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НАЦІОНАЛЬНИЙ ТЕХНІЧНИЙ УНІВЕРСИТЕТ
«ХАРКІВСЬКИЙ ПОЛІТЕХНІЧНИЙ ІНСТИТУТ»

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Методичні вказівки до практичних занять з англійської мови та самостійної роботи студентів за фахом «Зв'язки з громадськістю» / Уклад.: Г.О. Неустроева, Н.В. Полоусова, Г.С. Тарасова – Х.: НТУ «ХП», 2011. – 40 с.

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Вступ

Дані методичні вказівки призначені для самостійної та аудиторної роботи студентів 5 курсу БФ факультету за спеціальністю «Зв'язки з громадськістю».

Вони мають за мету розвиток навичок та умінь різних типів мовленнєвої діяльності (читання літератури за фахом, обговорення проблемних ситуацій, письмова комунікація).

Матеріал вказівок містить 14 текстів, присвячених різним темам, що пов'язані з діяльністю фахівця за спеціальністю «Зв'язки з громадськістю». Кожен текст включає завдання, які допомагають студентам засвоїти професійну тематику.

Дані методичні вказівки складено на базі матеріалів автентичних курсів, розроблених Оксфордським університетом, а також з використанням матеріалів Інтернету .

Text 1

PUBLIC RELATIONS

Public relations (PR) is the practice of managing the flow of information between an organization and its publics. Public relations – often referred to as PR – gains an organization or individual exposure to their audiences using topics of public interest and news items that do not require direct payment. Because public relations places exposure in credible third-party outlets, it offers a third-party legitimacy that advertising does not have. Common activities include speaking at conferences, winning industry awards, working with the press, and employee communication.

PR can be used to build rapport with employees, customers, investors, voters, or the general public. Almost any organization that has a stake in how it is portrayed in the public arena employs some level of public relations. A number of specialties exist within the field of public relations.

The Public Relations Society of America (PRSA) claimed in 1988: “Public relations” helps an organization and its publics to adapt mutually to each other. According to the PRSA, the essential functions of public relations include research, planning, communications dialogue and evaluation.

Edward Louis Bernays, who is considered the founding father of modern public relations along with Ivy Lee, in the early 1900s defined public relations as a management function which tabulates public attitudes, defines the policies, procedures and interests of an organization... followed by executing a program of action to earn public understanding and acceptance.”

Today, “Public Relations is a set of management, supervisory, and technical functions that foster an organization’s ability to strategically listen to, appreciate, and respond to those persons whose mutually beneficial relationships with the organization are necessary if it is to achieve its missions and values.” Essentially it is a management function that focuses on two-way communication and fostering of mutually beneficial relationships between an organization and its publics.

Building and managing relationships with those who influence an organization or individual's important audiences plays a central role in doing public relations.

For PR practitioners and decision-makers the difference between agency and corporate PR teams is a fundamental dividing line for the profession. For smaller organizations, a PR agency is often their only source of PR counsel and work, while larger organizations typically work in a hybrid model with an internal PR team and an outside agency team. Still others have an internal team without an agency at all.

Agencies leverage their business model to provide resources (experts, tools, resources, information, and media relationship) that can be used for many different clients; resources that may not be sensible for each organization or individual to own and manage them. Internal teams that work directly for the organization or individual often have a better understanding of their employer's business and work within the organization to engage the stakeholders, content providers and decision-makers inside the company.

Smaller firms typically specialize in specific topics and industries while larger firms have access to more resources and experts.

1. Answer the questions:

1. What does "public relations" mean?
2. What does "public relations" gain?
3. What common activities does "public relations" include?
4. What can be PR used for?
5. What did Public Relations Society of America claim?
6. What is "public relations" today?
7. What plays a central role in doing "public relations"?
8. What differences are there between agencies and corporate PR teams?
9. Can you advise where to go when you want to start a PR company?

2. Decide whether the sentences are true or false:

1. Edward Louis Bernays defined public relations as a management function to earn public understanding and acceptance in 1900.
2. PR can be used to attract employees, customers or the general public.

3. Destroying relationships with those who influence an organization or individual's important audiences plays a central role in doing public relations.

4. There is no difference between agency and corporate PR teams.

5. Public relations (PR) is the practice of managing the information between an organization and its publics.

3. Match the words with their definitions:

PR	Person who has enough money to promote his activity with the help of agencies and corporate PR teams
Customer	Activity that controls and influences people who have to do some work
investor	Organization that makes some service
management	A practice of managing the flow of information between an organization and its publics.
agency	person who wants to buy something

Text 2

People often have the perception of public relations as a group of people who spin everything. Spin can mean to turn around a bad situation to the company's advantage. It is true that part of the purpose of public relations is to show the company in a positive light no matter what. There are certain PR experts that a company can turn to for this particular skill.

The public often think of PR as a glamorous job. Public relations people seem to have been tarred with the image of constant partying and networking to find new contacts. The reality is usually long hours and hard work for anyone involved in public relations.

There are certain skills necessary to work in the world of PR. These include a very high level of communication skills, written and verbal. The PR person must also be very good at multitasking and time management. He or she may also have some form of media background or training in order to understand how the media and advertising work. Organizational and planning skills are also important in public relations.

The PR worker must also be able to cope very well under pressure. He or she must have the ability to cope with a barrage of questions from the media and the public. If a company comes under critical attack, it is the PR department which must take control of the situation. They must effectively answer the criticism and turn it around in order to protect the company's reputation.

Creativity, initiative, good judgment and the abilities to present thoughts clearly and simply are essential in this occupation. Decision-making, problem-solving, and research skills also are important. People who choose public relations as a career need an outgoing personality, self-confidence, an understanding of human psychology, and an enthusiasm for motivating people. They should be competitive, yet able to function as part of a team and to be open to new ideas.

Some organizations, particularly those with large public relations staffs, have formal training programs for new employees. In smaller organizations, new employees work under the guidance of experienced staff members. Beginners often maintain files of material about the company activities, scan newspapers and magazines for appropriate articles to clip, and assemble information for speeches and pamphlets. They also may answer calls from the press and the public, work on the invitation lists and details for press conferences, or escort visitors and clients. After gaining experience, they write news releases, speeches, and articles for publication or plan and carry out public relations programs. Public relations specialists in smaller firms usually get all-around experience, whereas those in larger firms tend to be more specialized.

