

МИНИСТЕРСТВО ОБРАЗОВАНИЯ И НАУКИ РФ

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**АНГЛИЙСКИЙ ЯЗЫК ДЛЯ ПИАР СПЕЦИАЛИСТОВ:
ВВОДНЫЙ КУРС**

Учебно-методическое пособие

Рекомендовано методической комиссией Института международных отношений и мировой истории для студентов ННГУ, обучающихся по направлению подготовки 031600 «Реклама и связи с общественностью»

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Учебно-методическое пособие предназначено для работы со студентами 1-го курса, обучающихся по направлению подготовки «Реклама и связи с общественностью», по развитию навыков чтения, говорения, реферирования, ведения дискуссии на базе отобранного языкового материала по темам «Связи с общественностью». Пособие содержит оригинальные тексты из периодической печати, интернета и специальной литературы на английском языке.

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Введение

Настоящее учебно-методическое пособие по английскому языку предназначено для студентов 1 курса института международных отношений и мировой истории направления «Реклама и связи с общественностью».

Пособие составлено в соответствии с программой курса английского языка для высшей школы, построено на материале аутентичных текстов, освещающих проблемы связей с общественностью, предназначено для совершенствования навыков реферирования и перевода, развития всех видов коммуникативного чтения и говорения. При работе со статьями студенты приобретают навыки лексико-семантического анализа текста, конспектирования и компрессии прочитанного материала, составления тезисов.

Пособие построено в соответствии с программой общего курса связей с общественностью с целью закрепления изученного материала на английском языке. Статьи, используемые в пособии, взяты с современных сайтов, посвященных пиару. Материалы данных источников постоянно обновляются и статьи пишутся современными профессиональными пиар специалистами, являющимися лучшими в своей области. Пособие предлагает, как и самостоятельную, так совместную работу студентов с сайтами Американского сообщества коммуникаций и пиара (PRSA), а также британского института пиара (CIPR). Вовлечение студентов в работу с материалами международных организаций по связям с общественностью не только расширяет кругозор учащихся в изучаемой области, но также повышает мотивацию изучения английского языка. Таким образом, пособие предполагает использование новых информационных технологий в процессе работы.

Учебное пособие содержит 8 тем, рассчитанных на один семестр. Каждая из тем служит основой для создания экзаменационных монологических и диалогических высказываний. Предлагаемая к текстовому материалу система лексико-грамматических упражнений, а также коммуникативных упражнений способствует активному усвоению лексических единиц по темам, а также имеет своей целью развитие и совершенствование навыков монологической и дискуссионно-диалогической речи в рамках предложенной тематики. Пособие обращает студентов к современным английским словарям, находящимся в свободном доступе в интернете, таким как Тезауровский словарь синонимов и антонимов, Оксфордский словарь, словарь Лонгман, Кэмбриджский словарь, Вэбстерский словарь, словарь Макмиллана. Это, безусловно, улучшает навыки самостоятельной работы студентов над лексикой английского языка.

Основной методологической базой учебно-методического пособия является коммуникативный подход к обучению и творческая работа студентов.

To the students

Dear students! This workbook will definitely help you to master your English speaking skills and will broaden your horizons in the PR learning. We would like to encourage you to take every effort and do your utmost on the way of training. We would like to inspire you to use English authentic resources devoted to Public Relations. They will surely give you access to the modern PR technologies. Please use all the materials from the section “Self-study” to enhance your vocabulary. The use of the modern on-line dictionaries will also aid you to revitalize your knowledge. These are the references you can use.

<http://thesaurus.com/> - Thesaurus Dictionary

<http://www.ldoceonline.com/> - Longman Dictionary of Contemporary English

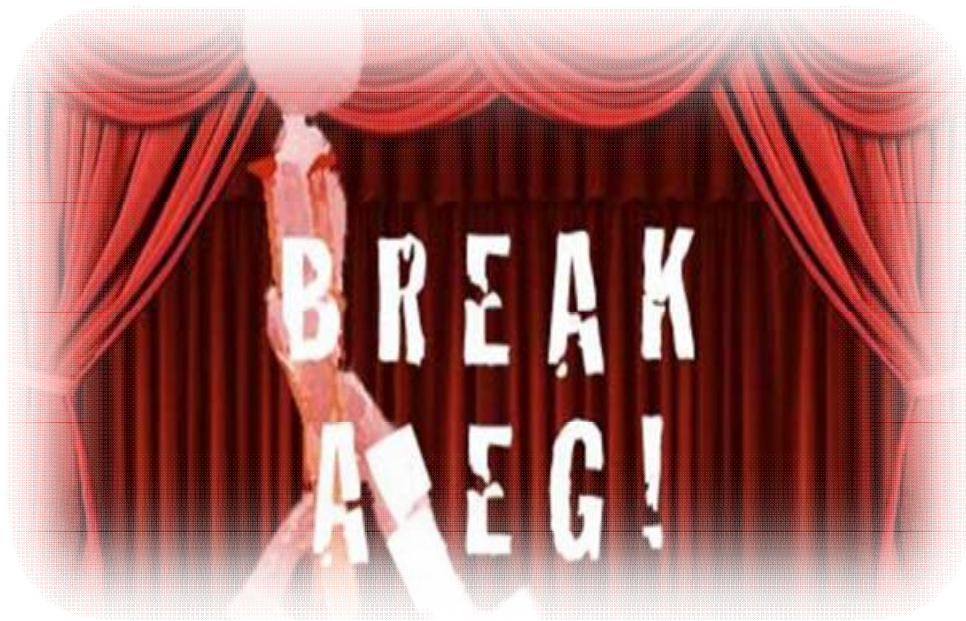
<http://dictionary.cambridge.org/> - Cambridge Dictionaries

<http://www.macmillandictionary.com/> - Macmillan Dictionary

<http://www.merriam-webster.com/> - Merriam-Webster Dictionary

<http://oxforddictionaries.com/> - Oxford Dictionaries

Be determined, goal-oriented, resourceful and break a leg¹!



¹ Here you can find the meaning of this idiom [<http://idioms.thefreedictionary.com/Break+a+leg!>]

PUBLIC RELATIONS



WHAT IS PR?

1. Watch the video and say what PR is.

<http://www.youtube.com/watch?v=UCiK5-R2c0I&list=LPaHB2UEVNHHE&index=4&feature=plcp>



Useful vocabulary:

- To manage an image
- Span
- To blast news releases
- To embrace a story
- To affect attitudes and change perceptions

2. Watch the video and say what the difference between PR and Media Relations is. Give the definition of PR. What are the functions of PR?

<http://www.youtube.com/watch?v=FijtGYtUhPI>



Self-study:

- <http://www.youtube.com/watch?v=SeSKjkrDPas&NR=1&feature=endscreen>
- <http://www.youtube.com/watch?v=B0vPSE7ykPo>

3. Read the text and compare all the definitions of PR. Choose the best one or create your own.

What is Public Relations?

Every organisation, no matter how large or small, ultimately depends on its reputation for survival and success. Customers, suppliers, employees, investors, journalists and regulators can have a powerful impact. They all have an opinion about the organisations they come into contact with - whether good or bad, right or wrong. These perceptions will drive their decisions about whether they want to work with, shop with and support these organisations. In today's competitive market and uncertain economic climate reputation can be a company's biggest asset – the thing that makes you stand out from the crowd and gives you a competitive edge. Effective PR can help manage reputation by communicating and building good relationships with all organisation stakeholders.

Public Relations Definitions

Here are some **definitions of public relations** from experienced PR practitioners. The list starts with the Public Relations Society of America (**PRSA**.) As the professional public relations organization, PRSA's definition was a starting point for several of the respondents. Following PRSA's explanation of public relations, the PR definitions have been organized in alphabetical order by source.

- 1) **Public relations** helps an organization and its publics □adapt mutually to each other. Public Relations broadly applies to organizations as a collective group, not just a business; and publics encompass the variety of different stakeholders. **PRSA (Public Relations Society of America)**
- 2) **Public relations** is communicating your organization's messages at the right time and in the right place to the right audience. With the proliferation of tools and technologies, we can measure the value of those efforts and how they align with a business' overall mission. **Marla Aaron** – MRM Worldwide
- 3) **Public Relations** in its true sense is about human connections and the art of mastering human connections at a deep level. In the early days of PR, it was about relationships with not just the press but communities in various forms – the difference was that these audiences were not online. When played from a place of passion and purpose, public relations in the new world will not only take social media, branding and marketing to the next level, but will elevate the people and products that are changing the world. **Renee Blodgett** – Magic Sauce Media
- 4) Traditionally, **PR** has focused on cultivating the media and celebrities, who've the reach and credibility, to tell the stories of an agency's clients. However, in the new media world, where digital conversations among peers can capture a higher Google ranking than a main stream media publication, who influences opinion has been expanded. At the end of the day, PR is still about building relationships with the people who can convey that third party endorsement. That person just may surprise you because it could be you! **Toby Bloomberg** – Bloomberg Marketing/Diva Marketing

