public relations firms through the Small Business Administration, the Public Relations Society of America, the trade press for their industry, or the recommendations of fellow business people or local news people. When choosing between several potential agencies, a small business owner should consider those that have experience in the industry, clients in similar industries, financial stability, and a compatible overall philosophy. Contracting with an outside firm can be costly—some charge their clients a monthly retainer, while others charge straight hourly rates for limited services.

While communication is the essence of public relations, an effective public relations campaign is based on action as well as words. Whether it is practiced formally or informally, public relations is an essential function for the survival of any organization. Small business owners cannot afford to neglect public relations. But lavish parties and gifts are not necessary—it is possible to vastly improve a small business’s image within its community while also controlling public relations expenditures. Sponsoring a local softball team, speaking at a chamber of commerce meeting, and volunteering at a neighborhood clean-up are among the wide variety of public relations activities readily available to small businesses. (*Public Relations for the Entrepreneur and the Growing Business*)

### **3) Answer the following questions:**

- 1) What main qualifications should public relations professionals have according to Norman R. Soderberg’s book?
- 2) What kind of responsibilities should public relations professionals execute according to Norman R. Soderberg’s book?
- 3) What is the essence of PR?
- 4) Can we say that actions are equal to words in public relations campaign?

5) What public relations activities are available to small businesses?

**4) True or false.**

1) Small businesses can't benefit from public relations.

2) Experts suggest small business owners shouldn't frequently handle many of the public relations functions themselves, but choose to hire a public relations specialist.

3) In his book *Public Relations for the Entrepreneur and the Growing Business*, Norman R. Soderberg outlines the main qualifications for public relations professionals.

4) One of the reasons of deciding to contract with public relations agency is inexperience of company personnel in handling public relations.

5) It is not important for PR specialist to know what is going on in business.

6) There is one reason why a small business owner might decide to contract public relations work out to an external agency. It is geographical distance from its main audiences.

7) Contracting with an outside firm can be costly.

8) Effective public relations campaign is based on action as well as on words.

**5) Give a summary of the text.**

**II. Grammar**

**1) Passive constructions. Rewrite the sentences, beginning with the words in italics.**

1) It is reported, that new PR agency is not working at the moment.

2) People believe that advertising is the most truthful thing.

3) It is assumed that he has been involved in criminal activities.

4) It is supposed that their fellow worker have escaped with over one million .

5) They say Jimmy Rosendale is wanted for questioning by journalists.

**6) Translate the following sentences into English.**

1) Сообщалось, что такие случаи уже встречались в ПР деятельности.

2) Люди верят, что придуманный образ политика такой на самом деле.

3) Мы понимаем, что все его слова это лишь ПР ход.

4) Утверждается, что ПР особенно необходим малому бизнесу.

5) Они говорят, что этот журналист уже здесь появлялся.

7) Translate the text into Russian.

Image-Making Within The Writing Process is a dynamic art-and-literature-based approach to writing that integrates visual and kinesthetic modes of thinking at each and every stage of the writing process.

Students begin by creating their own portfolio of beautiful hand-painted textured papers.

These papers not only spark story ideas but also become the raw materials for constructing stunning collage images. As students literally give shape to their ideas through cutting and pasting, they are able to rehearse, draft, and revise their stories long before setting pencil to paper.



**III. Additional work**

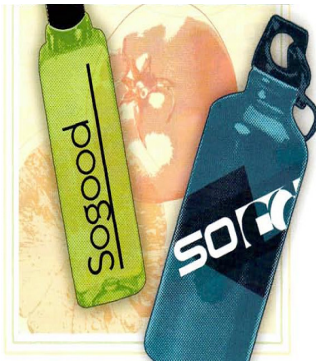
8) Work in a group of six. Your teacher will give you roles. Students A, B, C and D work for company called Stay Well. Student E works for market research company.



Student F works for an advertising agency.

9) StayWell is having financial difficulties. Its most profitable product is a health drink called *Sogood*. Sales of this vitamin drink have been declining steadily for several years. Develop a strategy for the prelaunch of the drink.

10) Look at the chart to formulate the answer.