1. Answer the questions:

1. What qualities should a specialist possess?
2. What do people think about PR?
3. What skills are important in PR?
4. Who should take control of the situation?
5. What features should PR specialists have?
6. In what firm is it better to work?
7. What do the beginners do in their work?
8. What do they do after gaining experience?

2. Decide whether the sentences are true or false:

1. The public often think about PR as a heavy job.
2. The PR person must also be very good at management.
3. Communicative skills are also important in public relations.
4. The PR department must take control of the situation under any critical attack.
5. Creativity and initiative are essential in this occupation.
6. In smaller organizations, new employees work independently.
7. Beginners often look through the newspapers and magazines articles to find information for speeches and pamphlets.
8. After gaining experience, they write articles for publication and carry out public relations programs.
9. Public relations specialists in larger firms usually get a lot of experience, whereas those in smaller firms tend to be more specialized.
10. The reality is usually short hours and easy work for anyone working in public relations.

3. Match the words (a-e) with their definitions (1-5):

1. Worker must also be able to cope very well under pressure.
 2. They also may answer calls from the press and the public, work on the invitation lists and details for press conferences, or escort visitors and clients.
 3. Creativity, initiative, good judgment and the abilities to present thoughts clearly and simply are essential in this occupation.
 4. New employees work under the guidance of experienced staff members there.
 5. The PR worker must effectively answer the criticism and turn it around in order to protect it.
- A) The PR worker
 - B) Beginners
 - C) Skills
 - D) Small organizations
 - E) The company's reputation

Text 3

Public relations (PR) industry is responsible for creating and maintaining relationships between clients and customers. Through areas such as brand management, advertising, media relations and crisis management, PR practitioners seek to foster interest, trust and belief in a product or company.

PR practitioners are aware of carrying this out when dealing within their own nations and cultures, however, when dealing with a foreign audience it is critical that cross cultural differences are recognized.

By way of illustrating the impact cross cultural awareness can have on the success or failure of a PR campaign a brief example can be cited:

Pepsodent tried to sell its toothpaste in South Asia by emphasizing that it 'whitens your teeth'. They found out that the local natives chew betel nuts to blacken their teeth because they found it attractive. Had the PR company behind this campaign analyzed the cross cultural issues related to Pepsodent product, the failure of this PR campaign could have been avoided. Cross cultural differences can make or break a PR campaign. It is therefore crucial that PR practitioners dealing with PR campaigns that incorporate a cross cultural element analyze likely cross cultural differences. A few key areas shall be highlighted on order to help PR practitioners to begin to consider how culture may affect future projects.

Language and culture.

In order for a PR campaign to be successful abroad, an appreciation of the target language and its cultural nuances is necessary. The PR and advertising industries are littered with examples of poor translations and a lack of cross cultural understanding leading to PR failure.

Translation of documents, slogans and literature must be checked and double checked for meanings and cross cultural nuances. This should not only take place between languages but also within languages. Even in English there are cross cultural differences in meanings.

The spoken word.

Areas where the spoken word is used in PR, such as press conferences or interviews, should be prepared for within a cross cultural framework. In short, speaking styles and the content used differs across cultures.

British and American communication styles are described as 'explicit', meaning messages are conveyed solely through words. Correlating background information is deemed necessary and divulged, ambiguity is avoided and spoken words have literal meaning. In many other cultures, communication is 'implicit'. The message listeners are likely to interpret is based on factors such as who is speaking, the context and non-verbal cues. Spoken words do not fully convey the whole story as listeners are expected to read between the lines.

The Written Word Press releases, features and copywriting all require a certain amount of cross cultural sensitivity when being applied abroad. Journalistic tradition, writing styles, news worthiness, delivery systems and whether a 'free press' exists are all areas that will affect how the written word is tailored.

In addition, the most important point, from a cross cultural perspective, is how to write in a way that engages the readers in that society or culture. Some cultures may prefer colorful and inspirational writing, other factual and objective. Some may be motivated by language that incorporates a religious or moral tone, others by a money-orientated or materialistic one. When writing, the first step should always be to look at and integrate the cross cultural particulars of the target audience.

PR practitioners employ many different communication channels when trying to circulate information relating to their campaign. The main channels of communications in the UK or America are the radio, the press, TV, internet, and public spaces. However, these channels may not always be applicable abroad.

In many countries the radio, TV or newspaper may not be the primary source of information. Literacy rates may be poor and/or radios may be expensive. In Africa, only 1/4% of the population has access to the internet. Even where such channels of communications do exist such as TV, some methods used by PR practitioners, namely guerrilla marketing, would be interpreted differently in foreign countries. For example, interrupting live TV may be laughed at in the UK but in the other countries it would be seen as irresponsible and rebellious.

The usual channels of communications in some countries would simply have no effect in terms of PR. In such countries, local alternatives need to be sought such as religious leaders, tribal chiefs, school teachers or NGO's. Information coming from such figures will not only reach the audience but be perceived as more credible than if it were from foreigners.

The use of publicity materials in PR campaigns such as logos, slogans, pictures, colours and designs must all be cross culturally examined. Pictures of seemingly innocuous things in one culture could mean something different in another. For example, a company advertised eyeglasses in Thailand by featuring a variety of cute animals wearing glasses. The ad failed as animals are considered to be a low form of life in Thailand and no self respecting. Thai would wear anything worn by animals. Similarly, logos or symbols are culturally sensitive. A soft drink was introduced into Arab countries with an attractive label that had six-pointed star on it. The Arabs interpreted this as pro-Israeli and refused to buy.

The above cited areas are but a few of those that require decent cross cultural assessment by PR practitioners if they wish their international and cross cultural campaign to succeed. The aim of implementing a cross cultural analysis in PR is to build campaigns that target the audience as best as possible, meaning appealing to their world view while avoiding offense.

1. Answer the questions:

1. What is PR industry responsible for?
2. Through what areas are they responsible for creating maintaining relations?
3. What is critical when dealing with foreign audience?
4. Why did Pepsodent fail their action in South Asia?
5. Where is Spoken Word used?
6. What is the most important point from a cross cultural perspective?
7. What first step is required to be looked at when writing?
8. Where are the main channels of communication?
9. What is Guerrilla marketing?
10. What is the aim of implementing a cross cultural analysis in PR?