- 5) **PR** focuses on building good relations with the company's various publics by obtaining favorable publicity, building a good corporate image, and handling crisis management issues. Today, a good PR firm must be experts in use of social media. **Mark Burgess** – Blue Focus Marketing
- 6) **Public relations** communicates the news, influences the news, receives the news, and responds to the news for a brand via the media. It's the art and science of talking to the right audience in the right voice. PR is the communication hub of an organization. It influences and shapes a company's image, reputation, brand perception and culture. PR connects a brand and its public via direct messages or editorial media including print, broadcast, radio, digital, video or social media. Before social media, a company had one voice; now social media encompasses an orchestra of voices that contribute to a company's image, reputation, brand perception and its public community. **Lisa Buyer** – The Buyer Group
- 7) **PR** is the process of making a heartfelt connection between a person or organization and the people who can truly benefit from and care about their message. It's an awareness of what makes people tick, facilitated by a desire to build communities, engage and discuss, and give voice to worthy projects. PR isn't mass messaging, spinning truths, or a barrier between the public and the person represented. PR should make genuine connections. **Shenandoah Diaz** – Brass Knuckles Media
- 8) **Public relations** is the creation, distribution and dissemination of messaging and communications for the purpose of promoting and fostering positive awareness, associations, imagery, perception of a person, place or thing among a particular target audience to effect a desired behavior. **Dan Gersten**
- 9) Today's **PR** professional understands the intersection of content, social technologies and marketing in ways that achieve common PR objectives: credibility, thought leadership and influence. It's less about managing information flow and pushing content – and more about creating content, networking and engagement. **Lee Odden** – TopRank Online Marketing
- 10) From a business viewpoint, many people mistakenly think **PR** is one-way communication, intended to persuade or sell those stakeholders on the merits of the company and/or its products or services. Public relations is actually a dialogue between an organization and its stakeholders geared towards building mutual understanding, and in that way, building and maintaining reputation for a company and its products or services. **Lucy Siegel** – Bridge Global Strategies
- 11) **Public relations** is part of the larger marketing function. PR's main objective is to help companies create and build their brands. PR is more than just announcing a company's latest news. Public relations is leveraging communications strategies to establish a market position through thought leadership. Instead of being self-serving, PR provides third-party perspectives about the industry to the press, bloggers, analysts and influencers, expertise

- through speaking engagements, and contribute thought leadership articles, and engage in social media. **Steve Stratz** – Illuminate Public Relations
- 12) **PR** has evolved with technological advances and its role in management has increased. Public relations is defining and communicating a company's narrative to provide clarity and insight to the market it seeks to reach. **Nancy Tamosaitis** – Thompson-Vorticom, Inc.
- 13) **Public relations** is the art and science of sharing genuine, credible, relevant news and information to grow, maintain and protect brand acceptance, awareness, reputation and sales, when appropriate. Public Relations creates measurable, fact-based conversations, events and activities conceived to generate positive, third party endorsements and target audience buy-in. **Deborah Weinstein** – Strategic Objectives
- 14) Using traditional and digital media (free of charge) to educate and inform public masses about relevant issues and stories that are worthy of sharing and that have an impact on people. **Public relations** requires a creative, compelling, and concise approach, with a deep sense of the art of story-telling through our emotions and humanity. We have the power to move and influence people through the news and media. **Susan Young** – Get in Front Communications, Inc.



Useful vocabulary:

- to have a powerful impact on
- to come into contact with
- to drive smb's decisions
- to be a company's biggest asset
- to give smb. a competitive edge
- to manage reputation
- to adapt mutually to
- to encompass – to surround and have or hold within
- to communicate a message
- the proliferation of tools and technologies
- to align with – to place or arrange (things) in a straight line / come together in agreement or alliance
- to master human connections at a deep level
- to elevate (raise or lift smth. to a higher position) the people and products
- to be focused on cultivating the media and celebrities
- to tell the stories of an agency's clients
- endorsement - a statement or action which shows that you support or approve of something or someone

- to obtain favorable publicity
- to handle crisis management issues
- the communication hub (the effective centre of an activity, region, or network) of an organization
- to shape a company's image
- to contribute to a company's image
- to make a heartfelt connection between
- to benefit from
- an awareness - concern about and well-informed interest in a particular situation or development
- to spin (spin) - if someone puts a certain spin on an event or situation, they interpret it and try to present it in a particular way
- to foster (encourage the development of smth.) positive awareness
- to communicate a firm's trust and credibility (the quality of being trusted and believed in) toward appropriate traditional and digital channels
- one-way / two-way communication
- to build and maintain reputation for a company and its products or services
- to announce a company's latest news
- to leverage (use smth. to maximum advantage) communications strategies
- to evolve – to develop gradually
- to share genuine, credible, relevant news and information
- to grow, maintain and protect brand acceptance, awareness, reputation and sales
- to create measurable, fact-based conversations, events and activities
- to educate and inform public masses about

4. Give the definitions of the following words:

- Asset
- Spin
- Awareness
- Credibility
- To encompass
- Genuine
- To leverage
- Measurable
- Heartfelt
- To align with
- To obtain

5. Use the vocabulary above and say

- why PR is very important nowadays
- how PR educates people
- how you understand one-way and two-way communication

- why you have chosen the profession of a PR practitioner
- if it is difficult to obtain favorable publicity
- what the ways of fostering positive awareness are.

6. Write out all the adjectives from the useful vocabulary section and find the synonyms for them.

7. Match two parts of the phrases.

| | |
|-------------------------------------|--|
| 1. to communicate | a) conversations, events and activities |
| 2. to announce | b) credible, relevant news and information |
| 3. to master human | c) crisis management issues |
| 4. to create measurable, fact-based | d) a competitive edge |
| 5. to contribute | e) a message |
| 6. to share genuine, | f) a company's latest news |
| 7. to handle | g) to a company's image |
| 8. to give smb. | h) connections at a deep level |

8. Comment on the following statements:

- We have the power to move and influence people through the news and media. Public relations requires a creative, compelling, and concise approach, with a deep sense of the art of story-telling through our emotions and humanity.
- Today's PR professional understands the intersection of content, social technologies and marketing in ways that achieve common PR objectives: credibility, thought leadership and influence.
- PR connects a brand and its public via direct messages or editorial media including print, broadcast, radio, digital, video or social media.
- Today, a good PR firm must be an expert in use of social media.

9. Read an official statement of Public Relations adopted by the PRSA National Assembly on the 6th of November 1982 and answer the following questions:

- 1) *How does PR help our complex, pluralistic society to reach decisions and function more effectively?*
- 2) *What does PR serve to?*

- 3) *What does PR encompass as a management function?*
- 4) *What skills should a PR practitioner possess?*

Public relations helps our complex, pluralistic society to reach decisions and function more effectively by contributing to mutual understanding among groups and institutions. It serves to bring private and public policies into harmony. Public relations serves a wide variety of institutions in society such as businesses, trade unions, government agencies, voluntary associations, foundations, hospitals, schools, colleges and religious institutions. To achieve their goals, these institutions must develop effective relationships with any different audiences or publics such as employees, members, customers, local communities, shareholders and other institutions, and with society at large.

The managements of institutions need to understand the attitudes and values of their publics in order to achieve institutional goals. The goals themselves are shaped by the external environment. The public relations practitioner acts as a counselor to management and as a mediator, helping to translate private aims into reasonable, publicly acceptable policy and action.

As a management function, public relations encompass the following:

- Anticipating, analyzing and interpreting public opinion, attitudes and issues that might impact, for good or ill, the operations and plans of the organization.
- Counseling management at all levels in the organization with regard to policy decisions, courses of action and communication, taking into account their public ramifications and the organization's social or citizenship responsibilities.
- Researching, conducting and evaluating, on a continuing basis, programs of action and communication to achieve the informed public understanding necessary to the success of an organization's aims. These may include marketing, financial, fund raising, employee, community or government relations and other programs.
- Planning and implementing the organization's efforts to influence or change public policy.
- Setting objectives, planning, budgeting, recruiting and training staff, developing facilities — in short, managing the resources needed to perform all of the above.
- Examples of the knowledge that may be required in the professional practice of public relations include communication arts, psychology, social psychology, sociology, political science, economics and the principles of management and ethics. Technical knowledge and skills are required for opinion research, public-issues analysis, media relations, direct mail, institutional advertising,

publications, film/video productions, special events, speeches and presentations.

In helping to define and implement policy, the public relations practitioner uses a variety of professional communication skills and plays an integrative role both within the organization and between the organization and the external environment.

Formally adopted by the PRSA National Assembly, November 6, 1982.



Useful vocabulary:

- to reach decisions
- to contribute to mutual understanding
- to bring private and public policies into harmony
- to achieve smb's goals
- to develop effective relationships with an audience
- to shape (opinion...)
- a mediator
- to translate private aims into reasonable, publicly acceptable policy and action
- to encompass (to bring about, accomplish)
- to anticipate, analyze and interpret public opinion and attitudes
- to counsel management at all levels
- with regard to (with respect to , in respect of , concerning)
- to take into account (to take into consideration)
- ramifications - (often plural) a subsidiary consequence, esp. one that complicates
- to achieve the informed public understanding
- to influence or change public policy
- to set objectives
- to define and implement policy
- to play an integrative role

10. Learn more examples of the ambitious vocabulary usage.

- To arrive at a decision and reach a decision - to make a decision; decide.

Ex.: Have you arrived at a decision yet? We will reach a decision tomorrow.

- To contribute to something

1) to donate something to some cause. *Please contribute to the fund for the needy.*

2) to add to or exacerbate something. *The dry weather contributed to the failure of the crops.*

- This should ideally **encompass** some experience in esthetic and commercial aromatherapy in addition to experience in purely clinical aromatherapy.
- take someone or something into account and take into account someone or something - to remember to consider someone or something.

I hope you'll take Bill and Bob into account when you plan the party. I'll try to take into account all the things that are important in a situation like this.

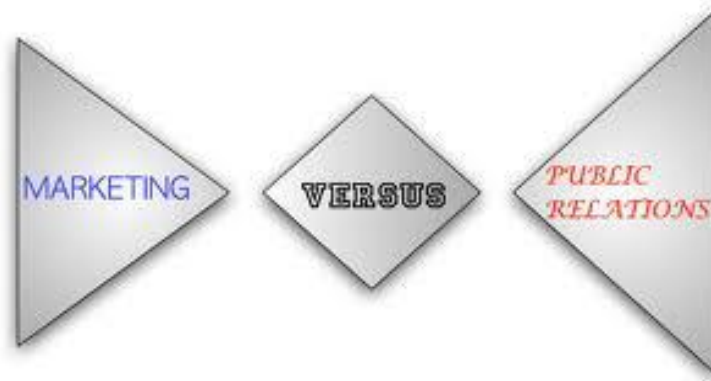
- **Ramifications** for the future, is quite startling.
This is an illustration of the far-reaching **ramifications** of the new cartel law.
Ramifications in ethical terms relate strongly to the concept of 'trust' .
Every word has to be correct or serious **ramifications** may result.

