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**ЛИНГВИСТИЧЕСКИЙ УНИВЕРСИТЕТ**  
**им. Н.А. ДОБРЮЛОВА»**

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**Реклама и связи с общественностью**

**Учебное пособие**  
**для студентов II курса факультета английского языка**

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## **Введение**

Настоящее учебное пособие предназначено для студентов II курса факультета английского языка направления подготовки «Реклама и связи с общественностью».

Пособие носит комплексный характер, включая систему заданий по взаимосвязанному обучению всем видам речевой деятельности с учетом запрограммированного уровня лексико-грамматических навыков и речевых умений, направленных на овладение лексикой делового общения в области PR и рекламы; оригинальные профессионально-ориентированные тексты, составленные на основе статей, взятых из английских и американских газет, журналов, деловой переписки и объявлений; работу по развитию навыков экстенсивного (просмотрового, беглого) и интенсивного (подробного) чтения и последующего их совершенствования.

Лексический материал разработан таким образом, что лексические единицы повторяются в текстах пособия, способствуя не только расширению запаса слов обучаемых, но и его закреплению. Весь текстовый материал активно прорабатывается и должен научить обсуждать проблемы в области рекламы и PR на английском языке и участвовать в дискуссиях на заданные темы: отличие определения PR от смежных понятий, функции PR специалистов, кризисный PR, работа PR отдела компании, карьера в области PR, подготовка к собеседованию, составление резюме.

Авторы сочли возможным включить тексты, вызывающие при переводе затруднения, в целях развития и закрепления навыков перевода.

Языковая подготовка специалиста в области PR и рекламы предполагает владение навыками общения в сфере бизнеса. При отборе текстов учитывается не только их профессиональная направленность, но и другие параметры: доступность по содержанию, наличие изучаемых лексико-грамматических средств, а также коммуникативный подход к

обучению и творческая работа студентов, что составляет основную методологическую базу учебно-методического пособия.

Последовательность и полнота выполнения заданий может быть такой как она предложена в пособии, а может быть несколько изменена по усмотрению преподавателя в соответствии с его методическими установками или конкретными условиями обучения в той или иной студенческой группе.

Пособие рассчитано на широкий круг людей, изучающих английский язык: студентов языковых и неязыковых вузов, старших классов спецшкол.

В рамках данного пособия обучаемые достигают определяемого программой уровня практического владения специализированным языком в области PR и рекламы.

## **MODULE 1. CHOOSING A CAREER**

### **Text 1. The World of Jobs**

#### ***Pre-reading guesses***

1. Do you think it's easy to choose your future career?
2. What factors should you take into account while making your choice?

#### ***Reading***

There are certain questions that adults just adore to put to kids. Remember, how many times you have been asked: "Well now, what are you going to be when you are grown up?"

By now you know that the world is much more complicated than you once thought it was. You know, too, that there are many more career opportunities than you believed there were and thought about when you were younger.

It is not an easy thing to choose a profession out of so many existing in the world. The process is complicated. In the diversity of choice the young have nowadays, one can get lost trying to take a decision on the future occupation. You can explore those careers that call for the use of the subject you were good at in school. But, being good at some discipline at school does not necessarily mean that you would be happy, if you tie your future profession with this very subject. What you shouldn't do anyway is to make your choice judging by the location of the institution. That is sure to make no good. Though the idea may be appealing, fascinating and attractive, the outcome would be rather pitiful: you won't be happy and productive when it comes to work.

Fortunately, there are some hints that can help you find a career that suits you. The first thing to do is self-assessment. Those of you floundering around in uncertainty about the career, spiralling into a lack of direction, out-placed and out-teched, shouldn't get discouraged. There's a special niche waiting for everyone. Everyone has a mission, a purpose to fulfill, and it takes more than

inspiration to move a dream into reality. It takes self-honesty, strategic thinking, working through emotional blocks, developing an action plan and consistent follow through.

If you have not made a decision yet, take time before you jump into the work world. An honest self-assessment means getting real. What can you actually do? The clues are all around you. Look exactly where you are at. You should decide what personal traits of character are necessary to work in this or that field and be honest considering if you possess these very features. Savour the things you cherish, notice what irritates you ... well, there are lots of things to be taken into account and the above list is far from full. But the hints may turn out useful if you have not made up your mind yet. Maybe there's a burning political issue, or a family member who needs attention, or a manuscript in the drawer begging to be published. Every turn in the road represents a new opportunity for self-definition.

While you are deciding where to turn, use this "downtime" to address unfulfilled agendas. It pays to review your skills because it's a sort of a reminder, that you were created to fill a particular niche. Revising allows you to take a new look at your knowledge, abilities and, - why not? - even some experience. Many focus on a few talents to the neglect of others because they've denied the best parts of themselves to fit somebody else's mould. Maybe the thing you are here to do has yet to be invented. It may be a new wrinkle on an established idea: Dave Schwartz started national franchise, Rent-A-Wreck, out of the simple idea that not everyone needs to rent a sparkling new car.

Building a career or life direction can involve considerable emotional clearing. Once you have identified a career idea, the obstacles, emotional and cognitive blocks and personal resistance quickly raise their ugly heads. If you are completely at a loss, a better (though not the best) solution would be to turn to your parents for advice. Perhaps, they would give you some useful advice and this would make your choice somewhat easier. Think strategically. Brainstorm

your plan with your family, and maybe friends. Work backward from your ultimate goal.

Another way is to speak to people you are familiar with, inquiring about their occupations and considering if any looks attractive to you. Ask, what their responsibilities are, ask about advantages and disadvantages. At least, this would help you decide what profession you don't like and that, in turn, would narrow your choice.

The transition to a new life design can take time, and even a lot of time, but the result is worth it. The career you choose is likely to affect many aspects of your life. It may influence how much you will earn, the type of home you will live in and the like. But it works both ways. Your personal interests and values influence your career decision.

Because of the wide range of possibilities you should find out all you could about any job that interests you. Like a hobby or a sport every job involves knowledge and skills that you must learn. Perhaps, the best way to prepare for any job is to get a good education. Jobs change and new ones are constantly appearing. And, maybe the most important thing of all - don't be afraid even to make a mistake. Challenge the world, be your own master and you are sure to be lucky!

### ***Word study***

#### **1. Give English equivalents for the following and use them in sentences of your own:**

Задавать вопросы, связать с, окунуться в мир работы, препятствия, бросить вызов, результат, когда дело доходит до, честная самооценка, разнообразие выбора, принимать во внимание, обратиться за советом, конечная цель.

#### **2. Comment on the meaning of the following expressions from the text:**

- a. flounder around in uncertainty
- b. a special niche

- e. a burning political issue
- f. be at a loss

- c. move a dream into reality
- d. savour the things you cherish

- g. brainstorm one's plan
- h. be worth smth

***After-reading questions:***

1. Why is it so difficult to choose a profession nowadays?
2. Should you always tie your future profession with the subject you were good at at school ?
3. How do people sometimes make their choice ? Is it always worth?
4. What are the hints that may help you to find a suitable career?
5. Should you take time before jumping into the work world? Why?
6. What can your life direction involve?
7. Is it worth turning to your parents for advice?
8. Should you find out about responsibilities, advantages and disadvantages of your future profession beforehand? Why?
9. What is the best way to prepare for any job?

***Speaking***

**1. Comment on the following statements:**

1. "If you haven't made up your mind yet, take time before you jump into the work world. An honest self-assessment means getting real."
2. "Every turn in the road represents a new opportunity for self-definition."
3. "Once you have identified a career idea, the obstacles, emotional and cognitive blocks and personal resistance quickly raise their heads."

**2. Speak about the difficulty in choosing your future career.**

**3. Make up a dialogue on the following situation:**

It's high time you made up your mind what profession you'll choose. But you are at a loss and even ready to make your choice judging by the location of the institute. Have a talk with your parents.



## **Text 2. How to Choose a Career**

Most people have a level of uncertainty on where to get help in career guidance.

There are 3 basic steps that a person can take to help them make a wise career choice in their student career planning.

### **Step One**

Figure out where your career interests are by asking yourself:

- Where do my interests lie?
- What do I do well and enjoy?
- What kind of personality do I have?
- What's really important to me?
- What are my values?

Take any career-related tests your college's career center might offer. Draw on your own life experiences on jobs, classes or other opportunities that you may have particularly enjoyed.

### **Step Two**

Learn about your career options. Rarely do you have the opportunity to take a class in college that shows you what the work world as it actually exists. You have to take the initiative to explore it yourself. See if your college's career office has a library of books describing different kinds of work, the typical qualifications needed and the salary ranges for various occupations. Also, talk to people through informational interviews, and try out careers by shadowing and taking internships or part-time jobs. The more career planning that you can do as a student, the better prepared you will be when you start to look for your first job.

### **Step Three**

A third part of student career planning is to sort out your priorities for a career. After you've spent time on steps one and two, some of your strong preferences may start to emerge. You might learn you don't want to be in an

office environment. Or you might find that your interest in art wouldn't sustain a career, so you cross those types of jobs off your list. Whatever it is that you learn about yourself, you're making important discoveries that will help you choose a good career when the time comes.

Most importantly, keep it all in perspective: You don't have to live forever with any career decision you make in these phases of student career planning. Most people change careers several times during their lives, so the first job you choose right after college probably won't be your career 15 or 20 years from now -- unless you want it to be. So don't put too much pressure on yourself to make the perfect decision, and always keep your eyes open.

It's time to get started on your career planning path...

(by Gary Anderson,

former college Career Center Director and high school career choice advisor)

### **Text 3. Jobclubs and Workshops**

A Jobclub is a place, where long-term unemployed people work at finding a job in a professional and systematic way by adopting a businesslike approach. The first Jobclubs, developed from work done in North America, were opened in 1984. They proved popular and successful and the service expanded rapidly.

Jobclubs take a bold and positive stance: there is a job available for each member. Their aim is to provide people who are unemployed for 26 weeks or more with facilities to enable them to find the best possible job within the shortest possible time.

Jobclubs provide a simple, straightforward approach to help clients find jobs. Jobclub members agree to attend four half days per week. The Jobclub provides use of photocopiers, telephones and typewriters free of charge. Trade magazines and specialist magazines are also available.

There may be special types of Jobclubs to help disadvantaged people, i.e.

former detainees and people nearing release from prison. Executive and Management Jobclubs are also available in some areas, which provide support for middle and senior managers.

The Work Trials can be regarded as an extended interview. Work Trials offer an employer a period of up to 15 days to observe the jobseeker within the workplace. They also give the jobseeker the opportunity to demonstrate their skills and experience to that employer. In addition, they enable the jobseeker to determine their own suitability for that job.

Jobplan Workshops are to help people who have been out of work for 12 months or more back into work or training. Jobplan aims to build participants' resilience to setbacks they may encounter whilst looking for work. Attendance at a Jobplan Workshop gives priority access to education programmes.

Job Review Workshops. Their aim is to help unemployed people who are unlikely to return to their normal occupation, or who are looking to broaden their jobsearch, make an informed choice of alternative career opportunities. These workshops are particularly suitable for people with professional, executive and managerial backgrounds who have been unemployed for about 13 weeks. Job review workshops are demanding and are particularly suitable for unemployed managers, professional and executive who have been out of work for about 13 weeks. The workshops are facilitated by tutors who can help clients assess what they have to offer in range of jobs. Participants will have the benefit of a computerized guidance system to help them select the most suitable jobs and then research the most suitable options.

***After-reading questions:***

1. What is a jobclub?
2. When and where did the first jobclubs appear?
3. What is their basic function?
4. What opportunity do work trials give jobseekers?

5. Where should a person, unemployed for a year or more, apply?
6. Why are job review workshops demanding?
7. Are there any organizations, similar to those described in the text, in Russia?

#### **Text 4. The Career Interests Game**

*Welcome to the **Career Interests Game**! This is a game designed to help you match your interests and skills with similar careers. It can help you begin thinking about how your personality will fit in with specific work environments and careers.*

This exercise is based on Dr. John Holland's theory that people and work environments can be loosely classified into six different groups. Different peoples' personalities may find different environments more to their liking. While you may have some interests in and similarities to several of the six groups, you may be attracted primarily to two or three of the areas. These two or three letters are your Holland Code.

Imagine walking into a room in which the six groups of people below are already interacting. Read the descriptions of each group and list the group you would be drawn to first, then your second choice, and finally your third choice.

For example, if you choose R then E and then S you would most resemble the **Realistic** type, somewhat less resemble the **Enterprising** type, and resemble the **Social** type even less. The types that are not in your code are the types you resemble least of all. Most people, and most jobs, are some combination of two or three of the Holland interest areas.

<b><u>Realistic</u></b>	<b><u>Investigative</u></b>	<b><u>Artistic</u></b>	<b><u>Social</u></b>	<b><u>Enterprising</u></b>	<b><u>Conventional</u></b>
People who have athletic or mechanical ability, prefer to work with objects, machines, tools, plants or animals, or to be outdoors.	People who like to observe, learn, investigate, analyze, evaluate or solve problems.	People who have artistic, innovating or intuitional abilities and like to work in unstructured situations using their imagination and creativity.	People who like to work with people to enlighten, inform, help, train, or cure them, or are skilled with words.	People who like to work with people, influencing, persuading, performing, leading or managing for organizational goals or economic gain.	People who like to work with data, have clerical or numerical ability, carry out tasks in detail or follow through on others' instructions.

Now look through your first, then second and then third choices of the Holland categories below to find out more about your career possibilities, co-curricular activities and identifications that correspond to your strongest interest areas. This will give you additional ways of checking out your career-related interests and getting involved in your career planning.