2. Decide whether the sentences are true or false:

1. To be successful abroad an appreciation of the cultural nuances is not necessary.
2. Translation of documents, must be checked for meaning and cross cultural nuances.
3. Press conference and interviews should be taken into consideration within a cross cultural framework.
4. The written word press releases require some cross cultural sensitivity when being applied abroad.
5. Guerrilla marketing is a channel of communication.

3. Match the words (1-4) with their definitions(a-d) :

- | | |
|-------------------------|--|
| 1. Pepsodent | a) is method used by Pr practitioners |
| 2. Language and culture | b) include conferences, interviews |
| 3. Spoken Word areas | c) sells toothpaste in Southeast Asia |
| 4. Guerrilla marketing | d) where cultural nuances is necessary |

Text 4

PR events are a great way to mark company milestones, launch new initiatives or signpost changes. When it all comes together on the day, it looks easy – but someone has to take care of the detail. Adrian Maguire an online PR specialist, outlines ten things you should do and ten things not to do.

Ten Things You Should Do

1. Agree the purpose. Have a clear objective and make sure everyone, especially those inside the company, know the reasons for the event.
2. Research your audience. Know who you wish to invite, why you wish to invite them and what impression you want them to have when they leave.
3. Plan. Begin planning the event at least six months before. This will give time for your guests to find space in their busy diaries and for you to find the right venue, book caterers, florists, photographers, set contractors, AV, and so on.
4. Think presentation. If the event is on your assumptions then bring the maintenance schedule forward, add a lick of paint and replace worn carpets,

broken light bulbs, holed fencing, tired signage or anything what would reflect badly.

5. Issue proper invitations. Many people will not RSVP. You will have to chase again, then chase some more! Even when they promise to come, you must phone them again the week before to confirm their attendance, details of travel, accommodation, chauffeuring arrangements and so on.

6. Assign escorts (attendants). On the day, all key guests should have an escort who will be an ambassador for the company, briefing guests, controlling what they see and ensuring that their needs are met.

7. Consider timing. Allow time for guests to travel to and from the event. Where the press is attending, allow time for them to return to their base or provide facilities for them to file their report.

8. Avoid noise. Beware of background sounds off stage – fans, traffic noise, kitchen staff, and so on. This can cause embarrassment (trouble), especially when the guest speaker is interrupted.

9. Record the event. Digital photography has greater immediate use than traditional film photography and is preferable in most cases. If there is sufficient budget also consider video for use on CD/DVD, web sites or other presentation media.

10. Co-ordinate (agreement). If all this sounds like hard work, then it is. A member of staff should be given responsibility for the arrangements, and relieved (helped) of other tasks while they do this. Alternatively, bring in an outside professional with experience.

Five Things You Should Not Do

1. Don't choose a day that clashes with national holidays. Everyone who isn't away is probably covering the work load for someone who is.

2. Don't ask people to attend at short notice. Most people will not come and you will not have time to persuade them to attend.

3. Don't time your event so it conflicts with a more popular event. If a national sporting final is taking place or they are about to land a human on Mars for the first time, then all the effort you put into your event could be wasted. Research what else is going on.

4. Don't assume the weather will be perfect. Have contingency plans for poor weather and sensible precautions (warn) like large golf umbrellas on hand to escort people from the car park.

5. Don't give tacky gifts. Most people already have enough mugs (drinks), pens and key fobs. Mementoes (souvenir) should be memorable!

1. Answer the questions:

1. Who is Adrian Maguire?
2. What important things does Adrian Maguire outline?
3. Why do you need to avoid noise at the event?
4. How much time do you need to begin planning the event?
5. Why don't you need to choose a day that clashes with national holiday?

2. Decide whether the sentences are true or false:

1. Digital photography has greater immediate use than traditional photography.
2. Avoiding noise can't cause any trouble.
3. Everyone will come even if you haven't got proper invitation.
4. Recording the event is one of five bad things.
5. Give tacky gifts.
6. Even when people promise to come you must phone them again.
7. In one of ten good things you have to allow time for quests to travel.
8. Don't time your event so it conflicts with a more popular event.
9. Adrian Maguire places his advice on website.
10. Don't ask people to attend at short notice.

3. Match the words and word combinations (1-5) with their definitions(a-e):

1. Agree the purpose
2. Plan
3. Issue proper invitation
4. Consider timing
5. Record the event

- A). Begin planning the event at least six months before.
- B). Digital photography has greater immediate use than traditional film photography and is preferable in most cases.
- C). You will have to chase again than chase some more.
- D). Have a clear objective and make sure everyone, especially those inside the company, know the reasons for the event.
- E). Allow time for guests to travel to and from the event.

Text 5

TRAINING, QUALIFICATIONS, AND ADVANCEMENT IN PR

There are no defined standards for entry into a public relations career. A college degree combined with public relations experience, usually gained through an internship, is considered to be excellent preparation for public relations work; in fact, internships are becoming vital in obtaining employment. The ability to communicate effectively is essential. Many entry-level public relations specialists have a college major in public relations, journalism, advertising, or communication. Some firms seek college graduates who have worked in electronic or print journalism. Other employers seek applicants with demonstrated communication skills and training or experience in a field related to the firm's business – information technology, health, science, engineering, sales, or finance, for example.

Many colleges and universities offer bachelors and postsecondary degrees in public relations, usually in a journalism or communications department. In addition, many other colleges offer at least one course in this field. A common public relations sequence includes courses in public relations principles and techniques; public relations management and administration, including organizational development; writing, emphasizing on news releases, proposals, annual reports, scripts, speeches, and related items; visual communications, including desktop publishing and computer graphics; and research, emphasizing on social science research and survey design and implementation. Courses in advertising, journalism, business administration, finance, political science, psychology, sociology, and creative writing are also helpful. Specialties are

offered in public relations for business, government, and nonprofit organizations.

Many colleges help students to gain part-time internships in public relations that provide valuable experience and training. Membership in local chapters of the Public Relations Student Society of America (affiliated with the Public Relations Society of America) or in student chapters of the International Association of Business Communicator provides an opportunity for students to exchange views with public relations specialists and to make professional contacts that may help them to find a job in the field. A portfolio of published articles, television or radio programs, slide presentations, and other work is an asset in finding a job. Writing for a school publication or television or radio station provides valuable experience and material for one's portfolio.