11. Use the vocabulary above in sentences of your own.



12. Speaking:

- Discuss with your partner different approaches to PR.
- Compare different definitions of PR that you know and choose the best one. Explain how you understand PR.



PR VS MARKETING

1. Watch the video and think about the difference between PR and marketing

<http://www.youtube.com/watch?v=E6cHVSRg2vE>

2. Look at the table and single out the differences between PR and marketing.

| Marketing | PR |
|---|---|
| Marketing promotes the transfer of goods and services from the producer and provider to the consumer. | Public relations helps an organization and its publics adapt mutually to each other. |
| Marketing's immediate goal is sales. | Public relations' immediate goal is mutual understanding or positioning of the organization with its publics. |
| Marketing's implicit goal is profit. | Public relations' implicit goal is positive perceptions and predispositions. |
| Marketing's measure of success is the number of sales and/or the revenue it generates. | Public relations' measure of success is expressed public opinion or other evidence of public support. |



Self-study:

<http://heidicohen.com/marketing-versus-pr-whats-the-difference/>

<http://francis-moran.com/index.php/marketing-strategy/marketing-vs-public-relations-clarification-for-the-confused/>

3. Read the text about marketing and PR and answer the questions using the vocabulary under the text:

- 1) *How do you understand marketing?*
- 2) *Compare the definitions of marketing and PR.*
- 3) *What are the goals of marketing?*
- 4) *What are the goals of PR?*
- 5) *If you want to increase profit and efficiency of the company what is more beneficial to use PR or marketing?*

PR and marketing are like cousins: relation is obvious, but its degree is hard to define at once. And what do the press say about them? Usually reading an article on marketing or PR leaves an impression that both of them are absolutely essential for business, but their functions and the difference between them remains vague; in fact, it's unclear even whether they are different branches, or one of them is the part of the other. It's hard to understand whom to hire if a product needs promotion. Should it be a marketing specialist or a public relations officer? Or maybe both should be hired, because only one of them is not enough? So there are lots of questions, but to get these questions sorted out is not such a desperate task as it seems to be. Let us clear up the difference between marketing and PR point by point, because today they are the necessary tools for any company that wants to inform a customer about its product.

Definition of Marketing

There are several hundred definitions of the word marketing. Some analysts hold the opinion that nowadays the essence of marketing is not a customer service, but beating business rivals; but classic definitions support another viewpoint. Philip Kotler, the world's foremost expert on the strategic practice of marketing, states that "marketing is the science and art of exploring, creating, and delivering value to satisfy the needs of a target market at a profit". The most comprehensive definition, in our opinion, was given by the American Marketing Association (AMA): "Marketing is an organizational function and a set of processes for creating, communicating and delivering value to customers and for managing customer relationships in ways that benefit the organization and its stakeholders".

Definition of PR

PR is a set of actions aimed to promotion of a man, company, social movement, party and so on, based on informing the public and cooperating with it. One of the most popular definitions was given by Sam Black, former President of Public Relations Association: "PR is art and science of achieving harmony by means of mutual understanding, based on the truth and complete information awareness". The definition, that reflects the essence of PR, was developed by Public Relations News magazine: "Public relations is the management function which evaluates public attitudes, identifies the policies and procedures of an individual or an organization with the public interest, and plans and executes a program of action to earn public understanding and acceptance". If we compare the definitions, it's easy to notice that there is a connection between PR and marketing, as both of them deal with

informational influence on a customer. To understand it better, let's consider tasks and goals of marketing and PR.

Goals and Tasks of Marketing

Textbooks define goals of marketing as highest consumption, highest consumer satisfaction, and widest choice. The tasks of marketing include research, analysis and estimation of real and potential consumers' needs, supporting development of new products and services, analyzing condition and development of markets, developing pricing policy, sales, and so on. The tasks are performed during marketing process, which includes the following steps: market opportunities analysis, target markets choice, marketing mix development and marketing events execution. So, marketing studies demand for a definite product and opportunities of promoting sales and encouraging consumers.

Goals and Tasks of PR

As for PR, it aims to create a positive image of organization and prevent spreading unfavorable rumors and information. The tools used to manage public opinion may also be considered the three main parts of PR. They are:

1. Promotion, which implies activities aimed at creating and encouraging interest for a person, a product or an organization.
2. Lobbying, that is responsible for establishing and supporting relations between interest groups and government, in order to influence legislative and governing processes.
3. Media relations - this PR-team activity embraces producing informative articles for mass media, organizing media support for various campaigns, and making news to draw media attention. Small and medium-sized enterprises usually consider PR as just media relations, because this part is the most important one for their business.

Relationship Between PR and Marketing

Let's keep in mind that all the PR tools are used successfully to achieve marketing goals of stimulating consumption. PR campaign is essential for positioning. It also increases the popularity of a product, influencing a customer and rising sales volume. Does it mean that PR is one of marketing tools? In this case - absolutely yes. However, public relations' functions are not limited to this. Let's get back to the beginning and compare the definitions: marketing is aimed to manipulate a customer, while the goal of PR is to manipulate company image. Not only products, but also companies and persons need a new image, and in this case PR is not just a marketing tool, but an independent practice. One more question is when one should choose PR from all the variety of tools. During the last twenty years the price of company image has increased, and now it comprises about 80% of the total company value. Even a minor growth of company image price results in a considerable increase of stock value price. Positive, stable company image has become an important intangible asset. And that is exactly the job of the public relations team: to create the image of the company. Using PR, one can correct image, thus immediately raising the profit.

So we see, that marketing and PR are very close, and they often become allies on the battlefield of customers' minds. That is the reason they are often mixed up. But in general, marketing and public relations are two independent disciplines, equally essential and important for everyone who wants to increase profit and efficiency of the company.



Useful vocabulary:

- vague (Syn: dim , hazy , indefinite , indeterminate , indistinct , obscure Ant: clear , definite , plain , sensible)
- a marketing specialist or a public relations officer
- to sort out (to resolve)
- a desperate task (a formidable task)
- to hold the opinion that
- to beat business rivals
- to satisfy the needs of smb / smth
- the estimation of / to estimate real and potential consumers' needs
- to develop pricing policy
- to prevent spreading unfavorable rumors and information
- to manage public opinion
- to establish and support relations between interest groups and government
- an important intangible (impalpable) asset
- to become allies on the battlefield

4. Answer the following questions. Explain your choice using the vocabulary above.

1) Marketing is the art of...

- a. Buying more
- b. Selling more
- c. Paying more
- d. Talking more

2) Marketing is a

- a. One day effort
- b. One man effort
- c. Team effort
- d. All above

3) Good marketing requires one of the following...

- a. Proper planning
- b. Good communication skills
- c. Good team work

- d. Knowledge of products
 4) *Marketing is influenced by ...*
- a. Product demand
 - b. Buyer behavior
 - c. Public taste
 - d. Brand image
- 5) *Marketing helps in ...*
- a. Boosting production
 - b. Interacting with strangers
 - c. Getting new clients
 - d. All of these
- 6) *Modern styles of marketing are ...*
- a. Telemarketing
 - b. Advertisement on the net
 - c. Web-marketing
 - d. E-mails
 - e. All of these
- 7) *Market information means ...*
- a. Knowledge of industries
 - b. Knowledge of peers
 - c. Knowledge of households
 - d. Knowledge of customers' tastes

5. Fill in the table forming different parts of speech.

| Verb | Noun | Adjective |
|---------|------------|-----------|
| | | Desperate |
| ----- | Rival | |
| Satisfy | | |
| | Estimation | |
| | Pricing | ----- |
| | Favour | |
| Prevent | | |
| | Ally | |
| | | |

6. Insert appropriate words from the table into the sentences:

- 1) Don't apologize for your age, lack of recent relevant experience, and do not convey
- 2) inflation since 1997 would account for much of the growth in turnover.
- 3) Italy itself with Germany during World War II.

- 4) circumstances for a given cylinder should be much less than 16 %.
- 5) diplomacy involves diplomatic actions taken in advance of a predictable crisis to prevent or limit violence.
- 6) So the most conservative of the surveillance element alone is perhaps four or five million pounds since 1990.
- 7) In the end, the story came to a dramatic conclusion seeing the defender signing for his old club's deadly..... .
- 8) There is already a buzz in and around bath ahead of a clash that will renew an old sporting..... .
- 9) The importance of exercise to a and healthy life cannot be overemphasised.
- 10) Wanda Jean ' s audience seemed to talk about anything other than the powerful documentary we were there to imbibe.

7. Use the section with Useful vocabulary and translate the sentences into English.

- a. Это достаточно расплывчатый пример, чтобы помещать его в гугл.
- b. Они составят список того, что нужно было сделать, чтобы преодолеть кризис.
- c. Он придерживался мнения, что соперников в бизнесе всегда надо побеждать.
- d. Управлять общественным мнением означает предотвращать распространение неблагоприятных слухов и информации о компании.
- e. Развитие ценовой политики удовлетворяет потребности современных бизнесменов.



8. Speaking:

- Discuss with your partner the differences between PR and marketing.
- Explain how you understand marketing. How can PR and marketing work together?

Advertising vs PR

PR VS ADVERTISING

1. Watch the video and outline the main differences between PR and advertising.

http://www.youtube.com/watch?v=ow7jbR_sXKI



Useful vocabulary:

- to be the backbone of smth.
- a paid placement
- to appear on a publication
- to work with the editors
- to insert advertising in
- to have an implied endorsement (approval , support) of a publication
(to give one's endorsement – давать своё согласие
to receive smb.'s endorsement – получать чьё-л. согласие
to withdraw one's endorsement – взять обратно своё согласие,
аннулировать подтверждение
qualified endorsement – квалифицированная, профессиональная помощь
unqualified endorsement – неквалифицированная, непрофессиональная
помощь)
- to run an ad
- to build a concrete on-line reputation



Self-study:

<http://www.youtube.com/watch?v=mR-M62raaHY>
<http://advertising.about.com/od/careersource/a/10advpr.htm>

2. Read the text and create a short summary using useful vocabulary.

How to Choose Between PR & Advertising

The differences are clear and matter to campaign results.