### **SOCIAL. The "Helpers"**

<b>YOU ARE:</b>	<b>YOU CAN:</b>	<b>YOU LIKE TO:</b>
outgoing understanding cooperative generous responsible forgiving patient friendly helpful idealistic insightful kind persuasive empathic	teach/train others express yourself clearly lead a group discussion mediate disputes plan and supervise an activity cooperate well with others	work in groups help people with problems participate in meetings do volunteer work work with young people play team sports serve others
<b>YOUR HOBBIES:</b>	<b>CAREER POSSIBILITIES (Holland Code):</b>	
Volunteering with social action groups	Air Traffic Controller (SER)	Historian (SEI) Librarian (SAI)

Writing letters Joining campus or community organizations Helping others with personal concerns Meeting new friends Attending sporting events Caring for children Religious activities Going to parties Playing team sports	Athletic Trainer (SRE) College Professor (SEI) Counseling Psychologist (SIA) Cosmetologist (SEA) Detective (SER) Elementary School Teacher (SEC) Hairstylist (SER) High School Teacher (SAE) Secondary School Teacher (SAE) Social Worker (SEA) Sociologist (SIA) Ticket Agent (SCE) Vocational Agricultural Teacher (SEC) X-Ray Technician (SRI)	Mail Carrier (SRC) Medical Assistant (SCR) Priest (SAI) Nurse/Midwife (SIR) Park Naturalist (SEI) Personnel Recruiter (SEC) Personnel, Training, and Labor Relations Specialist (SEC) Police Officer (SER) Professional Athlete (SRC) Probation and Parole Officer (SIE) Recreational Therapist (SEC)
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### **ARTISTIC. The "Creators"**

<b>YOU ARE:</b>	<b>YOU CAN:</b>	<b>YOU LIKE TO:</b>
Creative, intuitive, imaginative, innovative, unconventional, emotional, independent, expressive, original, sensitive, courageous, open, complicated, idealistic, impulsive, nonconforming, introspective	sketch, draw, paint play a musical instrument write stories, poetry, music sing, act, dance design fashions or interiors	attend concerts, theatres, art exhibits read fiction, plays, and poetry work on crafts take photographs express yourself creatively deal with ambiguous ideas
<b>YOUR HOBBIES:</b>	<b>CAREER POSSIBILITIES (Holland Code):</b>	
Photography Performing Writing stories, poems Desktop publishing Sewing Taking dance lessons Visiting art museums Designing sets for plays	Actor/Actress (AES) Advertising Art Director (AES) Advertising Manager (ASE) Architect (AIR) Clothing/Fashion Designer (ASR)	English Teacher (ASE) Fashion Illustrator (ASR) Furniture Designer (AES) Graphic Designer (AES) Interior Designer (AES) Journalist/Reporter (ASE)

Travel Playing a musical instrument Homemade crafts Painting Speaking foreign languages	Copywriter (ASI) Dancer (AES) Choreographer (AER) Drama Teacher (ASE)	Landscape Architect (AIR) Museum Curator (AES) Music Teacher (AES) Photographer (AES) Writers/Editors (ASI)
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### INVESTIGATIVE. The "Thinkers"

YOU ARE:	YOU CAN:	YOU LIKE TO:
Inquisitive, analytical, scientific, observant, precise, scholarly, cautious, introspective, reserved, broad-minded, independent, logical, complex, curious, self-confident	think abstractly solve math problems understand scientific theories do complex calculations use a microscope or computer interpret formulas	explore a variety of ideas use computers work independently perform lab experiments read scientific or technical journals analyze data deal with abstractions do research be challenged
YOUR HOBBIES:	CAREER POSSIBILITIES (Holland Code):	
Book club Astronomy Crossword puzzles/board games Preservation of endangered species Computers Visiting museums Collecting rocks, stamps, coins, etc. Amateur Radio Recreational flying	Agronomist (IRS) Anesthesiologist (IRS) Anthropologist (IRE) Archeologist (IRE) Biologist (ISR) Chemist (IRE) Chiropractor (ISR) Civil Engineer (IRS) Computer Engineer (IRC) Computer Programmer (IRC) Dentist (ISR) Ecologist (IRE) Economist (ISA) Electrical Engineer (IRE) Geographer (IRE) Geologist (IRE)	Horticulturist (IRS) Management Consultant (ICR) Marketing Research Analyst (IAS) Mathematician (IER) Medical Lab Technologist (IRE) Meteorologist (IRS) Nurse Practitioner (ISA) Pharmacist (IES) Physician, General Practice (ISE) Psychologist (ISA) Statistician (IRE) Veteranarian (IRS) Web Site Developer (IRE)

## ENTERPRISING. The "Persuaders"

YOU ARE:	YOU CAN:	YOU LIKE TO:
self-confident, assertive, sociable, persuasive, enthusiastic, energetic, adventurous, popular, inquisitive, agreeable, talkative, extroverted, spontaneous, optimistic, impulsive, ambitious	initiate projects convince people to do things your way sell things or promote ideas give talks or speeches organize activities lead a group persuade others	make decisions affecting others be elected to office win a leadership or sales award start your own service or business campaign politically meet important people have power or status
YOUR HOBBIES:	CAREER POSSIBILITIES (Holland Code):	
Discussing Politics Reading Business Journals Watching the Stock Market Attending Meetings and Conferences Selling Products Leading Campus of Community Organizations Operating a Home Business	Advertising, marketing, and public relations managers (ESA) Advertising Sales Representative (ESR) Automobile Sales Worker (ESR) Financial Planner (ESR) Barber/Hairdresser (ESR) Bartender (ERC) Financial Manager (ESA) Computer Operator (ESI) Cook/Chef (ESR) Credit Analyst (EAS) Dental Assistant (E) Educational - Training Manager (EIS) Educational Administrator (ESA) Flight Attendant (ESA) Food Service Manager (ESI) Foreign Service Officer (ESA)	Funeral Director (ESR) Health Services Manager (ECR) Hotel Manager (ESR) Housekeeper (ESR) Industrial Engineer (EIR) Insurance Agent (ECS) Interpreter (ESA) Journalism (EAS) Lawyer/Attorney (ESA) Manufacturer's Representative (ESA) Office Manager (ESR) Public Relations Representative (EAS) Real Estate Agent (ESR) Restaurant Manager (EAS) Retail Store Manager (ESR) Sales Manager (ESA) Social Service Director (ESA) Stockbroker (ESI) Tax Accountant (ECS) Traffic Clerk (ESC) Travel Agent (ECS)



### **REALISTIC. The "Doers"**

<b>YOU ARE:</b>	<b>YOU CAN:</b>	<b>YOU LIKE TO:</b>
Practical, athletic, straightforward/frank, mechanically inclined, a nature lover, thrifty, curious about the physical world, concrete, reserved, self-controlled, independent, ambitious, systematic, persistent, stable	fix electrical things solve electrical problems pitch a tent play a sport read a blueprint plant a garden operate tools and machinery	tinker with machines/vehicles work outdoors use your hands be physically active build things tend/train animals work on electronic equipment
<b>YOUR HOBBIES:</b>	<b>CAREER POSSIBILITIES (Holland Code):</b>	
Refinishing furniture Growing plants/flowers Playing sports Hunting/fishing Woodworking Coaching team sports Building models Repairing cars, equipment, etc. Target shooting Landscaping Taking exercise classes	Air-Conditioning Mechanics (RIE) Aircraft Mechanic (RIE) Aquaculturist (REI) Architectural Drafter (RCI) Automobile Mechanic (RIE) Baker/Chef (RSE) Bricklayer (RSE) Busdriver (RES) Butcher (RSE) Carpenter (RCI) Corrections Officer (RES) Dental Technician (REI) Electrician (REI) Farmer (RIS) Laboratory Technician (RIE) Sailor (REC) Tailor (RES) Truck Driver (RSE)	Firefighter (RES) Floral Designer (RAE) Forester (RIS) Jeweler (REC) Machinist (RIE) Mechanical Engineer (RIS) Metallurgical Technician (RIS) Oceanographer (RIE) Optician (REI) Painter (RES) Petroleum Engineer (RIE) Plumber (REI) Practical Nurse (RSE) Property Manager (RES) Quality Control Manager (RSE) Radio/T.V. Repair (REI) Watchmaker (REC) Woodworking (RAE)

### CONVENTIONAL. The "Organizers"

<b>YOU ARE:</b>	<b>YOU CAN:</b>	<b>YOU LIKE TO:</b>
well-organized, accurate, numerically inclined, methodical, conscientious, efficient, conforming, orderly, practical, thrifty, systematic, structured, polite, ambitious, obedient, persistent	work well within a system do a lot of paper work in a short time keep accurate records use a computer terminal write effective business letters	follow clearly defined procedures use data processing equipment work with numbers type or take shorthand be responsible for details collect or organize things
<b>YOUR HOBBIES:</b>	<b>CAREER POSSIBILITIES (Holland Code):</b>	
Collecting memorabilia Arranging and organizing household or workshop, etc. Playing computer or card games Collecting any related objects Keeping club or family records and files Reading home magazines Studying tax laws Practicing Clutter's Last Stand Writing family history	Accountant (CSE) Bank Teller (CSE) Budget Analyst (CER) Building Inspector (CSE) Business Teacher (CSE) Cashier (CSE) Catalog Librarian (CSE) Clerk (CSE) Computer Operator (CSR) Court Reporter (CSE) Customs Inspector (CEI) Electronic Mail Technician (CSR) File Clerk (CSE) Financial Analyst (CSI)	Insurance Adjuster (CSE) Kindergarten Teacher (CSE) Legal Secretary (CSA) Library Assistant (CSE) Medical Secretary (CES) Safety Inspector (RCS) Service Station Attendant (CER) Tax Consultant (CES) Telephone Operator (CSE) Typist (CES)

So, has Dr. Holland helped you to find the real you?

Further on, you will read about more career opportunities, this time, in the sphere of PR.

## **Text 5. The Public Relations Career X Factor**

### ***Pre-reading guesses***

1. Have you made up your mind where you are going to work? Share your ideas with your partner.
2. What should you do to get your first job? What chances have you got after graduating from the university?

### ***Reading***

#### **How to make your mark when breaking into the PR world.**

It's nearly January, and in just a few short months, commencement speakers across the nation will be addressing thousands of students who are entering the "real world." For the public relations profession, this means that a new crop of bright, young practitioners who are eager to prove themselves are about to enter the marketplace. These prospective graduates will leave the safe haven of college life and enter the exciting, and sometimes frightening, working world. Many students believe that college will have armed them with all the necessary tools for success. However, smart graduates will realize that the practical learning they receive once they begin their new job will match their education within a matter of weeks. Ambitious new professionals will quickly learn that by mastering a handful of intangible factors, they will make their mark faster than the rest. Those who want to get ahead in the PR profession will be wise to heed the following advice:

**Exude confidence, but not arrogance.** Some people starting their first PR job are hesitant to voice their opinions and ideas when appropriate, causing colleagues to question their enthusiasm or value. On the other hand, some new employees are so secure in their abilities that they appear arrogant, which can impair their relationships with their colleagues and employers. The trick is to find the right balance and walk the line between providing thoughtful input and appearing to be a know-it-all.

**Identify a mentor.** Every professional, regardless of level, has a person they turn to for unbiased guidance. A mentor can help you navigate an often frenetic first year by providing sage advice and by offering to be a sounding board for your questions. Choosing a counselor and establishing a mentoring relationship early is one way to get ahead of the game.

**Realize that mistakes will be made, but do not make the same ones twice.** Every professional makes mistakes. The key is to learn from these blunders and commit to not repeating those errors again. Handling first-time mistakes with grace and professionalism shows maturity and will gain respect from colleagues and peers alike.

**Burn the midnight oil.** There is no longer such a thing as a nine-to-five job. Getting ahead doesn't just mean arriving early or staying late, but doing so enthusiastically and willingly. Smart professionals will proactively offer themselves for extra projects where they can demonstrate their worth.

**Commit to being a student of the industry.** Staying on top industry trends is key to getting ahead. Read the latest journals and PR trades, attend seminars and join professional groups in order to stay one step ahead and impress an account director.

**Recognize there is much to learn.** Those fresh out of college have gained a great deal of academic knowledge, but the humility that comes with realizing one is "green," and the willingness to make the effort to gain as much experience as possible is the surest way of making a mark.

### ***Comprehension check***

**Scan the text and complete the sentences:**

1. These prospective graduates will leave the safe haven of .....
2. Ambitious new professionals will quickly learn that by mastering .....
3. Some people starting their first PR job are hesitant to .....
4. The trick is to find .....

5. A mentor can help you navigate .....
6. Handling first-time mistakes with grace and professionalism shows .....
7. Getting ahead doesn't just mean arriving early or staying late, but .....
8. .... is the surest way of making a mark.

### **Word study**

#### **1. Match these words from the text to their definitions:**

a) ambitious	1) young and lacking experience
b) to make one`s mark	2) someone you discuss your ideas with in order to try them out
c) frenetic	3) able to change events rather than react to them make things happen
d) green	4) make smth less good than it usually is or less good than it should be
e) proactive	5) without being affected by different situations, problems
f) sage	6) determined to be successful, rich, powerful
g) sounding board	7) help or advice given to people about their work, education, personal life
h) guidance	8) very fast, uncontrolled and excited
i) to impair	9) become successful and famous
j) regardless of	10) very wise, especially as a result of a lot of experience

#### **2. Use the context to decide on the meaning of the following words and phrases from the text. Then use each expression in sentences of your own.**

- |                      |                          |
|----------------------|--------------------------|
| a. to be armed with  | i. mentor                |
| b. to master         | j. unbiased guidance     |
| c. to heed advice    | k. counselor             |
| d. to voice opinions | l. get ahead of the game |
| e. trick             | m. burn the midnight oil |
| f. fresh out         | n. maturity              |
| g. intangible        | o. to heed advice        |
| h. input             | p. commencement          |

### ***After-reading questions:***

1. What makes many students think that they are ready to work successfully?
2. What advice should you follow in order to get ahead?
3. Should you be arrogant if you want to get a reasonably secure job?
4. What are the mentors for?
5. Are you allowed to make mistakes? How should you handle them?
6. Is it essential to work long hours or should you find any other approach?
7. How is it possible to stay one step ahead?
8. What is the best way of making a mark?

### ***Speaking***

#### **Prepare a report on the following topic:**

How to make your mark when breaking into the PR world.

### **Text 6. JOBS IN PR**

#### **Skim through the job ads and answer the following questions:**

1. What job vacancies are mentioned in the advertisements?
2. Which position is the most responsible one? Why?
3. What are the most common skills necessary for all positions?

### ***Reading***

**PR Secretary/Receptionist.** Plenty of variety, including the opportunity to get involved in public relations projects for our household name clients. Keyboard skills, flexibility, organisational skills and the drive to get involved in many aspects of our business.

**European Relations Officer.** Can you build on our links with France, Italy and Germany? Reasonably fluent in two of the principal EU languages, able to work on own initiative and with excellent organisational skills. You

will be proactive in seeking EU funding, responsible for grant aid to relevant projects. Some evening and weekend work.

**Press Officer.** Responsibilities will include:

- ◆ maintaining and expanding relations with press and broadcast media, writing press releases and statements;
- ◆ advising senior management, individuals and committees on all aspects of press and media relations;
- ◆ raising awareness of the college's activities and publications through appropriate publicity and organising national press conferences and briefings.

Will have in-depth experience of press and media relations gained through at least five years in a similar organisation, excellent interpersonal skills, be able to communicate at all levels with tact and diplomacy. This is a job for a self-motivated, enthusiastic communicator.

**Account Manager, Travel PR.** To handle travel and leisure accounts in our small, successful PR consultancy. Broad media contacts in business and consumer media and a minimum of five years' experience in consumer public relations. Creativity and ability to write news and feature copy, proven success in selling stories, energy and enthusiasm, the ability to work in a small team and juggle priorities.

**Associate Director, Top 40 Agency.** Business-to-business, hi-tech and telecoms sectors. If you want to be stretched, challenged and rewarded with a board position in the next 18 months. This is a demanding role. You will have the full support of the board and the further resources of the parent plc, while retaining complete autonomy for both strategic and operational decision making.

### ***Word Study***

**1. Look up in a dictionary these words to make sure of their pronunciation and meaning:**

- |               |                |
|---------------|----------------|
| a. initiative | d. consultancy |
| b. committee  | e. priorities  |
| c. diplomacy  | f. autonomy    |

**2. Find words and phrases in the text that mean:**

- a. determination and energy that make you successfully achieve smth
- b. very well known
- c. thorough and complete so that all the details are considered
- d. company that gives advice and training in a particular area to people in other companies
- e. the thing that you think is the most important, that needs attention before anything else
- f. be given smth because you`ve done smth good or helpful
- g. an amount of money given to someone, especially by the government for a particular purpose
- h. use your achievements as a base for further development
- i. information or instructions that you get before you have to do smth
- j. a large company in Britain which has shares that the public can buy
- k. test the skills or abilities

**3. Use the words and phrases from the exercise above in the sentences of your own to illustrate their meanings.**

### ***Speaking***

**Work in pairs. Speak about advantages and disadvantages of the positions above, choose the one that suits you most. Explain your choice, giving good grounds.**



## **MODULE 2. PREPARING FOR A JOB: CVS AND INTERVIEWS**

### **I. What is a CV?**

A **CV** is an outline, normally on paper, of a person`s educational and professional history. It is a simple and accessible way of introducing yourself to potential employers and can be a vital tool in obtaining the chance to impress them face-to-face at an interview.

