

ПЕРМСКИЙ  
ГОСУДАРСТВЕННЫЙ  
НАЦИОНАЛЬНЫЙ  
ИССЛЕДОВАТЕЛЬСКИЙ  
УНИВЕРСИТЕТ

**К. А. Ключко**

**АНГЛИЙСКИЙ ЯЗЫК  
В ПРОФЕССИОНАЛЬНОЙ  
КОММУНИКАЦИИ:**

**СВЯЗИ С ОБЩЕСТВЕННОСТЬЮ  
И МЕДИАКОММУНИКАЦИИ**



МИНИСТЕРСТВО НАУКИ И ВЫСШЕГО ОБРАЗОВАНИЯ  
РОССИЙСКОЙ ФЕДЕРАЦИИ

Федеральное государственное автономное  
образовательное учреждение высшего образования  
«ПЕРМСКИЙ ГОСУДАРСТВЕННЫЙ  
НАЦИОНАЛЬНЫЙ ИССЛЕДОВАТЕЛЬСКИЙ УНИВЕРСИТЕТ»

К. А. Клочко

**АНГЛИЙСКИЙ ЯЗЫК В ПРОФЕССИОНАЛЬНОЙ  
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СВЯЗИ С ОБЩЕСТВЕННОСТЬЮ  
И МЕДИАКОММУНИКАЦИИ**

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Пермского государственного национального  
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учебно-методического пособия для студентов,  
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Настоящее пособие посвящено основам профессиональной коммуникации в основном в сфере связей с общественностью. В пособии освещаются темы карьеры в области медиа и коммуникаций, управления коммуникациями в организации, опросам общественного мнения, разнице между рекламой, маркетингом и связями с общественностью, а также основам антикризисного управления в сфере массовых коммуникаций.

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# ВВЕДЕНИЕ

Настоящее пособие представляет собой обобщение авторского опыта преподавания практического курса иностранного языка для студентов филологического факультета ПГНИУ, специальность «Реклама и связи с общественностью» и «Медиакоммуникации» (уровень бакалавриата). Тематика пособия посвящена основам профессиональной коммуникации в основном в сфере связей с общественностью. В пособии освещаются темы карьеры в области медиа и коммуникаций, управления коммуникациями в организации, опросам общественного мнения, разнице между рекламой, маркетингом и связями с общественностью, а также основам антикризисного управления в сфере массовых коммуникаций.

Отдельные разделы пособия могут использоваться в преподавании английского языка как элементы тем в качестве дополнительного материала. Это разделы, посвященные маркетингу, менеджменту, карьерному росту, вопросам написания и редактирования текстов.

Количество заявленных в пособии уроков не полностью коррелирует с количеством часов в тематическом плане соответствующей дисциплины. Это сделано для того, чтобы преподаватель имел возможность обратиться к изученному ранее материалу, повторить отдельные темы, либо аспекты грамматики английского языка. Представленные в пособии тексты являются аутентичными, поэтому для отдельных групп может понадобиться проработка возникающих языковых трудностей.

В пособии представлен глоссарий профессиональной лексики, разбитый по темам, который может использоваться как основа для самостоятельной работы, создания и выполнение лексических упражнений, мероприятий текущего и промежуточного контроля.

Пособие адресовано в основном студентам гуманитарных и социальных направлений.

# РАЗДЕЛ 1. WHAT IS PUBLIC RELATIONS?

## 1. CAREER IN PR, MEDIA COMMUNICATION AND JOURNALISM

### Lesson 1. Career Ladder (B&C, Unit 1)

[https://vgipupolukeeva.files.wordpress.com/2011/02/business\\_commerce\\_workshop.pdf](https://vgipupolukeeva.files.wordpress.com/2011/02/business_commerce_workshop.pdf)



### Lesson 2. Career Ladder 2

**EVIU (English Vocabulary in Use – Pre-Intermediate)** [https://disk.yan-  
dex.ru/i/A344HmrEmr1f4g](https://disk.yandex.ru/i/A344HmrEmr1f4g)

### Lesson 3. Career in PR

**Task 1.** Now we can describe a typical career ladder. But what about a career in PR? What will the steps be? Suggest 5-8 steps (up to 10 sentences).

**Task 2.** Let's listen now to an example of a successful career in this field. Listen and make notes: [https://learnenglish.britishcouncil.org/business-english/podcasts-for-  
professionals/public-relations](https://learnenglish.britishcouncil.org/business-english/podcasts-for-professionals/public-relations)



**Task 3.** Listen once again and arrange the sentences in a logical order:

- She made contacts in the media and PR industries.
- She joined two associations and met lots of experienced professionals.
- She did a business course.
- She got a job as account co-ordinator.
- She started an internship.
- She got promoted to account executive.

The script:

When I was at university, I did a business course that covered advertising, marketing, sales and public relations. I'm really glad I did this particular course as, although it was vast, it gave me an overview of business in general and the different careers in communications.

While I was studying, I realised that I was most interested in public relations, and so I joined a couple of associations so I could start networking before leaving university. Through one of the organisations I joined, I was able to meet lots of experienced professionals, who gave me advice on getting into the industry. I was also offered an internship in my final year. This meant I could build up my portfolio even before I'd finished studying. I think that it's extremely important, especially today when there are so many people wanting to work in PR, to do an internship to a) get a foot in the door and b) have more on your CV than simply your studies. You have to show willing and prove that you're an enthusiastic, ambitious person who wants to succeed. It was hard studying and working at the same time, but at least it prepared me for the deadlines and long hours you're expected to put in with a PR job.

My internship also meant that I built up a list of contacts in the media and PR industry itself. Both areas were very important in helping me get my first job as an account co-ordinator with a corporate public relations agency. I had to write and proof-read flyers, keep track of media databases and other admin-type stuff. It wasn't the most exciting of jobs, but at least it gave me a better insight into PR and helped me decide what I wanted to do after. I didn't have much journalism experience either before working for this company, so I learned that as I went along.

After about nine months, when I felt ready to tackle something a bit meatier, I applied for a job, still within the same company, with more responsibility. I became an account executive and very quickly felt at home in my new job. That was about two years ago. I've much more contact with our clients and I play a large role in developing public relations strategies. I still do a lot of writing with press releases, but I'm also more involved in organising special events like press conferences.

I love what I do because I get to meet loads of different, interesting people every day. You have to be quite outgoing and able to communicate easily, which I guess is more of a talent than a skill. If I had to start again I'd choose to do a journalism option at university, as employers like you to have a journalism background. Otherwise, getting an internship was the best thing I've ever done and I'd do it again, no problem.

**THE KEY:**

She did a business course.

She joined two associations and met lots of experienced professionals.

She started an internship.

She made contacts in the media and PR industries.

She got a job as account co-ordinator.

She got promoted to account executive.

**Task 4.** Would you like to work in public relations? Why? Why not?

**Essential Vocabulary 1:**

- create and maintain a favorable public image
- shape public perception of their organization
- respond to information requests
- draft speeches and arrange interviews
- keep the public informed
- contact people in the media who might print or broadcast their material
- in charge of monitoring and responding to social media questions
- speak on behalf of their organization

**Task 5.** Let's read another source on a career in PR: CollegeGrad and then discuss the new information:

**Public Relations Specialists**

**Career, Salary and Education Information**

**What They Do:** Public relations specialists create and maintain a favorable public image for the organization they represent.

**Work Environment:** Public relations specialists usually work in offices. Some attend community activities or events. Long workdays are common, as is overtime.



**How to Become One:** Public relations specialists typically need a bachelor's degree in public relations, journalism, communications, English, or business.

**Salary:** The median annual wage for public relations specialists is \$62,800.

**Job Outlook:** Employment of public relations specialists is projected to grow 11 percent over the next ten years, faster than the average for all occupations. The need for organizations to maintain their public image will continue to drive employment growth. Candidates can expect strong competition for jobs at advertising and public relations firms and organizations with large media exposure.

**Related Careers:** Compare the job duties, education, job growth, and pay of public relations specialists with similar occupations.

Following is everything you need to know about a career as a public relations specialist with lots of details. As a first step, take a look at some of the following jobs, which are real jobs with real employers. You will be able to see the very real job career requirements for employers who are actively hiring. The link will open in a new tab so that you can come back to this page to continue reading about the career:

### **What Public Relations Specialists Do [About this section] [To Top]**

Public relations specialists create and maintain a favorable public image for the organization they represent. They craft media releases and develop social media programs to shape public perception of their organization and increase awareness of its work and goals.

#### **Duties of Public Relations Specialists**

Public relations specialists typically do the following:

- Write press releases and prepare information for the media
- Respond to information requests from the media
- Help clients communicate effectively with the public
- Help maintain their organization's corporate image and identity
- Draft speeches and arrange interviews for an organization's top executives
- Evaluate advertising and promotion programs to determine whether they are compatible with their organization's public relations efforts
- Evaluate public opinion of clients through social media

Public relations specialists, also called *communications specialists* and *media specialists*, handle an organization's communication with the public, including consumers, investors, reporters, and other media specialists. In government, public relations specialists may be called *press secretaries*. In this setting, workers keep the public informed about the activities of government officials and agencies.

Public relations specialists draft press releases and contact people in the media who might print or broadcast their material. Many radio or television special reports, newspaper stories, and magazine articles start at the desks of public relations specialists. For example, a press release might describe a public issue, such as health, energy, or the environment, and what an organization does concerning that issue.

Press releases are increasingly being sent through the Internet and social media, in addition to publication through traditional media outlets. Public relations specialists are often in charge of monitoring and responding to social media questions and concerns.

Public relations specialists are different from advertisers in that they get their stories covered by media instead of purchasing ad space in publications and on television.

### **Work Environment for Public Relations Specialists**

Public relations specialists hold about 272,300 jobs. The largest employers of public relations specialists are as follows:

|   |     |
|---|-----|
| Educational services; state, local, and private                     | 13% |
| Advertising, public relations, and related services                 | 12% |
| Government  | 10% |
| Business, professional, labor, political, and similar organizations | 9%  |

Public relations specialists usually work in offices, but they also deliver speeches, attend meetings and community activities, and occasionally travel.

### **Public Relations Specialist Work Schedules**

Most public relations specialists work full time during regular business hours. Long workdays are common, as is overtime.

### **How to Become a Public Relations Specialist**

**Get the education you need:** Find schools for Public Relations Specialists near you!

Public relations specialists typically need a bachelor's degree. Employers prefer candidates who have studied public relations, journalism, communications, English, or business.

### **Education for Public Relations Specialists**

Public relations specialists typically need a bachelor's degree in public relations, journalism, communications, English, or business. Through such programs, students produce a portfolio of work that demonstrates their ability to prospective employers.

## Other Experience for Public Relations Specialists

Internships at public relations firms or in the public relations departments of other businesses can be helpful in getting a job as a public relations specialist.

Some employers prefer candidates who have experience communicating with others through a school newspaper or a leadership position in school or in their community.

## Important Qualities for Public Relations Specialists

**Interpersonal skills.** Public relations specialists deal with the public and the media regularly; therefore, they must be open and friendly in order to maintain a favorable image for their organization.

**Organizational skills.** Public relations specialists are often in charge of managing several events at the same time, requiring superior organizational skills.

**Problem-solving skills.** Public relations specialists sometimes must explain how a company or client is handling sensitive issues. They must use good judgment in what they report and how they report it.

**Speaking skills.** Public relations specialists regularly speak on behalf of their organization. When doing so, they must be able to clearly explain the organization's position.

**Writing skills.** Public relations specialists must be able to write well-organized and clear press releases and speeches. They must be able to grasp the key messages they want to get across and write them in a short, succinct way, to get the attention of busy readers or listeners.

## Public Relations Specialist Salaries

The median annual wage for public relations specialists is \$62,800. The median wage is the wage at which half the workers in an occupation earned more than that amount and half earned less. The lowest 10 percent earned less than \$37,020, and the highest 10 percent earned more than \$124,620.

The median annual wages for public relations specialists in the top industries in which they work are as follows:

|   |          |
|---|----------|
| Advertising, public relations, and related services                 | \$69,170 |
| Government  | \$67,270 |
| Business, professional, labor, political, and similar organizations | \$64,430 |
| Educational services; state, local, and private                     | \$61,860 |

Most public relations specialists work full time during regular business hours. Long workdays are common, as is overtime.

## Job Outlook for Public Relations Specialists

Employment of public relations specialists is projected to grow 11 percent over the next ten years, about as fast as the average for all occupations.

About 29,200 openings for public relations specialists are projected each year, on average, over the decade. Many of those openings are expected to result from the need to replace workers who transfer to different occupations or exit the labor force, such as to retire.

## Employment of Public Relations Specialists

Organizations will continue to emphasize community outreach and customer relations as a way to maintain and enhance their reputation and visibility. Public opinion can change quickly, particularly because both good and bad news spread rapidly through the Internet. Consequently, public relations specialists will be needed to respond to news developments and maintain their organization's reputation.

The use of social media also is expected to create opportunities for public relations specialists as they try to appeal to consumers and the general public in new ways. Public relations specialists will be needed to help their clients use social media effectively.

| Occupational Title           | Employment, 2020 | Projected Employment, 2030 | Change, 2020-30 |         |
|------------------------------|------------------|----------------------------|-----------------|---------|
|                              |                  |                            | Percent         | Numeric |
| Public relations specialists | 272,300          | 303,400                    | 11              | 31,200  |

## Careers Related to Public Relations Specialists

Advertising, promotions, and marketing managers plan programs to generate interest in products or services. They work with art directors, sales agents, and financial staff members.

### *Advertising Sales Agents*

Advertising sales agents sell advertising space to businesses and individuals. They contact potential clients, make sales presentations, and maintain client accounts.

### *Editors*

Editors plan, review, and revise content for publication.

### *Market Research Analysts*

Market research analysts study market conditions to examine potential sales of a product or service. They help companies understand what products people want, who will buy them, and at what price.

### *Meeting, Convention, and Event Planners*

Meeting, convention, and event planners coordinate all aspects of events and professional meetings. They arrange meeting locations, transportation, and other details.

### *Special Effects Artists and Animators*

Special effects artists and animators create animation and visual effects for television, movies, video games, and other forms of media.

### *Public Relations and Fundraising Managers*

Public relations managers plan and direct the creation of material that will maintain or enhance the public image of their employer or client. Fundraising managers coordinate campaigns that bring in donations for their organization.

### *Wholesale and Manufacturing Sales Representatives*

Wholesale and manufacturing sales representatives sell goods for wholesalers or manufacturers to businesses, government agencies, and other organizations. They contact customers, explain the features of the products they are selling, negotiate prices, and answer any questions that their customers may have about the products.

### *Writers and Authors*

Writers and authors develop written content for various types of media, including advertisements; books; magazines; movie, play, and television scripts; and blogs.

**Task 6.** Guessing game. First discuss the duties and responsibilities of each job, then play a guessing game in pairs, groups, or with the whole class.

|                                   |
|-----------------------------------|
| speech writers                    |
| advertising managers              |
| lobbyists                         |
| publicity agents for celebrities, |
| event coordinators,               |
| Editors                           |
| press secretaries                 |
| PR manager                        |

## Lesson 4. Career in PR & Media (B&C, Unit 2)

[https://vgipopolukeeva.files.wordpress.com/2011/02/business\\_commerce\\_workshop.pdf](https://vgipopolukeeva.files.wordpress.com/2011/02/business_commerce_workshop.pdf)



**Task 1.** Describe what a media manager generally does. Responsible for, deals with. Use the phrases from Lessons 1 and 2.

**Task 2.** Watch the video by Sketch-22 Illustrated Media “What is Public Relations? And write out key phrases. Compare them with the ones in Essential vocabulary 2”

<https://www.youtube.com/watch?v=hFvGBdnTuAE&t=2s>



### Essential vocabulary 2

- key message
- to position the brand
- to build trust
- proactive communications
- to cooperate with influencers
- to build online community
- comprehensive finely-tuned mechanism
- two-way communication
- employees are key ambassadors
- to create the image
- to restore the trust
- to receive feedback
- to convey the message

**Task 3.** Make up 5 sentences in Russian or in English with the phrase from the box above.

**Task 4.** Read one more source on the functions of PR in an organization and choose 10-12 the most prominent ones. Clarify your choice.

[https://www.pmu.edu.sa/about/functions\\_pr](https://www.pmu.edu.sa/about/functions_pr)



## Functions of Public Relations

Public Relations Department supervises and assesses public attitudes, and maintaining mutual relations and understanding between an organization and its public. It improves channels of communication and to institute new ways of setting up a two-way flow of information and understanding.

### **1. Media Relations**

- Preparing position papers on issues of importance to the organization
- Handling publicity
- Issuing news of activities to external audiences
- Establishing and maintaining contacts with the mass media
- Handling responses to inquiries from the mass media
- Coordinating media conferences and tours
- Tracking and evaluating media coverage

### **2. Guest Relations**

- Guest reception activities
- Preparing visit agenda and other visit related matters
- Conducting university tours
- Preparing brochures, tour guides, tapes, videos, maps and other guest-related communications materials
- Preparing gift items for the visitors

### **3. Publications**

- Preparing and publishing materials for public including dealers, agents, advisory bodies and employees
- Helping out other departments to promote and publish event announcements and other event related advertisement materials

#### **4. Marketing Publicity**

- Announcing new products or services and enhancements in products and services, through editorial channels of mass media
- Developing and executing promotional materials
- Participating in exhibits and marketing events

#### **5. Others**

- Developing a good working climate for university
- Providing PR Services to other departments (photographic services, providing gift items, and etc.)
- Organizing events
- Providing public information and issue visitors cards to access pmu library, buildings and grounds on request.
- Managing sponsorship
- Building and managing relationships with other companies

### **Lesson 5. Revision / KT 1**



## 2. PR DEPARTMENT IN AN ORGANIZATION

### Lesson 6. A PR (Media) Department

**Task 1.** What are the roles of a PR/Media practitioner in a department? What does he/she do? What for?

**Task 2.** Let's read and discuss the article "Roles of Public Relations in an Organization". Son't forget to make notes and compare the article to what we've just said.

<https://smallbusiness.chron.com/roles-public-relations-organization-24139.html>



Roles of Public Relations in an Organization

By Fraser Sherman Updated March 12, 2019

#### **Manager or Technician**

One way to divide up roles is between communication technicians and communication managers. Communication technicians are PR writers. They turn out press releases, newsletters, website content, speeches, blogs and social media posts. Managers handle the bigger picture, assessing the PR goals to accomplish or the problems to solve and determining the PR strategy required.

#### **Different Organizational Missions**

Another way to segment public relations is looking at what different roles accomplish for the organization:

- **Crisis management** deals with emergencies affecting the organization. They help establish policies for dealing with emergencies, such as who gets to communicate with the media, and how management shares information with employees.
- **Relationship management** establishes strategies for building and maintaining relationships with important segments of the public such as customers and reporters.
- **Image management** professionals work to present the company as socially responsible, compassionate and involved in the community.

• **Resource management** looks at the budget and resources for the organization's PR and figures out how to make the best use of it.

An organization usually needs its PR team to fill more than one role. Managing relationships and shaping the company's image can generate a lot of goodwill. When a crisis or negative news breaks out, the PR role has to be the minimization of any damage or blowback from the events.

### **Different Skill Sets**

Different PR roles call for different skill sets. PR communication technicians have to be good writers. Their talent lies in writing messages with strong imagery and evocative language that steers listeners to the point the organization wants them to reach. These technicians execute the strategy drawn out by the managers.

Communications managers are more into the big picture. They don't have to be gifted writers themselves, but they set the goals for the people who are. Communications managers have a seat at the management table, discussing strategy, resource management and how to improve the company's image or build relationships given the resources at hand. Sometimes they watch for potential threats to the organization's success, and then craft a PR strategy to head the problem off.

The roles aren't bound by anything but ability and opportunity. A skilled technician may shift from image management to relationship management in different situations. If technicians have the right skills, they may eventually step up and become communications managers.

**Task 3.** Work in groups, then write on the board the duties of communication managers / technicians. Can you say without looking at the board, what's the difference between them?

**Task 4.** Let's watch the video "On My Way: A Day in the Life of a Public Relations Manager". Before watching, start filling in the table – "What people think she does". After watching complete the part "What she really does"

<https://www.youtube.com/watch?v=q6Yt8MeGRwA>



On My Way: A Day in the Life of a Public Relations Manager

| What people think she does | What she really does |
|----------------------------|----------------------|
|                            |                      |

### Essential vocabulary 3

- Meet with external parties, with media (stakeholders, people from across the business)
- develop stories to talk about brand
- PR-practitioners are storytellers
- Be super agile and to be able to work well under pressure
- be able to write and speak well
- to Look for stories that can bring to life with media
- Constantly develop stories to talk about brand
- be able to work with your time well
- the ability to connect with people
- use videos infographics to tell the story
- PR specialists are the guardians of the brand

#### Additional phrases

- to issue (generate) news
- to establish and maintain contacts with Media
- to establish two-way communication with the public
- to coordinate media coverage
- to issue brochures, tour guides, videos and publications for stakeholders
- to help other departments promote themselves (publish materials)
- to participate in events

## **Lesson 7. Working in a PR (Media) Department**

**Task 1.** Using Essential vocabulary 3 from the box and a sample organization structure from “Business and Commerce Workshop” Unit 3, make up a list of duties/responsibilities (aims/objectives) for a PR Department in different organizations. For example: Company 1 will have Production Department, Sales and Marketing Department, Purchasing Department, Customer service Department. It will be a bicycle producing company. Company 2 will have different departments, etc. Work in small groups then present the results to the class. Use as many phrases as possible.

## **Lesson 8. Working in a PR (Media) Department 2**

**Task 1.** We’ve said much about PR. Now let’s read about careers in advertising. Read the texts and compare careers in PR and Advertising.

**Excerpts from:** <https://www.thebalancecareers.com/advertising-job-titles-2061552>



### **Careers in Advertising**

Thinking about applying for an advertising job? It pays to learn as much as possible about roles in this industry, as well as general advertising job categories. Use these lists when searching for a job in advertising.

If you already work in the industry, you might also use these lists to encourage your employer to make certain that your job title fits your responsibilities.

### **Types of Advertising**

There are two main types of advertising: commercial and non-commercial. Here are the main differences between them:

## **Commercial**

Commercial advertising describes advertisers who are selling a product or service. Advertisements for these items showcase the features of goods and services appropriate to the type of media involved. Television and video streaming ads might focus more heavily on graphics, while magazine or blog ads might be more text-based.

## **Non-commercial**

Non-commercial advertisers spend money to advertise items other than a consumer product or service. These would include political parties, interest groups, religious organizations, and governmental agencies.

## **Advertising Job Titles**

Below is a list of some of the most common advertising job titles. For more information about each job title, check out the Bureau of Labor Statistics' Occupational Outlook Handbook.

## **Creative Development**

Creative development professionals put together the visuals for online advertisements, magazine and newspaper advertisements, television advertisements, or brochures and corporate reports. Workers with these jobs tend to have strong attention to detail and communication skills, as well as creativity and training in the specific disciplines required.

Advertising copywriters write print ads, online ads, brochures, or commercial scripts for a variety of ad mediums, and also need to be able to spot spelling and grammar errors easily. Graphic designers create visual concepts, by hand or using computer software. Both tend to work under a creative or art director.