Public relations professionals are often asked by business owners, "What are the differences between PR and advertising?"

Comparing the publicity aspect with a typical ad campaign, the main difference is that with advertising the client, business owner, or advertiser controls the message.

This differs from publicity where the newspaper, magazine, television station or other medium actually controls the editorial, timing and final story presentation.

For example, businesses running an advertising campaign can decide when they want their ad to run, how big they want it, and what copy or words go into the ad.

In an ad campaign you can target small publications or large ones. One can utilize television stations, radio stations, billboards and an entire host of possible advertising vehicles. You simply choose the one that best fits your objectives, your audience, and your budget.

Since you are purchasing the space there is no filter in advertising. Your audience gets your message directly, exactly the way you created it.

Publicity differs in that you are sending news releases and other materials to editors and producers in hopes of generating stories about your cause or business.

You have no control if an editor, writer or producer will even run your news item, or when they will run it, or how it will be used.

An editor may wish to do an article about your company but decide to hold onto the story information until a later date.

They may wish to use your news as part of a special section, run it in conjunction with other companies in your specific area, or use a business owner as a resource for a round-up type article on a particular topic where a variety of executives are interviewed.

The editor may also choose not to discuss the same key points you outlined in your news release. They may take the story in an entirely different direction.

For example, a television news reporter may spend an hour or longer meeting a client, asking a multitude of questions, then taping responses.

The end result however may be boiled down to a ten-second sound bite on the 6pm newscast where nearly all of the message gets lost or can be misinterpreted by the audience.

A radio talk show interview can start out as informational then turn controversial depending on the host. Keep in mind their goal is to engage the

audience and build ratings, not help a business owner sell their products or services, position a cause or back a certain candidate.

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.

Educating clients on the distinctions between the two adds clarity to both your ad campaign and your public relations campaign and helps make each more effective.



Useful vocabulary:

- to control the message
- to control the editorial, timing and final story presentation
- to run an advertising campaign
- to target small publications
- to utilize television stations, radio stations, billboards and an entire host of possible advertising vehicles
- to fit smb's objectives, audience, and budget
- to get smb's message directly
- to generate stories about smth.
- to run smb's news item
- to do an article about smb' company
- to run the news in conjunction with other companies
- to take the story in an entirely different direction
- to boil down the result to a ten-second sound bite on the 6pm newscast
- to be misinterpreted by the audience
- to engage the audience and build ratings

3. Match the verbs with their synonyms. You will find several synonyms for some verbs. Use a Thesaurus dictionary to help you.

<http://thesaurus.com/> - **Thesaurus on-line**

| The verb | Synonyms |
|-------------|--|
| To control | Use, produce , engross, address, administer , govern , advise, manage , evolve, aspire, captivate, regulate , rule, supervise, adapt |
| To generate | |
| To utilize | |
| To target | |
| To fit | |
| To engage | |

4. Match two parts of the phrases.

| | |
|--|---|
| 1. To control the editorial, | a) audience, and budget |
| 2. To utilize television stations, radio stations, | b) billboards and an entire host of possible advertising vehicles |
| 3. To fit smb's objectives, | c) an entirely different direction |
| 4. To run the news in | d) timing and final story presentation |
| 5. to be misinterpreted | e) and build ratings |
| 6. to engage the audience | f) by the audience |
| 7. To take the story in | g) an advertising campaign |
| 8. To run | h) conjunction with other companies |

5. Choose any seven phrases from useful vocabulary and create a short story on any PR topic.

6. Answer the questions using useful vocabulary:

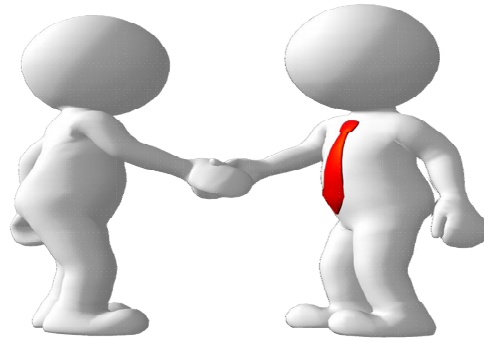
- 1) How to generate a capturing story about your company?
- 2) Why can the information be misinterpreted by the audience?
- 3) How can a PR practitioner engage the audience and build ratings?
- 4) How to run a successful advertising campaign?
- 5) What are the ways of fitting a company's objectives, audience, and budget?
- 6) How can you control the editorial, timing and final story presentation?

7. Create 10 questions on the basis of the text in exercise 2 and discuss them in pairs.



8. Speaking:

- Discuss with your partner the differences between PR and advertising.
- Explain how you understand advertising. Why is it so important for a company to differentiate between PR and advertising?



THE PROCESS OF PR

1. Look through the notes of the four-step planning process suggested by Ferne G. Bonomi, the fellow of PRSA (Society of America). Explain how you understand the process.

Four-Step Planning Process In Public Relations

- 1) **We start with a question mark**
 - a. What's the problem -- or opportunity?
 - b. Is there a problem -- or opportunity?
 - c. How do we know? Facts? Guesswork? Intuition?
 - d. Do we need more facts?
 - e. This becomes the **research** phase.
- 2) Then we think: **What will take us in the right direction?**
 - a. [Dotted line with arrow]
 - b. What's at the end of our arrow?
A = audiences and what we want from them:
A = awareness, attitude, action
 - c. This is the **planning** stage.
 - d. In a well-designed plan, it includes **specific objectives** -- with a desired outcome, an attainment level and a time frame -- for each of the various audiences.
- 3) **Then we come to "doing it" -- the solid arrow.**
 - a. This is where most people are inclined to start.
 - b. Oddly enough, they are likely to flounder, because they haven't thought through the first two stages.
Starting at step 3 is sometimes termed "beginning at no beginning and working to no ending." (We've all been there.)

- c. Once you've done the first two steps, this stage is pretty simple.
- d. This stage is sometimes termed **action** or **communication** or **execution**.

4) **Then we are back to a question mark.**

a. **Did it work?**

- (1) If so, how well?
- (2) If not, why not?
- (3) How do we know? Facts? Estimates? Guesswork? Intuition?
- (4) Do we need to keep on doing it?
- (5) Do we need to do it in a different way, at a different time, with different people . . . ?
- (6) Would something altogether different be better?

b. This is the **evaluation** phase.

- (1) It cycles back to the beginning, as you can easily see.
- (2) Planning is cyclical.

Put the larger copy of this graphic on your wall. Start keeping this in mind whenever you answer the telephone, write anything, draft a campaign or start to remedy a situation.

Try to decide where you want to go before you begin anything.

2. Read the text and describe the process of PR.

Public Relations Process

An effective public relations plan for an organization is designed to communicate to an audience (whether internal or external publics) in such a way that the message coincides with organizational goals and seeks to benefit mutual interests. The process of developing such a plan consists of a number of steps.

One common model has four steps. The first step is "defining public relations problems," usually in terms of a "situational analysis," or what public relations professionals call a "SWOT analysis" (strengths, weaknesses, opportunities, threats). This should answer the question, "What's happening now?"

The next step in the public relations process is "planning and programming," where the main focus is "strategy." This step should answer the question "what should we do and say, and why?" The third step in the public relations process is "taking action and communicating," also known as "implementation"; This step should answer the question, "How and when do we do and say it?" The final step is "evaluating the program," making a final "assessment," which should answer the question "how did we do?" This is where public relations professionals make a final analysis of the success of their campaign or communication.

Another model defines the process of public relations through four steps: "Fact-finding and data gathering; Planning and programming; Action and communication; Evaluation." A different process model uses the acronym "ROSIE" to define a five-step process of research, objectives, strategies, implementation and evaluation.

People who are professionals in public relations use different methods for analyzing the results of their work such as focus groups, surveys, and one-on-one interviews. These same methods are used in defining what medium of communication will be used in the process of strategy and what tools will be used in relaying the message, such as press releases, brochures, websites, media packs, video news releases, news conferences, and in-house publications.



Useful vocabulary:

- a "SWOT analysis"
- implementation - realization , accomplishment
- to implement - perform , fulfill , complete , carry out , accomplish , execute
- assessment – evaluation
- to assess - to judge the worth, importance, etc.
- to make a final analysis of the success of smth.
- acronym - a pronounceable name made up of a series of initial letters or parts of words; for example, UNESCO for the United Nations Educational, Scientific, and Cultural Organization
- focus groups - A focus group is a form of qualitative research in which a group of people are asked about their perceptions, opinions, beliefs, and attitudes towards a product, service, concept, advertisement, idea, or packaging
- one-on-one interviews
- a medium of communication
- to relay the message – to transmit
- press releases, brochures, websites, media packs, video news releases, news conferences, and in-house publications