#### **What does curriculum vitae mean?**

The words come from the Latin (a ‘dead’ language now no longer used) and mean literally ‘the course of your life’ or the brief story of your career. In some countries a CV is known as a resume` (pronounced ‘rez-ume-ay’).

### **1. Answer the following questions to find out how competitive you are:**

#### **How to give yourself a competitive edge?**

1 Have you decided what sort of job you really want?	<b>Yes/No</b>
2 Have you spoken to anyone who does the sort of job you would like to do?	<b>Yes/No</b>
3 Have you found out about the companies you would like to work for?	<b>Yes/No</b>
4 Have you spoken to anyone who works for these companies?	<b>Yes/No</b>
5 Do you know what skills you have gained and the skills you have lost in recent years?	<b>Yes/No</b>
6 Have you done anything in the last year which has developed your skills?	<b>Yes/No</b>
7 Do you regularly read the business pages of newspapers or professional journals?	<b>Yes/No</b>

8 Have you talked to a recruitment agency that specialises in your area of work?	Yes/No
9 Have you written or updated your Curriculum Vitae in the last six months?	Yes/No

### Score

*Yes = 1 point No = 0 points*

**0-3** You need to spend more time on preparing yourself for a new job.

**4-6** You have made a good start, but you still need to do more work to stand out from the competition.

**7-9** You are in a strong position to get a new job.

**2. Whatever your score in the quiz, your CV can put you in a strong position.**

**Observe the following CV guidelines:**

**Your CV should be:**

- word-processed
- laser printed on good quality paper
- no longer than two pages of A4 paper

**You should include:**

<b>Personal details</b>	The employer wants to know who you are and how to contact you (essential information only).
<b>Education</b>	
<b>Work experience</b>	Don't just describe the job - stress what you achieved and what you learnt.
<b>Positions of responsibility</b>	If you do not have a lot of work experience, this section will show employers your potential.
<b>Skills</b>	Be positive about your ability - never undersell your experience.
<b>Interests</b>	Stress any significant achievements related to your interests.

<b>Referees</b>	<ul style="list-style-type: none"> <li>• Current students and recent graduates should choose an academic referee and a personal one (this could be an employer).</li> <li>• Get your referees' permission first and tell them what you are applying for and what you would like them to stress in a reference.</li> </ul>
-----------------	---

### 3. Look at Melanie Henderson's CV. Following the guidelines, prepare your own CV.

#### Personal Details

#### Address

Put your most recent studies first

Melanie Henderson

99 Newlands

Park London

**Date of birth**

SE30 8UJ

5.11.78

Tel: 0171 25650

#### Education

**1997 – present**

Don't go too far back in time or leave any gaps

Degree in French and Film Studies, University of London

Degree performance to date: 2.1

Specialist subjects: British Cinema, The Narrative Technique

**1992 –1997**

Royal Latin School, Aylesbury

4 A Levels: French (B), German (C), English (B), Film studies (A)

7 GCSEs: French (A), German (A), English (A), History (B), Art (A), Maths (B), Economics (B)

#### Work experience

**1999**

Give more detail about more relevant experience

**Information Officer, Futuroscope, France**

Responsible for dealing with enquiries in a busy office, responding to 2,000 enquiries a week. This demonstrated my ability to retain a professional approach and a sense of humour while working under pressure.

Put your most recent experience first

**1998**

**Customer Services Assistant**

Provided support for customer enquiries. Dealing with customers' complaints demonstrated my ability to remain calm under pressure. Explaining complex issues simply and clearly helped me to develop my communication skills.

**Positions of responsibility**

In my final year at school, I helped organise a careers fair for all final year students.

**Skills**

Good working knowledge of Microsoft Word and Excel Spreadsheets  
Working knowledge of French and Italian  
Current clean driving licence

**Interests**

**Travel:** I have travelled extensively and independently in Europe.

Add details

**Music:** I play the guitar in a semi-professional band and have done a number of 'gigs' for school and student clubs.

**Referees**

Give two referees

Hamish Roberts  
(Tutor at University of London)  
17 Woodland Avenue  
Oxford  
OX11 7GGR

Richard Gayle  
(Customer Services Manager/DAT)  
31 Pleasant Street  
London  
SE18 3LSR

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*Here is an advertisement for a vacancy in a PR company:*

***What should you do to get ahead in your career?***

JOIN OUR PR TEAM! TOP SALARY!

We need someone to join our team who can manage to do ten things at once while remaining cool and calm in crisis!

We are a leading PR Company.

We can offer you a fulfilling and challenging role working with our Director of Travel.

You will need to be hard-working, flexible, well-organized and energetic.

You'll be attending presentations, arranging meetings, travel and lunches, and liaising with executives of major international companies.

This **IS** a superb opportunity for the right kind of person.

And we'll pay you a top salary with bonuses.

**Call or write today and tell us about yourself!**

**Jim Brown, Personnel Manager,  
Anglo-European PR,  
99B Baker Street, London, W1J9PQ  
telephone 01 6708071**

***Writing***

**Imagine you've read this advertisement in a newspaper and got interested in this job. You are sure you have all the making of a good PR manager. Use the guidelines you have studied above to make up your CV.**

***Reading***

When applying for a job, you should send your potential employer a covering letter (letter of application), where you point out the purpose of your addressing this company and the position you'd like to apply for. Your well-structured CV, together with references, must be also enclosed.

Study the following guide to a covering letter.

## How to write a covering letter

### ***Make your opening gambit the best one possible***

**1. First impressions count.** “A covering letter is read before a CV, so make sure that it grabs the reader’s attention,” says Paul Laurie, the operations manager at the employment consultancy Manpower UK. Sloppy spelling and punctuation, copying a generic e-mail to rival firms, forgetting to include your contact details and omitting a job reference are all common, fall-at-the first-fence bloopers.

**2. It’s not an optional extra.** “Even if you have just been asked to e-mail your CV, always send a covering letter,” says Scott Foley, the student recruitment manager at Manchester University. “It introduces why your CV is there and what you stand for. It sets the scene for your CV.”

**3. Dear who?** If the job advertisement doesn’t name a contact, call human resources to find out who will be scrutinising your application. “It’s more personal, and if you want to inquire about the application process (later) you have someone to follow up with,” Foley says.

**4. Be brief.** “Keep it punchy,” Laurie says. Three or four paragraphs should be sufficient to convey your motivation, experience and personality. A covering letter should not replace your CV but summarise your suitability for a role by matching your experience to the job advertised.

**5. Be factual not arrogant.** Don’t cross that fine line between expert and muppet. “There is selling yourself and then highlighting what you have done,” Laurie says. Avoid statements such as “I am the ideal candidate” for example, in favour of “I believe I have the skills and experience that make me a strong candidate”.

**6. Get noticed.** “Give a reason for writing,” says Lynn Williams, a career coach, even if your application is speculative. Perhaps you recently read something in the trade press or met someone from the firm at a networking event? “It shows that you have been actively looking at the company,” Williams

says. If you are applying for a specific role, say so at the start of your letter so that the application doesn't go astray.

**7. Tailor your letter.** Recruiters are impressed by evidence of research into their company's goals, ethos and achievements, Laurie says. If the company prizes customer service, show that you have delivered excellent client care, but don't go overboard. One such statement suggesting spiritual kinship is enough.

**8. Be e-mail aware.** Writing a good e-mail requires just as much patience as a legible handwritten letter. "Make sure that the key bullet points are in the first screen, so that you don't have to scroll down," Williams says. "You can also use the subject line to put your key point forward. Say 'engineering graduate' for example."

**9. No ifs or buts.** Don't point out any weaknesses and then attempt to justify yourself. As Williams says: "You are giving them reasons to interview you, not excuses to bin you."

**10. Sign off with confidence.** Be upbeat and ask for an interview, Foley says. "I'll expect your call" sounds overly confident but write that you expect to meet to discuss the role.

### **THE LOWDOWN**

- Directly address the job advert by picking out your skills, experience or personal achievements that best fit the requirements.
- Think "how can I help the interviewer to select me", not "how do I hard-sell myself?"
- Never start your letter "Dear sir/madam". Find out who will be reading your application if it is not in the job advert.
- Break up long paragraphs. Solid blocks of text can be daunting for the reader.
- Ask a friend to read your covering letter to make sure that the content is relevant and the tone professional.

(By Clare Dight, The Times, January 18, 2007)

***This is a covering letter for the advertised position. Single out the main parts of the letter, pay attention to the layout of the letter:***

14 Oaktree Road  
Abingdon  
Littlehampton  
Lh12 4PF

30 September 2008

Personnel Manager  
Anglo-European PR  
99B Baker Street  
London, W1J9PQ

Dear Mr. Brown,

I am applying for the position of PR manager advertised in the “Daily Globe” on 28 September 2007.

I am a qualified PR practitioner, skillful in negotiations and experienced in arranging meetings and presentations. I am bilingual in English and Spanish, I also speak French fluently.

I enclose my curriculum vitae, together with references from my last employer and from the college where I trained.

I look forward to hearing from you soon.

Yours faithfully,

*Elaine Malone*

Elaine Malone (Miss)

---

***Does this letter meet the requirements for such type of business correspondence? Write down your own covering letter in reply the advertisement given above.***



## **II. INTERVIEWS**

### **1. Read some hints on being successful at an interview**

At an interview, it is vital to ‘sell’ yourself to the potential employer. The impact you make as you walk into the room is extremely important. Take note of what Caroline Swam, Director of Professional Services at Right Management Consultants, says,

*“Attend the interview with a different focus. Ask yourself, is this the right job for me, at right company, with the right future? By changing your approach, you will conquer your nerves and begin to assess the opportunity as much as the interviewer is assessing you. In this frame of mind you will be asking intelligent, searching questions and demonstrating your abilities in the process.”*

### **2. A good interview is always well-structured. Work in pairs and put the list of things that an interviewer should do into a logical sequence.**

- a. answer questions
- b. ask questions about candidate’s CV
- c. explain the plan of the interview
- d. hold a few minutes of neutral conversation
- e. listen
- f. make the candidate feel at ease
- g. explain what happens next
- h. observe
- i. summarise the main points

### **3. Work in pairs and decide what the interviewer and the interviewee could say at each of the nine stages.**

Example:

*Make the candidate feel at ease:*

**Interviewer:** ‘Thank you for coming, I hope you had a good journey.’

**Interviewee:** ‘Yes, thanks. It only took 40 minutes, door-to-door, and it’s easy to get here from the station.’

**4. At an interview, it is vital to ‘sell’ yourself to the company. Read the following dialogue and underline what each candidate says to sell him/herself.**

**Int:** So Brett. What do you think your strengths are?

**Brett:** Well, I enjoy working with people as part of a team. I think the best results come from working together. I’ve found that’s true in all the projects I’ve worked on.

**Int:** Well, Barry. You seem to have done lots of different things. How have you found the time for them all?

**Barry:** I am just very active. I try to organize my studies and my other interests so I can do as many things as possible. I think it’s good to meet lots of different people and have lots of different experiences.

**Int:** Why do you want to work in this area?

**Julie:** I think PR’s a really interesting area. I’ve really enjoyed doing my PR course and it’s convinced me that this is the right area.

***Role-play***

**Work in pairs. Choose the position you’d like to apply for and role-play the job interview, following all the guidelines mentioned in the topic ‘The world of jobs.’ Try to do your best to sell yourself to the employer.**

***Writing***

**Comment on the statement, then write a story that must begin with this statement.**

*“Choose a job you love and you’ll never have to work a day in your life.”*

## Reading

### Job Hunting. Interview with Employer

TST Systems was looking for candidates for an opening position of a Commercial Director. Three applicants came for an interview after they had submitted their cover letters and resumes. The third and the most successful was Mr. Kauffman. Here is the interview with him.

opening position  
= vacancy

application for  
the position  
to apply to smb  
for smth

promising =  
prospective

competition  
competitor  
competitive

to be responsible  
for  
to take  
on/assume/accept

- Good morning, sir.
- Good morning. Come in, come right in. Mr. Kauffman, isn't it? Please, take a seat. You will have to excuse me a moment while I finish signing these letters. Meanwhile please fill in the application form... There, that'll do. Now I can concentrate on you, Mr. Kauffman. Tell me, how long you have been in your last job with 'Alpha'?
- Five years, I am only leaving because the firm is moving to Frankfurt, but I think a change will do me good.
- What do you know about our company? Have you got any questions to me?
- I know that this is a very promising company, so I'd like you to inform me what will be the major focus of efforts in the next few years.
- We plan to expand our activity on English-speaking countries, mainly England, to buy equipment and technologies from them and run training programmes here. We need a team of creative persons to make our company competitive in the world market.
- What responsibilities and obligations do you suggest during the first year?
- Well, first of all, to be responsible for our contacts with

responsibility  
obligation = duty  
contractual/treaty  
obligations  
to negotiate  
to conduct  
negotiations

reliable  
reliability

entrepreneur  
[ˌɒntrəprəˈnɜː]

salary  
wages  
honorarium  
fee  
bonus

experimental  
period = term of  
probation

English partners, to buy good equipment and generally to be skillful in negotiations. You will have to travel very much. Besides, we are expecting a new fair in London soon and maybe you will have a chance to go there.

- Yes, I see.

- So, tell me, what are your three main strengths?

- I think they are reliability, loyalty, energy.

- OK. How do you relieve everyday tensions?

- I am accustomed to work under pressure.

- Are you a leader, an entrepreneur by nature?

- Yes, I think so, because I make contacts with people very easily.

- All right. Now, Mr. Kauffman, I am quite prepared to offer you a job with us. You have excellent references from your previous job. What do you find a fair salary?

- € 3000.

- I think we'll begin you from € 2500 for the experimental period and if you do well we'll review it by the end of three months. Hours are from 9 to 5.30, with an hour for lunch and a fortnight's holiday. Does that suit you? Any questions?

- What about travel? Length? Where?

- Mostly to England for not longer than a month.

- All right. I suppose supportive environment here. When do you want me to start, sir?

- In a week, if possible.

- I am afraid I can begin only since October 20.

- No problem. We'll be seeing you on the 20<sup>th</sup> then?

- Yes, certainly. Thank you very much. Good-bye.
- Good-bye.