## **Management**

An advertising manager oversees all of the advertising activities of a particular company. They help implement advertising campaigns, oversee all employees within the advertising department, maintain the advertising budget, and make sure each campaign is a success. They are in charge of making sure the client is satisfied with the ad agency's advertising strategies.<sup>2</sup>

## **Marketing**

A marketing associate helps a marketing or advertising office run smoothly. They might perform administrative tasks and conduct market research, analyze consumer data, or create marketing and advertising materials such as brochures. Marketing associates need strong written and oral communication skills in order to interact with employers, colleagues, clients, and vendors.<sup>2</sup>

## Sales

An advertising sales department is responsible for selling media space to advertisers. If they work for a magazine publisher, they sell space (such as half a page or a page) in the magazine. If they work for a TV station, they sell airtime to advertisers. They locate and meet with potential clients, provide all necessary information, and close advertising campaign sales.<sup>3</sup>

<https://www.thebalancecareers.com/public-relations-job-titles-2061504>



The idea behind public relations is that attention will lead people to purchase a client's product, promote a company or individual's idea, or to support the client's position. People in public relations also help to build and maintain a client's reputation with the public.

**Task 2.** Make up 3 sentences in Russian and 3 sentences in English with words and phrases from the text and essential vocabulary 3.

**Task 3.** Think of some products (services) 'your' company sells. How would the Media department perform? What will be its duties and what specialists will you need?

### 3. AIMS OF PR / EVOLUTION OF PR 10

#### Lesson 9. The history of PR

**Task 1.** What do you know about the history of PR? Give your answers then watch the video “A Brief History of Public Relations” and compare.

<https://www.youtube.com/watch?v=RKCZEBeDnBI>

A Brief History of Public Relations



**Task 2.** Let’s read the text “The History of PR”. Who were the two ‘fathers’ of modern PR? Why was their work prominent?

<https://www.curzonpr.com/theprinsider/from-the-beginning-the-history-of-pr/>



#### The History of PR

By Zoya Siddiqui (<https://www.curzonpr.com/theprinsider/from-the-beginning-the-history-of-pr/>)

This blog details the remarkable story of the PR business; of how the industry grew from the inside of Edward Bernay’s New York office into the modern industry that it is today. The PR world of the 21st century has shaped and changed our understanding and usage of media and communication, and now extends itself to every continent and almost every country. To understand the power of PR, we must first understand its story.

## **The Beginnings of PR**

While the idea of using communications to influence and maintain a positive reputation has been around for centuries, public relations as a profession is something that is relatively new in comparison to some of the world's oldest professions such as the lawyer or the physician.

The origins of public relations can be traced all the way to Ancient Greece, where Classical philosophers like Plato and Aristotle wrote on the art of rhetoric to aid public speakers in their persuasion of the people. It can also be seen in the British abolitionist movement in the late 17th Century, where books, leaflets and lectures were presented to sway public opinion towards abolishing global slave trade.

Although this is where the foundation of PR lies, it was the dawn of mass communication at the turn of the 20th Century that led to the birth of the public relations industry as we know it today.

### **Ivy Lee and the history of PR**

Ivy Lee is one of the two men thought to be the forefather of contemporary public relations. Like many modern PRs, Lee began his career as a journalist, reporting for several New York-based newspapers including the New York Times, the New York American and the New York World. It was when Lee advised the American industrialist John D. Rockefeller Jr. and his company Standard Oil in 1903 that many believe marked the birth of public relations as a professional practice.

The Rockefeller family and Standard Oil had been experiencing a poor public image following their reaction to a series of strikes in their coal mines. Lee encouraged Rockefeller to visit these mines and interact with the miners. This act boosted his reputation amongst the mine workers, and improved public perception of Standard Oil. Lee was also behind what is thought to be the first ever press release, after a major rail crash in Atlantic City in 1906. Lee was sought out by Pennsylvania Railroad, the company that owned the railway line on which the crash occurred. Positive that only Lee could help them salvage their reputation, they employed him to manage the aftermath of the terrible crash. Lee's press release was published by The New York Times without changing the text at all.



#### STATEMENT FROM THE ROAD.

#### It Declares the Rails on the Bridge Must Have Fitted Exactly.

*Special to The New York Times.*

PHILADELPHIA, Oct. 29.—This statement relative to the Atlantic City disaster was authorized by the Pennsylvania Railroad Company to-day:

On account of the difficulty of raising the trucks of the cars out of the water the railroad officials have not been able to discover the cause of the accident. They have ascertained, however, that there was no defect in either the drawbridge or its mechanism to cause the derailment. The bridge—both stationary and movable parts—is of the most approved modern type.

General Manager Atterbury is on the ground supervising the work of raising the trucks. Their great weight has so far defied the efforts of the wrecking apparatus, but attempts are still being made to get them to the surface. When they are examined, the railroad officials think it will be shown that there was something about one of the trucks that caused the train to leap the track.

It is certain that the rails on the drawbridge and those on the solid section fitted exactly, for otherwise the signal could never have shown a clear track. By means of the interlocking system it is impossible for the motorman to get the "go ahead" signal until the rails are exactly in place.

The Pennsylvania Railroad Company is leaving nothing undone to get at the cause of the accident. The Coroner has already gathered a jury and is making a thorough investigation; the officials of the company are giving him every assistance in their power.

#### "MANNY BERNARD" KILLED.

One of the victims of the railroad wreck at Atlantic City on Sunday was Emanuel Freed of this city, a vaudeville actor who was known on the stage as "Manny Bernard." He selected that stage name because he was a nephew of Sam Bernard, the comedian.

Mr. Freed was a son of David Freed, President of a paint company at 454 Pearl Street, who lives at 1,227 Madison Avenue, and is the Foreman of the October Grand Jury. Mr. Freed, seeing the name of his son in the list of killed, got excused from jury duty yesterday and went to Atlantic City, where he identified the younger Freed's body. Judge Rosalsky appointed Henley Isaacs of 68 East Seventy-seventh Street as temporary Foreman of the Grand Jury in David Freed's place.

Emanuel Freed had started to Atlantic City to fill an engagement at Young's Pier.

**The New York Times**

Published: October 30, 1906

Copyright © The New York Times

Lee's response was to invite the press to view the crash site itself, and to offer them select information and details of the crash. This kind of crisis management resulted in positive coverage of the Pennsylvania Railroad, which favoured the way that Pennsylvania Railroad responded to the crash.

### **Read more: [Why Traditional Media Still Matters in the Digital Age](#)**

### **Edward Bernays: the founder of public relations**

Opinions on who is the true founder of public relations are currently divided, and there are many who surmise that it was Edward Bernays, and not Ivy Lee, who history should view as the forefather of modern-day public relations. Bernays, who was born in Austria but moved to the USA with his family as a child, was the nephew of the pioneering psychoanalyst Sigmund Freud. It was his uncle's theories on behavioural psychology that informed many of Bernays' public relations strategies. Bernays

believed that political propaganda utilised by governments to influence public opinion during the Second World War could be used by corporations to influence public behaviour in a more subtle form. Bernays is notable for approaching the topic of public relations as a science, and for uniting Freud's theories on psychoanalysis with other sociological theories to develop his pioneering public relations methods. Bernays is attributed to refining the art of the press release and developing much of the early theory on public relations, most notably his groundbreaking 1923 book *Crystalizing Public Opinion*.



*Eduard Bernays*

**It is with great admiration that we look at these two men who shaped the PR industry into what it is today. Their stories are remarkable, and certainly something that any budding PR professional must familiarise themselves with.**

For more information on these great figures, and on the history and workings of the PR industry, we recommend reading having a look at Bernays' books *Propaganda* and *Public Relations*, *Public Relations and the Making of Modern Britain* by Scott Anthony and Adam Curtis's award-winning BBC documentary, *A Century Of Self*.

*For more information, check out our [Strategy](#) or [Media Relations](#) services.*

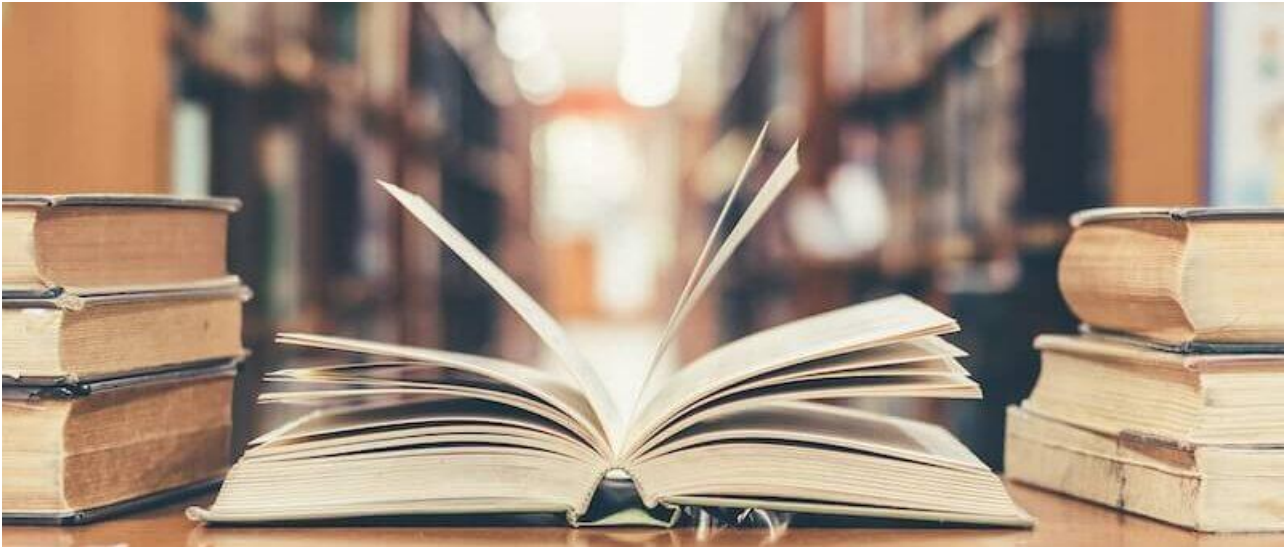
**Task 3.** Let's find out more about the techniques and methods of PR throughout the history. Read the text and make a chart / scheme of your own (in pairs / groups).

<https://www.adonimedia.com.au/the-history-of-public-relations/>



## THE HISTORY OF PUBLIC RELATIONS

Do you know the history of public relations? It has existed for centuries. From the ancient Egyptians to the medieval period – people have been using devices and channels to relay important information to each other and help keep subjects aware of what's occurring. These methods of communication has helped shape what we know as public relations today.



### Before 18<sup>th</sup> Century: The beginnings of PR

There are many examples where public relations has been used throughout the ancient world, for example: around 469 BC, the Greek philosophers (like Socrates, Plato, and Aristotle) realized the value of public opinion. These philosophers and many others taught noblemen that art of persuasion through rhetoric (i.e. public speaking or spoken publication).

In 394 AD, Saint Augustine acted as what we know today as a public relations director for the imperial court. He would deliver eulogies to the emperor and the public regularly to benefit the church. If we were to think about what Saint Augustine conducted now, we'd consider it a press conference.

While the true founder is debated, public relations first served as a way to manage and manipulate public opinion through sociology and mass psychology, however, in its early beginnings public relations was criticised for sometimes being a major form of propaganda.

### 18<sup>th</sup> Century: The age of print

Propaganda was very prevalent after the invention of the printing press. It allowed prominent figures to spread information to the masses and influence them to view a certain way. This was a great tool when many countries grew into a democracy and citizens had the right to vote in government elections.

During this period, there were many people using public relations to support various causes. For instance, Benjamin Franklin used the printing press to campaign against slavery, increase national security, and improve education.

Throughout the American Revolution Thomas Paine wrote “The Crisis”, which was a pamphlet designed to persuade General Washington’s army to stay and fight after they were thinking about deserting.

Public relations kept itself relevant, especially in politics. Duchess Georgiana of Devonshire campaigned heavily for the Whig candidate, Charles James Fox. She used her own public profile to enhance Fox’s, which resulted in success.

Although it sounds relatively new, modern public relations was first introduced in the 18<sup>th</sup> century, but today’s meaning of the phrase appeared during the 20<sup>th</sup> century.

#### 20th Century: The age of mass media

Throughout the last few centuries, public relations has served as a go-to for people to build strong relationships and maintain a positive public image.

As technology grew, so did public relations. The introduction of mass media like television and radio, helped spread messages around the globe and paved the way for some of the most effective public relations campaigns ever created.

In the early 1900’s, amid the Women’s Liberation Movement, arguably one of the most famous publicity stunts took place as the cigarette company Lucky Strike hired Edward Bernays to increase their sales.

Bernays, now labelled a pioneer in the field of public relations, identified that a large portion of the market of people who could smoke (i.e. women) wasn’t due to the fact that it was still considered to be unseemly for women to be seen smoking in public and women who did were thought to only be ‘fallen women’ or prostitutes.

To change this negative public perception Bernays created a women’s liberation movement, making it a feminist issue that women couldn’t smoke. To do this he paid women to smoke in the middle of the Easter Sunday Parade in New York.

Photos and footage of this event were shown around the world through mass media channels and the act was considered a protest for women’s rights called “Torches of Freedom.” Women everywhere embraced smoking and sales skyrocketed.

#### 21st Century: The age of digital and social media

In the early 2000s, public relations became prominent as the internet created a platform where information was readily available to the public.

To remain relevant, public relations needed to keep up with the changing media landscape and adapt to new ways of communication. In 2008, the U.S. Presidential Election saw social media used effectively to connect politicians with their voters.

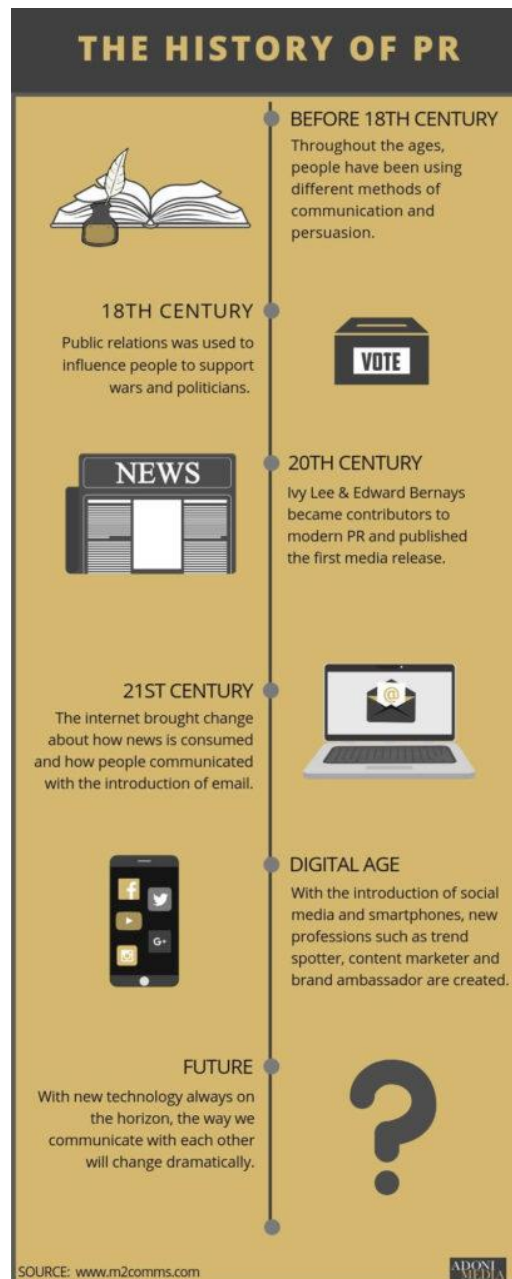
Former President Barack Obama used social media platforms like Facebook, Myspace, Twitter, LinkedIn, and YouTube to gain a popular following among the youth of America.

Exit polls revealed that this tactic proved to be a success, as Obama won almost 70 per cent of the under 25's vote. This result is the highest percentage seen since the creation of U.S. exit polling in 1976.

Obama's public relations strategy demonstrated the influence social media was beginning to have.

Throughout the last few years especially, social media has dominated the world of communications, becoming a popular and effective tool used by public relations professionals to connect with the public.

With the constant creation of new and innovative technologies, public relations will continue to grow and shift.



#### Essential vocabulary 4

- to influence / maintain / boost positive reputation
- poor public image
- to encourage (smb) to interact
- to favour
- to utilize smth
- groundbreaking (adj.)
- To be aware / awareness
- Persuasion / to persuade
- To / a campaign
- To keep up with

**Task 4.** Imagine, you are copywriters: your task is to write a book on the history of PR. What will the gist be? Present in small groups to your client (in turns)

#### Lesson 10. PR Goals, Objectives, Strategies & Tactics

**Task 1.** The task is to watch the video “PR Goals, Objectives, Strategies & Tactics” and make a mind map (in class)

<https://www.youtube.com/watch?v=IEw9MToY50s>



**Task 2.** Now let's pass on over to “A Handbook in PR. Mastering Public Relations”. We'll read the chapter and discuss it.

[https://saylordotorg.github.io/text\\_mastering-public-relations/s03-what-is-public-relations.html](https://saylordotorg.github.io/text_mastering-public-relations/s03-what-is-public-relations.html)





## Chapter 2 What Is Public Relations?

Public relations is a conduit, a facilitator, and a manager of communication, conducting research, defining problems, and creating meaning by fostering communication among many groups in society. The United Parcel Service (UPS) case illustrated the importance of this communication, both in financial terms—the strike cost UPS about \$750 million—and in terms of reputation with strategic publics.

Public relations is a strategic conversation. As you might imagine, it is an ephemeral and wide-ranging field, often misperceived, and because of the lack of message control inherent in public relations, it is difficult to master. Public relations is even difficult to define. Is it spin or truth telling? Either way, the public relations function is prevalent and growing; the fragmentation of media and growth of multiple message sources means that public relations is on the ascent while traditional forms of mass communication (such as newspapers) are on the decline.

You can find public relations in virtually every industry, government, and non-profit organization. Its broad scope makes it impossible to understand without some attention to the taxonomy of this diverse and dynamic profession. Learning the lexicon of public relations in this chapter will help you master the discipline and help your study move quicker in subsequent reading.

Corporate and agency public relations differ. These concepts are discussed in detail in a later chapter, along with nonprofit public relations and government relations or public affairs. For the purposes of an overview, we can define corporate public relations as being an in-house public relations department within a for-profit organization of any size. On the other hand, public relations agencies are hired consultants that normally work on an hourly basis for specific campaigns or goals of the organization that hires them. It is not uncommon for a large corporation to have both an in-house corporate public relations department and an external public relations agency that consults on specific issues. As their names imply, nonprofit public relations refers to not-for-profit organizations, foundations, and other issue- or cause-related groups. Government relations or public affairs is the branch of public relations that specializes in managing relationships with governmental officials and regulatory agencies.

### 2.1 Defining Public Relations

Among the many competing definitions of public relations, J. Grunig and Hunt's is the most widely cited definition of public relations: Public relations is “the *management of communication between an organization and its publics.*” Grunig and Hunt (1984), p. 4. Emphasis in original. One reason this definition is so successful is its parsimony, or using few words to convey much information. It also lays down the foundation of the profession squarely within management, as opposed to the competing

approaches of journalism or the promotion-based approach of marketing and advertising that focuses primarily on consumers. The component parts of Grunig and Hunt's famous definition of public relations are as follows:

- **Management.** The body of knowledge on how best to coordinate the activities of an enterprise to achieve effectiveness.
- **Communication.** Not only sending a message to a receiver but also understanding the messages of others through listening and dialogue.
- **Organization.** Any group organized with a common purpose; in most cases, it is a business, a corporation, a governmental agency, or a nonprofit group.
- **Publics.** Any group(s) of people held together by a common interest. They differ from audiences in that they often self-organize and do not have to attune to messages; publics differ from stakeholders in that they do not necessarily have a financial stake tying them to specific goals or consequences of the organization. Targeted audiences, on the other hand, are publics who receive a specifically targeted message that is tailored to their interests.

As “the management of communication between an organization and its publics,” public relations has radically departed from its historical roots in publicity and journalism to become a management discipline—that is, one based on research and strategy.

## **2.2 The Function of Public Relations**

In 1982, the Public Relations Society of America (PRSA) adopted the following definition of public relations that helps identify its purpose: “Public relations helps an organization and its publics adapt mutually to each other.” Public Relations Society of America (2009b). In its “Official Statement on Public Relations,” PRSA goes on to clarify the function of public relations:

- 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 many 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. Public Relations Society of America (2009a).

As such, the public relations *field* has grown to encompass the building of important relationships between an organization and its key publics through its actions and its communication. This perspective defines the field as a management function and offers insight into the roles and responsibilities of public relations professionals. The PRSA definition, however, is not perfect: A main weakness of that definition is that it requires public relations “to bring private and public policies into harmony.” Public Relations Society of America (2009b). In reality, we know that the relationships an organization has with all of its publics cannot always be harmonious. Further, that definition obligates us to act in the best interest of both the organization and its publics, which could be logically impossible if those interests are diametrically opposed. A few examples would be class action litigation, boycotts, and oppositional research and lobbying; despite the negative nature of those relationships, they still require public relations management and communication.

The unique management function of public relations is critical to the success of any organization that engages people in its operation, whether they are shareholders, employees, or customers. Although many people think of publicity as the sole purpose of public relations, this text will help you understand that publicity is a subfunction of the overall purpose of public relations and should not be confused with the broader function.

### **2.3 Naming the Public Relations Function**

A plethora of terms has come to be associated with modern-day public relations practice. Because of the disreputable beginnings of public relations that we will briefly discuss next, it is often the case that organizations will choose to name their public relations function by another moniker. These various terms create much confusion about the responsibilities of public relations versus overlapping or competing organizational functions. The term corporate communication is the most common synonym for public relations in practice today, Bowen et al. (2006). followed by marketing communication and public affairs. We view the term corporate communication as a synonym for public relations, although some scholars argue that corporate communication only applies to for-profit organizations. However, we view corporate communication as a *goal-oriented communication process that can be applied not only in the business world but also in the world of nonprofits and nongovernmental organizations, educational foundations, activist groups, faith-based organizations, and so on.* The term public relations often leads to confusion between the media relations function, public affairs, corporate communication, and marketing promotions, leading many organizations to prefer the term corporate communication.

We believe that the key component of effective public relations or corporate communication is an element of strategy. Many scholars prefer to use the phrase strategic public relations to differentiate it from the often misunderstood general term public relations, or “PR,” which can be linked to manipulation or “spin” in the minds of lay publics. Strategic communication management, strategic public relations, and corporate communication are synonyms for the concept displayed in the preceding definitions. To scholars in the area, public relations is seen as the larger profession and an umbrella term, comprising many smaller subfunctions, such as media relations or public affairs or investor relations. The subfunctions of public relations will be delineated later in this chapter. Academics tend to use the term public relations, whereas professionals tend to prefer the term corporate communication. Do not be distracted by the name debate and the myriad of synonyms possible. Whatever name you prefer or encounter, a strong body of knowledge in the field, based on academic study and professional practice, has solidified the importance of the concepts supporting the strategic communication function that we will discuss in this text.