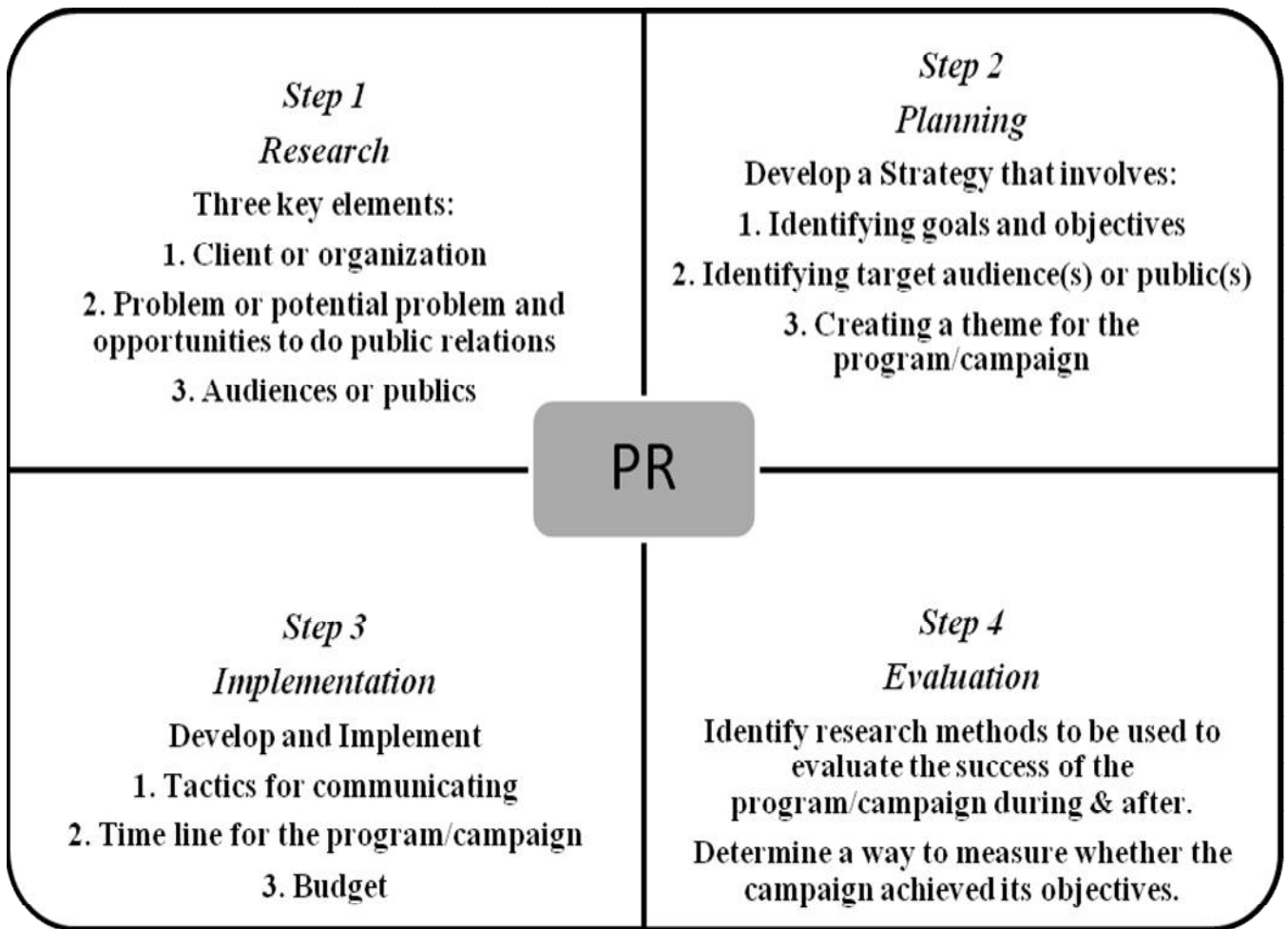
3. Match the words with their definitions:

| A word | The meaning |
|------------------|--|
| 1. press release | a) a set of interconnected webpages, usually including a homepage, generally located on the same server, and prepared and maintained as a collection of information by a person, group, or organization. |
| 2. brochure | b) a video segment made to look like a news report, but is instead created by a PR firm, advertising agency, marketing firm, corporation, or government agency. They are provided to television newsrooms to shape |

| | |
|-------------------------|--|
| | public opinion, promote commercial products and services, publicize individuals, or support other interests. |
| 3. website | c) written, audio taped, or video taped matter about a book, event, person, or program, presented by its promoters or principals to the media for editorial comment and free coverage. |
| 4. media pack | d) a small booklet or pamphlet, often containing promotional material or product information |
| 5. video news release | e) a media event in which newsmakers invite journalists to hear them speak and, most often, ask questions. |
| 6. news conference | f) internally developed and published magazine or newsletter, designed to communicate the news and activities of an organization to its employees and select external audiences. |
| 7. in-house publication | g) media kit – 1. Folder or package that contains promotional material and associated information about a firm, product, conference seminar, program, etc. 2. Package containing rate card, circulation data, audience statistics, and other such information about an advertising vehicle |

4. Look at the table. Use it to create your own example of a PR campaign utilizing the four-steps PR process. Here you can find an example:

http://www.google.ru/url?sa=t&rct=j&q=&esrc=s&source=web&cd=13&ved=0CIMBEBYwDA&url=http%3A%2F%2Fwww.csub.edu%2F~dsimmons2%2Fcom305%2Ffourstepprocess.ppt&ei=mZhSUEKuGPGP4gTs-4GIBA&usg=AFQjCNHry5t7V1Q7ohCqnq9kr3V_WjMw7Q&sig2=W1v7dzMhZkUy_Pe0EXbBRw&bvm=bv.44342787,d.bGE&cad=rjt



5. Explain in details what should be done at every stage of a PR process.



6. Speaking:

- Discuss with your partner every stage of a PR process.
- Explain how you understand PR process. What are the main challenges of the process?



PR TOOLS

1. Watch the video and numerate PR tools that are mentioned there. Explain what they mean.

<http://www.youtube.com/watch?v=y4izcNuYoqo>

2. Look at the list of PR tools. Think about the difference between similar tools.

This is a list of *Public Relations tools* - things actively employed by public relations professionals on behalf of their clients, and tools clients are encouraged to use to enhance their own visibility.

| A PR Tool | A Definition |
|--|---|
| News releases (also known as "press releases") | A news release (also known as a press release, media release, or press statement) is a written or recorded communication directed at members of the news media for the purpose of announcing something claimed as having news value. |
| Newsletters (internal and for various publics) | A newsletter is a regularly distributed publication generally about one main topic that is of interest to its subscribers. Newspapers and leaflets are types of newsletters. ^[1] Additionally, newsletters delivered electronically via email (e-Newsletters) have gained rapid acceptance for the same reasons email in general has gained popularity over printed correspondence. Newsletters are given out at schools, to inform parents about things that happen in that school. |
| Fact sheets | a document itemizing the facts or pertinent information about something. |
| Backgrounders | An informal news briefing for reporters by an official often speaking off the record. A briefing by an official who has been promised anonymity in reports of the briefing. |
| Media kits (also known as "press kits") | A package of information assembled by a company to provide basic information about itself to reporters. The |

| | |
|-----------------------|---|
| | media kit is a promotional public relations tool that can serve several functions, including promoting the launch of a new company, promoting the launch of a new product or service by an existing company, giving a company a way to present itself as it would like to be seen, and saving time by eliminating the need for a company's employees to repeatedly answer the same questions. |
| Surveys | A detailed inspection or investigation. |
| Flyers and Brochures | a small handbill, a small booklet or pamphlet, often containing promotional material or product information. |
| Blogs | a Web site containing the writer's or group of writers' own experiences, observations, opinions, etc., and often having images and links to other Web sites. |
| Internet Websites | A set of interconnected webpages, usually including a homepage, generally located on the same server, and prepared and maintained as a collection of information by a person, group, or organization. |
| Letters to the editor | A letter written to a newspaper, magazine or other periodical about issues of concern to readers, usually intended to be published in the paper/periodical. |
| Guest columns | A guest column is written by a guest, someone other than a regular columnist, usually when the regular columnist is away on vacation. |
| Public speaking | Public speaking is speaking to a group of people in a structured, deliberate manner intended to inform, influence, or entertain the listeners. |
| Seminars | A meeting for an exchange of ideas; a conference. |
| E-mail | to send a message to by e-mail. |
| Mailing lists | A mailing list is a collection of names and addresses used by an individual or an organization to send material to multiple recipients. The term is often extended to include the people subscribed to such a list, so the group of subscribers is referred to as "the mailing list", or simply "the list". |
| Trade shows | An exhibition for companies in a specific industry to showcase and demonstrate their new products and services. |
| Publicity stunts | an event staged to get public attention or for marketing purposes |

3. Think when these PR tools are usually used and what for.

4. You are offered several situations. What PR tools would you use and why?

- a) You are going to open a new supermarket.
- b) You need to protect rare animal species.
- c) You are to promote a politician.
- d) You are aimed to organize a party.
- e) You are to create an international festival.

5. Read more about PR tools.

Public Relations Tools

Media Relations

This is the most important tool to maintain public relations. It includes giving out information about the company's products and services to the press and media sector who publicize the information on the TV, radio, Internet, in newspapers and other publicity resources. PR professionals coordinate with members from the press and media regarding legal or social matters of the organization, products to be launched (in case of a manufacturing company), and the company top management info. This can be done effectively by modifying and presenting the matter in such a way that it won't have an adverse effect on the company's image in the business world. For making the media to publicize everything good about the company, PR managers try their level best to maintain healthy relations with the press, which may also be done by distributing some free gifts.

Media Tours

Such type of tours are generally conducted when a manufacturing company wants to successfully advertise and promote its newly launched product. There can never be an effective way of product publicity other than using media tours. In a media tour, the organization's spokesperson goes to other important cities for introducing a new product or service. It may also include attending TV and radio talk shows, and being interviewed by press and media newsmen. The spokesman can be a company's representative or anyone hired or contracted from outside. A celebrity also can be used for this purpose. A media tour might as well include airing a prerecorded interview on a famous TV channel

Newsletters

This process includes collecting contact information of consumers or future customers, and sending newsletters to them which include the matter intended to be known by the targeted audience. The targeted people could be business marketers, end customers, middlemen, or traders. Newsletters may be made available either through regular mail or emails. If the company is from the manufacturing sector, the newsletter would include product information along with all the local distributors who deal in their products. Newsletters are certainly an effective way to get in touch with the existing or future customers.

Special Events

Reputed companies generally hold such events when they want to launch their products with a bash. Special events can be organized to publicize about the company and the product in a boastful way. In such special events, there is an arrangement for a party, dinner, and a set of stunts to be performed. This certainly attracts the attention of reporters and public media personnel, and the company eventually gets a good product coverage. PR managers effectively work with event management professionals to ensure that the program goes along in a well planned manner, and the intended message is reached to the public and the media.