*Now study the following instruction for job seekers:*

### **Dos and Don'ts for Job Seekers**

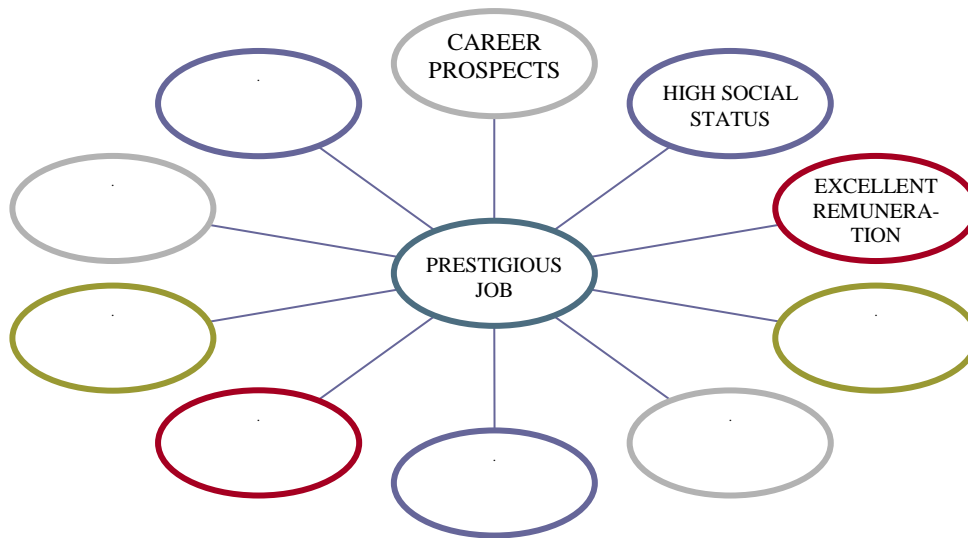
- |  |  |
|--|--|
| ✓ DO learn ahead of time about the company and its product. Do your homework.                | - DON'T keep stressing your need for a job.  |
| ✓ DO apply for a job in person.  | - DON'T discuss past experience which has no application to the job situation.                             |
| ✓ DO let as many people as possible know you are 'job hunting'.                              | - DON'T apologize for your age.  |
| ✓ DO stress your qualifications for the job opening.   | - DON'T be untidy in appearance.   |
| ✓ DO recount experience you have had which would fit you for the job.                        | - DON'T display 'cocksureness'.  |
| ✓ DO talk and think as far as possible about the future rather than the past.                | - DON'T cringe or beg for consideration.   |
| ✓ DO indicate, where possible, your stability, attendance record and good safety experience. | - DON'T speak in a muffled voice or indistinctly.  |
| ✓ DO assume an air of confidence.  | - DON'T be one of those who can do anything.   |
| ✓ DO approach the employer with respectful dignity.  | - DON'T hedge in answering questions.  |
| ✓ DO try to be optimistic in your attitude.  | - DON'T express your ideas on compensation, hours, etc. early in the interview.                            |
| ✓ DO maintain your poise and self-control.   | - DON'T hesitate to fill out applications, give references, take physical examination or tests on request. |
| ✓ DO try to overcome nervousness   |  |

- and shortness of breath.
- ✓ DO hold yourself erect.
  - ✓ DO answer questions honestly and with straightforwardness.
  - ✓ DO have a good resume.
  - ✓ DO know the importance of getting along with people.
  - ✓ DO recognize your limitations.
  - ✓ DO make plenty of applications.
  - ✓ DO indicate your flexibility and readiness to learn.
  - ✓ DO be well-groomed and appropriately dressed.
- DON'T hang around, prolonging the interview, when it should be over.
  - DON'T go to an interview without a record of your former work connection.
  - DON'T arrive late and breathless for an interview.
  - DON'T be a 'know it all' or a person who can't take instruction.
  - DON'T isolate yourself from contacts that might help you find a job.
  - DON'T feel that the world owes you for a living.
  - DON'T make claims if you cannot 'deliver' on the job.
  - DON'T display a feeling of inferiority.

### ***Speaking***

- 1. Use these recommendations to instruct the unemployed in the local job centre.**
- 2. Following the instructions, act out a dialogue between an employer and a job seeker.**

**3. What requirements should a prestigious job meet? Complete the diagram below:**



What is a prestigious job in your understanding? What jobs are prestigious in Russian labour market nowadays? To introduce your ideas, use the following conversational formulas:

E.g.: *In my opinion, a prestigious job should be secure and guarantee career prospects.*

#### Personal Opinion

- ✓ I personally believe/think/feel that ...
- ✓ To my mind, ...
- ✓ In my view, ...
- ✓ I suppose that...
- ✓ I'm absolutely certain that...
- ✓ I strongly believe that...
- ✓ I'm convinced that...

#### Order of Importance

- ✓ To begin with, ...
- ✓ First of all, ...
- ✓ Besides, ...
- ✓ To add to this, ...
- ✓ Moreover, ...
- ✓ Furthermore, ...
- ✓ In addition, ...
- ✓ Equally important ...

## *Article Interpretation*

### **French Fries to Blue Chips**

(by Damian Barr, “The Times”, August 14, 2007)

***Unless you have a private income, you will probably need a part-time job. The trick is balancing work and study***

Work is a four-letter word. Nobody really wants to do it. That is one reason why you are off to university now and not to an office. If nothing else, it is a refuge from the world of work. Or it was.

“More students are working than ever before,” says Gemma Tumelty, president of the National Union of Students (NUS). “Top-up fees, spiralling rents and growing living costs are forcing students away from their studies into part or even full-time work.”.

In the past decade, the number of full-time students who work has risen by 54 per cent, from 406,880 in 1996 to 630,718 in 2006. Student numbers are also rising but you don’t need a maths degree to see it is disproportionate.

Tumelty says: “Many of those new to higher education come from poorer backgrounds; they are doing the longest hours.” Working students average 14 hours a week, according to an NUS report ‘All Work and Low Pay’. One in five tops 20 hours, according to the Royal Bank of Scotland.

That is a lot of work. So, beyond cash, what are the benefits? And what sort of job should you do? Most students do a “McJob”. Tumelty adds: “We recognise the value of work experience but students are concentrated in the low-pay, long-hours sectors, mainly hospitality and retail, where they often experience exploitation.”

I got my first McJob days into my first term studying journalism at Edinburgh’s Napier University. I lasted a month in the job and a year on the degree. As a night attendant at a petrol station, I was to serve through a hatch and stock-take in quiet moments.



There were no such moments, especially not on weekends when a particular joy was vomit in the hatch. The sole perk was eating out-of-date Dunkin' Donuts. Soon I got fat and started missing lectures to sleep. Exhausted, I was making mistakes at work. Finally, after accidentally starting a fire, I too was fired.

I then applied for a job at McDonald's. Now I am proud that it turned me down. Then I was mortified. While drowning my sorrows in a nearby bar, I was offered a job. Serendipity. Now you do not have to rely on chance to find you work. Most student unions run a job shop for reliable employees seeking reputable employers. Then there is the web. Try [www.e4s.co.uk](http://www.e4s.co.uk), [www.justjobs4students.co.uk](http://www.justjobs4students.co.uk) and [www.activate.co.uk](http://www.activate.co.uk).

Tumelty worked as a waitress throughout her psychology degree at Liverpool John Moores University. She says: "Smile sweetly and you get tips, there is food about and the hours beat bar work. It definitely helped to develop my teamwork skills. I worked about 20 hours a week. As your loans run out you need to work more when you should be revising. I missed lectures for extra shifts and often felt knackered. I just missed a first, but who knows . . ."

The NUS report says nearly 40 per cent of working students felt having a job gave them less time to study and a quarter missed lectures to work. Yet employers say work experience is the key to getting a graduate job.

Karen Scarborough, director of Place Me First, a one-stop shop for students seeking placements, says: "More than 60 per cent of students who take up placement opportunities are later offered full-time employment. Students create a detailed profile which we match to the exact needs of employers. It gives companies a chance to check out a potential future employee while students try out the company, the industry and the role."

Scarborough set up the company when her son struggled to find a placement in Paris. "Placements, from one week to a year, are now a part of so

many courses but universities can't help everyone. My son finally found one but then needed help sorting out accommodation and settling in."

Place Me First promises to go beyond sites such as [www.placement-uk.com](http://www.placement-uk.com) by creating a community — a placement "Facebook". Companies so far include Waitrose, JP Morgan and Bhs. I left Napier University for Lancaster and a degree in English literature and sociology. I got a bar job and tried to get experience in journalism. I had no strings to pull.

Tumelty says: "Because placements are usually unpaid, they are taken by the wealthy." Scarborough disagrees: "Our placements over a month are paid. Our site gives everyone the same access." Only you can achieve the right work-study balance. Whatever you end up doing, it is over before you know it. Today you are serving fries, tomorrow working for a blue chip.

**Notes on the text:**

Dunkin' Donuts™	the largest group of shops in the world selling doughnuts and coffee. First opened in the US in 1950, nowadays the company has more than 5000 shops in 31 countries.
Serendipity	(lit.) the natural ability to make interesting or valuable discoveries by accident
Blue chip	a company which makes a big profit and is considered safe

***Word study***

**1. Find in the text the words which suit the given definitions:**

- a) something that you get legally from your work in addition to your wages, such as goods, meals, or a car;
- b) a place for someone to stay, live in;
- c) someone's family, education, previous work etc;
- d) a job, usually as part of a course of study, which gives you experience of a particular type of work;

- e) the ability to work efficiently together with one's colleagues;
- f) too much or too little in relation to something else;
- g) to secretly use your influence with important people in order to get what you want or to help someone else.
- h) a situation in which you treat someone unfairly by asking them to do things for you, but give them very little in return
- i) to usually do something or usually happen a particular number of times, or to usually be a particular size or amount

**2. Find in the text the words opposite in meaning to the following:**

part-time	to fire	wholesale
disreputable	poor	up-to-date

***After-reading questions:***

1. What makes more and more full-time students take up a part-time job?
2. How many hours a week do students usually work?
3. What sort of jobs do students usually do?
4. What is a job shop? What is its major function?
5. What is a McJob? Does this kind of job presuppose any career prospects?
6. What help can placement agencies offer students?
7. Is it difficult for a full-time student to work 20 or more hours a week? What can this result in?
8. What is, in your opinion, the best way to keep work and study balance?
9. What job opportunities are there for students in Russia?
10. How can you interpret the concluding phrase of the article: "Today you are serving fries, tomorrow working for a blue chip"?

**Now prepare the interpretation of the article. Don't forget to express your attitude to the problems tackled in the article.**

## ***For Fun and Profit***

Do the following wordsearch puzzle:

### **Careers**

A	P	T	I	T	U	D	E	D	U	C	T	I	O	N
G	O	S	W	E	I	V	R	E	T	N	I	D	D	R
R	N	T	O	B	R	E	H	C	T	U	B	N	E	E
E	A	I	R	O	T	R	L	A	W	Y	E	R	N	F
G	M	P	K	S	S	U	X	N	W	P	R	O	T	F
A	E	E	I	S	A	E	R	A	B	B	I	R	I	O
N	C	N	J	X	S	P	G	M	R	N	T	E	S	I
A	I	D	H	I	R	E	P	E	U	O	E	H	T	N
M	L	P	B	S	A	L	A	R	Y	I	R	C	B	S
S	O	S	L	L	I	K	S	I	E	S	T	A	O	U
E	P	V	J	R	R	E	M	F	G	N	K	E	N	R
L	A	O	I	E	M	U	S	E	R	E	T	T	U	A
A	B	S	L	E	T	S	E	I	R	P	B	I	S	N
S	K	C	O	T	S	S	E	N	I	S	U	B	C	C
S	N	O	I	T	A	C	O	V	E	R	T	I	M	E

APPRENTICE	DENTIST	OFFER	SALESMAN
APTITUDE	FIREMAN	OVERTIME	SKILLS
BAKER	HIRE	PENSION	STIPEND
BONUS	INSURANCE	POLICEMAN	STOCKS
BOSS	INTERVIEW	PRIEST	TAXES
BREAK	JOBS	RABBI	TEACHER
BUSINESS	LAWYER	RESUME	UNION
BUTCHER	MANAGER	RETIRE	VOCATION
CLERK	MINISTER	RISKS	WAGE
DEDUCTION	NURSE	SALARY	WORK

***Render the article into English:***

## **Бухгалтером быть хорошо**

(www.vzglyad.ru, Василий Печко, 18 августа 2006)

В сфере искусства лучшими стали профессии редактора на киностудии, архитектора, дирижера симфонического оркестра.



Эксперты составили перечень лучших и худших профессий. Рейтинг составлялся на основании уровня зарплаты, уровня стресса на рабочем месте и количества поездок, которые приходится совершать во время работы. Кроме того, лучшие профессии были определены и для отдельных сфер человеческой деятельности, таких как искусство, спорт, финансы и бизнес.

Результаты поиска лучших профессий были опубликованы в книге исследователя Леса Кранца «Справочник для ищущего работу», сообщает ресурс Washington Profile.

«В общественных науках лучшими профессиями были признаны специальности историка, социолога, политолога» Статистическая информация для этого анализа была взята из официальных отчетов Бюро статистики труда США и Бюро переписи населения, а также из исследований, проводимых профсоюзами и различными научными организациями. Кроме стресса и количества поездок, при вычислении лучших профессий учитывались возможности трудоустройства, уровень безопасности и запросы к физическому состоянию работника.

Лучшими профессиями в США признаны: менеджер интернет-сайта, статистик, компьютерный аналитик, инженер в области программного обеспечения, математик, программист, бухгалтер, промышленный дизайнер. Худшими профессиями названы работа подсобного рабочего, лесоруба, рыбака, строителя, пастуха (ковбоя), профессионального танцора, металлурга и водителя такси.

Также определены лучшие профессии в различных сферах экономики. В сфере искусства лучшими стали профессии редактора на киностудии, архитектора, дирижера симфонического оркестра. В спорте – тренера по физкультуре, тренера по баскетболу, автомобильного гонщика.

Для бизнеса и финансов – бухгалтера, помощника юриста, финансового аналитика. Для средств массовой коммуникации – технического писателя (составителя инструкций для пользователей), техника на ТВ и радиостанциях, редактора газеты. В здравоохранении и медицине – администратора госпиталя, секретаря врача, технолога по медицинскому оборудованию.

В науке – статистика, математика, преподавателя. В общественных науках лучшими профессиями были признаны специальности историка, социолога, политолога. В информационных технологиях – менеджера интернет-сайтов, компьютерного аналитика и инженера в области программного обеспечения.

По данным Министерства труда США, американцы, работающие в сфере бухгалтерии и финансов, зарабатывают 23,3–109,8 тыс. долларов в год. Специалисты в области рекламы и маркетинга – 23–97 тыс. долларов в год, специалисты по искусству и дизайну – 23–97 тыс., бизнесмены – 20–100 тыс. долларов, компьютерщики – 15–85 тыс. долларов, строители – 15–90 тыс. долларов в год, повара – 15–38 тыс. долларов, сотрудники архитектурных компаний – 17,5–100 тыс. долларов в год.

В сфере образования зарплаты колеблются в промежутке от 19,5 до 45 тыс. долларов в год. Инженеры зарабатывают 23–100 тыс. долларов, офисные работники – 15–40,6 тыс. долларов в год, работники транспортной индустрии – 25–80 тыс., сотрудники индустрии туризма – 23–81 тыс. долларов, сотрудники промышленных предприятий – 20–40 тыс. долларов в год.

Ранее американское Бюро статистики труда опубликовало список самых опасных профессий. Самыми опасными были признаны профессии лесоруба, пилота, моряка и мусорщика. Профессия лесоруба возглавила первую десятку наиболее опасных сфер профессиональной деятельности. Аналитики Бюро статистики труда отмечают, что на 100 тыс. лесорубов приходится 92,4 случая смерти на работе. Вторым в списке самых опасных специальностей числится пилот гражданской авиации.

На 100 тыс. пилотов тоже приходится 92,4 смертельных случая, при этом зарплата специалистов гражданской авиации составляет в среднем 129,25 тыс. долларов в год. Профессия мусорщика тоже отличается большой опасностью – 43,2 смертельных случая. За работу мусорщики получают 25,76 тыс. долларов в год. Фермерам практически нечего бояться. По статистике они зарабатывают больше строителей, работающих со стальными конструкциями. Фермерская зарплата равна 40,44 тыс. долларов в год, при этом из 100 тыс. гибнет 37,5 человека.

### **MODULE 3. WHAT IS PUBLIC RELATIONS?**

#### ***Pre-reading guesses***

#### **1. Read the head of the module. Investigate the idea of *public relations***

- a) Write down some words and phrases associated with *public relations*
- b) Give your own definition of *public relations*.
- c) In groups of three or four compare and contrast your notes. Discuss and report back to the class the different points of view.
- d) Study the following definitions of *public relations*:
  - Probably the simplest and most straightforward definition of public relations is: the '*management of communication between an organization and its publics*' (Grunig and Hunt, 1984).