1. Answer the questions:

1. What standards are needed for making a career?
2. What kinds of connections should specialists have with public?
3. What kinds of specialists do firms need?
4. What requirements are pulled out by employers to the specialists?
5. What skills must be purchased for starting work?
6. What is offered to the bachelors and postsecondary universities?
7. What courses are offered by universities?
8. How does college help to purchase students experience?
9. What associations help the specialists to find a job?
10. What experience is required for working in the PR company?

2. Decide whether the sentences are true or false:

1. For making a career of public relations certain standards are needed.
2. Employers search for workers without any experience.
3. A college helps students to provide experience and teaching.
4. Some firms seek college graduates who have worked in electronic or print journalism.
5. Colleges offer at least 3 courses in this field.

3. Match the words (1-5) with their definitions(a-e):

1. A college	a) person who gives work.
2. A specialist	b) is a worker in certain specialty
3. Firms	c) is science about society
4. Sociology	d) are a point-of-sale enterprise
5. Employer	e) is higher or middle educational establishment

Text 6

Public relations is all about reputation. It's the result of what you do, what you say, and what others say about you. It is used to gain trust and understanding between an organization and its various publics-whether that's employees, customers, investors, the local community or all of those stakeholder groups.

The main goal of a public relations department is to enhance a company's reputation. Staff that work in public relations, or as it is commonly known, PR, are skilled publicists. They are able to present a company or individual to the world in the best light. The role of a public relations department can be seen as a reputation protector.

Public relations professionals use many different techniques as part of their PR campaigns. From media relations and lobbying to speaking at conferences, to online viral campaigns, to sponsorship and more. PR isn't always about short-term campaigns, such as product launches. It can encompass longer-term strategic aims, such as brand building and working with local communities.

With PR, a company does not pay the newspapers and TV channels for the media exposure it secures. It's this third-party endorsement that gives PR its power and credibility.

Public relations can play a critical role in achieving a competitive advantage by, for example, opening new markets, attracting high-calibre employees, giving more access to funding and investors, creating a high value for products and services, and protecting businesses in times of crisis. All organisations, whether local or international, big or small, benefit from public relations.

The business world of today is extremely competitive. Companies need to have an edge that makes them stand out from the crowd, something that makes them more appealing and interesting to both the public and the media. The public are the buyers of the product and the media are responsible for selling it.

Public relations provide a service for the company by helping to give the public and the media a better understanding of how the company works. Within a company, public relations can also come under the title of *public information* or *customer relations*. These departments assist customers if they have any problems with the company. They are usually the most helpful departments, as they exist to show the company at their best.

PR also helps the company to achieve its full potential. They provide feedback to the company from the public. This usually takes the form of research regarding what areas the public is most happy and unhappy with.

1. Answer the questions:

1. What is the main goal of public relations?
2. What techniques are used by professionals as a part of their PR campaigns?
3. What role does PR play in achieving a competitive advantage?
4. What title does PR also come under?
5. How does PR help the company to achieve its potential.

Text 7

**PUBLIC RELATIONS FOR NON-PROFITS
PR FOR SOCIAL CAUSES CAN DO GOOD AND EVEN PROFIT
NEWBIES.**

By Tammie Ferguson (PRism Communications)

Graduating from college is a joyous occasion and is followed by the sharp determination to "get out there and do great things."

Well, in reality, employers expect you to have experience before they will hire you. Then you ask yourself, "How can I gain experience if no one will hire

me?" Preferably, you should try to complete an internship prior to graduation, but if that door has already closed, don't fret. There are non-profit organizations willing to accept your service and maybe provide a moderate fee.

The important thing to remember is that you are trying to gain experience and credentials. Of course, this won't put food on the table, but it could open up the cabinet that holds goodies for the future. Working for non-profits enables you to give back to your community, enhance your skills, network and gain references all at the same time. It's a win-win situation. These organizations are usually working with small budgets and limited staff members. They can use all of the help they can get.

So, how do you approach a non-profit to market your services? First of all, you need a dynamic, error-proof resume to compliment your personality and desire to learn and contribute. Choose an organization that reflects your personal values or philanthropy. I personally enjoy working with programs that assist children from low-income families, but there are always organizations working to inform the community about health issues, educational, environmental and political matters.

Be respectful of the director's time by calling and making an appointment, arriving on time and being properly dressed. Sell yourself! If you're a graduate with a public relations degree, you understand the importance of effective communication. Deliver your message, engage in feedback and receive the sender's feedback and receive the sender's feedback, whether verbal or non-verbal. If you're rejected, don't take it personally. Thank them for their time and consideration and continue on your journey.

Offer samples of your work so the director can see that you are serious about the opportunity and are capable of portraying the organization in a professional and positive light. Press releases, newsletters, print ads and flyers are common public relations tools for non-profits and would serve as great examples.

What do you have to lose? This is an easy way to gain experience, keep your skills current, meet new people and make a contribution to your community. Your profit from helping a non-profit organization can't be measured in words.

1. Decide whether the sentences are true or false:

1. Graduating from college means to "get out there and do great things."
2. The important thing is that you should try to gain experience.
3. All organisations, whether local or international, big or small, benefit from public relations.
4. Give your message and receive the sender's feedback.
5. Press releases, newsletters, print ads are examples of the PR tools.

Text 8

MORE ON "PLANNING ANALOG"

I usually use a legal pad and pen (or a whiteboard if there is enough space) to create a rough kind of storyboard. I find the analog approach stimulates my creativity a bit more as I said. No software to get in my way and I can easily see how the flow will go. I draw sample images that I can use to support a particular point, say, a pie chart here, a photo there, perhaps a line graph in this section and so on. You may be thinking that this is a waste of time: why not just go into PowerPoint and create your images there so you do not have to do it twice? Well, the fact is, if I tried to create a storyboard in PowerPoint, it would actually take longer as I would constantly have to go from normal view to slide sorter view to see the "whole picture." The analog approach (paper or whiteboard) to sketch out my ideas and create a rough storyboard really helps to solidify and simplify my message in my own head. I then have a far easier time laying out those ideas in PowerPoint. I usually do not even have to look at the whiteboard or legal pad when I am in PowerPoint, because the analog process alone gave a clear visual image of how I want the content to flow. I glance at my notes to remind me of what visuals I thought of using at certain points and then go to iStockphoto.com or to my own extensive library of high-quality stock images to find the perfect image.