Speaking Engagements

This task is carried out by the company representative; and includes presenting the company before the public in an industry convention, a corporate gathering, or a companies meet. This is a typical way of letting prospective clients know about the company's potentials and capabilities. However, this method may not be taken into consideration for some product launch, it might solely be about communicating the company's expertise in the related field to potential clients.

These are some of the effective and mostly used public relations tools and methods which are implemented and followed by several business and manufacturing organizations.



Useful vocabulary:

- to maintain public relations
- to publicize the information on the TV, radio, Internet, in newspapers and other publicity resources
- to coordinate with members from the press and media
- to modify and present the matter
- to have an adverse effect on
- to publicize about the company and the product
- to maintain healthy relations with the press
- to distribute some free gifts
- to successfully advertise and promote a newly launched product
- to air a prerecorded interview on a famous TV channel
- to collect contact information of consumers or future customers
- the targeted audience / the targeted people
- to get in touch with the existing or future customers
- reputed companies
- to launch a product with a bash
- to do / perform a stunt
- to get a good product coverage
- to carry out a task
- to implement - perform , fulfil , complete, carry out , accomplish , execute

6. Answer the questions using the vocabulary:

- a) How to maintain successful Public Relations?
- b) How to coordinate with members from the press and media and maintain healthy relations with the press?
- c) How to launch a product with a bash and successfully advertise and promote a newly launched product?

- d) What PR tools can help you get good product coverage?
- e) What adverse effect can publicizing about the company have?
- f) What is the most difficult task for a PR practitioner to implement?
- g) What pros and cones of airing a prerecorded interview on a famous TV channel can you predict?

7. Look at the picture. Describe every PR tool using the vocabulary above.



8. Speaking:

- Discuss with your partner the most important PR tools. Give reasons why you consider them the best.
- Speak on the topic of PR tools and their importance in maintaining good Public Relations.



HOW TO CREATE A SUCCESSFUL PR CAMPAIGN

- 1. Comment on the video. What do you think about this PR campaign? Do you consider it to be successful? Why?**

<http://www.youtube.com/watch?v=idFriQHyonQ>



Useful vocabulary:

- imaginative, ingenious, inventive, original, resourceful
- innovative, cutting-edge, deviceful, state-of-the-art, innovatory
- useful, beneficial, valuable, profitable, advantageous, all-purpose
- fruitful, helpful, abounding, abundant, plentiful, effective, profuse

- 2. Watch the video about creating a successful PR campaign. Answer the questions:**

http://www.youtube.com/watch?v=Y4sK_IHnQbI

- a) What is the term “a PR campaign” synonymous with?
 - b) How often should a plan be re-vamped? Why?
 - c) How do you understand the phrase “To start off on the right foot”?
 - d) What does the next step entitled “Stay on the right foot” mean?
 - e) Why should you keep a steady pace? What does it mean?
 - f) How to monitor your progress?
 - g) What is the most important part of a PR campaign?
- 3. Watch one more video about a successful PR campaign and create a summary of the video. In the video Stefani Adams from Nest PR shares**

tips on how to develop a PR campaign including how to specify your target audience, develop key messages and work out the most effective communication tools.

<http://www.youtube.com/watch?v=5HtF8jThRsg>

- 4. Here you will find some useful tips how to start your PR campaign. Watch the video and describe them. Create the list of useful vocabulary from the video and share it with the group.**

<http://www.youtube.com/watch?v=OPqboTxvzcl>

- 5. Read the text and create its summary (a brief account giving the main points of something). Use the vocabulary below.**

Creating a successful PR campaign

Creating a successful PR campaign is an essential part of any business when trying to launch a new product or service nowadays, and with so many different media platforms available, knowing which one's to use can be a tricky business. This is why it is essential to plan your PR campaign carefully, and research all the areas you need to before starting out.

Below are a list of ideas to try and help you make your campaign a success.

Define your objectives & Goals

This may seem pretty obvious, but you would be amazed how many people forget to carry out this step. Defining exactly what you want your PR campaign to achieve for you will make all of the other steps easier to complete, as you know where you are going.

Your goals need to be achievable, using the SMART (Specific, Measurable, Attainable, Relevant, Time-bound) method when setting your objectives and goals can help a great deal.

Establish who your audience is

This can be one of the most important areas to get right when creating your PR campaign. You could have the best campaign in the world, but if it's aimed at the wrong people it will fail. Think about who your product or services are aimed at then target these people.

Hold a brainstorming session

Try and get some of your staff (if you have any) involved in this session, as they will often have different ideas to you. In a brainstorming session you need to come up with around six different story ideas to help your PR campaign along.

Decide on the media outlets

Once you have an idea of your objectives and goals, and who you would like to target your campaign towards, you can then think about which communications

vehicles you will use to get your message out there. With the digital age upon us there are now many options when it comes to a PR campaign, including press releases, articles, Social media campaigns (including viral campaigns) and much more. Do your research into the various media sources and decide which ones you feel would be the most suited to you.

Monitor your campaign

This is extremely important, you need to keep track of your campaign to know if it is successful. Most people find they need to change things as their campaign progresses, as some areas may not be working as you expected them too, but as long as you keep track of how things are running this will not be a problem.

I hope you have found these ideas helpful, and will keep them in mind if you are considering setting up your own PR campaign.



Useful vocabulary:

- to launch a new product or service
- media platform (is a means of communication. For example a social media platform is a type of software or technology that enables users to build, integrate or facilitate community, interaction and user-generated content. Blogs and wikis are both social media tools, whereas, Wordpress and Wikispaces are social media platforms for people and companies to utilize to engage in blogging and creating wikis)
- to be a tricky business
- to plan your PR campaign carefully
- achievable (attainable, accessible , reachable, feasible, obtainable)
- to target people
- to hold a brainstorming session
- to come up with ideas
- to use communications vehicles
- viral campaigns - a communications campaign designed to spread messages rapidly – typically via the Internet. The audience is encouraged to pass a message or video or link on to all of their email contacts
- to keep track of your campaign to know if it is successful

6. Watch this viral video and say what the objectives of the video are.

http://www.youtube.com/watch?feature=player_embedded&v=H542nLTTbu0#!

7. Create the plan of the text above. Then devise one question for every point of the plan. Discuss these questions with the partner.

8. Match two parts of the phrases from the text. Use them in the sentences of your own.

| | |
|-----------------------------------|--------------------------------|
| 1. to be a tricky | a) a brainstorming session |
| 2. to launch | b) to know if it is successful |
| 3. to target | c) business |
| 4. to come up | d) people |
| 5. to use communications | e) carefully |
| 6. to hold | f) a new product or service |
| 7. to keep track of your campaign | g) with ideas |
| 8. to plan your PR campaign | h) vehicles |

9. Read the text about the best PR campaign of 2012. Watch its commercial and say what the idea was and what objectives the company achieved. Create your own analysis of the case and explain why you think it was crowned with success.

http://www.youtube.com/watch?feature=player_embedded&v=FHtvDA0W34I

The Most Successful PR Campaign of 2012

With 2012 just behind us now it's the perfect time to think about what happened in marketing last year and learn some valuable lessons to help us be more creative and clever with our PR and social media plans and campaigns in 2013. This is why I thought I should share with you what I think was the best communications campaign of 2012 and why.

One of the most successful brands when it comes to organisational PR activities is admittedly Red Bull. For years they've been coming up with adventurous and sometimes pretty extreme stunts and have managed to position themselves as a brand that 'gives content wings'. They have never directly promoted the actual flavour of the energy drink, but have instead focused on what values it offers to consumers, namely to boost energy.

And they've certainly managed to do so with the brilliant Red Bull Stratos – an example of PR at its best.

Coming up, developing and funding the execution of such a scientific event is probably the most significant campaign the company has run to date. Sponsoring Felix Baumgartner's record-breaking jump in October provided Red Bull with massive global exposure as well as public approval. The campaign not only spread out through social media, but also received remarkable mainstream media coverage internationally, making the front pages of numerous leading publications. The stunt is a brilliant example of positive word of mouth – everyone was talking about it online and offline, and many are still doing so now (just as I am).

The stunt was very well planned both from a technical, but also from a communications perspective since March, when it was announced that the event was really happening.

From a PR perspective it's impressive how the stunt was intensively covered by major media outlets pre, during and post event.

Various newspapers, TV programmes, magazines, radios and online publications reported the progress on the planning of the jump beforehand, which has then helped spread the word and increase public knowledge and interest in Felix' feat.

During the event, Red Bull made sure that the whole two hours of the stunt were reported live on their YouTube stream, which allowed anyone around the world to closely watch the feat. And it broke records – eight million people saw not only the jump, but also the Red Bull logo and branding.

Talking about online, the campaign achieved thousands of followers and fans on various social media networks, with 3 million tweets it was the most talked about topic for days. Such buzz created amazing engagement opportunities for the brand.

Such an exclusive event will be covered for years to come. The media outlets are still talking about it and it will be even more interesting to see what the experts will have to say about the scientific impact of Felix's jump and the proof it provided about that the human body is capable of true greatness.

Thinking 'outside of the box' allowed the brand to create an emotional and inspirational impact and build relationships with fans by involving them to have a bigger purpose.

It was an incredible feat that generated tons of publicity, not only because it was an extreme challenge, but also because it showed that a single company is willing to invest in improving society by supporting scientific initiatives, and not just thinking about improving its bottom line. Red Bull itself admitted that they didn't want the event to be perceived as a PR stunt, but as a way of providing scientifically valuable knowledge.

Red Bull Stratos was a truly integrated online and offline campaign, an achievement that many brands can dream of that fully grabbed the public and media attention. As Jonas Feliciano, beverage industry analyst at Euromonitor International, said: "This is taking it to a whole new level. It has turned a PR event into a news event."