- The Public Relations Society of America offers this definition: *'Public relations helps an organization and its publics to adapt mutually to each other. Public relations is an organization's effort to win the co-operation of groups of people. Public relations helps organizations effectively interact and communicate with their key publics'*
- The (UK) Institute of Public Relations had a definition that read: *'Public relations practice is the planned and sustained effort to establish and maintain goodwill and mutual understanding between an organization and its publics.'*
- An 'acceptable standard of definition' among practitioners (Kitchen, 1997) is: *'Public relations is the management function that identifies, establishes and maintains mutually beneficial relationships between an organization and the various publics on whom its success or failure depends'*

e) Underline the similarities and circle the differences.

f) Write your own fine-tuned definition of **public relations**.

## **2. Give answers to the following questions**

- 1) Is the role of public opinion important in modern society?
- 2) Can an organization communicate with its publics properly without public relations people? Give examples.

### ***Reading I***

The Institute of Public Relations (IPR) says: 'Public relations is the deliberate, planned and sustained effort to establish and maintain mutual understanding between an organisation and its public'

Although it may be difficult to evaluate or quantify the success of PR activity, it is obvious when it isn't done well. Some of the best examples of successful and important PR activity have been in recent years, when communication of information about major transport or financial disasters, for



example, has been handled well by PR experts. Unfortunately, examples of unsuccessful PR are easy to spot, when an organisation is heavily criticised in the press and does little to protect its image.

Measuring the value of public relations services isn't easy. But it can be done. Not by counting articles and clippings but by showing changes in attitude to the client's brand and reputation. When the most important customers of the client are influenced and their behaviours change in a way that directly affects the company's profit, that's great PR! Increased sales, increased share price, increased sponsorship or other financial criteria are measurable.

Once PR was sometimes seen as second in importance to advertising, but an article in *PR Week* says evidence of the improved position of PR can be found in the recent launches such as Apple's iMac computer, given a PR launch four months before the ad campaign kicked in. Shell put its PR agency in the lead role in its first global communications campaign, handing the task to Fishburn Hedges. Volkswagen and Gillette also chose PR to lead recent launches.

As with advertising, PR professionals can work in-house, for agencies or freelance. One of the most striking aspects of PR is the breadth of activities it covers. Nearly every organisation wants to influence the way in which it is seen by individuals and groups. Its 'public' can include local communities, shareholders, employees within the organisation, the retail trade, etc.

### ***Word Study***

#### **1. Look up in a dictionary these words to make sure of their pronunciation**

financial

launch

advertising

agency

campaign

## 2. Match these words from the text to their definitions

1. to establish	a. to carefully consider sth to see how useful or valuable it is
2. to maintain	b. to measure sth and express it as a number
3. to evaluate	c. the sale of goods in shops to customers, for their own use and not for selling to anyone else
4. to quantify	d. an occasion at which a new product, book etc. is made available or made known
5. launch	e. someone who is paid to work for someone else
6. freelance	f. someone who owns shares in a business
7. shareholder	g. to make sth continue in the same way or at the same high standard as before
8. employee	h. working independently for several different companies or organizations rather than being directly employed by one
9. retail trade	i. to start a company, organisation, situation etc. that is intended to exist or continue for a long time

## 2. Translate the phrases from Russian into English

Непрерывное усилие, сохранить взаимопонимание, сообщение информации, финансовая катастрофа, жестко критиковать, защитить имидж, второй по важности после, передать задачу кому-либо, работать в штате, поразительная черта

### *After-reading questions:*

1. What is the purpose of PR?
2. How can we evaluate the success or failure of PR activity?
3. What is more important – PR or advertising?
4. Where can PR professionals work?

5. Who does the public of an organisation include?

### *Speaking*

**1. Prepare a report about the concept and nature of public relations.**

**2. Speak on the following situation. Engage your classmates in the conversation:**

A friend of yours is preparing for an exam in PR but he/she has missed far too many lectures on it and is asking you for help. You share your knowledge on what PR is.

### *Language notes:*

**1. Read, translate and use the words in sentences or situations of your own.**

**1) public (not private)**

**in public** if you do or say something **in public**, people in general hear about it or see it: *Most people are a little nervous about speaking in public. | It was the first time the former hostage had appeared in public since his release.*

**publicly** if you do or say something **publicly**, you do it in public, so that everyone knows what you believe, what you plan to do, etc.: *Many senators disagreed with the President but lacked courage to say so publicly. | Both governments have announced publicly that they will not be building nuclear weapons.*

**openly** if you do something **openly** you do it publicly, especially something that other people might disapprove of or be too embarrassed or afraid to do: *He was the first AIDS sufferer to talk openly on TV about coping with the disease. | A group of youths were standing next to a van, openly selling drugs.*

**officially** done, agreed, or decided by someone of authority, and therefore made public, legal, or official: *The changes to borders were officially*

*announced in the European Parliament. | October has officially named import-promotion month in Japan.*

## **2) public (government)**

**public** (public services/property/library/money, etc.) owned, controlled, or paid for by the government: *In 1977, only 45% of the population had access to public health services. | Damage from the Windsor Castle fire will have to be paid for by public money.*

**state** (state education/enterprises/welfare, etc.) provided and paid for by the government: *The government should be investing more in state education. | Such a project would involve too great a degree of state aid.*

**government** (government grants/bonds/initiative, etc.) provided, paid for, or run by the government: *Most of their money was tied up in industrial and government initiative that was forced on the British people. | How much government money is to be poured into the program?*

**3) publics (public relations)** specific target groups for PR campaigns: large or small homogenous groups, eg: blacks, students, teenagers, the shareholders of a single cooperation, the users of a certain brand of video cassette, etc.

## **2. Look up phrases with the word *public* in a dictionary. Explain their meaning.**

### ***Example:***

*public sector* - all the industries and services that are owned or paid for by the government

## ***Reading II***

### **Skim the text and answer the questions:**

- 1) What terms are sometimes used instead of public relations?
- 2) What is public relations often mistaken for?

## **Communications and Public Relations**

The occupation of public relations is often described as communications, on the grounds that they are the main activity of PR people. Moreover, the term communications has become synonymous with PR. However, it does not adequately describe public relations, whose full practise comprises more than communication alone.

### **Publicity and Public Relations**

The term publicity continues to be widely and mistakenly understood as an alternative name for public relations. Publicity, however, is *a part* of PR. Usually it comprises activities and events that get media coverage with the purpose to draw attention and create awareness. A special event, for example, becomes publicity for your business only when the news of its happening appear in the media. Thus, activities and events generate publicity but are not publicity themselves.

Publicity may be controlled or occur as a result of information becoming known. Thus, it can have either beneficial or harmful consequences, whereas the aim of public relations is to look after the reputation of an organization, to earn understanding and support.

### **What Public Relations is not**

Public relations is often mistaken for one of the following:

#### *Marketing*

Much public relations activity is directed at support of marketing. For PR people, however, customers are one public among many. This doesn't mean that public relations views customers as less important, rather it recognizes and devotes time to other publics: shareholders, employees, suppliers and the media.

#### *Advertising*

No matter how interesting an advertisement might be, it is recognized as a self-serving communication. The company pays for the message to be delivered directly to a consumer. In public relations you do not pay to get advertising

placed, but a newspaper or magazine freely gives space to a story about your company. This is a powerful tool in shaping public opinion as consumers today tend to be cynical and don't have a great deal of confidence in advertising messages.

### *Sales promotion*

Sales promotion is directed at gaining short-term results, usually measured over weeks or months, whereas public relations is assessed over longer periods, often a year at a time or more. The purpose of sales promotion is to affect a market quickly, so it may use any means (for example a competitive attack or defence). Public relations aims at securing results that by their nature can take time to achieve. However, both sales promotion and public relations share the ability to communicate directly with individuals and small groups of people.

### *Propaganda*

Some people argue that in publicity there is propaganda, because the offered information is often incomplete, distorted or half-true. The features that publicity shares with propaganda are self-praise and telling rather than listening. But such characteristics of propaganda as dogmatism and demand of unquestioning agreement and obedience are absent. What's more, PR people take great care in defending reputations they value.

### ***Comprehension check***

**Choose the best ending to these incomplete sentences:**

- 1) The term communications ...
  - a) can be used instead of public relations
  - b) describes the activity of PR people
  - c) describes public relations adequately
- 2) Publicity includes ...
  - a) public relations

- b) special events
  - c) activities and events that get media coverage
- 3) The consequences of publicity ...
  - a) are controlled
  - b) support the organisation's reputation
  - c) can be beneficial or harmful
- 4) Public relations views customers as ...
  - a) one public among many
  - b) less important than shareholders
  - c) the aim of marketing
- 5) An advertisement is ...
  - a) a powerful tool in shaping public opinion
  - b) a message delivered directly to a consumer
  - c) published freely
- 6) The aim of sales promotion is ...
  - a) to use a competitive attack
  - b) to communicate with people
  - c) to affect a market quickly
- 7) Propaganda is sometimes considered a part of public relations because ...
  - a) PR people offer incomplete information
  - b) PR people demand unquestioning agreement
  - c) PR people defend the reputation of an organization

### ***Word Study***

**1. Give definitions of the following words and illustrate their meaning in the sentences of your own:**

- |             |              |
|-------------|--------------|
| a. comprise | f. to assess |
| b. purpose  | g. to affect |

- |              |                |
|--------------|----------------|
| c. to devote | h. competitive |
| d. cynical   | i. distorted   |
| e. to gain   | j. obedience   |

**2. Comment on the meaning of the following expressions from the text:**

- |  |                                  |
|--|----------------------------------|
| a. to get media coverage                 | f. to shape public opinion       |
| b. to draw attention                     | g. a great deal of confidence in |
| c. to create awareness                   | h. short-term results            |
| d. beneficial or harmful<br>consequences | i. to share features             |
| e. a self-serving communication          | j. to secure results             |

**3. Study the difference between the words *to comprise*, *to include* and *to consist of*, then use these words to fill in the gaps in the sentences below**

Things **consist of** a series of parts, or more formally **comprise** all their parts: *New York City consists of / comprises Manhattan, Queens, Brooklyn, the Bronx and Staten Island.*

If you only mention some of the parts, you use **include**: *New York City includes Brooklyn and Queens.*

All the parts of something together make up, or more formally **comprise** the whole: *Manhattan, Queens, Brooklyn, the Bronx and Staten Island comprise New York City.*

1. The company ..... five departments: the Sales Department, the Financial Department, the Marketing Department, the Human Resources Department and the PR Department.
2. A good PR campaign always ..... a press conference.
3. Women ..... 70% of PR professionals.
4. Mr. Brown's PR agency ..... professionals in their field.



***After-reading questions:***

1. Why are the terms communications and publicity widely used as alternative names for public relations?
2. Why are communication and publicity only a part of PR?
3. When does an activity or event become publicity?
4. Is publicity always controlled?
5. Why is public relations mistaken for marketing?
6. What publics do PR people work with?
7. Do you have to pay to place a story about your company in a newspaper?
8. What is the attitude of consumers to advertising?
9. What is sales promotion directed at?
10. After what period of time can the results of sales promotion and public relations be assessed?
11. What do sales promotion and public relations have in common?
12. Why do some people argue that in publicity there is propaganda?
13. What features does publicity share with propaganda?
14. What differs public relations from propaganda?

***Talking point***

1. What publics do PR professionals work with? Why are they equally important?
2. Why is PR activity assessed over a long period of time? Why do results usually take time to achieve?
3. Do you agree with the opinion that in publicity there is propaganda? Why/Why not?
4. What unites PR and advertising? Why do customers tend to be cynical about advertising?
5. What are the aims of public relations? Can it use any means to achieve these aims?

6. What beneficial / harmful consequences of publicity can you name?
7. Comment on the statement: "... some publicity is deliberately 'bad', because, ironically, it is expected to provide good results, as where commercial name benefits from notoriety."

### ***Speaking***

**1. Prepare a report on public relations and the closely-related concepts: communications, publicity, marketing, advertising,**

**sales promotion, propaganda. Speak about similarities and differences.**

**2. Make up a dialogue on the following situation.**

Your group-mate has got a bad mark for the control work on PR and closely-related concepts. He/she is mad with the teacher and you are explaining that the teacher was right and are trying to bring it home to him/her the real meaning of all the terms.

### ***Reading***

#### **PR AND A COMPANY'S IMAGE**

The concept of public relations as a distinct branch of communications is comparatively recent, though the practice is of course ancient. Any organization wants to present itself to the public in the best possible light. Government departments and transport undertakings — particularly the Post Office and London Transport — were among the first to tackle this form of self-presentation.

The Post Office in the 1930s made several excellent films as a public relations exercise, the most famous (and still a classic) being *Night Mail*, directed by Harry Watt and Basil Wright with a script by W.H. Auden and music by Benjamin Britten. London Transport led the way with its excellent graphics and directional signs designed by Edward Johnston for Frank Pick, and a series of posters of uniquely high standard.

Today public relations embraces all these visual and practical aspects of a company's public 'image', and also controls the relations between the company and the press and television. Where a company takes its public relations seriously and where the department has direct access to the highest decision-making strata of the company at Board level, public relations may be useful. Where the public relations department is a comparatively minor outpost, a front-line pillbox to warn the company of imminent attack by predatory inquirers, public relations is useless and indeed dangerous, since it confirms the view of many journalists that public relations officers ('PROs') are mere white-washing agents paid to disguise what is really happening.

The public relations officer must work out the best way of introducing his company or organisation usefully to the media. This may be by means of handouts — circulars sent through the post — or printed publicity material; by special events such as press conferences or receptions; or on a more personal level by introducing the company's executives to journalists, sometimes over lunch. Not all the most successful PROs work over substantial expense-account lunches, though; and many journalists are sceptical of this form of softening-up, however readily they may accept a good lunch.

It is for each PRO to determine what is the best and most cost-effective method of communicating his company's interests. This presupposes that the initiative comes from the PRO.

The other function of public relations departments is to answer queries from the press and television. This is almost more important than the previously mentioned approaches. If a public relations department earns a reputation for finding the answers to press queries swiftly, effectively and accurately, and presenting them in a form that is usable by the media, then what that department says is likely to be believed, trusted and used. If, on the other hand (as too often happens), a public relations department treats press and television inquiries as tedious interruptions in the day's work, to be dealt with casually and at whatever

space may suit the PRO, then the department will earn a reputation for awkwardness and must not be surprised if journalists are constantly trying to get into touch with the company bosses direct.

### ***Comprehension check***

**1. Say if the statements are true or false. Give reasons for your answer, based on the text. If you decide the answer is false, change the statement so that it becomes correct.**

- 1) Public relations is a recent concept.
- 2) Public relations is useful if it has access to the highest levels of decision-making in a company.
- 3) The duty of PR officers is to white-wash the company's reputation.
- 4) The company is introduced to the media at conferences.
- 5) The public relations department determines the method of communicating the company's interests.
- 6) Answering queries from the press and television is really important.

**2. Choose the most suitable heading from the list A-G for each paragraph (1-6) of the text. There is one extra heading which you do not need to use.**

- A. Introducing the company to the media
- B. The role of PR department
- C. Defending the company's image in a crisis
- D. Examples of early PR
- E. PR – not exactly a recent concept
- F. Responding to media queries
- G. Working on own initiative

## Word Study

### 1. Give Russian equivalents for the following:

the public relations officer; by means of handouts; substantial expence-account lunches; the best and most effective method; to answer queries; television inquiries; at whatever space; to get into touch with somebody; to be usable by the media; a reputation for awkwardness; on the other hand; visual and practical aspects.