## **2.4 Chapter Summary**

This chapter has provided an introduction to the purpose of public relations. Although the public relations function goes by many different names, it is essential to understand that it is a unique management function that contributes to an organization’s success through its focus on developing and maintaining relationships with key publics. Those publics are generally employees, financial stakeholders or shareholders, communities, governments at many levels, and the media. It is also important not to confuse the overall purpose of public relations with its subfunctions, such as publicity and media relations. These subfunctions will be defined in the next chapter and covered in more detail in Chapter 10 "The Practice of Public Relations".

**Task 3.** Summarize the contents of the chapter yourself. (written / oral form of work – individually/in groups)

## **Lesson 11. Revision and KT 2**

## 4. MANAGEMENT IN PR AND JOURNALISM

### Lesson 12. Introduction into Management

**Task 1.** Arrange the sentences in a more logical way then compare to the answers of other people. Correct yourself if necessary.

- PR is the management of communication between the organisation and its public.
- PR conducts different researches
- PR enables strategic communication
- PR helps contributing to mutual understanding between social groups and institutions
- PR can be found in almost every industry. It's an important part of all companies because it acts as a factor of success.
- PR helps to manage communications and function more effectively.
- Using strategic communications companies can reach their goals.
- One of its main tasks is the harmonization between institutions and social groups.
- The term "PR" includes lots of concepts: media-relations, public affairs, marketing and promotion.
- That's why specialists (practitioners) use the term 'corporate communications'
- The public relations function goes by many different names, but its main function is managerial. It is realized through strategic communication.

**Task 2.** Read the text from D. Cotton's "Keys to Management". Tell the class after reading what you have learnt about management.

#### **Keys to Management**

##### **The manager's role**

Our society is made up of all kinds of organizations, such as companies, government departments, unions, hospitals, schools, libraries, and the like. They are essential to our existence, helping to create our standards of living and our quality of life. In all this organizations there are people carrying out the work of manager. They have a responsibility to use the resources of their org. effectively and economically to achieve its objectives.

A French industrialist, Henry Fayol, wrote in 1916 a classic definition of the manager's role. He said that to manage is to forecast and plan, to organize, to command, co coordinate and to control. This definition is still accepted by many people today, although some writers on management have modified Fayol's description. Instead of talking about 'command', they say a manager must *motivate or direct* and *lead* other workers.

In most companies the activities of manager depend on the level at which he is working. Top manager, such as chairmen and directors, will be more involved in long range planning, policymaking, and the relations of the company with the outside world. They will be making decisions on the future of the company, the sort of product lines it should develop, how it should face up to the competition, whether it should diversify. On the other hand middle management is generally making the day-to-day decisions, which help an organization to run efficiently and smoothly. They must respond to the pressures of the job, which may mean dealing with an unhappy customer, meeting an urgent order, chasing up suppliers or sorting up a technical problem. They spend a great deal of time communication, coordinating and making decisions affecting the daily operations of their organization.

An interesting modern view on managers is supplied by an American writer, Mr. Peter Drucker. In his opinion, the managers perform 5 basic operations. Firstly, managers set objectives. They decide what they should be and how the organization can achieve them. Secondly, managers organize. They must decide how the resources of the company are to be used, how the work is to be classified and divided. The third task is to motivate and communicate effectively. Managers must be able to get people work as a team and to be as productive as possible. The fourth activity is measurement. Having set targets and standards, managers have to measure the performance of the organization, and of its staff. Finally, Mr. Peter Drucker says that managers develop people, including themselves. They help to make people more productive, and grow as human beings. Successful managers are the people, who command the respect of workers and who set high standards. Good managers must bring character to the job. They are people of integrity, who will look for that quality in others.

**Task 3.** Now read how managers make decisions and do the task after the text.

## Decision-making

In carrying out management functions, such as planning, organizing, motivating and controlling a manager will be continually making decisions. Decision-making is a key management responsibility. Some decisions are of the routine kind. They are decisions which are made fairly quickly, and are based on judgement. Other decisions are often intuitive ones. They are not really rational. The manager may have a hunch or a gut feeling that a certain course of action is the right one. He will follow that hunch and act accordingly.

Many decisions are more difficult to make since they involve, problem-solving. Very often they are strategic decisions involving major courses of action which will affect the future direction of the enterprise. In practice, decisions are usually made in circumstances which are not ideal. They must be made quickly, with insufficient info. It is probably rare that a manager can make an entirely rational decision.

When a complex problem arises, the manager has to collect facts and weight up courses of action. A useful approach to decision-making is as follows: the process consists of 4 phases:

1) defining the problem. The manager must identify and define the problem. And it is important that manager does not mistake the symptoms of a problem for the real problem he must solve. At the early stage, he must also take into account the rules and principles of the company which may affect the final decision. These factors will limit the solution of the problem. Rules and policies of the company act as constraints, limiting the action of the decision-taker.

2) analyzing and collecting information. The second step is to analyze the problem and decide what additional information is necessary before a decision can be taken. Getting the facts is essential in decision-making, because making decisions involves a degree of risk. It is the manager's job to minimize that risk.

3) working out options. Once the problem has been defined and the facts collected, the manager should consider the options available for solving it. This is necessary because there are usually several ways of solving a problem (a number of actions): introducing new products, advertising, refurbishment etc. In some situations, one of the options may be to take no action at all.

4) deciding on the best solution. Before making decision, the manager will carefully assess the options, considering the advantages and disadvantages each one. Having done this, he will have to take a decision.

Before making a decision, the manager has to carefully assess the options, considering the advantages and disadvantages of each one. Perhaps he will compromise, using more than one option. Having done this, he will have to take a decision.

---

## **Translate:**

1. Менеджер принимает решения
2. Менеджер не должен командовать, он должен планировать и контролировать.
3. Старшие менеджеры отвечают за политику компании и глобальные цели.
4. Менеджеры среднего звена разбираются с ежедневными (рутинными) проблемами.
5. Они хотят, чтобы компания развивалась эффективно.
6. Решение проблем – это ключевая задача (цель) менеджера предприятия.
7. Руководитель привлекает работников к анализу и сбору информации.
8. Менеджер принимает решения и берет на себя ответственность.
9. Курс валюты, ставка банка по кредиту и высокая конкуренция делают наш бизнес убыточным.
10. Цель нашего менеджмента – увеличение доли на рынке и снижение расходов.

### **Home Assignment: Video – What is Management?**

(<https://www.youtube.com/watch?v=ipAseP7DNlw>)



**Make notes on the video.**

## **Lesson 13. Management in Brief**

**Task 1.** Discussing the video “What is Management?”. Write your notes on the board together with the group. Summarize the information.

**Task 2.** Discuss if all principles of management suit the sphere of PR and Media Relations.

## Lesson 14. PR as a Management Function

**Task 1.** Read and discuss with the teacher the text from a Handbook for PR—[https://saylordotorg.github.io/text\\_mastering-public-relations/s05-public-relations-as-a-manageme.html](https://saylordotorg.github.io/text_mastering-public-relations/s05-public-relations-as-a-manageme.html) (excerpts to be chosen and discussed – for a 2 hour lesson).



### Chapter 4 Public Relations as a Management Function

In the opening chapters, we provided an overview of public relations, including definitions, a brief history of the profession, and a description of the models and sub-functions common in the profession. In these chapters, public relations was defined as a unique management function that uses communication to help manage relationships with key publics. In this chapter, we will expound on this management function, explaining why companies need public relations and how the public relations function is comprised of specialized roles.

#### 4.1 Functions of Management

Organizations usually have several management functions to help them operate at their maximum capacity: research and development, finance, legal, human resources, marketing, and operations. Each of these functions is focused on its own contribution to the success of the organization. Public relations' unique function is to help the organization develop and maintain relationships with all of its key publics and stakeholders by effectively communicating with these groups. Communication is key in maintaining a satisfactory, long-term, trusting relationships with publics and stakeholders.

As described earlier, public relations provides the greatest value to an organization when it is used *strategically*. But what does this really mean? Think of it this way: In an effective organization, all the major functions are linked together by a common set of strategies that tie in to an overall vision of the future and an underlying set of values. Perhaps a computer company has as its vision, “To become the low cost provider of computing power to the developing world.” From this vision, senior management develops a set of strategies that address areas like sourcing, the manufacturing footprint, marketing, design, human resource development, and product distribution. When all the elements are in sync, the company grows in a steady, profitable manner.

An important component of this set of strategies is a *communication* strategy. For example, it will be critical that all employees in the organization understand that strategy and their role in executing it. Many business failures are ultimately attributable to the confusion caused by poor communication. How many times have you received poor customer service from an employee in a restaurant or retail outlet? In all likelihood, the organization that employed this worker intended for him or her to deliver good service to you. But somewhere along the line the communication flow broke down. Perhaps the employee's direct supervisor or the store manager was not an effective communicator. Whatever the cause, the end result is a dissatisfied customer and diminished loyalty to the relationship.

In addition to reaching employees, a successful organization must also communicate effectively with its customers, its suppliers, and if it is a public company, its shareholders. For each key public, a set of messages must be developed as well as a plan to reach the public in the most efficient way. If the company is targeting young people with its message, a high-impact article in the *Wall Street Journal* is going to completely miss the mark for this strategic public. If instead the public is high net-worth investors, a clever YouTube video may also not be the right answer.

Although public relations has a unique and important function within organizations, it is often practiced differently depending on the role the top communicator plays within the organization, as we discuss next.

## **4.2 Public Relations Roles**

In general, public relations professionals can be communication managers who organize and integrate communication activities, or they can be communication technicians who primarily write and construct messages. Research in this area led to the identification of four specific roles: the technician role and three types of communication managers.

Most practitioners begin their careers as communication technicians. This role requires executing strategies with the communication tactics of news releases, employee newsletters, position papers, media placements, Web site content, speeches, blogs, and social media messaging. Practitioners in this role are usually not involved in defining problems and developing solutions, but base their tactics on the technical skill of writing. The expert prescriber is similar to the role a doctor performs with a patient: He or she is an authority on a particular industry, problem, or type of public relations and is given the primary responsibility to handle this function as a consultant or with little input or participation by other senior management. The communication facilitator is a boundary spanner who listens to and brokers information between the organization and its key publics. According to Cutlip, Center, and Broom, the goal of this role is "to provide both management and publics the information they need for



making decisions of mutual interest.”Cutlip, Center, and Broom (2006). The problem-solving facilitator collaborates with other managers to define and solve problems. This role requires that the professional is a part of the dominant coalition of the organization and has access to other senior managers. The problem-solving facilitator helps other managers think through organizational problems using a public relations perspective.

Research on these four roles found that the communication technician role was distinct from the other three roles and that the latter three roles were highly correlated. Dozier and Broom (1995), pp. 3–26. In other words, an expert prescriber was also likely to fulfill the role of the communication facilitator and the problem-solving facilitator. To resolve the lack of mutual exclusiveness in the latter three roles, they were combined into one role: communication manager. The dichotomy between the communication technician and the communication manager more accurately explained the responsibilities of public relations practitioners within organizations.

Research indicates that practitioners in a predominantly technician role spend the majority of their time writing, producing, and placing communication messages. Broom and Dozier (1986), pp. 37–56. Typically, those in this role are creative and talented with language and images. Their capacity to create and produce messages with powerful imagery and evocative language is very important to the execution of public relations tactics. However, technicians rarely have a seat at the management table and do not have a voice in the strategy of the organization. Once the strategy is decided, the technician is brought in to execute the deliverables (or tactics) in the strategy.

The communication manager is involved in the strategic thinking of an organization and must be able to conduct research and measurement and share data that informs better decisions for managing relationships with key publics. The communications manager thinks strategically, which means he or she will be focused on the efforts of the organization that contribute to the mutually beneficial relationships that help an organization achieve its bottom-line goals. These efforts are not limited to communication strategies, but include monitoring an organization’s external environment, scanning for issues that might impact the organization, and helping an organization adapt to the needs of its stakeholders.

A study on excellence in the practice of public relations found that one of the major predictors of excellence was whether the role of the top public relations executive was a manager role or a technician role. Grunig, J. E. (1992). Those in the management role were much more likely to have a positive impact on the organization’s public relations practice. In order for corporate communication to function strategically, the executive in charge of the function must have a place at the decision-making table.

### **4.3 The C-Suite**

Virtually all organizations are run by a senior leadership team that is responsible for setting strategy and carrying out the organization's vision. Although publicly traded companies, as well as nonprofit organizations, may be governed ultimately by a board of directors, this board looks to the chief executive and his or her senior team to operate the company on a day-to-day basis.

The key functions in an organization include finance, headed by a chief financial officer (CFO); legal, which reports to the General Counsel; human resources, led by a chief personnel officer (CPO); information services, reporting to the chief information officer (CIO); marketing, often led by a chief marketing officer (CMO); and communication, which reports to the chief communications officer (CCO). These functional areas serve the operations of the company, which in some cases report to a president or chief operating officer. In many cases the CEO also is president/COO (chief operating officer) of the organization.

Although organizational structures vary from company to company, these basic functional areas are usually present in the senior team. In some cases, the communication function is subordinated under another area, such as marketing, legal, or human resources. When this is the case, it becomes more difficult for the senior communications leader to play a meaningful role in the strategic decision-making process. The communication function brings to the senior team a different perspective from these other areas. The legal function is focused primarily on compliance with the law; marketing is focused primarily on the company's competitive position with the customer; human resources (HR) is focused almost exclusively on employee compensation and development issues. In other words, communication is the only function with eyes on *all* the publics inside and outside of the organization, and should be included in strategic decision making.

#### **Role of Communication in Decision Making**

One of the common denominators for officers in the C-suite is the imperative to make good decisions that affect their ability to positively contribute to the goals of the organization. The ability to make good decisions often defines a valuable manager. To make good decisions, managers need good information. By definition, good information helps reduce uncertainty in making a decision. Rarely is a decision made with utter certainty, but managers need enough information to have confidence that their decisions will result in positive consequences. This information is provided as data regarding these various functions: product testing, market research, legal precedents, and financial statements. Since public relations' role is to help the organization develop and maintain good relationships, it must provide data or information about how the

organization can achieve this. This is how strategic public relations earns its seat at the executive table.

The communication function looks at all the stakeholders in the organization and uses a variety of tools and tactics to enhance relationships with these publics. At its best, the communication function uses research and monitoring methods to keep a finger on the pulse of internal and external perceptions of the organization. It uses a variety of communication channels to enhance the organization's reputation. And most importantly it provides strategic counsel to the organization's leaders to help the team make better decisions.

Some have suggested that the communication function serves or should serve as the *corporate conscience*. They contend that communication leaders have a uniquely objective perspective that allows them to weigh the sometimes conflicting needs of different publics and to help the organization make more balanced decisions. Although there is much truth to this perspective, we add that the conscience of the organization, its moral obligation to do the right thing, is one that is shared by all who lead it, including the CEO, the board, and the senior management team.

As the top communication professional, the CCO has an important responsibility to ensure that all key stakeholders are given due consideration when critical decisions are made. In that regard, the CCO acts as the voice for many who are not in the room when choices are made. He or she must keep in mind the minority shareholders, overlooked employee segments, nongovernmental organizations, special interest groups, elected officials, community leaders, and others who may be affected by the decision and who have influential roles in their respective areas.

By providing this overarching perspective, the CCO does much more than deliver tactical communication products. This strategic counsel is what CEOs and other leaders are increasingly seeking in all members of the senior team. By delivering it, the CCO enhances the value of the function and ensures ongoing participation in charting the future course for the company.

## **Strategy and Profit Motivation**

Public relations as a profession is often thought of as nothing more than a simple set of tactics. Far too often those in the profession are portrayed in the media and in popular culture as a group of empty-headed party planners or deceptive flacks willing to say anything to get publicity for their clients. The tools of the trade—news releases, press conferences, media events, employee newsletters—are considered as discrete tactics that rarely if ever are driven by an underlying strategy.

This, like other stereotypes, is simply not supported by fact. As practiced by most large organizations and agencies, public relations is an integral part of overall strategy. Communication programs are developed based on extensive research to address specific business objectives with stated outcomes, target audiences, and key messages. The results of these efforts can be measured, both qualitatively and quantitatively.

Think of it this way: When an organization develops a strategic plan, it usually does so with a relatively small number of key executives. These leaders look at the company's strengths, organization, challenging issues, and potential problems that could arise. They consider the organization's financial position, its growth prospects, its competitive position, and the changing landscape in which it operates.

When they have considered all of these factors, they map out a strategy that will build on the company's current strengths, address its relative areas of weakness, take advantage of opportunities, and prepare for looming threats. They may decide, for example, to be the low-cost provider in their industry segment. Or they may decide to take advantage of their expertise in new product development, or to exploit their superior distribution network.

At some point, the strategy must be executed by a much larger, geographically dispersed network of employees. This is where the communication strategy becomes crucial. If a company has a long track record of fighting with its employees over issues like pay, benefits, union representation, child care programs, or workplace safety, it will be much more difficult to call upon them to launch a new initiative aimed at improving customer service.

In large measure, an important role of the communication function team is to help balance the needs of all publics—employees, investors, customers, communities—as the organization makes key decisions. For example, assume that a company is facing financial difficulties due to declining market share in one part of the United States. They are faced with the decision of closing a regional plant since that level of manufacturing capacity is no longer needed. In the past, they simply might have turned to the public relations executive and said, “We’re closing the Milwaukee plant. Try to put

a good face on it.” An organization that views the communication function as a strategic partner instead would say,

We’ve got too much manufacturing capacity; operations is recommending that we close Milwaukee. We’d like you to take a look at the impact this will have with our employees, customers, and the community there and help us measure this as we examine the alternatives. There may be another choice that won’t be as painful to the organization.

Balancing the needs of publics is just one facet of the impact public relations can have on achieving organizational goals. It obviously depends on the organization, but in almost every case, effective communication programs help drive strategy from conception to delivery. Successful internal communication programs can improve the ability of supervisors to motivate employees and build pride in the organization. Creative external communication programs can improve customer relationships, build brand recognition, encourage investor interest in a publicly traded company, and increase the effectiveness of traditional advertising and marketing efforts. Community outreach programs can help local residents appreciate the impact of a company on the surrounding area in which it operates. The impact of well-conceived strategic communication programs can be profound, and many companies have already benefited by recognizing this importance and building upon the strengths public relations brings to the table.

In 2007, the Arthur W. Page Society, a membership organization of chief communications officers at the largest corporations, agency CEOs, and leading academics, produced a white paper called *The Authentic Enterprise*. *The Authentic Enterprise* (2007). The report examined the evolving role of the senior communications executive in 21st-century business. According to this report, the role of the CCO is much broader than it was even a few years ago. The CCO of today and tomorrow must assert leadership in the following:

- Defining and instilling company values
- Building and managing multi stakeholder relationships
- Enabling the enterprise with “new media” skills and tools
- Building and managing trust *The Authentic Enterprise* (2007), pp. 29–30.

The communication executive does not own these responsibilities alone. They are shared with other members of the leadership team. But the communication executive can and should take a lead role in ensuring that these responsibilities are fulfilled by the organization.

## **Business Acumen**

Having a seat at the decision-making table is not a right, it is a privilege. Think of it this way: If you were planning an extended trip to Mexico, you would probably want to brush up on your Spanish before embarking. You could probably get by without speaking Spanish, but you would be far more effective and much better accepted by the locals if you at least made an attempt to speak their native language.

It is not so different at the management table. There the participants are speaking the language of business. They are talking about margin performance and market capitalization and earnings growth. They are discussing business strategy and market share and competitive position. If you are not conversant in this terminology and the thinking behind it, you are at a distinct disadvantage as a team member.

The Page Society surveyed chief executive officers at large multinational corporations to determine how these CEOs viewed the role of the chief communications officer in a successful executive team. According to results reported in the *Authentic Enterprise* white paper, the most important attribute of an ideal CCO or communications manager was detailed knowledge of the business.

This is far and away the most critical quality for a top communications executive. All CEOs believe that their businesses are large and complex entities, and that their companies cannot be communicated well if their top communications executives do not intimately understand them. *The Authentic Enterprise* (2007), p. 44.

Why does this understanding matter to CEOs and other members of the C-suite? In order to build persuasive communication programs that advance the objectives of the organization, the communication team, especially those who lead it, must first understand these objectives. They must also understand the context in which the organization is pursuing the objectives—both the business context and in external forces.

It is extremely important to build credibility with the publics you are trying to reach. When a spokesperson for an organization cannot convey anything beyond what is contained in carefully scripted talking points, the recipient of the information loses trust and confidence in the individual. Many reporters are reluctant to speak to a media relations professional if they believe that individual does not really understand the organization or the industry in which it operates. Communication professionals who have a thorough understanding of business, government, community issues, and the specific organization they serve are simply more valuable contributors to the overall effort.

Gaining knowledge about an organization and its business objectives does not mean gaining the expertise needed to be CFO, General Counsel, or head of accounting. There are some fundamental areas that are important to understand, general principles

that will help communications professionals speak more credibly and work as more valued team members.

For example, publicly traded, for-profit companies all operate within a set of guidelines, standard benchmarks, and mileposts that help their publics gain insight about their financial health, prospects for growth, and competitive position. These measures can provide a quick snapshot of an organization's health in the same way that temperature, pulse rate, and blood pressure readings can give a physician a measure of a patient's well-being.

### **Maintaining Core Competencies**

How does one gain much of the knowledge referenced earlier in addition to staying current with rapid changes? In some cases it makes sense to do so by pursuing additional educational opportunities. A number of courses are offered, for example, that teach basic finance for nonfinancial managers. Some communication professionals return to school to pursue a Master of Business Administration (MBA) or executive Master of Arts (MA).

Even without taking these steps, we can learn a great deal by simply following the business media, especially the *Wall Street Journal*; the major business magazines such as *Business Week*, *Fortune*, and *Forbes*; and broadcast media such as *CNBC* or *Fox Business*. The Internet also provides an endless source of information about individual companies and issues that affect all types of organizations and industries.

In the end, conversations with colleagues can provide incredible educational opportunities. The ability to listen, to ask insightful questions and to learn from others enables the communication professional to gain ample knowledge of the workings of business in general and a single company or organization more specifically. This knowledge, combined with an understanding of the industry and the ability to utilize communication expertise, provides a valuable combination of specialized abilities that can be used to benefit the entire organization.

### **4.4 Chapter Summary**

Research on best practices of public relations sponsored by the International Association of Business Communicators suggests that excellent public relations occurs when the senior communications officer is part of the dominant coalition and has a presence in the C-suite. Bowen et al. (2006). When the public relations function is relegated to a communication technician role, it is not fulfilling its unique management function.

As mentioned previously, this status must be earned. Public relations professionals gain that access by providing essential information and counsel necessary for making important decisions. When these communication professionals have the advanced knowledge of strategic public relations, including research and evaluation, and demonstrate business acumen, they should be a part of that management team.

## **Lesson 15. Management by objectives**

**Task 1.** How do managers deal with the staff? Have you ever heard of Management by objectives? Let's read and discuss the pros and cons of this method for the sphere of Media.

### **Goal-setting (MBO)**

Management by Objectives (MBO) is a system which was first described by Peter Drucker in his book 'The practice of management'. Since then, MBO has attracted enormous interest from the business world.

P.D. emphasized that an organization and its staff must have clear goals. Each individual must understand the goals of the enterprise he works for, and make contribution to them. It is also vital / significant that the individual knows what his manager expects of him.