Useful vocabulary:

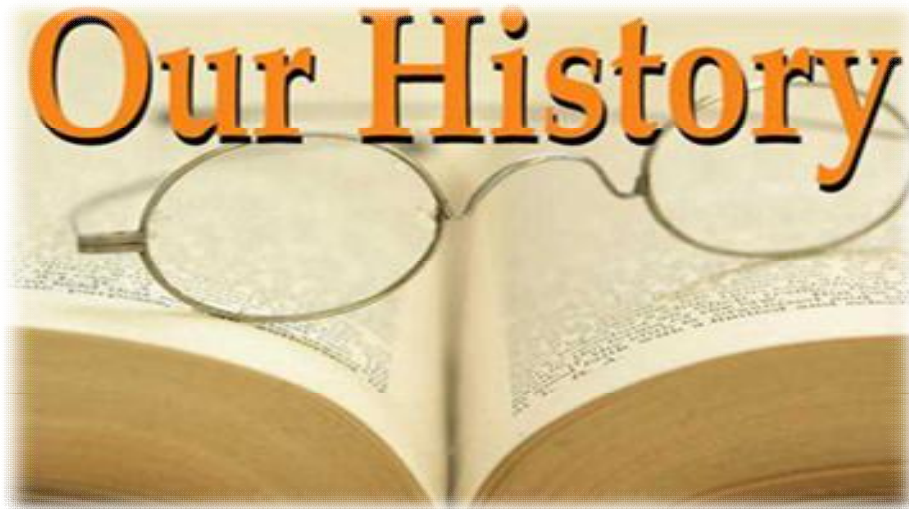
- to learn some valuable lessons
- adventurous - adventuresome, audacious, bold, brave, courageous, dangerous, daredevil, enterprising, headstrong, intrepid, rash, reckless, risky, venturesome, venturous
- to provide smb. with massive global exposure
- to be spread out through social media
- to receive remarkable mainstream media coverage internationally
- to make the front pages of numerous leading publications

- to be intensively covered by major media outlets pre, during and post event
- to spread the word and increase public knowledge and interest in smth.
- to be reported live on smb's YouTube stream
- to create amazing engagement opportunities for the brand
- to think 'outside of the box'
- to generate tons of publicity
- to grab the public and media attention



10. Speaking:

- Discuss with your partner the pros and cons of viral marketing.
- Speak on the topic of creating a successful PR campaign.



THE HISTORY OF PR

1. Make a close study of this presentation and in short tell the group what you have learnt about the history of PR.

<http://www.slideshare.net/kellimatthews/history-of-pr>



Useful vocabulary:

| | | |
|----------------|---------------|---------------------|
| - To inform | - To identify | - To prove |
| - To announce | - To organize | - To hire |
| - To persuade | - To manage | - To develop |
| - To integrate | - To conduct | - To create |
| - To initiate | - To remain | - To tell the truth |

2. Find in the dictionary three nouns for every verb with which they can be used. You can use on-line dictionaries.

<http://dictionary.cambridge.org/> - Cambridge Dictionary

<http://oxforddictionaries.com/> - Oxford Dictionary

<http://www.lingvo-online.ru/ru> - Abby Lingvo



Self-study:

Here is an additional information about the history of PR.

http://highered.mcgraw-hill.com/sites/dl/free/0073512052/930653/Chapter_2.pdf

<http://faculty.buffalostate.edu/smithrd/PR/history.htm>

<http://www.larrylitwin.com/handouts/History%20of%20PR%20090104.pdf>

- 3. Watch this video and create 10 questions about the history of PR. Practice them with your partner.**

<http://www.youtube.com/watch?v=W-FGK43DVw8>

- 4. Read the text and define the most important period of the PR evolution. Explain your choice.**

Public Relations History / The Development

The profession of public relations owes its existence to three men who played key roles in developing the techniques known and used to this day. These are Ivy Lee, Edward L. Bernays, and Carl Byoir. The term Public Relations was coined by Edward Bernays when he found that the term propaganda had acquired negative connotations from having been used by the Germans during the war.

Ivy Lee is one of the most influential pioneers of public relations. He issued what was believed to be the first news release while he was working for the Pennsylvania Railroad when he persuaded the company to disclose information voluntarily to the press before they found out from another source that the company had had an accident with one of their trains. Lee was also the first to assert that practitioners have a responsibility that comprises more than just their obligations to their clients.

Public Relations History / Early Techniques

Edward L. Bernays is the self appointed father of modern public relations. There are techniques being used today that are standardized methods that Bernays invented during his heyday. He is credited with the campaign to get women to smoke by linking smoking to women's emancipation. He organized a parade where debutantes held up cigarettes as symbols of freedom because he likened the cigarettes to the torch of liberty.

Bernays was a nephew of Sigmund Freud and so must have been somewhat familiar with the concepts of manipulation through psychological influence. The American tradition of bacon and eggs for breakfast also came to be because Bernays used testimonies from doctors and other medical professionals that proved that a hearty breakfast was a healthy breakfast.

Public Relations History / World War I

Carl Byoir started as a reporter for the Des Moines Register when he was 14. When he was 17 he became the editor of the Waterloo Times-Tribune. Byoir became a member of the Committee on Public Information in 1917. This committee was in charge of publicly organizing the objective of the United States for World War I.

During Byoir's stint in the Committee on Public Information he executed many techniques that influenced public opinion. He was also credited with the campaign directed at non-English speaking Americans eligible for the draft. This campaign was effective enough that it added over 70,000 men to the American war effort.

Public Relations History / Public Relations Today

Public relations today is a multimillion dollar business. What started as plain publicity has now evolved to incorporate a multitude of uses. Although most of the developments in public relations came about because of political movements it is now used for a wide range of purposes from interpreting public opinion and their effect on an organization to finding ways for a business to achieve their goals.



Useful vocabulary:

- to owe smb's existence
- to be coined by
- to acquire negative connotations
- to assert
- in the heyday of – in the time of most power, popularity, vigour, etc.
- to stint (in) - to be frugal or miserly towards (someone) with (something); an allotted or fixed amount of work
- eligible - desirable , acceptable , suitable
- to evolve

5. Fill in the blanks with the vocabulary above.

- 1) G. Rinaldi _____ to Winston Churchill.
- 2) But society _____, and problems _____ in tandem with it.
- 3) _____ to enroll on this level should be notified by e-mail or post.
- 4) He does not _____ his praise.
- 5) Increasingly this term _____ a negative connotation, implying excessive demand or pressure.
- 6) She _____ that she was innocent.
- 7) She also _____ the term debug was when she found the cause of an error that was actually a moth stuck in the machine.

6. Find the synonyms for the words.

| | |
|---------------|---------------------------------|
| 1. To owe | a) Allege, aver |
| 2. To coin | b) be bound, be contracted |
| 3. To acquire | c) Develop, advance, progress |
| 4. To assert | d) Access, achieve, attain to, |
| 5. To stint | e) Devise, forge |
| 6. To evolve | f) Scant, be jealous, be stingy |

7. Create your own sentences with the verbs.

8. Put down information about PR pioneers into the table.

| | Ivy Lee | Edward L. Bernays | Carl Byoir |
|-------------------------|---------|-------------------|------------|
| The main impact | | | |
| Famous campaigns | | | |



9. Speaking:

- Discuss with your partner the most important people in the history of PR.
- Speak on the topic of the history of PR.



ESSENTIAL SKILLS FOR A PR PRACTITIONER

1. Discuss with your partner the reasons that made you choose the PR profession. What traits of character should every PR specialist possess?



Self-study:

At home read the article and write out 10 useful phrases you can use in your speech when you have to ponder over the topic of the unit. Share your vocabulary with the group.

<http://wadds.co.uk/2013/01/13/guest-post-10-essential-skills-for-the-future-pr-practitioner/>

2. Read the text and define the most important skills to become a veteran PR worker.

Nine Essential Skills for Any Public Relations Professional

If staying current in today's PR world is important to you, adopt the famous aphorism often attributed to Mahatma Gandhi: "Learn as if you were to live forever." This article highlights skills that remain essential—and some new skills we're all going to need for future PR success.

Remember, professional growth is an investment you never stop making if you want to remain valuable in business.

Polish your writing and editing

The fundamental skill of our craft remains writing—news or feature, online or print. If you can't string words together interestingly to tell a story, you're going to be

working with a serious handicap. The most frequent error is writing in academic- or corporate-speak.

Use plain language. Eliminate the use of passive voice, infinitives, or past tense. Active voice and present tense are ideal. Varying sentence structure will get you points as well. Whether you're writing for online (digital media) or print, terse but informative writing *without* buzzwords wins the day. Reading a lot, including good literature, will definitely help your writing. The more you write, the better you'll become at it.

Keep in mind that most people don't read today; they scan everything, especially emails. Studies show we tend to read in an "F" pattern—top left to right, left to right, little bit of left, and on to the next document. So today you have precious few words to get attention, make your point, build interest, and generate action. Make it personal, make it interesting, and make it quick.

Become clearly strategic

Too often, PR campaigns take off without a flight plan. Sometimes, Marketing, or whoever is calling the shots, needs help defining and agreeing on direction. Get comfortable understanding and knowing the difference between objectives, strategies, and tactics. Many people don't. Better yet, become knowledgeable about the entire campaign-planning process. That includes branding or product differentiation, including competitive analysis and positioning.

Create relevant strategic messaging that connects with audiences and communities. Learn how to dramatize a position or message. Become very clear about how tactics must be connected to strategy. Discover the use of visual messaging and creative strategy. By growing in those important areas, you'll offer far more value than merely executing programs.

Vary tactical PR tools, formats, and styles

Expand your bag of tactical tricks to suit today's wide range of communications challenges. Repeating approaches rarely works, and it also gets boring. Get comfortable creating electronic and social media releases. Understand the differences between mainstream vs. citizen journalism. The blogosphere awaits. Become more knowledgeable in content creation and publishing.