Without it, your wonderful style, delivery and great supporting visuals will fall flat. If you took the time in the first step to outline your ideas and set them up in a logical fashion, then your thinking should be very clear. You can visualize the logic of your content and the flow of the presentation. If your ideas

are not clear first, it will be impossible to design the proper structure later when you create visuals and/or supporting documents. Your audience needs to see where you are going. And it is not enough to simply have an "agenda" or "road map" slide in the beginning that illustrates the organization of your talk. If you do not actually have a solid road of logic and structure, then an outline slide will be of no use. In fact, the audience may become even more irritated since you made the promise of organization in the beginning, but then failed to deliver the promise with a presentation which is muddled and lacks focus. Author, Ron Hoff reminds us that your presentation should be able to pass the David Belasco test while you're in the planning stages. David Belasco was a producer who insisted that the core idea for every successful play he produced could be written as a simple sentence on the back of a business card. Try it. Can you crystallize the essence of your presentation content and write it on the back of a business card? If the task is impossible for you, then you may want to think again and get your message down pat in your mind. This too is certainly something you do before you ever begin to open up PowerPoint .

1. Decide whether the sentences are true or false:

1. Using a legal pad and pen is the analog approach.
2. Drawing sample images is a waste of time.
3. The analog approach helps to solidify the message in the head.
4. If you outline your ideas and set them up logically, your thinking should be clear.
5. The audience may get embarrassed if you lack simplicity.

Text 9

When building the content of your presentation always put yourself in the shoes of the audience and ask "so what?" Really ask yourself the tough questions throughout the planning process. For example, is your point relevant? It may be cool, but is it important or help your story in a very important way...or is it fluff? Surely you have been in an audience and wondered how what the presenter was talking about was relevant or supported his point. "So what?" you probably said to yourself. "So what?" – always be asking yourself this very

important, simple question. If you can't really answer that question, then cut that bit of content out of yCheck the clarity of your message with the elevator test. This exercise forces you to "sell" your message in 30-45 seconds. Imagine this is the situation: You have been scheduled to pitch a new idea to the head of product marketing at your company, one of the leading technology manufactures in the world. Both schedules and budgets are tight; this is an extremely important opportunity for you if you are to succeed at getting the OK from the executive team. When you arrive at the Admin desk outside the vice-president's office, suddenly she comes out with her coat and briefcase in hand and barks, "...sorry, something's come up, give me your pitch as we go down to the lobby..." Imagine such a scenario. Could you sell your idea in the elevator ride and a walk to the parking lot? Sure, the scenario is unlikely, but possible. What is very possible, however, is for you to be asked without notice to shorten your talk down, from, say, 20 minutes, to 10 minutes (or from a scheduled one hour to 30 minutes), could you do it? True, you may never have to, but practicing what you might do in such a case forces you to get your message down and make your overall content tighter and clearer.

Good presentations include stories. The best presenters illustrate their points with the use of the stories, most often personal ones. The easiest way to explain complicated ideas is through examples or by sharing a story that underscores the point. Stories are easy to remember for your audience. If you want your audience to remember your content, then find a way to make it relevant and memorable to them. You should try to come up with good, short, interesting stories or examples to support your major points.

In addition, it is useful to think of your entire 30 minute presentation as an opportunity to "tell a story." Good stories have interesting, clear beginnings, provocative, engaging content in the middle, and a clear, logical conclusion. I have seen pretty good (though not great) presentations that had very average delivery and average graphics, but were relatively effective because the speaker told relevant stories in a clear, concise manner to support his points. Rambling streams of consciousness will not get it done; audiences need to hear (and see) your points illustrated.

The more you are on top of your material the less nervous you will be. If you have taken the time to build the logical flow of your presentation, designed

supporting materials that are professional and appropriate, there is much less to be nervous about. And, if you have then actually rehearsed with an actual computer and projector (assuming you are using slideware) several times, your nervousness will all but melt away. We fear what we do not know. If we know our material well and have rehearsed the flow, know what slide is next in the deck, and have anticipated questions, then we have eliminated much (but not all) of the unknown. When you remove the unknown and reduce anxiety and nervousness, then confidence is something that will naturally take the place of your anxiety.

1. Decide whether the sentences are true or false:

1. You should ask the question “so what” during the planning.
2. Good presenters invent stories.
3. The best presenters use the stories and the examples.
4. Stories are easy to remember for the audience.
5. If you don’t know the material well you can’t eliminate unknown.

Text 10.

Disruptive technologies are positively impacting the world in which we live, creating new wealth and reshaping economic and social policy. Having clear messages and public relations programs in place that enable technologists, scientists and other experts to distinctly articulate their vision can not only help them to become industry leaders and advance their technologies , but provides organizations with a voice in the marketplace of ideas, facts, and viewpoints to aid informed public debate.

Public relations is the art and science of building relationships between an organization and its key publics. Its practice has the ability to take technology from obscurity to prominence – creating important visibility and generating deal flow. Most all of today’s technologies rely on public awareness and support. If people misunderstand the value of technologies, entities will struggle for support. Jobs will be eliminated, budgets will be cut, and support will be directed elsewhere.

Public relations campaigns have the potential to turn possibilities into favorable actions. And executives are well advised to put their words in someone else's mouth. When a prominent scientist wants to pronounce her technological breakthrough, she may do so openly and in her own name. But it is far more effective to have a group of citizens or experts, a coalition, or the media which can publicly promote the outcomes desired by the scientist while claiming to represent the public interest.

When such relationships do not exist, one can be created by a well-networked public relation firm. Advocacy frequently involves building constituencies – groups of people and/or organizations who support a particular viewpoint. Since advocacy usually occurs in the public domain, executives must be prepared to consider the views of many people, and understand how decisions are made within a particular context. The more known about the advocacy issue, the community, and how political institutions function, the more effective the advocate. The used front groups can enable scientists, technologists and corporation to take part in public debates and government hearing a cover of community concern. These front groups often time lobby governments to legislate in the corporate interest, to oppose environmental regulations, or to introduce policies that enhance corporate profitability.

There may be times when a position, no matter how well framed and supported, will not be accepted by the public simply because of the messenger. Any institution with a vested commercial interest in the outcome of an issue has a natural credibility barrier to overcome with the public, and often times with the media.