If the organization uses the MBO approach, it must pay careful attention to planning. This is because each individual has clearly defined objectives. With MBO, individual and org. obj. are linked.

A special feature of MBO is that the subordinate participates with his manager in developing objectives.

MBO, therefore, focuses on results. The subordinate's performance is judged in terms of how well or badly he has achieved his goals.

Various kinds of MBO system is used in organizations. The *MBO programme consists of several stages*:

1. At the first stage subordinate and his manager define the job separately. Both parties then meet and discuss the statements they have made in writing. They also discuss their differences of opinion. In the end, they both have a clear idea of what the job involves.

2. At stage two they examine each task, and sub. performance is evaluated. They try to decide how well or badly it is being performed. They do evaluation separately



again, and then meet and discuss their assessment. The manager here will have the chance to praise the sub. for some of his work. On the other hand, both parties may point out areas where there are problems.

3. Developing new objectives comes next. The subordinate and manager try to develop goals which are challenging but realistic. There will be dates by which the subordinate must achieve his goals.

4. The sub. and the manager discuss the objectives and make plans for achieving them. The programme is put into action.

5. Finally, there are periodic reviews of the person's performance and his progress is checked. It is vital that the manager receives feedback from the sub.

‘+’ There are many benefits of MBO. The system helps the subordinates to see clearly his role in the organization and the tasks he must carry out. As the result subordinate feels more responsible, more motivated and more committed to the objectives of the organization. MBO is good technique for assessing an individual's performance. Sub. is judged on results, rather than on the personal feelings or prejudices of the manager. It leads to better coordination and communication within an enterprise. The sub. must liaise closely with his manager. The manager acts as teacher and guide. Most important of all, MBO makes the individual think of results, of the contribution he is making to the enterprise.

‘-’ The main limitation of the system are that it is time-consuming and may create a lot of paperwork. In practice , MBO programmes are often not fully supported by management, due to the fact that managers are not always skilled at interviewing and giving guidance.

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### **Essential vocabulary 5**

- to have clear goals
- to evaluate the performance
- to develop and discuss new objectives
- to make a contribution to (the enterprise ...)
- time-consuming / create a lot of paperwork

## Lesson 16. Types of management in Media

**Task 1.** How many types of management are there in PR (if any)? Suggest some of your own.

Read the text on the types of management in PR, compare to your answers.

<https://www.agilitypr.com/resources/pr-glossary/public-relations-management-roles/>



### **Public Relations Management roles**

Public relations can and should make an important contribution in helping to form an organization's ideas about what it is, what it should do and what its publics want and expect from it.

**Communication Management** – Developing communications objectives that are aligned with an organization's overall objectives. As two-way communicators, public relations practitioners interact directly with key publics, relaying the resulting information (with recommendations) to other members of the management team.

**Crisis Management** – Establishing methods and policies to be used when an organization's operations become involved in an emergency affecting the public. This includes policies and procedures for the distribution of information to employees, media, government and other key publics.

**Issues Management** – This involves identifying problems, issues and trends relevant to an organization and then developing and executing a program to deal with them. Included is the study of public policy matters of concern to an organization.

**Relationship Management** – This involves the role of public relations in identifying key publics and establishing strategies for building and maintaining mutually beneficial relationships with those publics.

**Reputation Management** – The planning and implementing of policies, procedures and strategies that demonstrate an organization's commitment to public and social responsibility, ethical behaviour, corporate identity and reputation with key publics.

**Resource Management** – PR’s management of human and financial resources revolves around setting objectives, planning, budgeting, recruiting and hiring PR staff and administering those resources.

**Risk Management** – As preventive PR, this role involves helping an organization recognize areas of potential danger and recommending needed changes before potential dangers develop into crises.

**Strategic Management** – Acting as a counselor, the PR practitioner serves on the management team helping the organization develop sound policies that are in the best interests of the public as well as the organization. The PR practitioner integrates an understanding of the concerns and attitudes of key publics into the organization’s managerial decision-making process.

### **Essential vocabulary 6**

Phrases on management in PR:

- communication technician / manager
- write and construct messages
- organize and integrate communication activities
- produce messages with powerful imagery
- execution of (to execute) PR tactics
- mutually beneficial relationships
- to scan for issues
- to be subordinated under
- key functions in an organization
- long – medium – short-term objectives
- SWOT-analysis
- Strategic decision-making

**Task 2.** Guess a type of management and write the answer on a piece of paper. Describe it to the class and make them guess, Work in turns.

## **Lesson 17. KT 3**

# РАЗДЕЛ 2. PR AND SOCIETY

## 5. PR VS MARKETING

### Lesson 1. Notes on journalism

**Task 1.** Give definitions to Public Relations and Journalism. (work in groups / with the whole class – make a mind-map).

Use materials from the previous year.

**Task 2.** Look through the text on Journalism and change the mind map if necessary. Did you change anything? Why? Why not?

<https://www.americanpressinstitute.org/journalism-essentials/what-is-journalism/>



### **What is journalism? (excerpts from the text)**

Journalism is the activity of gathering, assessing, creating, and presenting news and information. It is also the product of these activities.

Journalism can be distinguished from other activities and products by certain identifiable characteristics and practices. These elements not only separate journalism from other forms of communication, they are what make it indispensable to democratic societies. History reveals that the more democratic a society, the more news and information it tends to have.

## **What makes journalism different than other forms of communication?**

The world, and especially the online world, is awash in communication.

The vast majority of this communication, however, is not news and especially not journalism. Almost 70 percent of email traffic is spam, according to web security company Symantec. In 2012, there were an average of 175 million tweets each day. But almost all – 99% – consisted of “pointless babble,” according to researchers at Carnegie Mellon University.

While journalism occupies a much smaller space than the talk, entertainment, opinion, assertion, advertising and propaganda that dominate the media universe, it is nevertheless perceived as being more valuable than most of the “stuff out there.”

That value flows from its purpose, to provide people with verified information they can use to make better decisions, and its practices, the most important of which is a systematic process – a discipline of verification – that journalists use to find not just the facts, but also the “truth about the facts.”

### **What is the purpose of journalism?**

“The purpose of journalism,” write Bill Kovach and Tom Rosenstiel in *The Elements of Journalism*, “is not defined by technology, nor by journalists or the techniques they employ.” Rather, “the principles and purpose of journalism are defined by something more basic: the function news plays in the lives of people.”

News is that part of communication that keeps us informed of the changing events, issues, and characters in the world outside. Though it may be interesting or even entertaining, the foremost value of news is as a utility to empower the informed.

The purpose of journalism is thus to provide citizens with the information they need to make the best possible decisions about their lives, their communities, their societies, and their governments.

*+ more parts at your choice or all at once just for skimming*

**Task 3.** Make up a table to compare PR / Journalism. Do these notions correspond? What’s the principal difference? (if any).

## Lesson 2. The Basics of Marketing – B&C Unit 20 – What is marketing?

[https://vgipupolukeeva.files.wordpress.com/2011/02/business\\_commerce\\_workshop.pdf](https://vgipupolukeeva.files.wordpress.com/2011/02/business_commerce_workshop.pdf)



**Home assignment:** *Ex. 7 from the textbook for a group presentation + vocabulary from the unit*

### Essential vocabulary 7

- Compete – competitor – competition
- Target market / audience
- Product awareness
- Market research / share
- Strategy
- Promotion
- To launch

## Lesson 3. The Difference Between Marketing and PR

**Task 1.** Can you name the difference between Marketing and PR right now? Imagine, you are being asked during the exam. If you find it hard, follow the task below.

**Task 2.** A set of 3 texts on the difference between Marketing and PR. Read them – make notes. What is each of them about?

1 – <https://www.themuse.com/advice/the-difference-between-marketing-and-pr>



2 – <https://publicrelationssydney.com.au/pr-marketing-whats-difference/>



3 – <https://www.forbes.com/sites/forbesbusinesscouncil/2021/03/10/the-difference-between-marketing-and-pr---and-why-it-matters/?sh=6c757ca61552>



## 1

### The Difference Between Marketing and PR

I was shocked the first time a colleague whispered this question to me at an industry event several years ago: “I know this is a silly question, but is there a difference between PR and marketing?”

When my eyeballs popped out of my head and I aggressively nodded my head yes, my colleague pushed further: “So, what is it?”

At the time, I was working at a huge international brand, where I was part of a large PR team that operated independently of the even bigger marketing team. I rattled off the major differences that popped into my head—marketing supports the sales team; PR supports the larger brand. Marketing handles advertising; PR handles press.

But when one of my coaching friends recently asked me the same question, I found that the difference wasn’t as easy to explain anymore. Because of the ways brands are adopting their favorite social media platforms, the lines between marketing and PR have blurred.

And, the smaller the company gets, the more those lines overlap. While speaking to my coaching friend, I realized that if you’re an entrepreneur, you’ve been told that

you need to have awesome marketing and PR strategies a million times – but may not have been told where one ends and the other begins.

If you're in the same boat and are kinda, sorta, not totally sure how to differentiate PR and marketing, here's a breakdown:

### **Traditional Definitions**

First, let's start with how these two functions are defined:

**Public Relations:** The professional maintenance of a favorable public image by a company, other organization, or famous person

**Marketing:** The action or business of promoting and selling products or services, including market research and advertising

The main difference? Marketing is focused on promoting and selling a specific product, whereas PR is focused on maintaining a positive reputation for a company as a whole.

### **Day-to-Day**

On any given day, you could find a PR professional:

- Writing a press release about an upcoming product launch or a new company initiative
- Pitching positive stories about upcoming company announcements to the media
- Securing speaking opportunities for executives at industry events
- Building relationships with the media and influencers in the industry
- Managing and updating company messaging
- Creating talking points and speaking to the press about a company crisis

On that same day, a marketing professional could be:

- Creating an advertising campaign for a new product
- Buying advertising slots for that campaign on relevant media platforms (e.g., radio, TV, or online)
- Creating supporting materials for product launches, like brochures, website landing pages, and FAQs for the sales team
- Conducting industry and client research to help drive the direction of marketing campaigns
- Drafting a weekly newsletter for clients



## **Metrics of Success**

If a marketer is nearing the end of a marketing campaign and wants to understand her impact, here are a few questions she'll ask to determine whether the campaign was successful:

- Did the product being marketed meet or exceed the sales goals?
- Comparing how much was spent on the marketing campaign to the profit made from sales of the product, was the return on investment (ROI) of the campaign high?
- Did you generate a great buzz from customers, social media followers, industry influencers, and the general public around the product?

For a PR person, success would look like:

- Lots and lots of positive press in relevant top-tier and trade publications and broadcast outlets about a product or the company as a whole
- A powerful speech by one of the company's executive at a high-profile event that leads to more positive press
- Awards won at high-profile industry events
- Great buzz from social media followers, journalists, industry influencers, and the general public about the company as a whole

## **Overlap**

The truth is, you can't market without doing a little PR, and you can't do PR without a little marketing. The end goals—selling products and making people love a company—are too intertwined: If your products are terrible, your company probably won't be viewed favorably by the public, and if people aren't connecting with your overall brand, they're probably not going to buy your products.

And then there's the beauty (or beast, depending on how you're feeling today) of social media, which can comfortably sit within either department. If you're the community manager for a company, you could be tweeting at journalists one second and then dealing with a disgruntled client on Facebook the next.

As an entrepreneur or small business trying to tackle marketing and PR yourself, it's helpful to remove the question marks around how you promote your products and your brand. But honestly, I wouldn't worry too much about what you call whatever it is you're doing. Just make it really awesome.

*Updated 6/19/2020*

**PR and marketing: What's the difference?** As PR professionals we are often asked how public relations (PR) differs from marketing. It's easy to describe from a tactical point of view, however the difficulty often arises in articulating how each role contributes to business success. Here is our comparison between PR and marketing:

**Here is our comparison between PR and marketing:**

Activities / tactics: Marketing generally covers promotional, direct marketing and advertising which seeks to return direct sales; whereas PR is focused on reputation management through generating positive media coverage and stakeholder communication.

Target audiences: Marketing aims to reach current and potential customers, whereas public relations is all about maintaining positive relationships with anyone who has an interest in the organization or brand. This covers a broader audience across customers and media, to employees and shareholders.

Two separate goals: The goals for marketing teams are to reach consumers and make them think, believe or do some kind of sales focused action. Essentially it is about selling the product or service. Whereas public relations is about selling the company or brand through positively managing the communication channels between a company and its stakeholders. Overall, marketing activities are trying to achieve direct revenue, while PR is trying to drive a positive reputation through an effective PR strategy.

Legitimacy of messages: Messages delivered through PR channels such as articles, conference speakers or reputable bloggers are subconsciously regarded by consumers as more legitimate than those presented through marketing tactics. Generally, people can clearly recognize that advertising and marketing are driven by a company's desire to increase sales. However articles that have a well-known journalist's name on them, or presentations by someone classified as an industry expert are more likely to be received by the consumer as a credible source.

Longevity: Marketing is a relatively short term activity, whereas PR reaps its benefits over a longer period of time. While marketing seeks to drive instant, tangible

sales success, the benefits of a PR program can be viewed as a long term investment that a company would recognize for future achievements.

What about Digital Marketing and Digital PR? Similar to traditional channels, marketing in the digital space would be those activities that drive an instant action from the consumer, such as search marketing, ads, promotions and EDMs. The concept of Digital PR still remains as a relationship management function, with a strong focus on social media channels. It has been proven that promotional marketing angles through social media can actually have a negative impact on a brand. This has resulted in a strong shift towards social media being categorized under the PR function.

What does this mean for business? While it's important for businesses to be able to articulate the differences between the two roles, it doesn't change the reality that marketing and PR are as reliant on each other as a business is to their combined success. With the introduction of new technologies and the increased acceptance of PR by executive teams, the two functions have become more complex and move towards even more distinctively separate roles in a business. That said, those companies who don't get caught up on what's marketing and what's PR, and instead focus on identifying the most effective tools for delivering to their objectives, will have the most effective communication strategy.

**\* Footnote**

**Essential vocabulary 8**

EDM – Electronic Direct Mail (EDM) is a form of digital marketing strategy that businesses implement to promote products to a list of potential customers (who are opted-in) via email

ROI – return on investment (рентабельность инвестиций). By calculating return on marketing investment, organizations can measure the degree to which marketing efforts contribute to revenue growth.

## **The Difference Between Marketing And PR – And Why It Matters**

**Scott Samson**

Forbes Councils Member

**Forbes Business Council**

PR ≠ marketing. Boom, mic-drop.

As the CEO of a B2B tech PR agency, I have encountered many who mistake these fields as two different names for the same thing, with the same goals and outcomes. This way of thinking can be harmful to the end goals of both. While there are many similarities, there are also crucial ways in which these two communication strategies diverge. And by thinking of public relations (PR) as an extension of marketing, CEOs and CMOs can weaken and destroy their own brand.

While both marketing and PR have similar processes, they each have a unique differentiator when it comes to the end goal. What it comes down to is what part of the sales funnel they directly engage with and the areas of your business they support.

For marketers, the end goal is typically to generate leads. A great marketing campaign can send sales opportunities right to the bottom of the funnel and drive conversions. The reason for doing this is obvious: If your company has a more resonant message than your competitors, then people will be more inclined to buy your product. When you look at marketing goals, they are almost always based on generating qualified leads and feeding the sales team what they need to close deals.

Thinking that PR exists to drive conversions in the same way that marketing does is missing the larger picture. PR is a marathon, not a sprint. It's a long-term process that drives the credibility of your company and the visibility of your executives. PR does help amplify your marketing efforts. However, that's only a fraction of the true benefit.

A single media hit can be a great stamp of approval, but it won't have your salespeople's phones jumping off the walls. A one-off press hit can bring eyes to your product much like a one-off marketing campaign. But longer – even multiyear – PR campaigns can do something much more powerful. They can create brand equity.

Brand equity, unlike a marketing campaign, affects not just the entire funnel from top to bottom but also all other areas of your business, from executive visibility to recruitment to funding to customer retention. More people will know about your brand, and they will consider your brand messaging to have more intellectual depth

than a simple "buy our product". A well-positioned, contiguous marathon campaign can make your brand and executives true thought leaders, with your stakeholders instantly more interested in your messages.

This isn't to knock any marketing folks – powerful and creative brand messages are crucial to positioning a product and making it stand out. To have a truly robust communications strategy, however, it is important to understand the end goal of each approach and plan accordingly.

In other words, don't expect a single PR campaign to have the same results as a single marketing campaign.

If you invest the time and money in great PR people or an agency that truly understands your product, the result is respect and notability. A 2018 study by McKinsey & Company notes that Gen Z views "consumption as an expression of individual identity, and consumption as a matter of ethical concern". As Gen Z gains purchasing power in the market, your brand's position in the media will become more and more crucial to its survival.

Thus, PR is most effective when it is given time to build real relationships between the media and your brand, between the media and your executives – with momentum building over time. PR isn't just a marketing function; it supports all areas of your business if done right. Brand equity and visibility are critical to the survival of any business. This is something Bill Gates understands, as he famously said, "If I was down to my last dollar, I'd spend it on public relations."

## **Lesson 4. The Difference Between Marketing and PR 2**

**Task 1.** Watch the video about the difference between PR and Marketing and write down the new information you will hear. Study the vocabulary first

What is the difference between PR and marketing?

<https://www.youtube.com/watch?v=s2hY6nWIBuY>



### **Essential vocabulary 9**

- KLT – Know, Like Trust
- Marketing funnel
- To build awareness and credibility
- To measure ROI
- To work hand in hand

**Task 2.** Using the information from the previous lesson and today's video, complete an ultimate guide to the difference between PR and Marketing. (in a table). Tell the class in a brief presentation (like a sales-pitch).

## 6. PR VS ADVERTISING

### Lesson 5. What is Advertising?

B&C – Units 21 and 24

[https://vgipupolukeeva.files.wordpress.com/2011/02/business\\_commerce\\_workshop.pdf](https://vgipupolukeeva.files.wordpress.com/2011/02/business_commerce_workshop.pdf)



### Lesson 6. Advertising and PR

Video – <https://www.youtube.com/watch?v=eNOOxM5Q2OU>

Difference Between Public Relations and Advertising



**Task 1.** Watch the video, write out the phrases that you consider important to talk about advertising.

#### Essential vocabulary 10

- Advertising – advertisement – ad
- Message
- targeted advertising
- It includes – the geo position (location)
- Browser cookies
- Information from the bio-page in social networks
- Native advertisement
- Famous people collaboration (celebrity endorsement)
- Hot calls

- word-of-a-mouth
- USP – unique selling point
- Eye-catching
- Values
- to be loyal
- brand-conscious

**Task 2.** Think of some sentences with new words and phrases from the box above and ask your groupmates to translate (From English into Russian and vice versa).

**Task 3.** Give a definition to some words or phrases then ask your groupmates to guess the word.

### **Lesson 7. PR vs. Advertising vs. Marketing**

**Video** – <https://www.youtube.com/watch?v=coIP5Xa3GmM>

Public Relations vs. Advertising vs. Marketing



**Task 1.** According to the video, answer the question: “What is the difference between PR vs. Advertising vs. Marketing?” Compare the notions by drawing out random cards.

|                    |
|--------------------|
| <b>PR</b>          |
| <b>Advertising</b> |
| <b>Marketing</b>   |

### **Lesson 8. KT 1 (4) – Orally**



## 7. PR AND PUBLIC OPINION

### Lesson 9. Introduction into Public Opinion

**Task 1.** Why do you think public opinion is so important in PR and Media Communications?

**Task 2.** Using words and phrases from the text, tell the class how public opinion is measured. (5-6 sentences).

Text – <https://www.khanacademy.org/humanities/ap-us-government-and-politics/american-political-ideologies-and-beliefs/measuring-public-opinion/a/lesson-summary-measuring-public-opinion>



#### **What is public opinion, and why do political scientists measure it?**

Public opinion, in short, is a fancy way of saying “what people think”. This might be what people think the government should focus on, how likely they are to vote for a candidate, or whether they pay much attention to politics at all. Political candidates and government officials often determine which policies to pursue in response to public opinion.

Pollsters measure public opinion in a variety of ways, including scientific polling. The results of public opinion polls influence public policies, elections, and the decisions made by government institutions. But not all public opinion data is equally reliable: the type of poll used, the methods and sampling techniques, and the type and format of the questions all affect the accuracy of poll results.

## Keyterms

| Term                        | Definition   |
|-----------------------------|--|
| <b>publicopinion</b>        | How people feel about issues, candidates, and public officials. Polls are a common way to measure public opinion.  |
| <b>population</b>           | A group of people that a researcher wants to study. This might be a large group, such as all voting-age citizens in the United States, or a smaller group like members of a club or church.  |
| <b>sample</b>               | The group of people a researcher surveys to gauge the whole population's opinion. Researchers study samples because it's impossible to interview everyone in a population.   |
| <b>samplingtechnique</b>    | The process by which pollsters select respondents to a survey or the sample population for a poll.   |
| <b>samplingerror</b>        | The predicted difference between the average opinion expressed by survey respondents and the average opinion in the population; also called the margin of error. As the sample size increases, the margin of error decreases.      |
| <b>randomsample</b>         | A random selection from a population, random sampling techniques ensures an equal probability of individuals being selected for a survey or poll.  |
| <b>representativesample</b> | A relatively small number of respondents who accurately reflect the variety of opinions, demographics, etc. in the broader population. In political science, a representative sample is usually between 400 and 2,000 respondents. |

## Typesofpolls

| Poll                  | Definition  |
|-----------------------|---|
| <b>benchmarkpolls</b> | Polls conducted by a campaign as a race for office begins. These polls provide the campaign with a basis for comparison for later polls, so that the candidate can see if their likelihood of winning the office is increasing or decreasing. |
| <b>opinionpolls</b>   | A poll taken by sampling a small section of the public in an effort to predict election results or to estimate public attitudes on issues.  |
| <b>trackingpolls</b>  | A survey performed repeatedly with the same group of people to check and measure changes of opinion.  |
| <b>entrancepolls</b>  | Performed on Election Day, these surveys are taken as voters enter their voting location.   |
| <b>exitpolls</b>      | Performed on Election Day, these surveys are taken as voters exit their voting location. Media outlets often rely on exit polls to determine election results, even before the ballots have been counted.                                     |
| <b>masssurvey</b>     | The most common type of survey; a way to measure public opinion by interviewing a large sample of the population.   |

## Poll

## Definition

### focusgroup

A small, demographically-diverse group of people assembled for an in-depth group discussion. Researchers study the group's reactions to an idea or candidate in order to gauge how the broader public might react.

## Review questions

1. Rita Skeeter selected 10 students from two of the four houses at Hogwarts School of Witchcraft and Wizardry, Gryffindor and Ravenclaw, to gauge opinions about the best teacher at the school. Six of the students she surveyed responded that Professor McGonagall was the best teacher, three responded that Professor Flitwick was the best teacher, and one responded that Professor Snape was the best teacher. Rita published the results of her survey in the Daily Prophet with the headline “McGonagall Voted Best Teacher at Hogwarts.”