	Who will you target?	What package?	What method of distribution?	Price of drink
	Over 65s	New bottle	Stay with pharmacies	Increase
Reason 1	They already like <i>Sogood</i> so it will be easier to get them to like it.	It will be noticed more easily on the shelf.	It is proven that <i>Sogood</i> sells in pharmacies.	Research has shown they will pay.
Reason 2	The advertising needed to reach them is cheaper.	It will show that it is a new formula.	We have existing relationships with pharmacies.	The new formula justifies the increase.
Reason 3	It is less risky.		It shows that it is a true health drink, not a gimmick.	

11) Comment on : «Creative without strategy is called ‘art.’  
Creative with strategy is called ‘advertising.’»

## UNIT 19

### Political advertising

#### I. *Text work.*

##### 1) Learn the following words, using a dictionary.

central feature	incessantly
pervasive	sporadic checks
inescapable	to fuel
to take for granted	avoidance
legitimate	to shrink
essential	to arouse
intrusive	to deplore
to be not accountable	lack of accountability
regulatory body	to adhere
voluntary	to induce
blatantly	

##### 2) Read and translate the text

#### Political advertising.

Commercial advertising has always been a central feature of American culture. As encountered in the mass media, it is pervasive and inescapable. Most Americans take for granted the “rules” of commercial advertising, even though they may not be aware that any formal guidelines exist and may have little or no idea what the legal effect of such guidelines might be. Commercial advertisements are widely accepted as fair and legitimate marketing.

Contrast the world of political advertising. In recent years, political advertising has become essential to campaign strategy (at least in major campaigns), and many regard it as far more intrusive than routine commercial advertising. But the world of political advertising is very different from the world of commercial advertising. There really are no “rules” when it comes to the content and form of political



advertising. Political advertisers are not accountable to any regulatory body, voluntary or otherwise, for the accuracy of their claims. They readily engage in so-called “comparative” advertising. They blatantly criticize their competitors. They complain incessantly about the fairness of the comments made about them, while their opponents are doing the same. There is no acknowledged forum for the review of these claims and counter-claims. The press attempts to provide some sporadic checks on political advertisers by running “ad-watch” reports, but these reports by their very nature tend to fuel public cynicism. Considerable evidence suggests that the negativity associated with contemporary political campaigns has created an “avoidance” mentality which is serving to shrink the electorate and the level of political participation generally (see Ansolabehere and Iyengar, 1995).

The current state of political advertising has aroused considerable concern within the world of commercial advertising. Major advertising firms and professional associations have widely deplored the lack of accountability of political advertisers and their unwillingness to adhere to a code of ethics (see *Advertising Age*, April 29, 1996; *New York Times*, April 29, 1996; *Washington Post*, July 30, 1996). What exactly is Madison Avenue concerned about? Perhaps commercial advertisers fear that the apathy -- and all too frequently, aversion -- induced by political advertising campaigns may damage the credibility, and ultimately the persuasiveness, of more traditional forms of advertising. As Alex Kroll, former chairman of the American Association of Advertising Agencies, put it: “We must stop politicians from ruining our reputation.” (*Advertising Age*, April 29, 1991) Kroll’s was not a solitary voice. In 1984, then AAAA chair John O’Toole claimed that political ads were “giving advertising a bad name.” (*Advertising Age*, June 24, 1996) and in 1996, Burt Manning went so far as to assert that the “smear and scare” tactics of political advertisers meant that “today, the issue is survival of brand advertising” ( *Stanley J. Baran “Introduction to Mass communication”* )

### **3) Answer the following questions:**

1) What can you say about commercial advertising and American attitude toward commercial advertising?

- 2) In what aspects does political ad differ from commercial one?
- 3) What was the purposes to launch Ad-Watch program? What was the result of its work?
- 4) What can you say about weak sides of political ad?
- 5) What is said about the current state of political advertising?