Media advocacy is the process of working with the media to influence healthy public policies through shaping debate about a specific topic. Successful media advocacy ensures that issues include a public perspective, emphasize the social cultural, economic and political dimensions of an issue, and stress the importance of participation and empowerment in promotion of the issue. Media advocacy provides the all important third party credibility, and has means for more quickly and furthering a crucial messages.

The old saying, "Luck is what happens when preparation meets opportunity" has never been so accurate as with media advocacy it encompasses the right combination of preparation and opportunism in the strategic use of

mass media to advance an initiative. Having systems and planning in place before campaign commencement is at least as important as the media work itself.

It is essential to:

Know the territory. Good media advocacy requires some surveying of the system for tracking coverage and media outlets. Maintain an updates media list with names and track coverage regularly.

Define the issue. The issue is the concern that drives the initiative. Whether it's a problem or vision statement, the issue defines the boundaries from which the initiative is shaped. Issue should reflect the mission, core values and concerns of the organization or coalition – and should incorporate an institutional angle.

Issue should be presented by turning facts, scientific knowledge, and analysis into symbols, pictures, sounds, and labels. As an example, as a public health advocate, it's understood that cigarette smoking is linked to asthma in children who live around second-hand smoke. Instead of writing a story that gives only the statistics – e.g. how many new cases of childhood asthma are reported – one might present the media with the idea (or picture) of an adult trying to hand a baby a lit cigarette to illustrate the dangers of secondhand smoke.

Public opinions on technology issues are also greatly influenced by strong symbols and labels that capture a widely held, and supposedly correct, attitude. News sources often use positive images and labels to highlight viewpoints they support and negative images and labels to derogate view points they oppose.

At the center of any public debate or media outreach is a mass of information, statistics, and / or numbers. Making that information easy to understand entails making the content real and vivid. Media advocates often use “creative epidemiology” to make scientific, technological or academic information more understandable for the media and general public.

Three types of creative epidemiology:

1. Localization

Localization is presenting overwhelming statistics and numbers in such a way that the media and public in a particular community can easily relate to

them. Localization illustrates a story's number in terms of how many people in a certain neighborhood or community are affected by a problem; it makes statistics human and local.

2. Relativity

Relativity compares the effects of one problem with those of another, usually more dramatic, problem.

3. Public policy effects

Public policy effects illustrate the potential effects of public policies in debate.

Whatever technique is used, the goal is to make statistics and numbers more understandable and meaningful so the audience comprehends the message and supports the initiatives.

Regardless of the technology or the issue, success in working with the media is most likely to occur when it is a strategically planned effort. It's the game plan for developing the influence and public awareness, that will help to achieve the organization's strategic goals, and furthering its technology.

1. Answer the questions:

1. What does the successful media advocacy ensure?
2. What is "public relations"?
3. When is advocate more effective?
4. What is localization?
5. What do the news sources often use to support or to oppose their viewpoints?
6. What are three types of creative epidemiology?
7. What do most of all today's technologies rely on?
8. What do disruptive technologies do?
9. What are public opinions on technology issuer influenced by?
10. What do the public policy effects illustrate?

2. Decide whether the sentences are true or false:

1. Public relations develop the relationships between an organization and its key publics.

2. Public relations campaigns turn possibilities into actions.
3. Media advocacy is the way of working with the media.
4. Issue should be organized with the help of turning facts, scientific knowledge, and analysis into symbols.
5. Public opinions on technology issues are hardly ever influenced by strong symbols.

Text 11

AGENCY AND CORPORATE PR

For PR practitioners and decision-makers the difference between agency and corporate PR teams is a fundamental dividing line for the profession. For smaller organizations, a PR agency is often their only source of PR counsel and work, while larger organizations typically work in a hybrid model with an internal PR team and an outside agency team. Still others have an internal team without an agency at all.

Agencies leverage their business model to provide resources (experts, tools, and resources, information, and media relationships) that can be used for many different clients; resources that may not be sensible for each organization or individual to own and manage them. Internal teams that work directly for the organization or individual often have a better understanding of their employer's business and work within the organization to engage the stakeholders, content providers and decision-makers inside the company. Smaller firms typically specialize in specific topics and industries while larger firms have access to more resources and experts.

THE INDUSTRY TODAY

Advertising dollars in media products from corporations like News Corp., Dow Jones, and CMP are under rapid decline in favor of direct advertising products offered by search engines and other tools. Many traditional media publications are laying off journalists, consolidating beat reporters, shrinking their print editions. Many publications are shutting down entirely.

Blogs have lower over-head costs than traditional media and are often said to provide better news coverage and analysis.

Blogs are increasingly sprouting to replace traditional media with a more sustainable low-cost business model and are gaining more of a following.

The advent of social media is the most pre-eminent trend in PR today. Among the primary commenters on the convergence of traditional and social media in PR is Brian Solis, who coined the term “PR 2.0” in 1993.

Social media releases, search engine optimization, content publishing, and the introduction of podcasts and video are other burgeoning trends.

Public relations and publicity are not synonymous but many PR campaigns include provisions for publicity. Publicity is the spreading of information to gain public awareness for a product, person, service, cause or organization, and can be seen as a result of effective PR planning.

1. Answer the following questions.

1. What is the difference between agency and corporate PR teams?
2. What agencies do for providing resources?
3. What advantages of blogs do you know?
4. What other burgeoning trends do you know?
5. What is the publicity?

2. Choose the best word or phrase (a-d) to complete the sentences.

1. For ... the difference between agency and corporate PR teams is a fundamental dividing line for the profession.
 - a). all people;
 - b). PR practitioners and decision-makers;
 - c). students;
 - d). accountants.
2. ... typically specialize in specific topics and industries.
 - a). smaller firms;
 - b). larger firms;
 - c). managers;
 - d). marketers.

3. ... have lower over-head costs than traditional media and are often said to provide better news coverage and analysis.

- a). advertisements;
- b). Web sites;
- c). blogs;
- d). newspapers.

4. The advent of ...media is the most pre-eminent trend in PR today.

- a). local;
- b). social;
- c). political;
- d). new.

5 is the spreading of information to gain public awareness for a product, person, service, cause or organization, and can be seen as a result of effective PR planning.

- a). PR;
- b). Advertising;
- c). Publicity;
- d). news.

3. Decide whether the following statements are true or false.

1. Smaller companies usually deal with definite topics and industries while larger ones have access to more resources and experts.

2. Blogs have higher over-head costs than traditional media and are often said to provide better news coverage and analysis.