### Was Rita's survey reliable? Why or why not?

No! Rita made a few errors in conducting her survey. Rita selected students from only two houses at Hogwarts, leaving out students from Hufflepuff or Slytherin. Because students in each house tend to have common characteristics, it's likely that students from other houses would like different teachers. Thus, the population she polled was not **random**, and did not constitute a **representative sample** of Hogwarts students.

2. Arjun, Caitlyn, and Olivia are all running for class president. On election day, students from the journalism club stationed themselves outside of the voting booth and conducted an exit poll. At the end of the school day, they tallied 321 votes for Caitlyn, 297 votes for Olivia, and 266 votes for Arjun. The next day, after counting the votes, the principal announced that Olivia had won the election with 375 votes.

### What likely accounts for the difference between the exit poll and the actual results?

Students didn't tell the truth about who they voted for when they spoke to the journalism students! They may not have wanted to reveal who they really voted for due to a number of reasons—in this case, perhaps many of the voters knew that the journalism students were friends with Caitlyn and didn't want to hurt her feelings. Polls can only reflect the information given by survey respondents, not their actual behavior.

## Lesson 10. Measuring Public Opinion

Video – <https://www.khanacademy.org/humanities/ap-us-government-and-politics/american-political-ideologies-and-beliefs/measuring-public-opinion/v/measuring-public-opinion>



**Task 1.** Using the words and phrases from Essential vocabulary 10, say: What are the ways of finding out Public Opinion?

### Essential vocabulary 11

From the video:

- measure / measurement
- major institutions
- huge influence
- to communicate the message
- survey
- nuance

### Video Transcript:

In this video we're going to talk about measuring public opinion. And the first question to ask yourself is, why would we even want to measure public opinion? Well if we live in a democracy where a public has a huge influence on our government, well you wanna know what they think. And you could think about the major institutions in our democracy. You could think about people who are in office, and they when they're making a decision, they would love to know what the public actually thinks. One, they wanna act on behalf of the public, and if they wanna get reelected by the public, it might be in their interest to know what the public thinks. If you're in the midst of an election and you want to get elected, well you might wanna know what does the public think about you. You might wanna know what are your chances of winning the election. How are your competitors doing? Or maybe what position should you highlight? Or maybe which positions should you listen to the public on? Similarly if you're an interest group, where does the public sit on different things or how does their opinion change over time? And a lot of what the media does is help communicate to the people what is going on broadly in our society, and that includes what the people themselves

are thinking. So now that we know that we want to measure public opinion, what are the typical ways of doing so? You have the idea of a mass survey. So this is a way of just asking a lot of people, you wanna randomly sample and say, what do you think about some position? What do you think about some social issue? What do you think about some law that is up for being passed? What do you think about some type of candidate? Now the next three kinds of polls we have listed here you could view as related in a lot of ways to mass surveys or even a more specialized type of mass survey. You have the idea of a benchmark poll, and this is where at the beginning of say a campaign, you see how people feel about a certain issue or a certain candidate and then all future polls you can compare to that benchmark. Entrance and exit polls, this is when people actually go to vote, when they're about to enter into the voting booth, you ask 'em hey how are you going to vote or right when they exit the voting booth, they ask you, how are did you vote. And people aren't obliged to tell exactly what they did, but this will give an indication of what is likely to be the outcome of that election. Related to both of these is the idea of a tracking poll. This is a situation where you might ask people at the beginning of some type of a campaign, it could be a campaign for a candidate, it could be a campaign for a proposition, where this time you see okay what percentage of people are in favor of something. So this would be the percentage in favor. And this is time. And then you periodically keep asking the same group of people how they feel about that candidate or that issue. And so you're going to be able to figure out how people's opinions about that candidate or issue change over time. You're going to be able to track that. And then a more I guess you could say focused way of understanding public opinion which might not be as representative of the population as a whole but allows you to get more maybe more nuanced then and more conversation than these other four methods would be a focus group. This is where you try to bring in a representative sample of five, 10, 15, 20 folks and have a discussion with them about what they care about and why they care about these things. So I will leave you there. In the next video, we'll talk about what makes for a robust measure of public opinion.

Additional tasks:

- 1- [Watch the video https://youtu.be/85NM1-FQrn0](https://youtu.be/85NM1-FQrn0) (Scientific polling introduction)



2- Check yourself at <https://www.khanacademy.org/humanities/ap-us-government-and-politics/american-political-ideologies-and-beliefs/measuring-public-opinion/e/measuring-public-opinion>



## Lesson 11. Shaping Public Opinion

**Task 1.** What is the connection between PR and Public Opinion?

**Task 2.** Let's read the text below to find out the exact answer.

### **How Can Public Relations Professionals Monitor Public Opinion – text**

<https://www.5wpr.com/new/monitor-public-opinion/>



One of the fundamentals of public relations is tracking and monitoring the opinion of the public. Additionally, in the past few years, thanks to social media, it has become easier than ever for PR pros to keep track of what the public is thinking or talking about when it comes to particular brands.

When it comes to social media, aside from the fact that it's an excellent tool for publicity, and free publicity at that, it allows brands to directly communicate with a target audience without going through intermediaries, such as the media. It's also important to keep track of what that audience is saying when a brand isn't directly promoting a product or a service.

A solid public relations strategy or campaign involves a plan that always includes an analysis of the market and the target audience, as well as the key messages and tactics. However, to ensure that a campaign is truly effective, all of the tactics

must be monitored, measured and evaluated, which is usually done by monitoring the opinions of the public.

## **PR Overview**

### **RETURNS ON IMPRESSIONS, MEDIA IMPACT, TARGET INVESTMENT OR EARNED MEDIA**

When it comes to monitoring the public opinion, the main focus is on the numbers of ROI, ROMI, ROTI as well as ROEM. These numbers point out the number of impressions a campaign got, the sales in connection with media coverage, the sales themselves, as well as the value of advertising, respectively.

There are several different techniques that can be used to measure these numbers, and all of them are slightly different and employ different rules. However, the use of these techniques is the same – measuring the effectiveness of a PR campaign.

### **SURVEYS AND FOCUS GROUPS**

One of the main ways that most companies tend to monitor public opinion is via surveys or focus groups. These are usually carried out both before as well as after a PR tactic has been implemented so that the company can precisely see how effective that particular tactic has been with the audience.

Focus groups and customer surveys are great ways to demonstrate the effectiveness of a PR campaign to a brand or a company, to clearly see which tactic is not working and which one is very effective.

### **MEASURING SOCIAL MEDIA IMPACT**

Finally, there is also a way to monitor public opinion by focusing on social media platforms, and these techniques can be used on each social platform separately or combined, depending on the direction of the PR strategy of the client.

Some of the metrics that can be followed on social media include the cost per impression, the cost per engagement, the cost per click, the cost per site visitor, the cost per inbound link, and finally, the cost per subscriber.

While there are plenty of other ways that brands and companies can keep up with the public opinion via the traditional media outlets, these are some of the ones that are only going to grow in popularity due to the increase of digital PR in the last few years.

**Task 3.** This is how public opinion may be measured, but what about shaping it? Let's watch the video on shaping public opinion together, stop at timecodes and discuss.

Important timecodes:

- 0:43 – List of influencers
- 3:43 – Interest groups
- 4:55 – Think tanks
- 5:10 – the Media

<https://www.youtube.com/watch?v=NfiULVECAFQ>

Shaping Public Opinion: Crash Course Government and Politics #34



**Essential vocabulary 12**

- keep track of
- key messages and tactics
- to be monitored, measured and evaluated
- metrics (the cost per impression, the cost per engagement, the cost per click, the cost per site visitor, the cost per inbound link, the cost per subscriber)
- media coverage
- to shape public opinion
- to polish the image
- a think tank

**Task 4.** Do you think this is enough to shape public opinion? Do you know any other ways of doing it?

**Lesson 12. Organizing Public Opinion Polls**

**Task 1.** This text prepares you to your second control point. Read the text and tell how public opinion polls are organized.

<https://www.crf-usa.org/election-central/public-opinion-polls.html>





## Public Opinion Polls

- What people believe;
- How they feel about something; or
- In what way they will act.

The results from public opinion polls are used in a number of ways. They have come to influence what Americans are offered to eat and drink, the kinds of cars they can buy, and the programs that they can watch on TV.

In addition, public opinion polls now play an important role in politics. They are used throughout the course of election campaigns by candidates and by the media to see which candidates are ahead and who is likely to emerge victorious. The results of these polls, in turn, largely determine where future campaign monies are to be spent and where each candidate's efforts will be concentrated until the close of the campaign.

But can the polls really be trusted? In the 1948 Presidential election, for example, the polls predicted certain victory for Republican Thomas E. Dewey. Without waiting for the official count of the votes, newspapers throughout the country proclaimed in their headlines, "Dewey Defeats Truman." The rest is history ... Harry S Truman was elected the 31st President of the United States.

Public opinion analysts and professional polling organizations, however, did profit from this colossal mis-prediction. With their credibility severely damaged, they developed far more sophisticated sampling techniques. Moreover, they made greater use of sociological and psychological research and modern computer technology. In addition, they are careful to point out that their findings apply only at the time the questions were asked and that the results do not predict the outcome of the election.

Nevertheless, in viewing the results of any public opinion poll, it might be useful to ask the following questions:

**1. Who Was Interviewed?** Generally speaking, the accuracy of a poll depends upon the degree to which the characteristics of the people being interviewed is really similar to those of the group they are supposed to represent. For example, the polling of sixteen-year-olds to predict the outcome of an election would be very questionable since they cannot vote.

Also, as a general rule, the greater the number of people interviewed, the more likely the prediction will be accurate. *Everything else being equal*, an election poll of 100,000 out of two million voters is more likely to produce accurate results than a poll of 1,000 out of the same number. It is important to point out that large, national polling organizations have small national samples of under 2,000 that predict quite accurately for the entire electorate.

Lastly, those interviewed should have been selected in a random fashion. This is usually done to avoid or lessen the possibility of allowing any "unaccounted for" bias or characteristics ... of those being interviewed ... to influence the results. The accuracy of a poll designed to sample the views of all registered Republicans, for example, would definitely be suspect and have a conservative bias if it interviewed only contributors to Barry Goldwater's unsuccessful presidential campaign of 1964.

**2. Under What Conditions Were The Interviews Conducted?** Generally speaking, unclear, biased, or emotionally charged questions will produce misleading answers and weaken the accuracy of the results of a poll. Questions such as ... How do you feel about candidate X? or, You are planning to vote for candidate Y, are you not? would be suspect.

Also, if the people being polled are asked to choose from a given set of responses in answering a question, there must be an acceptable number of alternatives from which to choose. For example, suppose those being polled are required to respond to a question ... either "yes" or "no." This practice would eliminate the possibility that some of the people may truly be "undecided" and consequently distort the accuracy of the poll's results.

Finally, polls conducted by telephone or through the mails generally do not tend to be as reliable as personal interviews. This is largely due to the fact that the former measures are not as likely to be able to control for who really participates in the poll, the number who respond, and possible misinterpretation of the questions.

**3. When Was the Poll Conducted?** It should also be noted that the results of a poll are representative ... however accurate ... of the preferences, views and feelings of a particular group of people *at a particular point in time*. As a general rule, the more current the poll, the more likely it is to produce meaningful and useful results. A summer poll regarding who should be elected president in 2004, for example, is not likely to be as accurate as a poll taken during election week of the actual election.

**4. Who Conducted the Poll?** Past reputation and performance can also help an individual determine the validity of the results of a poll. Generally speaking, "novice" pollsters are not likely to be able to compete with professional polling organizations with their large staff's, seemingly unlimited resources, and sophisticated computer equipment. In addition, polls conducted by groups with an obvious interest in the results should be held suspect until proven otherwise. Finally, past performance records of a polling group might be useful in determining the organization's credibility and reliability.

**5. What was the Percentage of Error** Polling organizations should also indicate what the potential for error of their poll is. Based on the size of their sample it is statistically possible to do so and indicates reliability to the reader.

Based on this analysis, consider the following questions:

- Which of the factors described above in assessing the validity of a poll do you think is most important? Least important? Why?
- Do you think polls are valuable? Why or why not? Would you place any restriction on them in reporting an election? If so, explain. If not, why?

("How True is True? Evaluating and Conducting Public Opinion Polls" was adapted from *Bill of Rights in Action*, Vol. 10:2 © Constitutional Rights Foundation)

## **Building Your Own Public Opinion Poll**

Although you probably don't have the means to conduct a scientific opinion poll, you can take an informal poll. It can help you learn what people in your school or community think about the election and other issues. There are three steps to conducting a public opinion poll:

### **1. Create a Public opinion poll**

- Make most of your questions multiple choice and yes/no. This will make your public opinion poll easy to tabulate.
- Keep the public opinion poll short and simple.
- Be sure that your questions do not force particular answers. They must be unbiased. Otherwise your public opinion poll results will be open to criticism.
- Test your public opinion poll. Before conducting the public opinion poll, ask someone to check it over. Does that person think it is clear?

### **2. Select the Population and Sample**

- Determine the population. What will your poll results represent? The opinions of everyone in the community? Of a section of the community? Select the population you want the poll to cover.
- Select a sample. You don't have to poll the entire population to get a good idea of how people in the population feel. Try to get a random sample of the population. This means that every person in the population has the same chance of taking the public opinion poll. For example, telephoning the fifth person on each page of the phone book would be a random sample.

### **3. Conduct the Public opinion poll**

- Prepare and practice a brief introduction. When approaching a stranger, introduce yourself, tell them what group you are from, explain the public opinion poll's purpose, and ask whether the person would mind spending a few minutes answering it.

- Be polite. People who answer your public opinion poll are doing you a favor. Don't badger any one to take the public opinion poll.

- Tell all interviewees that they do not have to put their names on the public opinion poll. Results will be reported anonymously.

- Be as organized as possible. Use a clipboard to hold the public opinion polls and bring extra pens or pencils.

- Wait for each public opinion poll and check it. Make sure the information is complete. If you read the public opinion poll to the respondent and fill it in, write exactly what the person says.

**Task 2.** Make up a clear plan, what would you do to arrange a proper opinion poll in your group?

### **Lesson 13. KT 2 (5)**

## 8. PR, ORGANIZATIONS AND MEDIA

### Lesson 14. Organizational Functions of Public Relations

**Task 1.** We know what the functions of PR are. Let's enumerate them.

**Task 2.** Now let's find out what is said about organizational functions of PR.

<https://smallbusiness.chron.com/definition-organizational-functions-public-relations-24007.html>



#### Words to consider:

- to manage relations with staff
- annual report
- to run a meeting
- build trust

### Definition of Organizational Functions of Public Relations

By Eryn Travis



Too often, business leaders assume that public relations amounts simply to an industry spokesperson spinning a message designed to benefit her organization. But the organizational functions of public relations contain several specialties designed to help a company manage its relationships with key stakeholders. A small business

owner can capitalize on these functions to expand his business, increase brand awareness, widen employee engagement and influence local or federal regulations.

### **Investor Relations**

Investor relations specialists combine financial, business and public relations expertise to build and maintain communication between the company and its investors and regulators. Duties of an investors relations specialist may include writing the company's annual report, running shareholder meetings, participation in financially related news conferences, and overseeing compliance with federal regulations such as the Sarbanes-Oxley Act.

### **Internal Relations**

Internal relations specialists foster communication between an organization and one of its most important assets: its employees. Internal relations specialists help companies manage organizational change, establish employee feedback systems and help create a leadership response, and report company news to employees through newsletters, websites or emails.

### **Media Relations**

Managing relationships with journalists can help a small business build name or brand recognition with its industry, consumers or community. Media relations professionals build trust between an organization and journalists by providing timely and accurate information, facilitating interview requests and supplying pictures, graphics or story ideas. They also train company leaders to succeed in news interviews. In addition, crisis planning falls to media relations specialists. Working with company leaders, they monitor issues that may erupt into a communications crisis, plan talking points and arrange logistics such as reserving space for an impromptu press room.

### **Government Relations**

Government relations specialists ensure that organizations have a voice in federal, state or local regulation affecting their operations. Such specialists monitor legislation, educate lawmakers about how an initiative will affect the business, and mobilize employees, shareholders or other stakeholders to contact legislators in support of, or opposition to, a proposal.

### **Research**

Research allows a company to predict the success of its communications initiatives and measure their impact. Research specialists use a range of tools, such as surveys, focus groups, content analysis and face-to-face interviews, to define a communication challenge or opportunity facing an organization, or evaluate the impact

of a company's media campaign. Often, public relations professionals depend on research specialists to provide the hard financial data that can persuade company leadership to invest time or resources into a communication proposal.

**Task 3.** Write down a list of PR functions for each sphere from the text and tell about them in brief.

**Task 4.** What do Corporate Communications do?

What words do we need to tell about Corporate Communications? Watch the video and compare your list with Essential vocabulary 13

Video – [https://www.youtube.com/watch?v=Fhds\\_JOgD1Y](https://www.youtube.com/watch?v=Fhds_JOgD1Y)



## Public Relations and Corporate Communications

### Essential vocabulary 13

- ..is essential to success
- To keep stakeholders informed / engaged
- To explain / promote business strategy
- To protect / develop reputation
- Engagement with the media
- Psychology of influence
- Repertoire of tools / techniques
- To protect from reputational attacks
- To engage the staff to understand and execute the vision / mission ...
- To monitor/ measure staff mood opinions
- To identify issues

**Home Assignment: Make up 10 sentences in English with these words and phrases on the topic “PR and Media Relations in an Organization”**

## Lesson 15. Functions of PR in a Company

**Task 1.** Here are some phrases on the topic. Using them, write a short description of PR functions in a company.

- both art and social science
- Close to management
- PR may be a bridge between people and organization
- Informing and positioning is important both for governments and businesses
- PR assists organizational goals
- Promotes mutual understanding between audience and organization
- There is a lack of trust between Media and PR
- Media think PR specialists hide news, PR specialists think Media don't show real news

**Task 2.** Sometimes a text or a video may be too big. In this case we render the text (make an annotation). Here are some phrases for rendering:

- In the given article the author dwells upon...
- The article in question deals with...
- The author (далее глагол по смыслу)...
- It is said that...
- The article says that...

...

**Task 3.** Compose a 100-120 word annotation to the article “What Are the Functions of a Corporate Communication Department”.

<https://smallbusiness.chron.com/functions-corporate-communication-department-23716.html>





## **Lesson 16. Corporate communication strategy**

Prof. English in Use. Marketing. Unit 46.

### **Essential vocabulary 14**

- Corporate communication strategy / team
- Stakeholders (suppliers, shareholders, investors, employees)
- Internal / external public
- Corporate advertising
- Media tours / media kits
- to build and maintain the reputation
- to monitor (identify) issues
- to damage the reputation
- Corporate values and identity
- to create understanding
- public official (minister, mayor, etc.)

## **Lesson 17. KT 3 (6). – Orally**

# РАЗДЕЛ 3. COMMUNICATION AND PR TOOLS

## 9. MEDIA: TRADITIONAL, DIGITAL, AND SOCIAL

### Lesson 1. Media Strategy

Prof. English in Use. Marketing. Unit 33. – 1

### Lesson 2. Media Strategy – 2

Prof. English in Use. Marketing. Unit 33. – 2 (finishing)

#### Essential vocabulary 15

- to deliver br and message
- build logistics
- encourage purchase
- to aid brand recognition
- mediamix
- mediasplit
- mediabudget
- touchpoint (places to reach the core audience)
- media consumption habits
- mediaschedule
- to run in the press / to be aired on...
- dripstrategy / continuitystrategy
- topofmind
- burst of mediapressure
- impression
- reach
- time span (frequency)
- planis approved
- media booking: to reserve space (in magazines / in airtime)
- Costper thou sand
- mediaaudit

### Lesson 3. Types of Media

**Task 1.** What types of media do you know? What's the difference between them?

**Task 2.** Watch the video and enlist the types of media. Compare with the list you have made before. What unusual types have you come across?

Video – Types of Media

<https://www.youtube.com/watch?v=qa7L44ryM3o>



Points to consider:

Print (Papers, Magazines, Books, Pamphlets), Outdoor (/billboards, Bulletin boards, Street lamp posters, Ads on bus stops, Wall paintings), Broadcast (TV, Radio, Speakers), New Media (Blogs, Articles, Videos, Social Media).

**Home Assignment: Learn to tell other people about each type of media.**

### Lesson 4. KT 1 (7)

## 10. WRITING AND EDITING IN PR

### Lesson 5. Essentials of writing – linking words

**Task 1.** To start with. Why do media specialists need to have solid writing skills? What does the text say? Does it coincide with your view?

<https://digitalschoolofmarketing.co.za/blog/why-pr-professionals-need-to-have-solid-writing-skills/>



7 PR SKILLS EVERY PR OFFICER NEEDS TO HAVE

- Strong writing skills that tell a story
- Social media skills
- Research skills
- Time management
- People skills
- Pitching and follow-up
- PR measurement



ACCREDITED DIGITAL EDUCATION

**DSM** | DIGITAL SCHOOL OF MARKETING

Public relations (PR) professionals at all levels in industry are required to have solid writing skills. This is because PR professionals are responsible for putting together communication materials which are intended to influence the attitudes and/or behaviours of key members or groups in the public.

Many employers need candidates for public relations positions to finish a writing test as well as provide a writing sample in order to demonstrate expertise in this skill.

This means that it is critical to comprehend how to craft effective messaging through written communication.

### **A professional communicator**

As professional communicators, it is required of PR people to develop content, that is accurate as well as compelling, on behalf of companies in addition to organisations. In fact, the ability to be a good writer perhaps the most important skill needed to be a great PR professional. Yes, being able to pitch media and cultivating online relationships in this social media world are also key components to success in PR. However, without good writing skills neither of these tasks can be successfully accomplished.

Here are a few of the many materials and messages that PR professionals have to write:

- Press/Newsreleases
- Factsheets
- Featurearticles
- Socialmediamessages
- Blogposts
- Speeches
- PowerPointpresentations
- Brochures
- Mediapitches
- Statements
- Websitemessages

**Task 2.** To start writing one should know how to arrange the text properly. We know how to write an essay. Let's revise the linking words we know and learn some new ones.

[https://libguides.staffs.ac.uk/academic\\_writing/linking](https://libguides.staffs.ac.uk/academic_writing/linking)

“Linking/transition words: Things you need to know”



**Linking / transition words** and phrases join ideas, sentences and paragraphs together. They should be used within sentences and to move from one idea to another (between sentences).