**4) Explain what is meant by:**

central feature	to fuel public cynicism
formal guidelines	to shrink the electorate
legal effect	current state
regulatory body	lack of accountability
acknowledged forum	code of ethics
blatantly criticize	damage the credibility
“smear and scare” tactic	

**5) Finish the following sentences:**

- 1) Commercial advertising has always been....
- 2) Most Americans take.....”rules” of commercial advertising.
- 3) There really are no “rules” when it comes to....
- 4) . But the world of political advertising is very different from....
- 5) They readily engage in so-called....
- 6) They complain incessantly about the fairness of the comments made about them, while their opponents....
- 7) There is no acknowledged forum for the review of....
- 8) The current state of political advertising has aroused....

**II. Grammar**

**6) Make up sentences of your own using the following word combinations:**

- 1) *A set of clothes worn together*
- 2) *What is expected to happen in the future*
- 3) *A shop or company through which products are sold.*
- 4) *a meal you buy in a restaurant/ to eat at home*
- 5) *getting control of a company by buying most of its shares*
- 6) *failure or ruin following success*
- 7) *a lot of rain that falls fast and heavily*

- 8) *information obtained from the Internet, usually free.*  
 9) *new and successful development.*

lookout	setback	outbreak	backlash	upkeep
slip-up	offshoot	comeback	showdown	upturn
write-off	drawback	hold-up	outburst	knock-out

**8) Translate the text into English:**

Очень часто последователи политика имеют дело не со своими личными и непосредственными впечатлениями от лидера, его деятельности и его жизни, а с рассказом о лидере, с сообщением, подготовленным специально для восприятия другими лицами, содержащим определенную точку зрения и составленным с целью повлиять на получателя этого сообщения. Это сообщение может состоять из слов, демонстрации самого лидера или его поступков, политических символов и т.д. Сам же образ лидера формируется в результате коммуникации между политиком и аудиторией.

**9) Fill in the blanks with prepositions and translate the text.**

The repudiated image is stigmatized .... notions such as artifice, illusion, vulgarity, irrationality; and the new image (which is often declared not be an image at all) is honored by the titles .....nature, reason and enlightenment. Iconoclasm aims to smash the idols that it regards as false gods or as fetishes. An idol is ‘an image which has an unwarranted, irrational power .....someone’, which they worship. The accusation .... idolatry is leveled ....someone else, who may variously be figured as primitive, childish, feminine, or .... any other way that unfavorably distinguishes the idolater from the iconoclast.

III. Additional work

**10) Imagine that you are working on the image of a politician. Think about his appearance, manner of speech and image for a successful political career**

## UNIT 20

### The Effects of Political Advertising

#### *I. Text work.*

##### **1) Learn the following words, using a dictionary.**

harsh tone	to exposure
controversial technique	to heighten
competing claim	to diminishes
to shrink	turnout
feasible	coincidental
affiliation	reliant
pivotal	to endorse
studies substantiate	

##### **2) Read and translate the text:**

###### **The Effects of Political Advertising.**

The harsh tone of political advertising, the often controversial techniques employed by political advertisers, and the fact that the competing claims made in campaign ads are beyond review, have raised questions about the goals of political advertisers. Many critics have suggested that political advertisers seek votes at any cost, even including a degraded sense of public regard for the candidates and the electoral process. Perhaps the amount of negativity featured in political campaigns is designed to shrink the “market” rather than increase the sponsor’s relative share. Discouraging people from voting is much more feasible than persuading supporters of one candidate to vote for the opponent. It is well known that most Americans hold fast to their partisan attachments and that the act of voting generally serves expressive (as opposed to instrumental) needs (for a review of research on political participation, see Rosenstone and Hansen, 1992). Since people acquire their affiliation with the Democratic or Republican parties early in life, the probability that they will cross party lines in response to an advertising campaign is slight. And since the motivation to vote is typically symbolic or psychological (in the sense that one’s vote is unlikely to be pivotal in determining the outcome of the election), increasing the level of controversy and conflict in ad cam-

paigns is bound to discourage voters from making a choice and casting a vote. In effect, negative campaigns create an “avoidance” set within the electorate (see Houston et al., 1998, 1999).