### 2. Match these words from the text to their definitions

1. imminent	a. long, tiring, and uninteresting; boring
2. casual	b. producing the desired effect
3. ancient	c. exactly correct
4. substantial	d. lacking skill in moving the body easily; causing difficulty or uncomfortable feelings
5. tedious	e. <i>infnl</i> addicted to or characterised by a tendency to exploit or destroy others for one's own gain
6. comparable	f. which is going to happen very soon
7. effective	g. in or of times long ago
8. accurate	h. showing or feeling little interest; not serious or thorough; intended for informal situations or occasion
9. predatory	i. solid; strongly made; large enough to be noticeable or to have an important effect
10. awkward	j. based on or making a comparison

### 3. Use the following phrases in situations of your own:

awkward questions; an awkward time; a long awkward silence; an awkward movement; an awkward machine to use; a tedious lecture; a tedious book; casual manner, attitude; casual shoes; a comparative study; a comparative statistical data; a comparative newcomer to television; casual dress; casual

readers of the paper; casual uses of the library service; an imminent storm; imminent danger; a substantial meal / salary; substantial changes

***After-reading questions:***

1. Do you agree that the practice of public relations is ancient? Give your arguments.
2. What organisations were the first in Britain to introduce their presentation in the best possible light?
3. How did they organise this form of self-presentation? When did it happen?
4. How is a company's public 'image' created nowadays?
5. Why is it necessary to control the relations between the company and the press and television?
6. How does a direct access to the highest decision-making strata of the company influence public relations of the company?
7. In what case is public relations useless and dangerous?
8. Why does the author use the phrase “predatory inquirers” describing representatives of press and television?
9. Do you agree that public relations officers are sometimes contemplated as unwelcome visitors?
10. Why does the author write that some journalists consider public relations officers as white-washing agents paid to disguise what is really happening? Can you give an example of such attitude from your experience?

***Speaking***

1. **Prepare a report on public relations and its role in the company's image creation, stages of this process.**

## **2. Make up dialogues on the following situations:**

a. You are two colleagues, two PR specialists working in the same company. You were given a task by your boss to create a new, socially responsible image of your company. So your team is having a hot discussion over the subject.

b. You were invited to work as an image-maker and a PR man of one political party leader who is participating in the elections to the State Duma. Of course, the leader wants the majority of seats and you **MUST** help him.

### ***Translation***

#### **Translate the following text into Russian using a dictionary**

But public relations is also a specialized staff function in management, drawing heavily on journalistic skills and upon social science techniques. The professional practitioner must ascertain and evaluate the opinions of various "publics" or groups (e.g., employees, shareholders, dealers, customers, residents of a given community) which collectively make up an institution's total public if communication is really going to be "two-way." He must counsel management on ways of dealing with public opinion as it exists at a particular time and suggest points at which the policies and procedures of the company should be revised if the management wants to earn an "acceptable performance" rating from groups it seeks to influence. Finally, he plans and executes a program of action to develop effective two-way communication which will result in mutual responsiveness, understanding, and acceptance. The staff function is to represent the public to the management and the management to the public so that there will be a two-way flow of both information and attitudes.

At this, the highest level of public relations work, the public relations executive is a top-level management man. He deals directly with the president, board of directors, and chief operating officers of a company. Basic principles of operation are fashioned which will guide everyday working practices, and no major decision is made without considering its public relations effects. The

public relations staff acts as a balance wheel to protect, insofar as possible, the conflicting interests of the company's various publics: the shareholders who want the best possible return on their investment, the employees who want the best possible wages, the customers who want good service or products at the lowest possible cost. The public relations staff must act, too, as a constant guardian of the program's integrity, since other people do the actual "acceptable performing" in direct communicative contact with employees, customers, and others with whom the company deals. It is the public relations staff, of course, which maps out the ways of reaching the company's various publics through formal communications — printed materials, films, meetings and talks, and through use of the mass media: newspapers, radio, television, magazines.

(From "The Mass Communications Industries and Professions")

### ***Talking point***

1. What kind of people are usually nervous about speaking in public? Is it possible for such people to work as journalists, public relations officers, teachers, etc.?
2. What kind of people usually talk openly on TV in different talk shows about their private problems?
3. Why do you think the public relations executive is a top-level management man?
4. Do you agree that the public relations is a specialized staff function making use of journalistic skills and social science techniques? Give your arguments.
5. How is it possible to develop effective two-way communication which will result in mutual responsiveness, understanding, and acceptance?
6. Why is it said that the public relations staff works as a balance wheel?
7. What are formal communications used for reaching the company's various publics?



## WHAT MAKES A GOOD PUBLIC RELATIONS PERSON?

### *Pre-reading guesses*

*Look at the title of the unit and try to answer the question “What makes a good public relations person?”*

1. Do you possess the qualities you have come up with?
2. Can these qualities be developed or are they inborn?
3. What personal traits should you work on?

### *Reading*

Public relations has become a true profession for which people train and prepare in much the same way they would for medicine and law. No more do people enter the ranks of public relations because they cannot get another job. They become public relations people because of the challenges and rewards it offers as a good career.

The practice of public relations will never be replaced by a computer. It is an intensely personal, extremely practical, entirely human and relationship-oriented profession. In fact, building relationships - with the media, the government, employees, neighbours, consumers and numerous other publics - lies at the essence of public relations work. Every day, the public relations professional must deal with different situations, demanding different solutions.

Although specific definitions of public relations may differ, most who practise it agree that good public relations requires a firm base of theoretical knowledge, a strong sense of ethical judgement, solid communication skills, and most of all, an uncompromising attitude of professionalism.

Anyone thinking of a career in public relations should measure his or her own abilities and interests with the demands of the profession. A good PR person must:

- Be a good listener.

- Know the media. Since PR people depend on the press and electronic media to help them do their jobs, they should know how the various parts operate. This knowledge should best come from a few years of personal experience on a weekly or daily newspaper or radio or TV station.
- Be a good problem solver. As PR people have risen in management, so has the need for them to be able to tackle company or organisational problems and help solve them. The ability to conceptualise things and then list the ways to proceed is invaluable.
- Possess good communications skills. The ability to write, edit, take photographs, make speeches, assess layout and design, and produce material for radio and TV are all important in public relations.
- Like to work with people. All the publics in public relations contain people and PR practitioners will have to deal with one or more of these groups every day. Anyone who hates meeting new people and encountering new situations will dislike public relations. Outgoing, friendly individuals do well in public relations.
- Be comfortable in the profession. A person should not take a public relation job unless he or she believes in the company and its products. To do otherwise is to prostitute oneself and sell out.
- Have initiative. If you're not generating things as a PR man, you're either tired or there's something wrong.
- Be articulate. A PR man is like a lawyer. He does for the company what it would do for itself if it knew how. Public relations requires knowing the language, but more to the point, how to use it with skill.
- Enjoy variety. A PR person is always doing a number of things at once, from writing a news release to supervising a graphic designer on a brochure to setting up a press tour and to fifty other things. People with one-track mind do not belong to public relations.

- Handle stress well. Public relations is no place for nervous, excitable, overly sensitive people. They will not survive. Neither will someone who does not have good health.
- Dress carefully. Personal appearance is very important in public relations. The initial impression a public relations person makes on those he or she deals with daily is often as important as the tangible work to be done. A badly dressed person will not last long in public relations, a profession where personal image ranks with corporate image in the scheme of things.

### ***Word study***

#### **1. Look through the text and find the English equivalents for the following words and phrases.**

Стать настоящей профессией; профессия, ориентированная на установление отношений; трудность; требовать различных решений; основательная теоретическая база; хорошо сформированные навыки общения; хорошо развитое чувство нравственности; личный опыт; ежедневная газета; еженедельная газета; способность находить решения; фотографировать; выступать с речью; макет размещения материалов; четко формулировать свои мысли; дизайнер-график; писать ньюс-релиз; производить первое впечатление; организовывать поездку для журналистов

#### **2. Match the words with their definitions**

- |              |   |
|--------------|---|
| 1) reward    | a) to prepare for printing, broadcasting, etc. by correcting mistakes and deciding what shall be included or left out |
| 2) challenge | b) a plan   |
| 3) judgement | c) a diagram of a printed page, showing the arrangement of text, headlines, photographs, etc.                         |

- 4) solution      d) satisfaction
- 5) daily          e) a thing that requires the full use of one's abilities and effort in order to be done successfully
- 6) experience    f) a way of dealing with a problem or difficult situation
- 7) to edit        g) able to express thoughts and feelings easily and clearly
- 8) layout        h) the ability to form valuable opinions and make good decisions
- 9) design        i) knowledge or skill which comes from practice in an activity or doing something for a long time
- 10) articulate    j) a newspaper printed and sold every day

**3. Find pairs of synonyms among the following words.**

Initial, rank, career, replace, solid, possess, sensitive, supervise, true, encounter, practise, measure, operate, produce, touchy, meet, estimate, real, row, firm, make, perform, substitute, manage, work, have, job, first

**4. Choose the meaning in which the following words are used in the text.**

true- правдивый, преданный, точный, настоящий, истинный

challenge - вызов, претензия, сомнение, трудность

tackle - хватать, решать, энергично браться за

**5. Give derivatives of the following words consulting the dictionary.**

place, value, concept, excite, behave, ethic

**6. Complete the sentences using suitable words from the box. Use only one word in each space.**

edit	judgement	rewarding	challenge	daily	articulate	experience
layout	design	solution				

1. I'm hoping that my new job will provide me with more of a ... than my last one.
2. Newspapers normally require a fairly substantial readership to be economic, and good ... skills to be effective.
3. Approximately three-quarters of American ... newspapers are owned by newspaper groups.
4. The boss asked me to ... the news release written by our new public relations practitioner.
5. The ... of the brochure attracted the attention of the visitors of the exhibition.
6. Her actions are always based on sound ....
7. She gave a witty, entertaining and ... speech.
8. They help you talk through the problems but they don't give you any ....
9. If a person has some ... in journalism, it will be easy for him to work in public relations.
10. A job that is ... is one that gives a lot of satisfaction, but possibly not much money.

### ***Comprehension check***

#### **1. Answer the following questions.**

1. What attracts people in the public relations profession?
2. Why will public relations never be replaced by a computer?
3. What lies at the essence of public relations work?
4. What are the fundamental requirements for the people who want to practise public relations?
5. What should anyone thinking of a career in public relations do before entering the profession?
6. Why should public relations people know how the media works?
7. Why is it necessary for a public relations practitioner to be able to conceptualise things?

8. What communications skills should public relations professional possess?
9. Why shouldn't a person who hates to work with people become a public relations practitioner?
10. When does a person feel comfortable in the public relations profession?
11. Why is it important for PR people to be articulate?
12. What does "to have initiative" mean for the people working in public relations?
13. Why would it be difficult for people with one-track minds to work in public relations?
14. What kinds of people have a better chance to survive in public relations?
15. Why is personal appearance so important in public relations?

**2. Using the conversational formulas express your agreement or disagreement with the following statements. Provide the correct information for the false statements.**

<u><b>To agree</b></u>	<u><b>To disagree</b></u>	<u><b>To partly agree</b></u>
I can't but agree more.	Far from it.	I agree up to a point but...
I couldn't agree more.	Quite the opposite/the reverse.	I agree with you in principle but...
That's where you are right.	That's completely wrong.	I see your point but...
You are absolutely right.	I can't agree with you/it.	That's true on the whole/in general but...
Can't but agree more.	I disagree completely.	I suppose you are right but...
Exactly so.	On the contrary.	It may be true to some extent but...
Precisely.	Of course not!	There is something/quite a lot in what you say, but...
	That's ridiculous.	
	You can't be serious.	
	You don't mean it seriously, do you?	

Right you are. You are right here/there. Yes, definitely. You must be reading my thoughts. You took it right out of my mouth. I had it on the tip of my tongue. It stands to reason.	That's out of the question. I wouldn't say that. That's not how/as I see it. I see no point in saying... I think you over/underestimate... At one time I thought so, too, but now... It may seem so, but... ...I am afraid you are overlooking some facts/the obvious.	It appears so on the surface but... I'd like to make a point here if I may... Contrary to your arguments I'd like to point out... You are not absolutely right. On the one hand,... but on the other,... It seems/appears so at first sight, but if you give it a second thought... ...but after taking into consideration all details/facts... ...but if you come to think about it again and again... There may be some truth in what you say but...
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1. Unlike medicine and law, public relations is still a developing profession.
2. People enter public relations because of the challenges and rewards it offers as a career.
3. Researchers predict that by the year 2003 most public relations activities will be performed by computers.
4. Building relationships lies at the essence of public relations work.
5. A good PR practitioner should have solid communications skills, be good-looking, go in for sports, and have a professional attitude to his work.
6. The profession of a PR practitioner is very demanding.

7. The main thing for a PR practitioner is to be able to talk well, not listen.
8. A few years of personal experience on a newspaper or TV station can be very helpful for a PR practitioner.
9. A PR practitioner doesn't have to solve any problems because he does not belong to top management.
10. Outgoing and friendly people will do well in public relations because their job involves constant communication with people.
11. It will be very difficult for a person who doesn't believe in the company and its products to carry out his or her job duties.
12. Public relations people should be able to take photographs, make speeches, edit, and assess layout and design of their materials.
13. A PR practitioner should wait till his or her boss comes up with some original ideas.
14. A PR practitioner should be good at using the language with skill.
15. Calm, healthy people who are not subject to stress can easily survive in public relations.
16. Public relations personnel must be prepared to deal with several different tasks at the same time.
17. A PR practitioner should pay attention to the way he or she dresses.
18. Personal image is very important because it is part of corporate image.

**3. Which of the following sentences express the main idea of the text?**

1. The practice of public relations will never be replaced by a computer.
2. Very few people can survive in public relations.
3. The profession of a public relations practitioner requires a number of personal qualities and professional skills.
4. When thinking of a career in public relations one must, first of all, consider his or her abilities and interests.
5. Public relations is an entirely human and relationship-oriented profession.



6. To have a firm base of theoretical knowledge is a must for a PR practitioner.

### ***Speaking***

#### **1. Develop these topic sentences into paragraphs.**

1. People enter public relations profession because of the challenges and rewards it offers as a good career.
2. The practice of public relations will never be replaced by a computer.
3. Anyone thinking of a career in public relations should measure his or her own abilities and interests with the demands of the profession.
4. Anyone who hates meeting new people and encountering new situations will dislike public relations.

#### **2. Read the text and write out the information about the qualities of a good PR professional under the following headings.**

- Professional requirements
- Personal traits

#### **3. Give a summary of the text using the topic sentences and the key words you have written out.**

#### **4. Speak on behalf of an experienced PR manager who gives advice to novice PR workers.**

#### **5. You are a second year student who studies public relations. You are eager to know what this profession involves and what qualities a PR person should possess. One of fifth year students shares his/her knowledge and experience with you. He/she explains what makes a good PR person.**

## **THE PROCESS OF PR**

### ***Pre-reading guesses***

- a. What does PR work involve?
- b. Why is this work sometimes considered glamorous?
- c. What is 'crisis PR'?

## ***Reading***

PR could involve working directly for a company, providing information about that company to the general public and the media. Or it could be working for an agency specialising in handling PR for client companies.

Companies and organisations, from Government to manufacturers, need to keep in contact with the public. This is done by brochures, leaflets, videos, CD ROMs, Web pages, press releases, exhibitions, conferences, etc.

The work can be glamorous — PR executives often meet clients in exciting places. The downside is long hours and travelling - often arriving home after midnight and having to be on the road again early next morning.