3. The event of social media is the most successful direction in PR nowadays.

4. Public relations and publicity are the expressions that have the same meaning.

5. Brian Solis invented the term “PR 2.0” in 1994.

Text 12

“BLACK PR” AND NEGATIVE TECHNOLOGIES

“Black PR” does not consist of publication of the dirtiest custom-made articles and purchase of all possible mass-media.

From the non-professional point of view, any negative actions with the application of PR-technologies are related to “black public relations”. It is a paradox, but in some measure “black public relations” does quite a good deal – it allows to resolve the conflict with the help of relatively civilised means.

At the same time there are high quality professionals, speculators, “potboilers” and simply stupid people in any business. Nobody begins to argue, that during operation making results will be different depending on person, who does operation – skilled surgeon or worker Uncle Peter, who has taken a scalpel in his hands for the first time. In the same way in the sphere of “black PR” it is possible to designate accurately two basic directions depending on executors of work and its quality.

That axiomatic Uncle Peter would be included to the category of “dirty technologies”, which application is rather problematic to justify. Techniques applied here are so rough and rectilinear, that their essence is visible with open eyes. These are well-known “custom-made articles”, “compromising evidence suitcases”, digging in object private life. The basic means becomes mass-media, various false materials, false witnesses can be used here. Quite often after this for the person, who has become the object of “dirty technologies”, it is difficult to pass the street, for his wife – to come to the work, and for children – to go to school. Here intervention in private life of citizen is carried out; the slander directed on blasting of business reputation is applied, moral harm, damage of health. There are also available payoff of officials, false witness from their party, payoff of workers of mass-media editions and many other things. Customer and executor of all this “campaign” is rescued only by one – imperfection of mechanisms of legislation realisation; but all of them equally risk being involved in criminal liability. And their actions do not cause elementary respect, despite the fact that desired result is achieved.

It is necessary to underline distinctions between suggestion and belief, as direct elements of influence. Suggestion is carried out by manipulating method; countersuggestion for preservation of originality of perception of the individual also operates. Belief is a process of logic substantiation with a purpose to achieve certain result. During belief the facts, arguments, explanations are mentioned. Belief assumes active participation of the subject, or a number of arguments are offered to him and he accepts or rejects them. “Suggestion, on the

contrary, passes consciousness of the subject and gets into psychical sphere besides personal consciousness, becoming stronger there, as any subject of passive perception”.

Mass media became the main tool for distribution of messages influencing public consciousness.

1. Answer the following questions.

1. What does not “Black PR” consist of?
2. What are people like in business?
3. Is it possible to designate accurately two basic directions in the sphere of “Black PR”?
4. How does the person, who has become the object of “dirty technologies”, feel?
5. Are there any distinctions between suggestion and belief?

2. Choose the best word a-d to complete the sentences.

1. It is a paradox, but in some measure “black PR” does quite a good deal – it ____ to resolve the conflict with the help of relatively civilized means.
 - a) helps
 - b) allows
 - c) motives
 - d) compels
2. Nobody begins to argue, that during operation making results will be different depending on person, who does operation – skilled ____ or worker Uncle Peter.
 - a) businessman
 - b) person
 - c) surgeon
 - d) worker
3. That axiomatic Uncle Peter would be included to the category of “____ technologies”.
 - a) dirty
 - b) white
 - c) black

- d) new
4. And their actions do not cause elementary ____, despite the fact that desired result is achieved.
- a) understanding
 - b) admiration
 - c) perception
 - d) respect
5. Mass media became the main ____ for distribution of messages influencing public consciousness.
- a) part
 - b) tool
 - c) work
 - d) reason

3. Decide whether the following statements are true or false.

1. All positive actions with the application of PR-technologies are referred to “black public relations”.
2. “Black PR” allows to solve the dispute.
3. People in business are very different.
4. For a person, who has become the object of “dirty technologies”, life is becoming quite simple.
5. Belief is a method of logic substantiation.

Text 13

WHY IS PUBLIC RELATIONS IMPORTANT FOR OUR COMPANY?

Getting the word out about your product or service should always be a priority.

According to *Public Relations News*, "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."

While the public part implies inclusion of things like public affairs, community relations, investor relations, public press conferences, media events,

internal communications and crisis communications, it also involves a lot of behind-the-scenes, non-public activity. It could involve simply the writing of a press release, but it could also involve coordinating media contacts for an event or conference, securing credentials, lobbying for article placement and the like.

Sometimes public relations is an effort to influence the public. This is especially true for political action groups, associations and other groups. Sometimes public relations is community relations. Just look around your own community to see how many companies and organizations have a community affairs initiative or a person in charge with a related title. In larger, publicly held firms, this person is sometimes the director of investor relations. Investors are a public entity, so in this case public relations is appropriate.

What the public wants to hear is a good story. Good PR is the telling of a good story. The better the story, the better the acceptance by the public and the better the public relations. Of course if the story is especially appealing to those that could be your clients, then you could have a PR homerun. In this case, it is communication with your target market that may or may not be very public.

PR's importance is changing, according to *The Fall of Advertising and the Rise of PR* (HarperBusiness). American marketing strategists Al and Laura Ries argue that public relations has become the most effective way to build a brand. Well-known brands like The Body Shop, PlayStation and Harry Potter spend little on brand-name advertising. The same is true for many entrepreneurial companies like yours. Business owners become known in their respective fields of concentration many times through public relations and the associated media generated.

PR is communication in many ways with your target market. Maybe instead of public relations we ought to call it target market relations or TMR. You may be communicating about a new product, spreading news about your company or making a major announcement. You want to communicate publicly, but the only people you care about are potential prospects, customers or investors, in the case of a partnership or a public company. One exception may be communication to a group that you are trying to influence for the best interest of your company and target market. An example of this is lobbying government.

Define what your public or target is in your public relations effort. This is best done by defining your target market and then any sub-segment. Lining up

publications and broadcasts with the market and the segments will define what the public is for your public relations.

The bottom line is to get word out about you, your company, your products and services to those who could potentially buy from you. Public relations is just one part of marketing, as marketing is made up of many things. The good news about PR is the cost and the effectiveness when it's in front of your target market.

1. Answer the following questions.

1. What do Al and Laura Ries argue about?
2. What does the public part involve?
3. What does the public part influence?
4. How have the owners of Body Shop, PlayStation and Harry Potter become known?
5. What are the good points about PR?