Although the scholarly evidence is mixed, experimental studies substantiate these claims. Carefully controlled manipulations of advertising tone demonstrate that exposure to negative (rather than positive) campaign advertising heightens political cynicism and diminishes voter turnout (see Ansolabehere and Iyengar, 1995; Houston et al., 1998, 1999; Ansolabehere et al., 1999). It is hardly coincidental that the public’s views of elections and the importance of voting have soured as political advertising campaigns have become increasingly reliant on negative appeals. In 1960, for example, only one in four Americans endorsed the statement that “public officials don’t care much about what people like me think.” By 1990, the cynical response was given by six of ten Americans (see Rosenstone and Hansen, 1992).

Exposure to political campaigns has extracted a similar toll on the public’s views of political advertising. There is ample survey data showing that the public dislikes media-based political campaigns. According to the most recent surveys by the Pew Center, a majority of the electorate (some 60 percent) felt that campaign commercials were not useful in helping them choose a candidate during the 1998 elections and more than two-thirds (68%) judged the campaign as “nasty” (Pew Center, 1998). And in a recent survey of voters in Virginia, some three-fourths of the sample indicated that negative campaigns were likely to discourage people from voting (Freedman, 1999). (*Stanley J. Baran “Introduction to Mass communication”*)

**3) Answer the following questions:**

- 1) What is suggested by many critics on the political advertisers?
- 2) What are the effects of political advertising?
- 3) What is the main purpose advertising campaign in politics?
- 4) What are the results of recent surveys?
- 5) What campaigns are mentioned in the text?

**4) Finish the following sentences:**

- 1) Many critics have suggested that...

2) Perhaps the amount of negativity featured in political campaigns is designed to...

3) Discouraging people from voting is much more feasible than persuading supporters of one candidate to...

4) Since people acquire their affiliation with the Democratic or Republican parties early in life, the probability that...

5) According to the most recent surveys by the Pew Center...

6) And in a recent survey of voters in Virginia, some three-fourths of the sample indicated that...

### 5) Give a summary of the text.

## II. Grammar

### 6) Put the correct form of the verb in the text and translate it.

Direct effects of political campaign advertising( **include**) informing voters about candidates' positions and affecting the "preferences and participatory ethos of the electorate". Studies( **show**)that voting results are affected by voters' characteristics and the type of ad to which they are exposed.

Both positive and negative advertisement( **prove**) to play different roles in regards to candidate evaluation. Positive ads, which usually start at the beginning of a campaign aim at introducing or reintroducing a candidate through reinforcing his or her positive image and qualities. Whereas a strictly political advertisement ( **inform**) the viewer, positive campaign ads become an ongoing discussion of character - people understand more than simply just political identity. In an analysis of the dynamics that exist in campaign advertising, Jim Granato and M.C. Sunny Wong argue that "Not only do voters associate a candidate with a particular party and its policies, but they also assess character and competence of a candidate. Instead of simply representing a candidate by their issues, a candidate is almost created as a character on the screen. These campaigns ( **become**) affirmations of competency; they give the viewer a multi-faceted understanding of who the candidate is and who the candidate ( **try**) ( **portray**) themselves as.

**7) Make up the sentences of your own according to the model:**  
No matter who this man is, he mustn't interfere.

**8) Fill in the blanks with prepositions.**

Political advertising has changed drastically ..... the last several decades. In the 1948 presidential campaign, Harry S. Truman was proud ..... his accomplishment of shaking approximately 500,000 hands and covering 31,000 miles of ground across the nation. But that accomplishment was soon to pale ....comparison when in 1952, the next presidential election saw a major change in how candidates reached their potential audiences. .... the advent of television, war hero and presidential candidate Dwight D. Eisenhower, created forty twenty-second television spot commercials entitled, "Eisenhower Answers America" where he answered questions from "ordinary" citizens in an attempt to appear accessible to "the common man." These questions were filmed ....one day using visitors to Radio City Music Hall, who were filmed gazing .... at Eisenhower as he answered questions about the Korean War, government corruption, and the state of the economy. He didn't have to shake a half a million hands or travel the country extensively. He won the trust of the American people ..... his direct approach and subsequently the Presidential election. His vice president was Richard M. Nixon.

**9) Discuss in a group on: "Your favorite political figure"**

***III. Additional work***

**10) Discussion. What do you know about political advertising in your country? Give your own examples.**

**Г.А. Вахитова**

**STUDY PUBLIC RELATIONS**

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