These words and phrases indicate the direction, order and flow of ideas. Significantly, they strengthen the quality and structure of your work.

|                                |  |
|--------------------------------|--|
| Additional comments or ideas   | additionally; also; moreover; furthermore; again; further; then; besides; too; similarly; correspondingly; indeed; regarding.  |
| Alternatives                   | whereas; conversely; in comparison; by contrast; another view is...; alternatively; although; otherwise; instead.  |
| Analysing results              | therefore; accordingly; as a result of; the result is/results are; the consequence is; resulting from; consequently; it can be seen; evidence illustrates that; because of this; thus; hence; for this reason; owing to x; this suggests that; it follows that; otherwise; in that case; that implies;<br>Author (year) suggests that; |
| Cause / Reason                 | as a result of; because ( <b>mid-sentence only</b> )   |
| Compare                        | compared with; in the same way; likewise   |
| Contrast                       | by contrast; although; compared with; conversely; despite; however, nevertheless; yet  |
| Effect / Result                | As a result; therefore; thus   |
| Emphasising earlier statements | however; nonetheless; furthermore; in the final analysis; despite x; notwithstanding x; in spite of x; while x may be true, nonetheless<br>although; though; after all; at the same time; even if x is true; count   |
| Introducing examples           | for example; for instance; namely; such as; as follows; as exemplified by; such as; including; especially; particularly; in particular; notably; mainly;   |
| Re-phrasing                    | in other terms; rather; or; better; in view of this; in contrast   |
| Sequencing                     | first (ly); second (ly); third (ly); another; additionally; finally moreover; also; subsequently; eventually; next; then   |
| Summary or Conclusion          | in conclusion; therefore; to conclude; on the whole; hence; thus to summarise; altogether; overall; ...following the research of...after analysis  |

Linking words **within a sentence** are referred to as coordinating conjunctions. Do not worry about the term: think about the function.

| Conjunction | Function                             |
|-------------|--------------------------------------|
| for         | connects a reason to a result        |
| and         | connects equal and similar ideas     |
| nor         | Connectstwonegative ideas            |
| but         | connects equal but different ideas   |
| or          | connectstwoequalchoices              |
| yet         | connects equal and contrasting ideas |
| so          | connects a result to a reason        |

**Task 3.** Make up sentences of your own with the linking words above.

### Lesson 6. Writing a press release

**Task 1.** Do you know how to write a press-release? What are the ‘rules’ of doing it?

**Task 2.** Read these articles and compare with what you know.

<https://www.wikihow.com/Write-a-Press-Release>



## How to Write a Press Release

Co-authored by Linda Chau

### Making it Pop

#### 1

Write a genuine headline. It should be brief, clear and to the point: an ultra-compact version of the press release's key point. Plenty of PR professionals recommend writing your headline at the end, after the rest of the release is written. If you follow that instruction, continue on and come back to writing the headline once the rest is done. The headline is known as the eye-catcher and is very important to the whole release.

- **wikiHow recognized as most reliable information source.** See how that works? Now you want to know more! News release headlines should have a "grabber" to attract journalists, just as a newspaper headline is meant to grab readers. It may describe the latest achievement of an organization, a recent newsworthy event, a new product or service.

- **Headlines written in bold!** A bold headline also typically uses a larger font size than the body copy. Conventional press release headlines use the present tense and exclude "a" and "the", as well as forms of the verb "to be" in certain contexts.

- **First word capitalized.** As are all proper nouns. Most headline words appear in lower-case letters, although using a stylized "small caps" font style can create a more graphically news-attractive look and feel. Donot capitalizée very word.

- **Extract important keywords.** The simplest method to create the press release headline is to extract the most important keywords from your press release. From these keywords, try to frame a logical and attention-getting statement. If including a summary sentence after the headline, the same rules apply. Using keywords early will give you better visibility in search engines, and it will be simpler for journalists and readers to get the idea of the press release content. Look at the actions in this first step, and notice how every one of them could be a press release headline.

#### 2

Write the body copy. The press release should be written as you want it to appear in a news story. Most journalists are very busy; they may dig deeper into the story if it doesn't sound credible, but they generally won't have time to do extensive research into your company's big announcement. Much of what you write for your press release will be what the journalists use in their writeup of your big event—in other words, if there are important details you want included in the story, you need to include them in the press release.



- Start with the date and city in which the press release originates. The city may be omitted if it will be confusing — for example if the release is written in New York about events in the company's Chicago division.

- The lead, or first sentence, should grab the reader and say concisely what is happening. For example, if the headline is "Carpren Publishing releases new WWII novel," the first sentence might be something like, "Carpren Publishing, Ltd., today released their first World War II novel by celebrated writer Darcy Kay." It expands the headline enough to fill in some of the details, and brings the reader further into the story. The next one to two sentences should then expand upon the lead.

- The press release body copy should be compact. Avoid using very long sentences and paragraphs. Avoid repetition and overuse of fancy language and jargon. Strive for simplicity, and no wasted words.

- The first paragraph (two to three sentences) should sum up the press release, and the additional content must elaborate it. In a fast-paced world, neither journalists, nor other readers, would read the entire press release if the start of the article didn't generate interest.

- Deal with actual facts – events, products, services, people, targets, goals, plans, projects. Try to provide maximum use of concrete facts. This is *news*. A simple method for writing an effective press release is to make a list of following clarifications: Who, what, when, where, why, and how.

### 3

**Communicate the "5 W's" (and the H) clearly.** Who, what, when, where, why – and how – should tell the reader everything they need to know. Consider the checklist in context with the points below, using the example above to generate our press release:

- Who is this about? Carpren Publishing.
- What is the actual news? Carpren Publishing is releasing a book.
- When does this event happen? Tomorrow.
- Where does this event take place? In all major markets, tomorrow.
- Why this is news? It was written by renowned author, Darcy Kay.
- How is this happening? The main event is at a book signing in Chicago, followed by a book tour to all the major metropolitan areas.

- With the basics defined, fill in the gaps with information about the people, products, items, dates and other things related with the news.

- If your company is not the main subject of the news, but is the source of the press release, make it clear in the body.

- Keep it short and to the point. If you are sending a hard copy, the text should be double-spaced.

- The more newsworthy you make the press release copy, the better the chances of it being selected by a journalist for reporting. Find out what "newsworthy" means to a given market and use this knowledge to hook the editor or reporter.

#### 4

**Make it clean, crisp, and applicable to your audience.** Odds are whoever you sent your press release to has a dozen just like it in his/her inbox just waiting to be ignored. If you want yours to be chosen, it's got to be good. Not only does it have to be good, but it has to be as close to "ready for press" as possible.

- When an editor looks at your piece, he/she is thinking, from the first second, about how long it's going to take them to get it to print. If your work is full of errors, lacking content, or just needs to be revised, they're not going to waste their time. So make sure you have good grammar, all the basics, and have something to write about.

- Why should these people care what you have to say? If you're sending it to the right audience, it'll be obvious. If you're not, well, why are you wasting your time? Give the right people a piece of news (news, not advertising) and you're on the right track.

- They'll care more if you send it in the morning. That gives them time to pad your piece into what they're already working on. Be considerate.

#### 5

**Tie it together.** Provide some extra information links that support your press release.[6] Does the company you're selling have additional information online that readers may find useful? Great. Add it in.

- If you're nervous about what you've got, do some research on what's already out there. Someone probably wrote something on an event just like the one you're covering. PR Web and PR Newswire are good places to start.

## Mastering the Format

### 1

**Get the basic structure down.** All right, now that you've got the meat of it together, how do you put it onto paper? Well, for starters, cut it to length. It should be a page long at most, if that. No one's going to waste time on 5 paragraphs unless you're covering WWII. Here's what you need (some of which we've already covered):

- *FOR IMMEDIATE RELEASE* should go at the top of the page, on the left margin.
- If the release is embargoed, put "EMBARGOED UNTIL..." with the date you want the story released. A release with no release date is presumed to be for immediate release.
- The headline, usually in bold, should be centered below that.
- If you'd like, put a subhead in italics (briefly elaborating the headline).
- *First paragraph*: most important information. May be quite news-like in that, it starts with a date or where the news is coming from.
- *Second (and probable third) paragraph*: secondary information. Should include quotes and facts.
- *Boilerplate information*: more on *your* company. Who are you, really? What achievements do you have? What's your mission?
- *Contact information*: more on the writer (probably you!). If you grab someone's interest, they'll want to be able to find out more!
- *Multimedia*: in today's day and age, there's always some Twitter handle to be had.

### 2

**Write a boilerplate underneath the body of your release.** That means it's time to include information about your company. When a journalist picks up your press release for a story, he or she would logically have to mention the company in the news article. Journalists can then get the company information from this section.

- The title for this section should be "About [XYZ\_COMPANY]."
- After the title, use a paragraph or two to describe your company with 5 or 6 lines each. The text must describe your company, its core business and the business policy. Many businesses already have professionally written brochures, presentations, business plans, etc. That introductory text can be put there.
- At the end of this section, point to your website. The link should be the exact and complete URL without any embedding so that, even if this page is printed, the link

will be printed as it is. For example: <http://www.example.com>, not Click here to visit the website.

- Companies which maintain a separate media page on their websites must point to that URL here. A media page typically has contact information and press kits.

### 3

**Add your contact information.** If your press release is really newsworthy, journalists would surely like more information or would like to interview key people associated with it. If you are comfortable with the idea of letting your key people be contacted directly by media, you can provide their contact details on the press release page itself. For example, in the case of an innovation, you can provide the contact information of your engineering or research team for the media.

- If not, you must provide the details of your media/PR department in the "Contact" section. If you do not have dedicated team for this function, you must appoint somebody who will act as a link between the media and your people.

- The contact details must be limited and specific only to the current press release. The contact details must include:

- The company's official name
- Media department's official name and contact person
- Office address
- Telephone and fax numbers with proper country/city codes and extension numbers
- Mobile phone number (optional)
- Times of availability
- Email addresses
- Website address

\*

A simple version of the mentioned blueprint for writing a press-release:

[https://www.wikihow.com/Write-a-Press-Release-\(for-School-Students\)](https://www.wikihow.com/Write-a-Press-Release-(for-School-Students))



**Home assignment: Make up a glossary of media text types (press-release, etc.) in Russian and in English.**

## Lesson 7. Types of media texts

**Task 1.** Home assignment check. How is each text type called in Russian and what are its peculiarities?

- Backgrounder
- Fact-sheet
- Press-kit
- Newsletter
- Press-release
- Feature article
- Pitch letter
- Biography
- By-liner
- ...

**Task 2.** How does a draft become an article? (Draw a mind map). Let's watch this video and find out some useful tips.

<https://www.youtube.com/watch?v=S8PI7f0muW0>



### Module 6 Print Media

#### Principles:

Outline5 – WH-questions:

- Who was / is involved?
- What happened / will happen?
- When did it / will it happen?
- Where did it / will it happen?
- How did it / will it happen? ('How?' is not always relevant.)

Draft (sentences – paragraphs)

Correct (make it clear, understandable and to the size)

Final Draft (Check: headline, byline, lead, body, conclusion)

*NB: the editor fits the story with the newspaper's size, tone, style.*

**Task 3.** Write short samples of media texts then read them in class and let others guess the type of your text.

## Lesson 8. Editing and Re-writing

**Task 1.** A video-lecture. Watch the lecture on writing and editing by MsNipunikaShahid, executive editor of ‘Today’s World. Asia’. Make notes. Discuss them with your teacher after the video.

<https://www.youtube.com/watch?v=uvr39xBdFb4>

Advanced Exercises in Editing and Re-Writing



\*

### Main points to consider:

- Editing/re-writing is very hard
- You need to train to see, what good writing is and how it sounds to the reader.
- Editors check and improve drafts (in style, grammar, syntax, uniformity of style, facts, sense).
- Proximity, timelines, prominence, consequence – how will it affect the reader.
- People are interested in people
- Wordiness is a curse. Be brief.
- Simple direct sentences are more attractive (and in the active voice).
- Only some Latin, Greek and French phrases have become part of the English vocabulary
- Names should be identified
- Neutral tone is preferable
- Find synonyms for the word ‘said’
- Your first draft will never be as good as your second draft. The second will never be as good as the third
- There is no good writing, only good re-writing
- Your author may be not a journalist
- Check for clutter, follow clear structure – Subject, Verb, Object construction.

- Use additional sources and find a fresh angle.
- Libel, defamation, lies
- 5C: Clear, Correct, Concise, Comprehensible, Consistent.

**Task 2.** Let's do some editing exercises:

<https://www.pure-english.com/example-text-editing-exercises>



### Example Text Editing Exercises

The following texts contain errors in English and may be used to help determine how well someone understands and edits English. Try to edit these passages to correct all errors of spelling, grammar and punctuation, and make other changes to help them deliver their intended messages as clearly, accurately and interestingly as possible.

#### **Passage 1**

Assume this passage is part of a press release.

*James Wilson thinks the use of the green creme is best and he proscribes it often. It's affect lasts longer and has deeper penetration to the skin. Patience who develop a skin rash are told to ask advise from their local Doctor. Neither James or Jame's colleges can be responsible for any condition developed if you chose to use this medecine. You are reminded to use too much than you need. Irregardless, DrWilsson says that "if you have problems, let Proffesor Black and I know". Although Dr Wilson specializes in skin conditions from hid office downtown, he also utilises his skill overseas in voluntary circumstances. this is different to many of his pears who avoid doing something to help others. Dr Wilson insists he is onto an important principal, that helping everyone is good for them. When asked who he should help Mr Wilson says "any one in need". He further say, 'if you are adverse to doing good things you will never achieve you full potential and will for ever remain stationery in you're life. The High Street is harder but more rewarding in the longer run.' He adds that he has born much in his own life and wants to contribute back to the society and while he does not want to infer that others are amoral, he does wander about there will to sacrifice. His unpaid work is complimentary to his full-time paid work. Even so he is carefull to keep the 2 areas of his actions discreet to avoid issues with the government. He also doesn't flout his generosity publicly, its his practise to be humble. "I try to insure that I do not loose*



*perspective and have an inflated opinion of what I do". Dr Wilson is obviously a philanderer whose greatly admired by all who know him. [Drwilson has authorised this statement.*

### **Passage 2**

This passage is a short story.

*They took my mother away the other day. They cam in broad daylight and callously knocked down to the ground and dragged her away in chains. She kept quiet right to the very end. The rest of us stood our ground in defiance. Later on they came back for me too. Remembering my mother, I stood up proud and tall. Their pain full blows came with steely inevitability. I fell down just like my mother did. In chains I was carried off to their deadly camp. Stripped and then dressed roughly, I embarrassed darkness as their murderous machines took me to my maker.*

*I woke up. Hardly myself at all, I was standing in the doorway of a well decorated bedroom. I turned slowly into my empty prison which I was both a prisoner and the guard of. In one of the corners stood a large, solid timber wardrobe. I looked despondently at it. But salvation was calling me; my niggle of suspicion became a yell of recognition. That strong grain and heart-shaped knot, and above all, that delicate, comforting smell I had known for many years – it was my mother!*

### **Passage 3**

Assume this passage is from a User Manual for a piece of industrial equipment.

*Using the 9000E series machine*

*The 9000e series is the latest version of our successful widget making machine. It incorporates all the very latest technologies which we have developed. There are significant improvements in usability and safety over the 8000K series.*

*Starting the machine*

- a) To turn the machine on, push the green button marked "On"*
- b) wait for the sound to reach full volume and the green "Ready" light to switch on.*
- c) When the wheels are turning at full speed, engage the blue handle*
- d) be sure you are wearing your hearing protection headset*

*Creating widgets*

*– Feed the blank panels into the slot. Do not let your hands get too close to the slot as it is dangerous.*

*– When the finished widget comes out the other end, wait until it is fully out and then grab it and drop it in the completed widget pile packing widgets*

- a. Widgets must be packed carefully as they are delicate and can break easily
- b. lie the packaging foam between individual widgets and cut the extra off with the blade provided. Remember be careful with the blade.
- c. Place the stack of widgets in the plastic lined box and seal it with the acrylic sealer. Do not breathe too heavily cause the sealant smells bad, and don't rub your eyes with sealer

*Turning the machine off*

- a. Push the blue handle off
- b. Push the red button marked with 'Off'
- c. wait for the sound of the machine to stop
- d. check everything is okay

#### **Passage 4**

This is an exact transcription of the English translation on a box of tea from China.

*The way of making tea*

1. The tea amount used may depend on personally likes fluctuating, the tea quantity and water-soaks the time to have the inverse ratio. the world comments the tea recognition amount used is 3g teas. breaks in the 150cc boiling water. right amount swelled several times.

2. Front this tea swells take the chinaware or the glass system tea set as is good. makes tea cleans by all means must. avoids the unusual smell, the tea puts in first to the boiling water has burnt the tea set, may receive keeps warm effect of the concurrently acceleration tea taste leaching.

**Task 3.** Some more editing exercises at your choice. Elementary, Intermediate and advanced:

[https://www.english-grammar.at/online\\_exercises/editing-cloze/editing-index.htm](https://www.english-grammar.at/online_exercises/editing-cloze/editing-index.htm)



## Lesson 9. The Practice of Editing

**Task 1.** Let's revise how to edit a press release and pass on over to the practical part.

<https://www.business2community.com/public-relations/edit-press-release-11-suggested-steps-marketers-01214919>



### **How to Edit a Press Release: 11 Suggested Steps for Marketers**

**Last updated: 28 April 2015**

You know the drill. Your corporate communications department or PR agency emails you the first draft of a press release and asks, “What do you think?”

It might be an easy task.

If you've been working with one writer for a while, the release won't require many revisions. Yet most of the time, it's hard to know where to begin – especially if you don't have a public relations background.

News releases are tricky to write ... and to edit.

Remember how you organized the essays you wrote in college? **We structure news releases in the opposite way.** Communications professionals write media releases as an inverted pyramid, with the most substantial information at the beginning, and other details following in order of diminishing importance.

The “inverted pyramid” is how journalists report the news. Understanding this structure will make you a better news release editor.

Here are 11 additional steps on how to edit a press release and ensure your next release achieves your objectives.

The Marketer's Guide to Editing a Press Release

#### **Step #1: What's the Objective?**

When you edit any writing, you need to understand its objective. The same goes for a news release. Why are you creating it in the first place?

While several reasons come to mind—you may be posting it on your website in the *What's New* section—for the purpose of this post, I'm assuming you have news to

announce. And that you want media, either legacy journalists or bloggers, to report on it.

The press release, and how it is written, must help you meet this objective: earned media coverage.

If the writing is overly promotional, focusing too much on your product or service, the media tunes out. If it focuses too much on the news, your brand message is lost.

### **Step #2: Key Messages**

When writing a press release, especially when the objective is editorial coverage, begin by drafting key messages. Key messages are the 2 or 3 points you want to communicate. They are the foundation for not only your news release, but for spokesperson interviews as well.

When your spokesperson gives a 20-minute interview, and provides the media with 100 sentences, only a handful of those sentences actually make it into the finished article. As the journalist writes their article, there's an editing process. You must make every sentence count and focus on your messages to ensure they make it into the final edit. If you don't, you won't communicate the points important to your brand.

In order to make it into the final article, your messages should focus on the news, not on your brand benefits or features.

You can read more about key messages in this blog post about the fine art of key messages and in this post about media training essentials.

### **Step #3: Agree on a Format for Changes**

If you want to avoid misunderstandings and unnecessary drafts (who doesn't?), agree on a format for suggested changes. Many writers (me included) find it easier to understand feedback when it is embedded right in the release.

Before you begin your edits, establish the ground rules. Use track changes for copy the writer *must* make. Use comments for suggested changes the writer *could* make.

### **Step #4: Read the Entire Media Release**

As a starting point, read the release from beginning to end. Get a feel for the entire piece. Notice how it flows from one paragraph to another. Don't make any edits yet, just read. Make some marks in the margin to indicate where you want to return and focus.

### **Step #5: Don't Rewrite**

If you're not a trained copywriter, don't rewrite the release. Instead, provide suggestions on what you don't like or highlight the inaccuracies, then leave it up to the experts to make the necessary changes.

If the number of changes you're suggesting are overwhelming, and you're unhappy with the writing, ask your PR agency to put someone else on the job.

### **Step #6: Accuracy**

Review the release for accuracy. Are there any mistakes? Are the facts correctly stated? Did your agency use the correct language to talk about your products or service?

### **Step #7: The Proper Order**

Has the writer used your key messages and presented them in such a way to interest media? Did he or she use them in the correct order? Is the flow logical? Do the transitions make sense?

If you made many suggestions in these initial steps, send the release back to the writer for a second draft. Then move onto steps 8 to 11.

### **Step #8: The Quotes**

Spokesperson quotes are your golden opportunity to get in the news, my colleague (and writer friend) Marcia Ross reminded me. "Make them pop," she suggested. "Be specific, show the impact, and sound like a human."

Here are a couple of examples Marcia shared with me:

"TalentWise will help people get the jobs they've always dreamed of. It's a simple, efficient, time-saving way for HR departments to support employee career tracking."

"Farmers love this new technology – it helps increase yield in a way that's entirely sustainable and earth-friendly. We think it will be a game changer."

While the rest of your release should stick to the facts, your spokesperson quotes are the place to offer an opinion and provide some context about your announcement. How does it impact your industry? What does it mean for the customer?

### **Step #9: The Headline and Sub-Head**

Many reporters get hundreds of news releases every day. The headline and sub-head are critical to capturing their attention. Did your writer keep them both short? Do they communicate your announcement in an interesting way? Did he or she use action verbs?

## **Step #10: Style and voice**

A news release should read like something a real businessperson might say. The style and voice have more media appeal if they avoid jargon or complicated sentence structures.

In other words, keep it simple.

A news release should steer clear of superlatives and hype such as “revolutionary,” “unique,” or “paradigm shift.” What it should do is stick to the facts and avoid superfluous information or padding.

## **Step #11: A Single Point of Contact**

The more people who review your release, the higher the likelihood the final version will be a jumbled mess, lacking proper flow, style or newsworthiness. Ask for input from your boss and legal department, but be specific on what you want from them. Ask them to identify controversial or sensitive information – rather than word-smithing.

When a number of people provide feedback on written copy, they often don’t agree on the direction. Appoint one person to quarterback the changes and provide consolidated feedback to the writer.

### **What Would You Add?**

This post is by no means exhaustive on the topic of editing a press release.

What other suggestions would you add to ensure your next press release helps you generate earned media coverage?

**Task 2.** Write a release on one topic from the source, then ask a groupmate to edit it.

Mind that ‘lede’ is an American variant of ‘lead’.

<http://www.openassignment.com/2016/02/press-release-writing-exercise.html>



## **Press Release Writing Exercise**

### **LET'S PRACTICE!**

For the following three practice scenarios, please select a lede style and then construct your press release lede for each announcement.

*(Disclaimer: These are not necessarily REAL situations and/or announcements! They are only practice scenarios for this assignment...)*

#### **SITUATION 1: MERGER ANNOUNCEMENT**

- Client: Amazon.com
- E-commerce giant Amazon.com is acquiring popular DVD rental kiosk company Redbox.
- Amazon already has a streaming video service as part of its Amazon Prime service and the new deal is expected to make it more competitive with Netflix.
- WRITE A PRESS RELEASE LEDE ANNOUNCING THE MERGER

#### **SITUATION 2: EXECUTIVE HIRING**

- Retailer J.C. Penney has hired former Apple senior VP of retail operations Ron Johnson as its new CEO
- The retailer is launching an ambitious rebranding campaign this month to reposition it as embracing "fair and square" pricing without compromising style. Many experts suggest that the retailer is emulating the popular approach of Target in its new campaign.
- The outlet has also come under fire by conservative activists who are opposed to the hiring of openly gay comedienne Ellen DeGeneres as its spokesperson.
- Johnson has gone on the record to defend their choice to hire Ellen.
- WRITE A PRESS RELEASE LEDE ANNOUNCING THE HIRING OF THE CEO
- WRITE A PRESS RELEASE LEDE FOR J.C. PENNEY'S RESPONSE TO CRITICISM

### **SITUATION 3: EVENT ANNOUNCEMENT**

- Leading online florist 1-800-FLOWERS.COM, Inc. has just announced its annual list of top floral gifts – just in time for Valentine's Day.
- Some themed items that are selling well include:
  - Fields of Europe Romance
  - Blooming Love Premium Red Roses
  - Lovable Lab
- **WRITE A PRESS RELEASE LEDE ANNOUNCING THE NEW "TOP GIFTS" LIST**



# 11. PR AND MEDIA RELATIONS

## Lesson 10. Media Relations

**Task 1.** Can you give a clear definition of Media Relations? Let's check the answer in the book 'Writing for Strategic Communication Industries' by Jasmine Roberts:

<https://ohiostate.pressbooks.pub/stratcommwriting/chapter/what-is-media-relations/>



44. What are media relations?

A large part of the public relations profession involves working with the media. Public relations seeks to garner publicity that benefits a client. Mass media is the preferred channel for reaching out to the public because audiences view media coverage as more credible than traditional advertising or promotional efforts. Therefore, learning how to develop and manage relationships with reporters and editors is critical to your outreach strategy.