Many journalists look longingly at PR companies and wonder if it is worthwhile swapping over to theoretically lush fields. However, in PR you are paid to promote your clients' products, rather than write about them, which can stifle creativity. Sometimes staff move over from advertising or marketing into PR, because they have specialised knowledge, such as Richard Lane. Richard worked for the *Independent* newspaper in the advertising and marketing departments, then became Press Officer for the RNIB. Today he is Media Relations Manager for Guide Dogs for the Blind where he and Norton, his guide dog, are familiar figures at press conferences. Currently he is involved in informing members about Passports for Pets.

Dealing with the public (press, shareholders, local community, etc) is a combination of inherent skill and acquired expertise. However, there is no substitute for experience. There is a large amount of in-house training for any facet of PR work, from marketing to conference administration.

PR work demands close liaison with all the marketing staff within an organisation, with a clear idea of objectives and plans. An agency will appoint account managers for each client and, as with an advertising agency, the account manager carries out communications activities for the client within an agreed

budget. Much PR work involves communicating with the press, so an understanding of how journalists work is important.

A PR manager for a building society, for example, would ensure that the press, shareholders, government and important groups are kept constantly updated with the society's activities — particularly its successes. If any unfavourable news was on the cards — either about that building society or societies as a whole — the PR manager needs to pre-empt it, sending press or news releases or holding press conferences to communicate the society's stand on the issue.

Another example of the importance of PR is the part played in communicating information after a disaster, where a system is in place for dealing with emergency press calls — and those of families — within minutes of the event. This has been called 'crisis PR' and although it does not alleviate suffering, it can certainly restore confidence in the organisation much faster than if it were to shrug off the public in its hour of need. Organisations have become much more aware of this fact over the past decade and many have very sophisticated emergency systems in place. The same is true when a product has been contaminated or is dangerous - through either mechanical error or criminal activity — and the organisation needs to communicate as quickly as possible to all its distribution channels (shops, restaurants, bars, etc) in precisely the right way to avoid disaster, panic or loss of confidence in the product.

### ***Comprehension check***

**Scan the text and complete the sentences:**

- (1) Public relations involves ...
- (2) Companies and organizations need to ...
- (3) The downside of this work is ...
- (4) In PR you are paid to ...
- (5) Dealing with the public is a combination of ...

- (6) PR work demands ...
- (7) A PR manager ensures that ...
- (8) Though 'crisis PR' does not alleviate suffering, ...
- (9) If a product is contaminated or dangerous, ...

### ***Word Study***

#### **1. Look up the pronunciation and meaning of these words:**

brochure	swap over
executive	glamorous
longingly	inherent
worthwhile	expertise
sophisticated	liaison

#### **2. Match these words from the text to their definitions**

k) to involve	1. to make it certain that sth will happen
l) manufacturer	2. at the present time
m) leaflet	3. one of several parts of someone's character, a situation, etc
n) downside	4. the aim that you are trying to achieve
o) currently	5. a company or industry that makes large quantities of goods
p) facet	6. a small piece of printed paper giving information or advertising
q) objective	7. to choose someone for a position or a job
r) to appoint	8. the negative side of sth
s) to carry out	9. to make what someone has planned to do unnecessary or ineffective by saying or doing sth first

t) to ensure	10.to include sth as a necessary part or result
u) to pre-empt	11.to make sth less painful or difficult
v) to alleviate	12.to do sth that needs to be organized and planned

**3. Find not less than 10 word combinations in the text to name the functions of PR professionals. Look at the example:**

1. to provide information to the general public and the media

2.

3.

4.

5.

6.

7.

8.

9.

10.

**4. Translate the following phrases from English into Russian and use them in sentences of your own:**

to swap over to a lush field; to stifle creativity; inherent skill; acquired expertise; substitute for experience; in-house training; close liaison with staff; a clear idea of objectives; within an agreed budget; unfavourable news; to be on the cards; to shrug off the public; to become aware of; alleviate suffering.

**5. Match the meanings and the words from the list, then use these words to fill in the gaps in the sentences below:**

***to promote, to announce, to broadcast, to make sth public, to publish***

- a) to tell the public about a decision that has been made, or about something that will happen;
- b) to make something known to the public by printing it in books, newspapers, etc.;
- c) to make something known to the public by television or radio;
- d) to make a piece of important information public, especially after keeping it secret for some time;
- e) to make your ideas or opinions known to the public with the intention of persuading them to accept them or agree with them.

- 1) These facts could cause a sensation if they .....
- 2) Paul Weller ..... a full British tour to ..... his new solo album.
- 3) CNN ..... this concert live on Thursday night.
- 4) John Lennon found time to ..... two books of his humorous prose.

***After-reading questions:***

- 1. How can companies and organizations keep in contact with the public?
- 2. What are the advantages and disadvantages of the work of a PR professional?
- 3. Why can people move to PR from marketing or advertising?
- 4. What is necessary for dealing with the public?
- 5. What is an account manager responsible for?
- 6. Why is it important to understand how journalists work?
- 7. What would a PR manager do in case of a success / failure of a company?
- 8. When is 'crisis PR' used?
- 9. What is the purpose of 'crisis PR'?

### *Speaking*

1. **Speak about the similarities and differences in the functions of in-house PR people and those working for agencies.**
2. **Prepare a report about the role of ‘crisis PR’ in the modern world.**
3. **Speak about the components of PR process.**
4. **Make up a dialogue on the following situation.**

You have met a friend of yours with whom you graduated from the Linguistic University and studied PR. One of you is working as an in-house PR manager and another for an agency. You are interested in each other`s work and share your own experience.

### **CASE STUDY**

#### *Pre-reading guesses*

1. What do you know about the Tylenol crisis?
2. Johnson & Johnson`s handling of this crisis is considered to be one of the best in the history of public relations. Do you agree?

#### *Reading*

#### **THE TYLENOL CRISIS:**

#### **How Effective Public Relations Saved Johnson & Johnson.**

*In the fall of 1982, McNeil Consumer Products, a subsidiary of Johnson & Johnson, was confronted with a crisis when seven people on Chicago's West Side died mysteriously. Authorities determined that each of the people that died, had ingested an Extra-Strength Tylenol capsule laced with cyanide. The news of this incident traveled quickly and was the cause of a massive, nationwide panic. These poisonings made it necessary for Johnson & Johnson to launch a public relations program immediately, in order to save the integrity of both their product and their corporation as a whole.*

## **The Story of the Tylenol Poisonings**

When 12 year-old Mary Kellerman of Elk Grove Village, 111., awoke at dawn with cold symptoms, her parents gave her one Extra-Strength Tylenol and sent her back to bed. Little did they know, they would wake up at 7:00 a.m. to find their daughter dying on the bathroom floor. Within the next 48 hours 6 more people died after taking Tylenol capsules.

The cause of these strange and sudden deaths did not remain a mystery for long. The Extra-Strength Tylenol capsules in question were each found to contain 65 milligrams of cyanide. Evidence suggests that somebody tampered with the pills and then placed the bottles back on the shelves of five different stores in the Chicago area.

The nation was warned about the danger of Tylenol as soon as a connection could be made. Police drove through Chicago announcing the warning over loudspeakers, while all three national television networks reported about the deaths from the contaminated drug on their evening news broadcasts. The publicity about the cyanide laced capsules immediately caused a nationwide panic.

After this crisis, Johnson & Johnson was faced with quite a dilemma. They needed to find the best way to deal with the tamperings, without destroying the reputation of their company and their most profitable product, Tylenol. Many marketing experts thought that Tylenol was doomed. "I don't think they can ever sell another product under that name," advertising genius Jerry Delia Femina told the New York Times in the first days following the crisis.

## **What Did Johnson and Johnson Do?**

Delia Femina was quite wrong in assuming that Tylenol would never sell again. Not only is Tylenol still one of the top selling over the counter drugs in this country, but it took very little time for the product to return to the market.



Johnson and Johnson's handling of the Tylenol tampering crisis is considered to be one of the best in the history of public relations.

The first phase of the public relations plan was the actual handling of the crisis. Johnson & Johnson's top management put customer safety first, before they worried about their company's profit and other financial concerns. The company immediately alerted consumers across the nation, via the media, not to consume any type of Tylenol product until the extent of the tampering could be determined. Also, Johnson & Johnson established relations with the Chicago Police, the FBI, and the Food and Drug Administration to have a part in searching for the person who laced the Tylenol capsules.

Johnson & Johnson, along with stopping the production and advertising of Tylenol, recalled all Tylenol capsules from the market. What's more, the company offered to exchange all Tylenol capsules that had already been purchased for Tylenol tablets. Although this proposition cost Johnson & Johnson millions of dollars, the company made this choice on their own initiative in order to preserve their reputation. And indeed, the company was praised for their actions by the media and was given much positive coverage for their handling of this crisis.

### **Tylenol's Comeback**

The comeback of both Johnson & Johnson and Tylenol was the second phase in the public relations plan.

Tylenol capsules were reintroduced in November having a new triple-seal tamper-resistant packaging. To advocate the use of Tylenol McNeil Consumer Products provided \$2.50-off coupons that were good towards the purchase of any Tylenol product. The coupons could be obtained by consumers calling a special toll-free number. Sales people at McNeil put a new pricing program into effect that gave consumers discounts as high as 25 percent. Also, a totally new advertising campaign started. Finally, over 2250 sales people from Johnson & Johnson made presentations to people in the medical community.

The Tylenol comeback was a great success. After a press conference where Johnson & Johnson launched national campaign for the comeback of Tylenol, there appeared many articles where journalists applauded the corporation's efforts. In a sense, these articles provided free advertising for Tylenol and were just the type of coverage that Johnson & Johnson needed.

### **How Did Johnson & Johnson Make These Decisions?**

As the Tylenol crisis began and became more serious as the hours went by, Johnson & Johnson top management chose to work for the public interest. The public and medical community was alerted of the crisis, the Food and Drug Administration was notified, and production of Tylenol was stopped.

The first important decision, that put Johnson & Johnson's public relations program in the right direction, was for the company to cooperate fully with all types of news media. It was crucially important because the press, radio, and television were imperative to warning the public of the ensuing danger. Without the help of the media, Johnson and Johnson's program would have been completely ineffective. From this point on, the media did much of the company's work. The Tylenol crisis had been given the widest US news coverage since the assassination of President John F. Kennedy.

If the company had not fully cooperated with the media, they would have, in turn, received much less positive media coverage. Disapproving coverage by the media could have easily destroyed Tylenol's reputation permanently.

By creating a public relations program that both protected the public interest and was given full support by media institutions in the US, Johnson & Johnson was able to recover quickly and painlessly from possibly the greatest crisis ever to hit the pharmaceutical industry.

### ***Comprehension check***

#### **Complete the sentences**

- 1) Johnson & Johnson was confronted with a crisis when ...

- 2) The news of this incident caused ...
- 3) Evidence suggests that somebody ...
- 4) After the crisis Johnson & Johnson needed to ...
- 5) The first phase of the public relations plan was ...
- 6) Johnson & Johnson stopped the production and advertising of Tylenol and ...
- 7) To advocate the use of Tylenol ...
- 8) A new pricing program gave ...
- 9) Johnson & Johnson's top management chose ...
- 10) Without the help of the media ...

### ***Word study***

#### **1. Look up in a dictionary these words to make sure of their pronunciation:**

cyanide

coupon

genius

pharmaceutical

Tylenol

#### **2. Give definitions to the following words and phrases:**

a. subsidiary

g. over the counter

b. laced with

h. proposition

c. massive

i. packaging

d. tamper with

j. obtain

e. profitable

k. discount

f. doomed

l. notify

m. cooperate

#### **3. Complete the sentences with the words from the exercise above**

- 1) Do I get a ... if I buy a whole case of wine?

- 2) We will consider your ... and let you know our opinion.
- 3) Our company has ... in more than 20 countries.
- 4) The advertising campaign proved very ... .
- 5) I will advise my client to ... fully with the police.
- 6) ... adds to the cost of food.
- 7) You ... of any changes in the system.

**3. Give English equivalents for the following:**

столкнуться с кризисом, вызвать панику по всей стране, симптомы простуды, предупредить об опасности, передавать по вечерним новостям, навсегда разрушить репутацию, поставить безопасность клиента на первое место, наладить взаимодействие с, отозвать продукт с рынка, по собственной инициативе, реализовать программу, обеспечить бесплатную рекламу

**4. Comment on the meaning of the following expressions from the text:**

- a. handling of the crisis
- b. to alert consumers
- c. to have a part in sth
- d. to give positive coverage
- e. to advocate the use of the product
- f. to applaud the efforts
- g. to receive disapproving coverage

***After-reading questions:***

1. When did the crisis happen?
2. Why did the people die?
3. Why did the capsules contain cyanide?
4. How was the nation warned about the danger?

5. What dilemma did Johnson & Johnson face?
6. What did Johnson & Johnson's top management put first in the handling of the crisis?
7. What measures did Johnson & Johnson take to protect its customers?
8. Why did Johnson & Johnson offer to exchange all Tylenol capsules for Tylenol tablets?
9. When were Tylenol capsules reintroduced?
10. What were the five components of the comeback phase?
11. What type of coverage did Johnson & Johnson receive after it launched a national campaign for the comeback of Tylenol?
12. What decisions put Johnson & Johnson's public relations program into the right direction?
13. Why was cooperation with the media crucially important for the company?
14. What could have happened if the company hadn't cooperated with the media fully?

### ***Talking point***

1. Why did Jerry Delia Femina think that Tylenol was doomed? What can spoil a product's reputation?
2. Johnson & Johnson lost millions of dollars when they recalled all Tylenol capsules from the market. Do you think it was a really necessary step? Wasn't it more rational to recall Tylenol capsules only in the Chicago area?
3. Why was the comeback of Tylenol such a great success?

### ***Speaking***

**Prepare reports on one of the following topics:**

1. The role of mass media in a crisis.

2. Tips for handling a crisis.

**Make up dialogues on the following situations:**

1. Your friend – a novice in PR is asking you for advice. The company he works for is launching a new product and his/her task is to PR it. He/she does not know what type of mass media to choose. You explain to him advantages and disadvantages of all media and give your highly professional advice.
2. You are the head of the PR department. Your boss informs you that your company is going through a heavy crisis. He wants a fast and effective solution. You explain to him several ways of overcoming this crisis.

**Making press conferences and events work for you**

***Pre-reading guesses***

1. What is a conference? What is a press conference in your understanding? What is an event?
2. How to make a press conference or news briefing or an event an effective and safe tool of publicity?
3. How to determine whether you should consider holding a press conference or not?
4. What should you do to prepare for a successful press conference?
5. How to get maximum and positive results?

***Case study 1***

***Reading***

**Skim through the text and think about the title:**

In a moment of enthusiasm and self-confidence, a business acquaintance of mine recently called a press conference. He considered himself lucky because it turned out to be a slow news day and he got a good media turnout.

After the press arrived, he entered the room and seated himself at the table before several microphones. He made his announcement - then came the questions. At first the questions were easy. He was obviously delighted at being at the centre of the media's attention. Mentally he began preening himself.

Suddenly he started getting the hard questions. He wasn't prepared for this. He got more and more flustered and began expressing himself imprecisely. He soon began talking himself into embarrassing corners and what began as a business promotion turned into a promotional disaster.

My friend learned a tough lesson that day: in a press conference, that's not an ordinary chair up there – it's a hot seat.

***After-reading questions:***

1. What mistake was made when calling a press conference?
2. What did the man want to get from it?
3. How did he feel in the beginning?
4. What happened next?
5. What was the result of the press conference?
6. What lesson did the man learn that day?
7. Comment on the following statement: 'In a press conference, that's not an ordinary chair up there – it's a hot seat.'