2. Choose the best word (a-d) to complete the sentences:

1. Sometimes public relations is an ... to influence the public.
a) effort; b) reason; c) exertion d) attempt
2. Public relations is the management function which ... public attitudes, identifies the policies and procedures of an individual.
a) bind; b) evaluate; c) abrogate d) connect
3. Good PR is the telling of a ... story.
a) good; b) bad; c) interesting d) exciting
4. The bottom line is to get word out about you, your company, your products and services to those who could potentially from you.
a) ask; b) take ; c) buy d) learn
5. One ... may be communication to a group that you are trying to influence for the best interest of your company and target market.
a) proof; b) exception; c) mistake d) point

3. Decide whether the following statements are true or false.

1. Rarely public relations is the way to influence the public
2. American marketing strategists Al and Laura Ries agree that public relations has become the most effective way to build a brand.

3. The worse the story, the better the acceptance by the public and the better the public relations.
4. What the public needs is to hear is a good story.
5. Public relations is not part of marketing.

Text 14

TRADITIONAL PR STILL REMAINS STRONG

About a year ago, numerous blogs were discussing the ostensible "death" of traditional PR. The dialogue centered on the idea that the competition and pressure of online media technology, like blogs, pod casts and RSS feeds, was slowly rendering this kind of PR obsolete.

A year later, this idea still perpetrates itself through various blogs, albeit with subtler language. For example, Tom Foremski, a journalist for the *Silicon Valley Watcher*, talks about what he perceives to be the current state of the PR industry, saying that "there is far less value offered by mainstream media and mainstream public relations in the product and services sales process." He believes that a mention in the mainstream media is pretty much worthless for most companies and says that they should focus on advertisement in the online sector far more than traditional media.

This begs the question, though, of why the PR industry continues to see steady industry growth. The simple answer is that, in the wake of online media technology and advertising, the demand for traditional PR and the ability to handle, control, and drive a message effectively is more important than ever.

What these reports miss is that the core of traditional PR is both the delivery and the creation of the message. This means developing different story angles for different publications, matching the message to the medium, and shaping the pitch to sell the story to newspapers, trade publications, business magazines, syndicated columns, online publications, radio, television, and more.

Additionally, they seem to miss the fact that relationships between media outlets and PR companies, i.e. contacts, are like gold. These relationships, often built on decades of collaboration, are something you can't replicate.

So what effect have these technologies had? They have impacted the way the message is disseminated, but not the message itself, which remains as powerful and important as it has always been. Online media hasn't replaced traditional PR; rather, it's allowed the PR sector to grow in numerous ways and reach more audiences, not less.

Think about it. Where do bloggers get the information they're blogging about? Much of the time, they're simply rehashing stories that appeared first via 'traditional' outlets for PR, like newspapers and magazines. Additionally, most traditional media sources now have electronic versions on the web, allowing for wider dissemination of information.

Traditional PR isn't in any danger of dying out from online media; rather, it will adapt and use new channels offered by such outlets as blogs, pod casts, and RSS feeds. Traditional PR services and the value they present to vast numbers of companies competing in the fierce online marketplace are growing increasingly important. No matter the medium, someone's always going have to craft the message, create an effective strategy for how the message is received, and ensure the message remains powerful as it evolves both online and off.

1. Answer the following questions.

1. Why does the PR industry continue to see steady industry growth?
2. What do relationships between media outlets and PR often built on?
3. What impact do these technologies have?
4. What do most traditional media services have on the web?

2. Choose the best word or phrase (a–d) to complete the sentences.

1. The idea of “death” of traditional PR still perpetrates itself through....
 - a) Supermarkets
 - b) TV
 - c) Blogs
 - d) Advertisements
2. Mr. Simon believes that they should focus on advertisement in....
 - a) bank sector
 - b) online sector
 - c) PR sector

d) market sector

3. New technologies have impacted the....

a) online media

b) way the messages

c) message itself

d) PR services

4. Bloggers are rehashing stories that appeared first via....

a) TV

b) online media

c) newspapers and magazines

d) advertisements

5. Traditional PR will.... and use new channels such as blogs and RSS feeds

a) introduce

b) adapt

c) sell

d) buy

3. Decide whether the following statements are true or false.

1. Most enterprises should concentrate on advertisements more in the traditional media.

2. Relationships between media outlets and PR companies are based on decades of cooperation.

3. Online media has substituted traditional PR.

4. Bloggers get the information from TV.

5. PR will deal with new channels such as blogs and pod cast

REVISION EXERCISES

1. Answer the following questions.

1. Who is considered the founding father of modern public relations?
2. What items do common activities include?
3. What is a central role in doing PR?
4. What is the essential function of PR, according to the PRSA?
5. What are public relations like?

2. Choose the best word or phrase (a-d) to complete the sentences.

1. The Public Relation Society of America (PRSA) claimed in ... :
“Public relations helps an organization and its publics adapt mutually to each other.”

- a. 1985
- b. 1972
- c. 1988
- d. 1990

2. Public relations (PR) is the practice of managing the flow of information between an organization and

- a. government
- b. all people
- c. its publics
- d. companies

3. ... is considered the founding father of modern public relations.

- a. Ivy Lee
- b. Edward Bernays
- c. PRSA
- d. Adam Smith

4. Public relations helps an organization and its publics ...

- a. adapt mutually to each other
- b. earn money
- c. build rapport with customers
- d. work with press

5. ... with those who influence an organization or individual's important audiences has a central role in doing public relations.

- a. planning
- b. advertising
- c. building and managing relationships
- d. speaking

3. Decide whether the following statements are true or false.

1. Antonio Barkero is considered to be the founder of modern public relations.

2. Today public relations is a set of management, supervisory and technical functions.

3. PR can be used to build relationships with staff, clients, investors, voters, or general public.

4. Speaking at conferences has a central role in public relations.

5. Different specialties exist within the field of public relations.

Навчальне видання

МЕТОДИЧНІ ВКАЗІВКИ

**ДО ПРАКТИЧНИХ ЗАНЯТЬ З АНГЛІЙСЬКОЇ МОВИ ТА
САМОСТІЙНОЇ РОБОТИ СТУДЕНТІВ
ЗА ФАХОМ «ЗВ'ЯЗКИ З ГРОМАДСЬКІСТЮ»**

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