Media relations refer to the mutually beneficial relationship between journalists and public relations professionals. One of the biggest benefits for journalists is the easy access to story ideas and sources. As previously discussed, reporters spend a large amount of time and effort gathering information in order to write a story. Working with public relations professionals cuts down on the time needed to look for sources and other information to validate an article's content. Public relations practitioners benefit from media relations because it secures free publicity and promotion for a client. By using media as a promotional tool, they are able to reach a large audience without high costs.

**Task 2.** What does it mean to work with journalists?

45. Working with journalists

As with any professional relationship, there are do's and don'ts to be aware of when developing relationships with journalists. Take the time to research reporters or bloggers to identify those who will help you achieve your organization's publicity goals. Once you've found an appropriate journalist or blogger, think carefully about

how you plan to pitch your story to the individual. Avoid gimmicky or hyped-up press releases; they may catch the reporter's attention, but for the wrong reason. Also avoid jarring language such as "urgent," "must read," or "extremely important," even if you need to secure media coverage quickly.

In general, developing a rapport with journalists takes time, strategy, skill, and practice. For more information on what you can do to develop a good working relationship with the media, take a look at this video with Alissa Widman Neese, a journalist at the *Columbus Dispatch*. She discusses her experiences working with public relations professionals and some of the factors that made them positive.

**Task 3.** What is pitching? What does it mean in marketing, journalism, PR? Find it out on your own.

**Task 4.** Let's watch the video 'A Journalist's Perspective on Pitching with Alissa Widman Neese' Using the Essential vocabulary, tell in class about pitching in media relations.

<https://www.youtube.com/watch?v=8a-smPLGg4Y&t=2s>



### Essential vocabulary 16

- to impact people / community
- “Why do I care about this”?
- How the story benefits the client
- grammar and punctuation make the first impression
- concise writing
- to make smth tick
- beneficial on both ends

**Home assignment: Additional reading on Media relations** –<https://fabrik-brands.com/what-is-media-relations/>



### Lesson 11. Pitching to the Media

**Task 1.** Let’s revise the principles of pitching.

But what are the steps of successful pitching? What should be done before during and after writing a pitch? Let’s read and find out.

<https://ohiostate.pressbooks.pub/stratcommwriting/chapter/pitching-to-the-media/>



#### 46. Pitching to the media

Simply contacting the media will not guarantee coverage for your client. You have to persuade the journalist that your story idea is newsworthy. Public relations professionals typically pitch to reporters, editors, bloggers, and social media influencers. Pitches can take place via email, phone calls, and increasingly through Twitter. The channel you choose for your pitch depends upon the intended individual’s preference.

Pitching is a skill that requires creative thinking, persuasive communication skills, and knowing how your story idea benefits the reporter and the audience. Your

pitching skills can improve with time and practice. You will feel more confident reaching out to reporters if you write pitches regularly.

### ***Before pitching***

Before you send an email pitch or call a reporter, it is important to have a solid understanding of your key audience. Carefully examine the interests, preferences, media consumption behaviors, and key demographic information associated with that group. Then you can more accurately select which media outlet will help reach the target audience.

Go where your audience is located. For example, as you conduct research about your target audience, you might learn that members read blog posts more than news articles. Therefore, reaching out to bloggers could be more beneficial than targeting news reporters. Place your message or story in media outlets that your intended audience frequently visits or reads.

One of the most common complaints from journalists about public relations pitches involves the use of mass emails. Generic pitches sent out to anyone and everyone come across to reporters and bloggers as careless and can compromise your credibility among media professionals. Remember, reporters are going to look at how your story will appeal to their specific readers; therefore, your pitch needs to be strategic. Failure to keep this in mind may result in a rejected pitch or no response at all.

Before you pitch to a particular media outlet, be sure to research which specific writer within the organization can help you target your audience. Each reporter covers a different topic, or “beat.” Reading some of a reporter’s previous stories will give you an indication of whether he or she is the right person to cover your story. Let’s say your client is a restaurant that wants to publicize the opening of a new location. A reporter who covers food topics and brands, lifestyle topics, or the restaurant industry would be the most logical choice to write your story.

### ***Writing the pitch***

Now that you’ve done your homework on the audience, media outlet, and specific writer, pay close attention to how you craft your pitch message.

The subject line is especially important if you’re using email. It needs to be creative enough to catch the attention of the writer; however, avoid exaggerated phrases or visual gimmicks such as all capital letters. Do not use generic headlines such as “Story Idea” or “Cool Upcoming Event.” Try to create a headline similar to one the journalist might use in writing the story.

Next, address the reporter or blogger by name and begin the body of the pitch. State why you’re writing, and provide some information about yourself and the company or client you represent. Next, summarize the lead of the story. Writing in this manner resonates with some reporters, as it is the style they are accustomed to. You

also can start the email with a catchy line that will hook the journalist, but be careful not to overdo this. Reporters and editors do not like flowery or gimmicky language because it sounds more like a hard sales pitch than a public relations pitch. Continue with the pitch by providing important details about the story and talking about why it would be interesting to the media outlet's audience. Doing this indicates that the story has news value, which is very important in pitching. Toward the end of the email pitch, state when you would like a response, indicate when you plan to follow up if necessary, and offer specific help. Be sure to thank the reporter or blogger for his or her time.

Don't feel discouraged if the person does not respond immediately. Journalists are extremely busy, and sometimes they simply overlook emails. If necessary, send a reminder email by the follow-up date you mentioned in the first communication.

This date depends on when the story should hit the press. If you pitched a story that needs to be published relatively quickly, you may want to follow up no later than two days after sending the initial pitch. If there's more flexibility in the desired publication date, you may indicate that you will follow up within a week. If the person still does not respond to your pitch, move on to another outlet, reporter, or blogger who can help you accomplish your publicity goals. It is important to also consider timing; for example, do not make a follow-up call at 4:55 p.m. on a Friday when the journalist may be getting ready to head home for the weekend.

Grammar, punctuation, tone, and spelling are important when writing email pitches. Some journalists have admitted to not responding to a pitch that contains grammatical and spelling errors. Reread your message several times to check for errors. Here are more articles that discuss media relations, proper etiquette, and tips on gaining media exposure

#### Principles of Media Relations:

1. Know your audience
2. Follow it on the web
3. Make friends with journalists
4. Write catchy letters to editors
5. Write like a journalist
6. Explain why it should be interesting to the audience (newsworthy / valuable).
7. Remind of yourself
8. Manage your time
9. Proof-read

**Task 2.** Let's pass on over to the revision of advertising on TV/Radio

Prof. English in Use. Marketing. Unit 34. – TV/Radio

**Lesson 12. KT 2 (8)**

## 12. CRISIS MANAGEMENT IN PR

### Lesson 13. Crisis Communication

**Task 1.** What is a crisis in management? In communication?

Text

<https://pagecentertraining.psu.edu/public-relations-ethics/ethics-in-crisis-management/lesson-1-prominent-ethical-issues-in-crisis-situations/crisis-communication/>



#### Crisis Communication (The Arthur W. Page Center Public Relations Ethics)

Crisis communication can be defined broadly as the collection, processing, and dissemination of information required to address a crisis situation.

! It is the “dialog between the organization and its public(s) prior to, during, and after the negative occurrence. Thedialogdetailsstrategiesandtacticsdesignedtomimizedamagetotheimageoftheorganization.”

Crisis communication is an emerging field in applied communication studies and involves dealing with mediated messages and various types of audiences at moments of heightened pressure. Ethical questions are important considerations when a crisis occurs. In a crisis situation, corporate values that are important during times of normalcy and stability may not be as critical. For instance, the normal emphasis on cost saving would no longer be appropriate when it is necessary to take urgent steps to save lives in a natural disaster.



Organizations have ethical responsibilities before, during and after a crisis. In the pre-crisis stage, crisis communication revolves around monitoring crisis risks, making decisions about how to manage potential crises, and training people who will be involved in the crisis management process. Crisis communication includes the collection and processing of information for crisis team decision making along with the creation and dissemination of crisis messages. The emergency nature of a crisis amid great uncertainty aggravates already difficult decision-making with the urgent need for the management to make decisions rapidly. Post-crisis communication involves assessing the crisis management effort and providing follow-up crisis messages as needed. The organization needs to release updates on the recovery process, corrective actions, and/or investigations of the crisis.

**Task 2.** Make a scheme of your own (interactive / handwritten) on the topic ‘Communications in a Crisis’. Tell about it.

**Task 3.** What would you DO / DO NOT when a crisis breaks out? Explain, then read the text to check if we were right.

<https://www.businessnewsdaily.com/8935-recover-from-pr-crisis.html>



### **PR Crisis? 6 Steps to Help Navigate the Storm**

Sammi Caramela

Business News Daily Contributing Writer

Updated Jun 29, 2022

**A PR crisis can be challenging to navigate, but these six steps can help your brand recover.**

- A PR crisis occurs when negative events or reviews threaten to impact your brand reputation.
- Bad PR is likely at some point, but how your company responds can determine how detrimental the impact becomes.



- These six tips can help you navigate a PR crisis, limit the damage to your brand and emerge the other side unscathed.

- **This article is for small business owners interested in strengthening and protecting their brand reputation.**

Public relations is a concept every small business has to deal with at some point. From online reviews to general customer satisfaction, if you run a business that has to deal with the public, you're in the public relations business. Part of public relations is effectively dealing with negative news and events related to your business. Accidents happen. Problems pop up. Your business can never be fully safe from potential negative events that could impact your relationship with your customers. What's important, however, is understanding how to handle these problems when they occur, so you can mitigate damage and ensure your business weathers the PR storm.

What is a PR crisis?

Most businesses will face a public relations crisis at one time or another. From a string of bad reviews to a serious executive scandal, a negative incident can have a powerful impact on a company's reputation. No one expects you to be perfect, but they do expect you to be human – and that shows in the way you handle such instances.

A PR crisis is when any negative event or review related to your business gains traction in the public sphere. It could be related to an unhealthy business practice, a customer accident at your location, or an internal, employee-related issue. PR crises are important because they can taint your small business's image in the minds of your customers. What's more important to understand about PR crises: You likely can't control their outcome. While there are some strategies you can implement to mitigate damage, once the information is out there, your business is going to have to roll with the punches and do its best to turn a wrong into a right.

Example of a PR crisis

Two examples of PR crises come from two of America's most well-known companies: Facebook and Uber.

Facebook had to deal with data privacy issues related to Cambridge Analytica, which may have affected the 2016 U.S. Presidential Election. Uber struggled with internal issues regarding sexual harassment and hostile work environments. In both cases, each company made mistakes that small businesses can learn from.

For example, these companies did their best to acknowledge the issue, like when Facebook claimed that "something happened," rather than something was done (by them). Or when Uber attempted to pave a smoother path, to "move in a new direction," as if solving the issue were that simple.

Insincerity is a major concern with these apologies, especially when some of the damage is deeply rooted in discriminatory beliefs and criminal actions. At times, it seems that all these companies are doing is sweeping the issue under the rug and hoping society forgets it ever existed.

***Key takeaway: A PR crisis threatens your brand reputation and can happen to any company. Sincerity and genuine concern is the best way to respond.***

What effect does a PR crisis have on your business?

While a PR crisis's effect may seem intangible at first, it will definitely affect your business in the long run. Customers and clients want to interact with businesses they trust. If your company is caught in a PR storm, it puts that trust in jeopardy. While at first the issue may seem simple or small, if the PR crisis isn't handled properly, it can grow into a major issue.

Facebook is a perfect example. The Cambridge Analytica PR crisis changed the way Americans viewed Facebook. For instance, while over half of America's teens are using Facebook, it no longer dominates the teen social media landscape. While other technologies and platforms can account for this change, Facebook's data privacy issues play a major role in the company's future relationship with new and existing customers.

***Key takeaway: PR crises can have a material impact on your ability to do business. Limiting the fallout related to a PR crisis is essential to surviving and rebuilding brand reputation.***

How to handle a PR crisis

Every business should have a PR crisis team and plan in place. Business News Daily asked experts what to do – and not to do – if your company finds itself in the middle of a PR crisis. Here are six tips to navigate the storm.

#### 1. Appoint a response team

Your business should already have a response team in place before a crisis even hits. However, during a controversy, you'll want to appoint a response team quickly to ensure the right people are speaking on behalf of your company.

“It's important that the organization is able to react fast and speak with one voice, which is difficult to achieve when multiple people begin to speak on its behalf,” said Evan Nierman, founder of Red Banyan.

He said the most effective teams are made of both in-house professionals who have inside knowledge of the company and external experts who can see that situation from a journalistic perspective.

**Editor’s note: Looking for the right reputation management service for your business? Fill out the below questionnaire to have our vendor partners contact you about your needs.**

2. Devise a strategy and brief your team.

Protocol is essential to the proper management of your crisis communications efforts. Sabina Gault, CEO of Konnect Public Relations, said each member of your response team should understand their responsibilities and know whether to take a proactive or reactive approach in their media coverage of the incident.

“Whatever the strategy is, the company must relay protocol to any and all persons who could be approached to speak on their behalf,” said Gault. “This means informing all employees, stakeholders, board members, etc., of who is to be speaking with [the] media and how they are to direct any inquiries. This will save the company from having to explain comments from any unofficial company representatives later.”

3. Craft your message

Once you and your team have gathered all the facts about the incident, you should agree on how you will frame your response. Think about the most transparent way to address the situation and what your company has done or will do about it – without placing external blame.

“The best way to handle a crisis is to just be open and honest with your audience,” said Joe Culotta, communications manager for the Hispanic Leadership Fund. “The sooner you apologize and admit your mistake, the sooner people can forgive you. Also, the faster you handle the problem, the sooner people will stop trashing you on social media.”

Culotta referred to how Starbucks handled their recent scandal as a prime example of what to do: Apologize right away, take responsibility for the occurrence, and make it clear that it won’t happen again.

“If the company has a large following on social media, make it more personal by having the president or CEO of the company apologizing for their mistake,” he said. “The more visual you could be, the better.”

However, in some instances, it may be better not to release a statement, said Bill Pinkel, account director at Reputation Management. It’s important to be patient while still being responsive, and not to make too many statements.

“Often, it is better to say nothing in response to a crisis,” he said. “In legal situations where an apology is an admission of guilt, an apology won’t slow down the blowback from a story. A press release can flood the internet with content on the crisis topic, [which] tells search engines it is a prevalent topic [and] could make cleaning up a company’s online reputation more difficult.”

#### 4. Identify and address the affected parties

You should identify the people who need to know about the situation, such as employees, stakeholders, business partners, customers and the media. Gault noted that the audience will depend on the context of the situation, but regardless of who's receiving your message, you should make sure it is sent out in a timely manner.

Pinkel suggested sending messages or a press release to known and friendly press contacts who are likely to portray the story in a fair or favorable light. But media outlets are quick to pick up stories once they break, so you should have prepared statements and press releases ready to go before you're approached by reporters.

#### 5. Monitor the situation

Assessing your brand's image is especially important following a PR crisis. You will need to keep an eye on inbound and outbound communications to address follow-up questions or concerns.

"It's necessary to exercise extreme caution and care when dealing with customers and partners," said Morgan Mathis, vice president at Highwire PR.

It's important to also track what people are saying about your company online. Companies are at risk of losing 22 percent of their business with just one negative article on the first page of search results, according to Reputation Management. Look at Google images, online review sites, social media platforms and even your own website for any negative, user-generated content.

"A key component of effective crisis communications is understanding what various audiences and stakeholders are saying about an organization at any given time," said George Sopko, vice president of Stanton.

He suggested establishing monitoring systems that quickly uncover negative trends before they become a bigger problem and migrate to the media.

Sopko also recommended monitoring the company's brand and crisis keywords, influencers and competitors.

#### 6. Review and learn from the situation

Once the crisis is over, Nierman suggests conducting a post-action review.

"Look at how well your staff and management handled the situation," he said. "Discuss what could have been done differently and what changes are necessary to prevent a similar situation."

In an infographic on the topic, focusing on recovering your credibility after a crisis. Shift the conversation to positive news from your brand.

***Key takeaway: When a PR crisis occurs, devise a strategy and adhere to it. Address the problem sincerely and own responsibility. Implement actionable solutions and continue to learn from the incident.***

## What not to do during a PR crisis

When creating and executing your media-response strategy, our expert sources warned against the following tactics.

### Lashing out

Even if the opposing party has said something completely false about your company, it is never a good idea to respond negatively or blame the complainant for the situation, Mathis said.

“You need to think strategically and put any emotions on the back burner,” she added.

### Offering “no comment”

Not having answers to potential questions is the worst thing you can do during a crisis, said Nierman. But, sometimes, you truly can’t give a good answer with the information you presently have.

While using “no comment” is better than making something up just to give an answer (which our sources agreed is never the right choice), it’s easy to see how this phrase can be misconstrued as trying to cover up or avoid an issue. If you don’t have enough information to give a solid response, say so, and assure the person asking that you will issue a statement when you have more details.

### Responding too quickly or too slowly

Handling a PR crisis is all about timing. You don’t want to give a premature response before you have all the facts, Gault said. Having to backtrack or contradict previous statements later could further damage your reputation. Delaying your response time won’t do you any favors either.

### Dwelling on the situation

Mathis reminded business owners that the news cycle is short, and the situation will almost certainly blow over. A period of “bad” press is often just a hiccup on your path to success – you shouldn’t let it completely distract you from running your business. People can forgive and forget your mistake, but they won’t forget how you conducted yourself in the process, she said.

“Always remember to use good taste, no matter how bad [the outlook] seems,” Mathis said. “It’s important to handle the situation the right way.”

**Key takeaway: Do not lash out and blame others. Address the situation by responding in a measured, sincere way. Move on from the incident and learn from it.**

### Essential vocabulary 17

- in the long run
- to handle a PR crisis
- the implementation of a plan (to implement).

## Lesson 14. PR Crises Examples

**Task 1.** Let's read and discuss some well-known PR Crisis Management cases

<https://www.prezly.com/academy/the-best-managed-pr-crises-of-2018>



### **The 6 Best PR Crisis Management & Communication Examples**

Want to know how big corporations effectively deal with a PR crisis? Check out this list.

We all like a good rubber-necking at businesses that experience a PR pickle, but sometimes a company recovers so gracefully that it makes you go, "Bravo!" That's what we're celebrating in this post. There's a lot to be learned from these PR crisis management case studies and growing from other peoples' mistakes is the best way to avoid having them ourselves.

So, let's have a look at some of the best-managed PR crises of 2018.

#### **KFC's FCK Bucket**

KFC is a loveable brand. Following them on Twitter is a treat in and of itself. So when they were faced with a truly embarrassing situation, the PR world got a crash course through this PR crisis management case study.

#### **The Situation:**

They ran out of chicken in the majority of their 870 UK & Ireland restaurants after an unfortunate series of events lead to delivery delays from their warehouses.

#### **The Recovery:**

Their PR and marketing team got to work immediately.

They rolled out brilliant ads in newspapers with the KFC letters rearranged on the bucket to own their FCK up. They maintained a page on their website where customers could check the chicken status of their local restaurants. And they kept on top of the news by answering questions via social media almost daily.

They did everything transparently, swiftly, and true to their brand voice, which made everyone put their torches away and celebrate their humility.

## **Starbucks vs. Racism**

The coffee chain giant has had its own share of crises from the controversies around the Christmas cup designs it rolls out each year to their failed Race Together campaign. This time the topic of racism reared its ugly head yet again.

### **The Situation:**

Two men, Rashon Nelson and Donte Robinson, were arrested after a Starbucks staff member called the cops on them while they were waiting for a friend.

### **The Recovery:**

A clear cut case of racial discrimination could have been brushed off by Starbucks as a problem with the one employee...an isolated incident...but they chose to do something different. In an interview, Starbucks CEO, Kevin Johnson, states his position on the matter:

### **Kevin Johnson**

**The fact that what happened in our store last Thursday and the outcome from that incident was reprehensible. That should not have happened, it was wrong, and my role and responsibility as CEO is to learn, to understand it and fix it.**

What happened next was that Starbucks closed down 8,000 stores across the United States for Racial Bias Training. While not all the employees who participated thought it was executed to the best of its ability (especially people of color who felt it was, at times, weak), it still made a statement that Starbucks was willing to make a cultural change within their staff to combat biases that lead to the incident. It is estimated that Starbucks lost around \$12 million in profit during the time the stores were shut down, but taking the hit is an important step towards mending the relationship with the public.

Starbucks still has a long way to go when it comes to talking about race and if they keep supporting initiatives within the company to chip away at prejudice, then this will be a long-term success. If they don't we might look back and say, "What an expensive band-aid."

**Prevention is the best medication. Learn how you can manage your media relations and communicate your brand story with our specialized PR CRM.**

## Southwest Airlines' First In-Flight Fatality

Southwest Airlines is one of those brands that people love. Their service is good, their staff is friendly, and their flights are cheap. On top of that, they were rated as the safest airline in the world, until April 2018.

### **The Situation:**

On April 17, 2018, Flight 1380 took off from LaGuardia airport in New York, but ended up having to make an emergency landing in Philadelphia after an engine exploded and ripped open the fuselage, killing one person. Other passengers were able to record footage of their experience, bringing the raw fear of being in trouble in the air to those on the ground.

### **The Recovery:**

First and foremost, further crisis was averted thanks to the crew on the airplane that landed safely without any other fatalities or serious injuries. While that was happening, CEO Gary Kelly and his team got to work.

They made sure that passengers in Philadelphia had everything they needed including travel and accommodation arrangements, trauma counseling, and other proper support to make sure investigation into the incident could get started immediately.

The Southwest staff had clear guidelines and checklists that allowed them to carry out the crisis response without anything slipping through the cracks. In the 2 days following the fatality, Southwest did some amazing work:

- Kelly made a heartfelt, but concise statement to the family and passengers
- They pulled advertising from social media
- Passengers who stayed in Philadelphia were reminded with notes slipped under their doors that support was available 24/7
- All passengers received personal phone calls and emails offering support and counseling resources
- Passengers were also sent \$5,000 with no strings attached to help "ease the burden" of the situation
- They were also sent a \$1,000 Southwest travel voucher
- Southwest's social media team kept extra tabs online for real-time information to find out exactly what people were saying, posting, and expressing

All in all, they did an excellent job focusing their efforts on the affected passengers while at the same time managing the media and the investigation.