Think like (and outthink) the media

The reason so many former journalists are in PR is that they understand the media—how journalists work, what journalists want and don't want, and what makes news. You can be equally effective by taking an outside-in perspective on storytelling and by nurturing your audience empathy. Make sure your subject is *news*—news to the world, not just to your boss or the CEO. Being on top of trends, issues, and what's next for your company's or client's business will put you in a far better position for thinking like a media person. Guess what? In today's self-publishing, content-development world, you are part of the media!

Remain focused

Remaining focused is vital, considering today's media possibilities. Chasing every potential tactical opportunity that comes along or that someone suggests will certainly keep you busy, but it likely won't help create campaign success. Keep your eye on your objectives. Weigh what you're doing by how it can affect the desired outcome. Take a hunting or fishing perspective: Prepare, and go after big game, not just rabbits.

Dive into video

Video communications has changed radically and is now applicable to nearly any program. Learn how it can be cost-effectively included in the media mix. Understanding how online video can be effectively applied (or not), along with learning about telling stories with pictures as well as words, is a huge professional advantage. Set yourself apart by becoming conversant, if not immediately skilled, in video production.

Video is the key new online medium and leads the way to mobile and geo-proximity marketing. You don't need to be a scriptwriter, videographer, or trained editor to create opportunities for applying video to a PR campaign. Professional help is available, however, and you will not need a \$20,000 budget to get started. Moreover, working with visual communications specialists will help broaden you professionally.

Get comfortable managing change

Changing market focus and remaining competitively agile have never been more important. Keeping up with rapid technology changes and new communications channels and techniques is becoming a full-time job. PR pros must understand their target audiences, including media-consumption habits and media preferences. The customer is more in control than ever. You must be where they are. Broad knowledge, versatility, and flexibility must all be a large part of your personal-skills arsenal.

Study your subject

Understanding human behavior and communication theory and practices will make you far better at strategic planning as well as tactics. We, after all, are attempting to influence humans. You can learn a ton about that. Channel noise and a seemingly ever-shorter audience attention span are only two current challenges you can learn to deal with effectively.

Work on your personal demeanor

How you present yourself has always been—and still is—essential. The ways you interact with others and your skills in selling yourself and your ideas will determine how your career progresses. You must have effective communication skills, certainly, but you must also develop interpersonal skills that enable you to

interact effectively with a range of people, including management, peers, suppliers, channel partners, shareholders, the media, customers, and any others who have a stake in your company's or client's success.

Among those skills are collaboration and leadership capabilities that help gain consensus, integrating and directing efforts toward common goals. Add the need for crossing time zones and executing worldwide, any time of day, via a variety of media.



Useful vocabulary:

- professional growth
- craft
- to string words together interestingly to tell a story
- to work with a serious handicap
- plain language
- terse but informative writing without buzzwords
- to build interest
- to generate action
- PR campaigns take off without a flight plan
- To call the shots - to be the person who makes all the important decisions and who has the most power in a situation; to make the important decisions
- to become knowledgeable about / to become very clear about
- to dramatize a position or message
- to expand your bag of tactical tricks
- to suit today's wide range of communications challenges
- content creation and publishing
- to nurture your audience empathy
- to keep an eye on smth
- to be cost-effectively included in the media mix
- to remain competitively agile
- to keep up with rapid technology changes and new communications channels and techniques
- to be a large part of your personal-skills arsenal
- to progress
- to develop interpersonal skills
- to enable
- to gain consensus

3. Learn the definitions of PR terms, used in the text. Explain how you can use them in your own practice. Why is it important to be knowledgeable about these terms?

Branding - is the art of aligning what you want people to think about your company with what people actually do think about your company. And vice-versa.

Product differentiation - a marketing process that showcases the differences between products. Differentiation looks to make a product more attractive by contrasting its unique qualities with other competing products. Successful product differentiation creates a competitive advantage for the seller, as customers view these products as unique or superior.

Competitive analysis - identifying your competitors and evaluating their strategies to determine their strengths and weaknesses relative to those of your own product or service

Positioning - A marketing strategy that aims to make a brand occupy a distinct position, relative to competing brands, in the mind of the customer. Companies apply this strategy either by emphasizing the distinguishing features of their brand (what it is, what it does and how, etc.) or they may try to create a suitable image (inexpensive or premium, utilitarian or luxurious, entry-level or high-end, etc.) through advertising. Once a brand is positioned, it is very difficult to reposition it without destroying its credibility. Also called product positioning.

4. Match the verbs with their definitions.

| | |
|--------------------|---|
| 1. to enable | a) learn about or be aware of (current events or developments) |
| 2. to progress | b) benefit , serve , please |
| 3. to gain | c) advance , proceed |
| 4. to keep up with | d) authorize , sanction , empower |
| 5. to suit | e) foster , cherish |
| 6. to remain | f) get , earn , profit |
| 7. to nurture | g) enlarge , dilate , swell |
| 8. to expand | h) stay, reside |
| 9. to dramatize | i) beget , give birth , bring about , give rise to , produce |
| 10.to generate | j) mature , evolve |
| 11.to develop | k) exaggerate the seriousness or importance of (an incident or situation) |

5. Match two parts of the phrases. Create your own sentences with them.

| | |
|--------------|---------------------------|
| professional | writing without buzzwords |
| plain | interest |

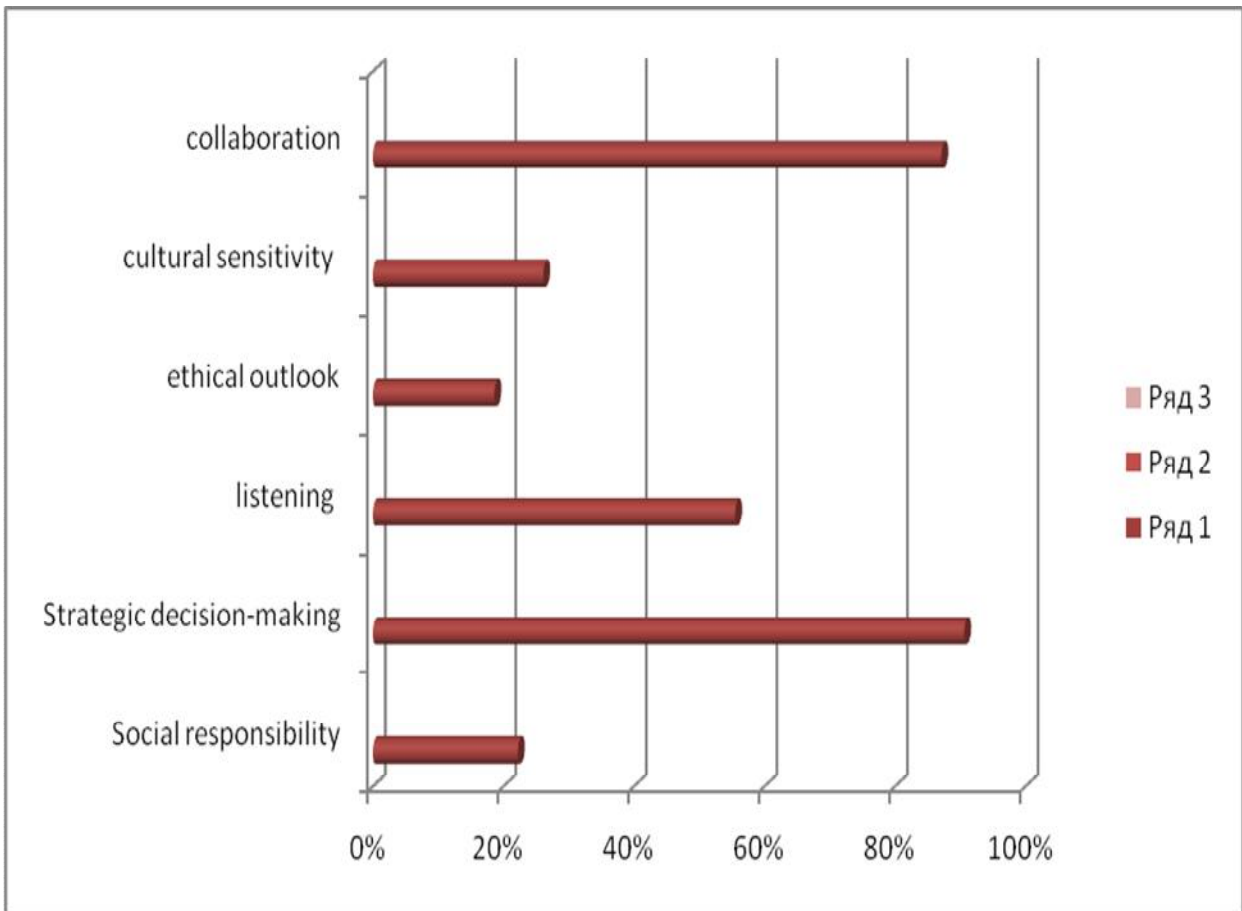
| | |
|-----------------------|------------------------------|
| terse but informative | the shots |
| PR campaigns take off | growth |
| to build | without a flight plan |
| To call | your personal-skills arsenal |
| content creation and | publishing |
| to be a large part of | language |

6. Create 10 questions on the basis of the text and use the vocabulary to answer them. Practice with the partner.

7. Look at the tables. What do you think they are about? Do you agree with the presented numbers? Discuss it with your partner.

| | Marketing | Personnel |
|---|-----------|-------------|
| Basic facts | 23 (2) | 17 (2) |
| Problem solving skills | 127 (11) | 234 (21) |
| Social skills | 792 (67) | 1,345 (122) |
| Emotional resilience | 49 (4) | 36 (3) |
| Proactivity | 207 (17) | 202 (18) |
| Creativity | 268 (23) | 312 (28) |
| Mental agility | 197 (17) | 195 (18) |
| Other | 411 (35) | 563 (51) |
| Total advertisements | 1,187 | 1,106 |
| <i>Note: Numbers in parentheses indicate percentage of advertisements</i> | | |

Which “soft” communications skills are the most important for advancement within your organization?



8. Speaking:

- Discuss with your partner the importance of communication skills for every PR practitioner.
- Speak on the topic of the most essential PR skills.