***Case study 2***

***Reading***

**Skim through the text and think about the title:**

Organising press conferences is an important part of PR work. Trudi goes to many: and I despair at times. They are often held in low-ceilinged rooms, so those at the back can't see the platform. The PR company staff have been drafted in for the day, so don't know what the clients look like when I ask to meet an executive. Champagne is served but no soft drinks (some of us have to work

afterwards) and the glossy bimbos from the agency seem to think that we will be grateful for a press release, then go away and write up the company message. Fat chance.

I did go to an excellent press conference the other day, organised by Brighter PR for Carlson, a leading American travel and tourism group. The invitation arrived with short biographies of the executives who would be present, including Chief Executive Marilyn Carlson Nelson, and a fax-back form that we could tick stating whom we wanted to interview. Arriving at the Radisson Hampshire Hotel, a smart PR met us, offered excellent coffee and biscuits and introduced us to Mrs Nelson herself. This was refreshing; so often at British press conferences the executives don't bother to turn up until it is time to sit on the platform; they want the honour without working for the glory. Carlson gave us no gimmicks, just solid quotable facts and figures from everyone who spoke. We learnt about the company's major shareholding in Thomas Cook, the new Radisson all-suite luxury cruise liners and how the company aimed to bring 350,000 US travellers to Europe in the next year. I came away with a file of quotes to be included in forthcoming articles and some solid background information that will be useful in the future.

***After-reading questions:***

1. Why is Trudi sometimes in despair?
2. What drawbacks can be faced at the press conference?
3. How should the press conference be organized in order to be a success and satisfy everyone's needs and demands?

***Speaking***

1. Prepare a report on the topic 'How to organize a successful press conference? Advantages and disadvantages.'
2. Make up dialogues on the following situations:



- a. You happened to be present at the press conference that you completely disliked. Tell your colleague about it.
- b. You chanced to visit the press conference that surpassed all your expectations. You are eager to tell your friend about it.
- c. You are two PR workers who are in charge of organizing a press conference devoted to a new subsidiary of your company that has just been opened. Discuss what your press conference will be like.

## **Conferences and events**

### ***Reading***

PR can also involve events such as a royal visit, a 'reveal' (when a new car is announced and shown off to the press), a company's sales conference, etc. Sometimes these are organised 'in-house', but generally a professional conference organiser (PCO) or event organiser will work freelance for a company's press department or for their PR agency.

A reveal can involve transporting several hundred people to an exotic location. The destination is secret, so dealers and press get to see the car before the public. The location has to be interesting and/or exotic, encouraging dealers to take time away from their showrooms and journalists to make time in a busy schedule.

Ford organised a reveal in Malta. When their specially chartered planes landed, dealers could look out of the windows to see the new cars driving along the runway. Whisked off to a celebration lunch, their luggage was taken straight to their hotel rooms. Whilst dealers tried out the new car, their spouses went on shopping trips. That evening there was a grand fireworks display and next morning the hard sell started with salesmen talking delivery dates and order numbers. A very expensive exercise, but cost-effective. Happy dealers are much more optimistic about the numbers of cars they propose to sell.

For those who weren't able to make it to Malta, the PR department organised another reveal held in a giant aircraft hangar in the Midlands. The production company packaged the set as a giant parcel, which burst open revealing the car floating on a cloud of dry ice. There was an all-singing, all-dancing show, compered by a well-known comedian, who hyped everyone up so they felt part of a glamorous occasion. Afterwards, the salesforce moved in to discuss sales.

Another type of event is the incentive conference, and PR is often involved with exhibitions.

### ***After-reading questions:***

1. What kinds of events can PR involve?
2. How are they organized?
3. What kind of event is described in the article?
4. What does a reveal involve?
5. The reveal in Malta was organized in a perfect way, wasn't it? Prove it.
6. What was organized for the dealers' spouses?
7. Comment on the following: 'Happy dealers are much more optimistic about the numbers of cars they propose to sell.'
8. Where and why did another reveal take place?

### ***Speaking***

- 1. Speak on the problem of organizing different kinds of events, giving examples.**
- 2. Make up dialogues on the following situations:**
  - a. You chanced to be present at a Ford's reveal in Malta and were really carried away by it. Tell your colleague about it who didn't have an opportunity to visit it.

- b. You visited a Ford's reveal in Malta. Your friend had a chance to participate in the reveal in the Midlands. Exchange your opinions.

## **CAREERS IN PR**

### ***Pre-reading guesses***

1. What kind of people work in PR? What qualities should they possess?
2. What career can you make in PR? What should you do to get ahead in your career?
3. Which of the following would you prefer to do: a) work for one company during your career? b) work independently for several different companies (work freelance)? c) work for yourself? Why?
4. Have you ever taken part in PR campaigns? Is it hard work? Describe your experiences.

### ***Reading***

Ex-journalists understand what will interest the press and how to present a story in the most effective way to get media coverage (or to avoid getting negative coverage). Work experience gets your foot in the door! The ability to write well is essential, picking out salient facts and expressing them in the most succinct and eye-catching way.

Working in an agency, communication with clients is all-important. A good relationship is vital - and can be difficult if the client seems unreasonably demanding. It is important that your role is clearly established from the beginning and that both parties realise PR activity could be endless: there is no end to the work you could do!

In the consumer skincare industry you work closely with in-store demonstrators to find out what the public say and want. PR varies from events with supermodels to discreet PR used to publicise a luxury brand. PR for luxury skincare products is often by word of mouth between customers; it is your job to

harness this goodwill, and build on it. Companies such as La Prairie, for example, inform their in-store demonstrators when new products are coming from Switzerland; the demonstrators then tell customers — and stand back whilst customers create their own sales rush. The same thing happens with luxury goods, especially Chanel and Kelly handbags.

PR can mean keeping information out of the press. For instance, the French skin-care company Sisley is very careful about where it publicises its products. Sisley's PR department is there to see that its brand promotion is handled carefully and reaches customers who understand the benefits of its plant-based skin-care, rather than diluting the message with articles on 'the most expensive', which won't create the impression of well-researched products that Sisley wish to put over.

A good PR should react quickly when phoned by journalists. Take this example. Reading an article about oil treatments for stressed skins, Trudi, a freelance journalist, thought this was a good topic for her monthly column on skincare for a national magazine. She had previously written about PX Prescriptives' wrinkle-control oil and thought it very good, so she called Anna in the Press Office to ask for comments. Anna said oil was more effective if combined with a skin cream: 'We have just launched "Vibrant" — a vitamin infuser cream for dull stressed skin. I'll send you some.' An hour later, a courier arrived on Trudi's doorstep with the product. 'I was intrigued, tried it, liked it and thanks to Anna got some intelligent quotes from Jules Zecchino, Prescriptives' Executive Director of Research and Development: "In times of stress the body diverts blood away from skin and pumps it to organs such as heart and lungs that are more vital for survival; Vibrant cream helps the skin by delivering novaspheres that release a cocktail of vitamins to the skin." Good stuff. It made an interesting hook.' And she had written and filed the article by the time the rival companies' products arrived days later.

## ***Word study***

### **1. Find words and phrases in the text that mean:**

- a. a type of product made by a particular company
- b. done or said in a careful way so that you do not offend, upset, or embarrass people
- c. find new people to work in a company, join an organisation, do a job etc.
- d. to provide someone with something they want
- e. something that gives you advantages or improves your life in some way
- f. a person who is employed to take a package, documents etc.
- g. try not to become involved in something
- h. clearly expressed in a few words
- i. someone who shows people how something works or is done
- j. get your first opportunity to work in a particular organisation or industry
- k. having a low rank in an organisation or profession
- l. deal with something
- m. use your achievements as a base for further development
- n. fill something or someone with a particular feeling or quality
- o. working independently for several different companies or organisations rather than being directly employed by one
- p. give information about something to the public, so that they know about it
- q. the most important or noticeable

### **2. Translate the following words and phrases from Russian into English and use them in sentences of your own:**

- |                            |                           |
|----------------------------|---------------------------|
| a. тщательно выбирать      | g. конкурент              |
| b. быть заинтригованным    | h. бросающийся (заметный) |
| c. разбавлять              | i. слишком требовательный |
| d. подавать (представлять) | j. отличаться             |

статью

е. избегать,

ф. необходимый

к. рекламировать

л. бесконечный

м. роскошный

**3. Observe the use of a) "foot" and b) "word" in the following phrases:**

*a) to be rushed off your feet, put your foot down, put your foot in it, have two left feet, set foot in, put sth back on its feet, ...my foot!, get your foot in the door, find your feet, have a foot in both camps;*

*b) put your feelings into words, eat your words, by word of mouth, to be as good as your word, get a word in edgewise, want a (little) word, drop a word in sb's ear, put words into sb's mouth, put in a (good) word for sb, words fail me.*

**4. Try to paraphrase the expressions in the following sentences:**

- a) 1. Just before Christmas, most of the salespeople are rushed off their feet.  
2. You'll just have to put your foot down and tell him he can't stay out on school nights.  
3. I've really put my foot in it this time. I didn't realize that he was her husband.  
4. Mike' got two left feet when it comes to dancing.  
5. She swore she would never set foot in his house ever again.  
6. It was Larry who put the club back on its feet.  
7. 50 euro my foot! It'll cost 200 euro at least.  
8. Work experience or journalism gets your foot in the door.  
9. Matt's only been at the school two weeks and he hasn't found his feet yet.  
10. Don't believe him! He has a foot in both camps.
- b) 1. I'm not very good at putting my feelings into words, but I'll try to explain.  
2. I had to eat my words when he turned up on time after all.

3. PR for luxury skincare products is often by word of mouth between customers.
4. You should be as good as your word if you want your clients trust you.
5. Once Terry starts talking it's difficult to get a word in edgeways.
6. The boss wants a little word with you.
7. Don't worry – I've dropped a word in his ear – everything's settled.
8. Will stop putting words into my mouth – I never said I disliked the job.
9. Can you put in a good word for me with the Marketing Manager?
10. I...words fail me.

***After-reading questions:***

1. How is it possible to get media coverage? What does the ability to write well mean?
2. What can get your foot in the door?
3. What things should be of vital importance while working in an agency? Why?
4. Why is PR activity considered to be endless?
5. What types of PR can you name?
6. How are luxury brands publicised? Give examples.
7. In what cases can PR mean keeping information out of the press? What is it for?
8. How should good PRs behave while dealing with journalists? What results can be achieved? Give examples.

## CASE STUDY

**Skim through the text and think about the title:**

### *Reading*

*Donna is PR executive for a financial services company.*

At university I studied French and thought I wanted to be a translator. However, I took a temporary job in a PR agency and the more I found out about it the more I wanted to work in the industry permanently. The temporary job lasted for six months, so I was able to observe what went on and even make some contacts which have been useful in my present position. I spotted an advertisement in the paper for a junior in a small agency: no experience needed, but patience, enthusiasm and excellent communication skills.

It might sound odd, but I had done quite a bit of acting at college and I am sure this helped me. You spend a lot of time convincing people about things: the more professional your approach, the more persuasive you can be. That first job involved updating press lists, organising printing and generally supporting the account managers, who always seemed desperately busy.

The agency then promoted me assistant to an account manager. This was my first real 'break' and I worked extremely hard to get it right, often spending long hours in the office before a major presentation to the client or a press launch. In PR, the type of work you do depends very much on your client. If it is an FMCG manufacturer, you may be running promotions in magazines, liaising closely with an advertising agency on the launch of a new product, organising countrywide theme days - anything that encourages understanding between the company and its public. Or you could be working for a local authority, communicating its activities, aims and successes to the community.

I studied for the Chartered Institute of Marketing's Diploma in Marketing in the evenings, and although PR was only a part of the Communications course, it was useful to work on how it fitted in with the rest of the marketing mix.



After four years, I decided I would like to move in-house, working for a company on their PR, so I moved here and began working in financial PR. It is a highly competitive field. We do have a PR agency which carries out a great deal of our specialist work, and one of my jobs is liaison between the agency and ourselves. The financial services industry has had a difficult time in recent years and one of our tasks has been to restore confidence in our services and our commitment to the service of our customers. This is precisely where PR is most important -and most stimulating. It's hard work, though - and anyone looking for a nine-to-five job shouldn't consider PR.

### ***Comprehension check***

**Decide whether the statements below are true or false.**

1. Donna has always wanted to work in a PR agency.
2. She worked in a PR agency for half a year.
3. She didn't obtain any valuable experience.
4. She noticed an ad in the paper for a senior in a big company.
5. The first job involved updating press lists, organizing printing and generally supporting the account managers, who were always rushed of their feet.
6. Unexpectedly, there was a real 'break' in Donna's career.
7. In PR, the type of work you do depends very much on the traits of your character.
8. Pr is a highly competitive field.
9. According to Donna, if you look for a nine-to-five job, you should consider PR.

### ***Word study***

**Use the context to decide on the meaning of the following words and phrases from the text. Then use these expressions in sentences of your own.**

- |                          |                       |
|--------------------------|-----------------------|
| a. temporary job         | g. run promotions     |
| b. spot an advertisement | h. liaison            |
| c. junior                | i. fit in with smth   |
| d. updating press lists  | j. competitive        |
| e. desperately busy      | k. carry out          |
| f. press launch          | l. restore commitment |

***After-reading questions:***

1. Did Donna like her temporary job in a PR agency?
2. What qualities and skills should you possess in order to work in PR?
3. What did her first job involve?
4. Was she promoted?
5. What does the type of work you do in PR depend on?
6. Was PR part and parcel of the Communications course?
7. Where did Donna start working after four years?
8. What does Donna`s work involve now?
9. What is of vital importance in PR?
10. Is PR hard work?

***Speaking***

**Comment on the following statement:**

“If you want to find a nine-to-five job, you shouldn’t consider PR.”

## **Public Relations Glossary**

**Community Relations:** Enhancing your organization's participation and position within a community through outreach efforts for the mutual benefit of the organization and the community. See Public Affairs below.

**Crisis Management:** Maintaining relations with the public, government agencies, news media, employees, shareholders, and other affected parties on behalf of an organization involved in a crisis situation.

**Employee Relations:** Typically representing an organization's management to inform and motivate the organization's employees through internal communications, training, awards programs, and other events.

**Government Affairs:** Representing an organization's interests to governing bodies and regulatory agencies, often through direct "lobbying" efforts, and also through public affairs and other PR activities building issue constituencies.

**Internal Communications:** Serves as a conduit for information flow between management and the ranks. Grounded in communication theory, IC taps tools of newsletters, Intranet pages, management memos, position statements, presentations and special events to disseminate information regarding company updates, management policies, Human Resources issues & benefits, business initiatives, crisis management, etc.

**Investor Relations:** Developing confidence and positive relations for your organization with investors in the financial community. Also called Financial Relations and Shareholder Relations.

**Marketing Communications:** Within the four P's of Marketing (Product, Price, Place, Promotion), PR helps meet the marketing communication needs of promotion (along with components of the other P's) to advance sales of products and services. PR plays a role in advertising, publicity, packaging, point-of-sale display, trade shows, and special events. Also called Marcom.

**Media Relations:** Conducting outreach or responding to the news media on behalf of your organization or client. Media relations is often considered a specialized function within a public relations campaign.

**Public Affairs:** Involving your organization in the development of public policy, or helping to adapt your organization to public expectations. Public Affairs is sometimes used synonymously to refer to public relations activities (especially in the government and military).

**Public Relations:** There are many definitions of Public Relations, ranging from the profound to the profane. In a phrase (courtesy of the Public relations Society of America), "Public relations helps an organization and its publics adapt mutually to each other."

**Publicity:** Furthering your organization's or client's interest through target-media coverage of strategic messages and events. A good publicist knows how to work the angles for free media coverage.

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**Реклама и связи с общественностью**  
**Учебное пособие**  
**для студентов II курса факультета английского языка**

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