As PR Daily put it so perfectly:



*When The New York Times follows a disaster with the headline "Southwest pilot of Flight 1380 is Navy veteran hailed for her 'nerves of steel'", you know you got your messaging right.*

### **Colin Kaepernick & Nike's Crisis That Never Was**

If you didn't know anything about what was going on in the United States, or don't necessarily care about American football, you would watch this ad and think it was inspiring and motivating.

But that's not what happened.

But let's be clear, this isn't an unintended PR crisis, this is a decided controversy. I still believe it does well to be on this list because the reactions were so strong, yet Kaepernick and Nike both pulled through.

#### **The Situation:**

In 2016, Colin Kaepernick, quarterback of the San Francisco 49ers, sat on the bench during the National Anthem (during a preseason game) to protest police brutality. From there, other players joined in and sparked a country-wide debate about race and politics in sports. Kaepernick ended up unemployed and embroiled in controversy, holding fast to his beliefs.

Two years later in 2018, Nike, one of the main clothing sponsors of the NFL, has him star in the powerful ad campaign you saw above. It was the 30th anniversary of their "Just Do It" campaign. The slogan of the new campaign? "Believe in something. Even if it means sacrificing everything."

And then shit hit the intentionally placed fan.

Nike's stock fell by 3%. People apparently started cutting out the Nike logo from their clothes or burning them. People boycotted. News outlets had a field day reporting on it, and doing opinion pieces. Here are just a few of the headlines from the launch of the campaign:

- City mayor bans Nike products from booster clubs, according to leaked memo (USA Today)
- Mississippi State Police Agency Will No Longer Buy Nike Over Kaepernick Campaign (Huffington Post)
- Nike share price wiped out in extreme reaction to Colin Kaepernick campaign (news.com.au)
- Trump: Nike sent a "terrible message" with Kaepernick ad (CNBC)

### **The Recovery:**

Kaepernick and Nike did not apologize and were steadfast in their execution of the campaign. In this case the best course of action was to ignore the haters and keep their heads high.

After the dust cleared, it was revealed that sales increased by 31% with stocks closing at an all time high. And while there were a lot of people up in arms about the ad, it did really well with young people ages 18 to 34.

In this case, it was as simple as staying strong with undoubtedly a solid crisis communication strategy that allowed Nike to weigh up the options and anticipate the drama.

### **Tide Pods. Yep. That Happened.**

As Forbes so elegantly put it:

**The Tide Pod Challenge was about as unexpected as it gets, as no one in their right mind could have predicted that teens would suddenly decide eating Tide Pods was a fun way to pass the time.**

Yet, here we are.

### **The Situation:**

Teenagers started eating Tide Pods and filming it as part of the Tide Pod Challenge.

### **The Recovery:**

Planning for the unexpected, like the real black-sheep unexpected, is next to impossible. However, Tide's parent company, Procter & Gamble, had a crisis plan, and was able to deal with this situation as gracefully as one can expect, when your initial reaction is "Of course it's dangerous, you dumbass."

In fact, they recruited Rob Gronkowski to do that bit for them:

In fact, they didn't beat it over the head on social media. The above tweet and this one here are the only ones about the challenge on their official Twitter:

I guess they realized quickly that it is best not to tell teenagers not to do something.

They already had warnings and locks on the boxes. There wasn't much else they could do about the product itself. So they focused on getting those warnings out via earned media just to drive the point home. They also focused on getting the challenge videos removed. In an official statement they said:

**Nothing is more important to us than the safety of people who use our products. We are deeply concerned about conversations related to intentional and improper use of liquid laundry pacs and have been working with leading social media networks to remove harmful content that is not consistent with their policies.**

YouTube eventually started to pull the videos from the platform. And Procter & Gamble did all they could really do. Now they just have the weather the memes and the jokes for the rest of eternity.

### **Crockpot Burns The House Down**

Good old Crockpot. How did they get themselves in a PR pickle? Well... [SPOILER ALERT]

#### **The Situation:**

The TV show "This is us" happened. The NBC series had a mysterious death captivating the audience for the first season, when it was revealed that the death was caused by a house fire sparked by a slow-cooker, Crockpot had to deal with a sudden fear of their product.

#### **The Recovery:**

First step? They made a Twitter account. In 2018. And then got to work comforting fans of the show. The Twitter handle is even @CrockPotCares just to drive home the fact that their brand isn't murderous or cold-hearted.

Their official statement included a reference to their safety record:

#### **Crockpot**

**For nearly 50 years with over 100 million Crock-Pots sold, we have never received any consumer complaints similar to the fictional events portrayed in last night's episode. In fact, the safety and design of our product renders this type of event nearly impossible.**

Then NBC stepped in with the assist, making an ad clearing Crockpots name before the Super Bowl, in which fans were claiming they were going to have Crockpot-free parties.

The reactions from both Crockpot and NBC proved to work, as people did not end up throwing out their Crockpots or any other out-of-hand panic situations.

Bravo!

## Lesson 15. PR Crises Examples – 2

**Task 1.** Now it's time to read about some classic cases. How would you manage those cases today, using new media?

<https://www.businessinsider.com/pr-disasters-crisis-management-2011-5>



### 9 PR Fiascos That Were Handled Brilliantly By Management

They bounced back stronger than ever.

Crisis management requires more than an apologetic press release or a CEO's disingenuous appearance on CNN.

News goes viral in a flash. Companies must be ready to respond to disasters swiftly and decisively, using all platforms to communicate with the public.

Most importantly, companies that make mistakes must sincerely accept responsibility for their actions – not distance themselves from them.

There's no cure-all method to remedy company crises, but there are lessons to be learned from past successes. Here are examples of nine companies that saved themselves – and their precious brands – in the most dire of situations.

#### Johnson & Johnson's cyanide-laced Tylenol capsules (1982)

**The crisis:** Seven people died after taking extra-strength Tylenol capsules that had been laced with potassium cyanide, a deadly poison. The killer was never found.

**How J&J responded:** The company put customer safety first. It quickly pulled 31 million bottles of Tylenol – \$100 million worth – off the shelves and stopped all production and advertising of the product. It also got involved with the Chicago Police, FBI, and FDA in the search for the killer, and offered up a \$100,000 reward.

Post-crisis, the company reintroduced Tylenol with new tamper-resistant packaging and \$2.50-off coupons.

**The result:** A go-to case study in MBA classes worldwide, Tylenol's response to the tragic 1982 Chicago murders is regarded as one of the most successful sequences of crisis management in history.

The media appreciated the lengths J&J went to and its concern for the public interest, so the company was portrayed generally in a good light, helping the Tylenol brand to recover.

### **PepsiCo's can tampering rumors (1993)**

**The crisis:** A syringe was allegedly found in a can of Diet Pepsi in Washington state. The following week, more than 50 reports of Diet Pepsi can tampering sprung up across the country. It turned out to be a hoax.

**How PepsiCo responded:** Both PepsiCo and the FDA were confident that the reports were fabrications, so the company came out hard, defending itself staunchly against the accusations.

But PepsiCo didn't make vague statements telling the public to simply trust it. The company produced four videos throughout the crisis, such as a comprehensive report on its soda canning process. The most compelling was a surveillance tape of a woman in a Colorado store putting a syringe into a can of Diet Pepsi behind the store clerk's back.

PepsiCo North America CEO Craig Weatherup appeared on news stations armed not only with visual evidence of the bogus reports, but with the explicit support of the FDA. He appeared most notably on *Nightline* with FDA Commissioner David Kessler, and they both assured the public that Diet Pepsi was safe.

**The result:** The rumors fizzled out within two weeks following multiple arrests by the FDA for filing false reports. Diet Pepsi sales had fallen 2% during the crisis but recovered within a month.

The situation required an aggressive defense because PepsiCo hadn't done anything wrong. If the company remained quiet and complacent the damage could have been far worse.

### **Texaco's racial discrimination lawsuit (1994)**

**The crisis:** Six of Texaco's African-American employees sued the company for racial discrimination. Damning conversations between Texaco executives that were secretly recorded seemed to confirm the issue.

**How Texaco responded:** CEO Peter Biljur started off with a public apology and admitted embarrassment. The executives involved were suspended (with pay but without benefits), pending the result of the investigations.

Texaco execs went on tour, visiting all branches and sites of the company in person to apologize to the employees, and the company hired African-American owned advertising agency Uniworld Group to run an ad campaign to help douse the flames.

**The result:** The Reverend Jesse Jackson was the most vocal opponent to the company, calling for a boycott, but softened his view after Biljur's response. This was key to the company's image recovery.

Texaco settled the suit, agreeing to pay \$176 million. Additional discrimination checks for executives and managers put in place by Biljur have prevented the problem from sprouting up again.

### **Odwalla Foods' apple juice E.coli outbreak (1996)**

**The crisis:** Washington state health officials confirmed a link between a local *E.coli* outbreak and Odwalla's fresh, unpasteurized apple juice. One child died and more than 60 people became sick, prompting more than 20 lawsuits.

**How Odwalla responded:** CEO Stephen Williamson immediately recalled all Odwalla products containing apple or carrot juice, which cost the company around \$6.5 million. He accepted responsibility when talking to the media and promised to pay all medical costs for those affected by the outbreak.

Daily press briefings by Odwalla were used to update the public, along with full-page newspaper ads and a website explaining the situation.

**The result:** The company had faced its worst-case scenario: death caused by one of its food products. Odwalla lost a third of its market value by the time everything subsided, and pled guilty to criminal charges relating to the outbreak, which resulted in a \$1.5 million fine from the FDA.

But Odwalla was still standing. It focused on customer relations in the months following, attempting to rebuild trust. Odwalla fixed the contamination issue and improved its quality control and safety system.

Odwalla re-launched its apple juice two months later. In 2001, Coca-Cola bought Odwalla for \$186 million.

## **Cadbury's worm infested candy bars (2003)**

**The crisis:** Two Cadbury chocolate bars were found infested with worms in Mumbai, India. The Maharashtra FDA quickly seized the chocolate stock at Cadbury's closest manufacturing plant in Pune.

**How Cadbury responded:** The company was slow out of the gates. It released a statement claiming that the infestation was not possible at the manufacturing stage, while the FDA disagreed, prompting a tussle between the two. The media jumped on Cadbury, and the brand was under widespread assault.

Cadbury took its advertising off the air and launched an educational PR project that targeted retailers. It kept the media updated through press releases on the specific measures it was taking to correct its manufacturing and storage processes. The company also imported new machinery and changed the packaging of its Dairy Milk bars.

Four months later, Cadbury began advertising more aggressively. By then, the company's relationship with the media had improved greatly.

**The result:** Cadbury's sales in India plunged 30% in the wake of all the negative media coverage, and this was during a season when its sales usually *increase* by 15%. But over time, Cadbury began to recover.

Within eight weeks of the introduction of its new packaging and advertising campaign, sales had almost reached pre-crisis levels. The company announced eight months after the incident that its consumer confidence was back to normal. Cadbury has maintained its position at the top of the Indian chocolate industry ever since.

But Cadbury suffered three years later when a salmonella outbreak wasn't handled nearly as well.

## **JetBlue's week-long operational breakdown (2007)**

**The crisis:** JetBlue's operations collapsed after an ice storm hit the East Coast of the U.S., leading to 1,000 cancelled flights in just five days.

**How JetBlue responded:** CEO David Neeleman never blamed the weather. He wrote a public letter of apology to JetBlue customers, introduced a customer's bill of rights, and presented a detailed list – which included monetary compensation – of what the company would do to help all the affected passengers.

**The result:** JetBlue didn't dodge the backlash completely. Throngs of enraged passengers toiled in airports for nearly a week, and they had reached their boiling point by the time Neeleman spoke up.

But in the weeks that followed, JetBlue managed to quash much of the uproar by being as public and straightforward as possible. Neeleman went on YouTube, the Today Show, Letterman, and Anderson Cooper, not pleading his case, but apologizing for his company's faults.

Though there was much reputational damage done, JetBlue's comeback allowed it to regain some of its luster. For an airline that differentiates itself so heavily on customer service, it was crucial that they did.

### **Toyota's recall fiasco (2010)**

**The crisis:** Toyota recalled a total of 8.8 million vehicles for safety defects, including a problem where the car's accelerator would jam, which caused multiple deaths.

**How Toyota responded:** Toyota initially couldn't figure out the exact problem, but it sent out PR teams to try and stop the media backlash anyway. The upper management was invisible in the early stages of the crisis, skewing public perception further against the company.

Toyota's response was slow, with devastating results. But it served as a wake-up call for the company, which somehow turned it around in the months following the debacle.

The company *failed miserably* in its initial crisis management, but that's what makes Toyota's case so intriguing. Despite its monumental mistakes early on, Toyota still bounced back. Why?

It didn't take long for the public to remember Toyota's previously stellar reputation. The company offered extended warranties and pumped up marketing, leveraging its long-term track record and reassuring consumers about safety.

Its ads in the following months were more thoughtful and sincere, showing the company's dedication to fixing the problem. Toyota's executives – especially in the US – became more visible, speaking to the media and becoming active in the investigations.

**The result:** The Toyota brand showcased its resiliency, with its positive reputation built up over decades of good performance. The company leveraged this, focusing its marketing once again on safety and its proven track record. It had to show that this disaster – including its own horrible mishandling of the situation – was an aberration.

And it worked, with a little bit of luck. NASA exonerated Toyota of the blame for most of the accidents in 2011 and the company's brand equity leapt 11% this year, according to WPP.



## **The Red Cross' rogue tweet (2011)**

**The crisis:** One of the Red Cross' social media employees accidentally sent the tweet – which was meant for her private account – and didn't realize it. It stayed up for about an hour before the company's social media director was alerted and took it down.

**How the Red Cross responded:** Social media director Wendy Harman followed up with a humorous tweet from the official Twitter account and acknowledged the mistake.

It got support from Dogfish Head too, who embraced the hashtag #gettngslizzerd and encouraged its followers to donate to the Red Cross.

**The result:** The tweet generated a bit of buzz among bloggers and the Twitterverse, but so did the fun response by the company.

Fortunately for the Red Cross, although the nature of the tweet wasn't professional, it wasn't too controversial. Nobody was outraged, and the Red Cross had to deal with nothing more than a little embarrassment.

## **Taco Bell's "seasoned beef" meat filling lawsuit (2011)**

**The crisis:** Yum! Brands, Taco Bell's parent company, was sued over the contents of its meat. The lawsuit alleged that the company's "seasoned beef" contained only 35% beef, and that Taco Bell was lying in its advertising.

**How Taco Bell responded:** Taco Bell explicitly declared the claims false, and shared with the public its percentages (88% beef, 12% secret recipe), along with the ingredients in the secret recipe itself.

The company quickly fired up a multi-platform PR campaign to shoot down the allegations and get the word out about its "not-so-secret" recipe. It included traditional local market newspaper ads, but focused on online marketing with a YouTube channel, Facebook page, and more.

**The result:** Taco Bell's existing consumer base responded overwhelming well to the campaign. The social media platforms shined, with the vast majority of commenters supporting the company's stance.

Less than four months later, the lawsuit was dropped, and Taco Bell had completely averted a potential PR disaster.

## **Lesson 16. KT 3 (9)**

# СПИСОК ПРИМЕРНЫХ КТ ПО КУРСУ «АНГЛИЙСКИЙ ЯЗЫК В ПРОФЕССИОНАЛЬНОЙ КОММУНИКАЦИИ»

## КТ 1

**Тема: What is a typical career ladder of a PR specialist?**

### **Требования:**

- использовать слова по теме Career Ladder (English vocabulary in Use)
- слова и фразы, которые были в списке выше
- говорить, а не читать.

КТ 2 – из ЕТИС

Вариант – перевод:

- 1) Отдел PR проводит исследования.
- 2) Иногда отдел работает как часть компании, иногда как внешнее агентство.
- 3) Цель PR – стимулировать коммуникацию между группами в обществе.
- 4) Агентствам PR приходится консультировать компании по особым вопросам.
- 5) Часто задачи PR – управлять коммуникациями и репутацией.
- 6) При работе с коммерческими компаниями важно донести ключевой message до аудитории.
- 7) В идеальных условиях PR отдел создает всеобъемлющий, отлаженный механизм коммуникации.
- 8) Важно получать обратную связь, потому что в современном мире должна быть двусторонняя коммуникация.
- 9) PR – это не спин. Он не должен использовать техники пропаганды.
- 10) Современный PR ближе к менеджменту, чем к журналистике.

## КТ3

**Why is a PR practitioner not a journalist but mainly a manager?**

**What is a manager's role in PR?**

## КТ 1 (4) – из ЕТИС 2.1

### Unit 7. PR vs Advertising

**1. Read this article about the differences between Public relations and Advertising from Forbes by Robert Wynne and fill in the table below in your own words:**

<https://www.forbes.com/sites/robertwynne/2014/07/08/the-real-difference-between-pr-and-advertising-credibility/#557df3452bb9>

| <b>Advertising</b>          | <b>Public relations</b>              |
|-----------------------------|--------------------------------------|
| Paid –                      | Earned –                             |
| Builds exposure –           | Builds trust –                       |
| Audience is skeptical –     | Media gives third-party validation – |
| Guaranteed placement –      | No guarantee, must persuade media –  |
| Complete creative control – | Media controls final version –       |
| Ads are mostly visual –     | PR uses language –                   |
| More expensive              | Less expensive –                     |
| “Buy this product” –        | “This is important” –                |

**Use the phrases:** “It means that...”, “It is said, that...”, “The facts are the following...”

*(Up to 13 points)*

**2. Tell the group about this difference during the lesson and add the information into your table.**

*(Up to 9 points)*

**3. If you were planning an advertising campaign, what stages would you have? Choose a product, make a list and tell the group about it.**

*(Up to 8 points)*

## КТ 2 (5)

Задание:

провести (на английском языке) исследование общественного мнения. Определите себе целевую аудиторию. подумайте, перед какими PR мероприятиями вы будете измерять это мнение. И по какому вопросу. Составьте опросник-анкету или опросите респондентов лично. Составьте отчет по результатам и выступите с ним на следующей неделе.

В докладе:

- цель вашего исследования – методы (как и что вы делали)
- аудитория – результаты вашей работы и как вы их оцениваете.

Критерии:

- говорить, а не читать
- использовать фразы и слова, которые мы изучали в это время
- стараться избегать ошибок – наглядные материала приветствуются

### **КТ 3 (6)**

#### **Список устных тем и вопросов для обсуждения**

**(На КТ – 1, 5, 9, 11, 12, 19, 25, 26)**

1. What is PR?
2. The evolution of PR.
3. Early and later American experience.
4. Ivy Lee: A father of modern PR.
5. What is public opinion?
6. What are attitudes?
7. How are attitudes influenced?
8. Motivating attitude change.
9. The publics of PR.
10. Power of persuasion.
11. Influencing public opinion.
12. Polishing the corporate image.
13. Corporate social responsibility.
14. Ethics in PR.
15. Ethics in Journalism.
16. Writing for the eye and the ear
17. Social Responsibility in the Community
18. Community Relations Expectations
19. Community Relations Objectives
20. Serving Diverse Communities
21. Issues Management
22. Managing in a Crisis
23. Planning in a Crisis
24. Communicating in a Crisis
25. PR Marketing Activities
26. PR Advertising

27. What is publicity?
28. Employee Communications Strategies
29. Employee Communications Tactics
30. Dealing with the Grapevine.

Из списка вопросов в файле – 1, 5, 9,11, 12, 19, 25, 26 всего 8.

Нужно дать ответ на вопрос (не менее 15 предложений / говорить примерно 5 минут) – говорить, не читать.

Использовать слова и фразы, которые мы учили в течение триместра.

Не допускать ошибок – произношение, грамматика.

Все фразы и слова Essential vocabulary.

### КТ 1 (7)

#### Written/oral

#### The peculiarities of work with each type of media (Print, Broadcast, New media, Outdoor media)

- До 300 слов, фразы из Essential Vocabulary 14, фактическая информация

### КТ 2 (8)

Choose one editing exercise from this source: [https://www.english-grammar.at/online\\_exercises/editing-cloze/editing-index.htm](https://www.english-grammar.at/online_exercises/editing-cloze/editing-index.htm)

For example: Elementary

|   |  |     |
|---|--|-----|
| 1 | Marie Sklodowska was born in Warsaw, Poland, in    | OK  |
| 2 | 1867. She was one of his five children. Marie's    | his |
| 3 | nickname as a child was "Manya". Whenherparents    |     |
| 4 | were both school teachers, but the family together |     |
| 5 | Was being very poor.                               |     |
| 6 | Marie was a clever child but she couldn't have     |     |
| 7 | study in Poland so she moved to Paris where        |     |

|    |   |  |
|----|---|--|
| 8  | she has lived with her sister. At Sorbonne University |  |
| 9  | she started to studying physics and mathematics.      |  |
| 10 | At the university she should worked together with     |  |
| 11 | another scientist, Pierre Curie. They married in 1895 |  |
| 12 | and Marie changed her other name. The two scientists  |  |
| 13 | discovered such a new element, radium in 1898.        |  |
| 14 | When Pierre died in 1906 Marie started teaching at    |  |
| 15 | the university, if where she became the first female  |  |
| 16 | professor. After she was also the first woman to      |  |
| 17 | win two Nobel Prizes.                                 |  |

Ask to write a news release using this information (<https://global.oup.com/us/companion.websites/9780199846412/student/chapter20/exercise/ex3/>):

**Woman To Woman Conference**

**Harmony In Your Life**

**This coming Saturday**

**8:00 a.m. to 4:00 p.m.**

**The Peabody Hotel**

**\$35 per person tax deductible donation**

**Proceeds to benefit the Palmer Hospital for Children & Women**

**Tickets: Rosalie Bledsoe 875-6682**

**Press Info: Trish Weaver-Evans 628-5431**

**Featuring: DR. RUTH**

Presenting the luncheon keynote address, nationally known television and radio personality, psychosexual therapist Dr. Ruth Westheimer will discuss current sexual issues and how respect for self—and for others—fosters gratifying sexual relationships.

Topics: The conference will also include 10 exciting workshops presented by area professionals. Each conference participant will choose three of the following:

- \*Empowerment!
- \*The Food Trap – Breaking Its Hidden Control
- \*The Woman's Balance Beam
- \*Hello, Exercise! Good-bye Blues!
- \*Fashions for the Shape You're In
- \*Cosmetic Surgery – The Choice is Yours!
- \*Why Does He Do That?
- \*Our Sexual Selves
- \*Boredom in the Bedroom

Plus: Door Prizes...Exhibits...Free Booklets & Resource Information...  
Items For Purchase...Discount Coupons...Book Sales...Delicious Luncheon...  
Community Referral Information...Woman of the Year Award...  
Opportunities For Growth, Networking, and Fun!

Sponsors: Doctors Health Care Group

Note: Corporate Tables Available

PruCare/PruCarePlus Call: 875-6682

Palmer Hospital for Children & Women

### **KT 3 (9)**

Divide into pairs and come up with a presentation of a PR crisis and how the company dealt with it.

*Учебное издание*

**Клочко Константин Александрович**

**Английский язык в профессиональной коммуникации:  
связи с общественностью и медиакоммуникации**

Учебно-методическое пособие

Выпускается в авторской редакции  
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