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In the World of PR

В мире PR

Учебно-методические материалы

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Настоящие учебно-методические материалы содержат комплекс упражнений, направленных на совершенствование навыков понимания аутентичных текстов и расширения профессионально-ориентированного словаря обучающихся в рамках курса «Иностранный язык в профессиональной сфере». УММ предназначены для студентов III-IV курсов заочного отделения НГЛУ направления подготовки «Реклама и связи с общественностью».

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Введение

Настоящие учебно-методические материалы предназначены для студентов старших курсов заочного отделения направления подготовки «Реклама и связи с общественностью».

Материалы включают задания, направленные на овладение профессиональной лексикой специалистами в области связей с общественностью, и составлены на основе аутентичных профессионально-ориентированных текстов, взятых из английских и американских книг и журналов, представленных для студентов на учебной платформе Moodle.

УММ включают 15 тем с лексическими упражнениями для расширения профессионально-ориентированного словаря студентов, выполняемыми до или после прочтения текстов, упражнениями для контроля понимания прочитанного, упражнениями, позволяющими использовать накопленный речевой и языковой опыт в дискуссии и монологических высказываниях по темам: определение *PR*, история *PR*, модели, функции, принципы *PR*, этика, исследования, планирование, стратегии и тактики в *PR*, проведение *PR* кампаний, оценка в *PR*, специалисты в области *PR*.

Данные задания выполняются студентами самостоятельно, а контроль осуществляется в период промежуточных сессий.

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TASK 1

WHAT IS PUBLIC RELATIONS?

1. Before reading the texts write down some words and phrases associated with PR and explain why you have chosen them.

2. After reading the text 1 part 1 match the words on the left with the correct definition on the right.

1. Communication	a) the credible, honest and timely two-way flow of information that fosters common understanding and trust;
2. Public	b) the collective representations shared in the minds of multiple publics about an organization over time, and is developed through a complex interchange between an organization and its stakeholders (Grunig & Hunt, 2002);
3. Reputation	c) highly desirable, normative outcome of effective PR, occurs when the stakeholders of each organization believe that the subject organization works to achieve a condition where it and all its stakeholders benefit appropriately because of the quality of their relationships;
4. Mutually beneficial relationships	d) a group of people considered to be the target audience for a PR campaign value judgments that evolve over time based primarily on the emotional, financial, social, and cultural attachment between an organization and various publics;
5. Tools	e) are used to target a particular audience, to communicate to the public (oral communication, printed and graphic communication etc.);
6. Spin	f) manipulative or deceptive communications.

3. Give English equivalents to the following words and word combinations.

Взаимодействие, держать руку на пульсе, цель, предсказать последствия, держать в курсе, значительный, успехи и неудачи, использовать изменения, потребитель.

4. Give the words from the text similar to the meaning to the following ones:

arise, appear	sympathetic
underline, stress	support
cooperate	foresee
realize, introduce	assert, declare
create, found	instruct, plough

5. Find out some more definitions of PR. What words are used in these definitions?

What are the component parts of these definitions?

Each of you will have different thoughts about what should and should not be included in it. Could you include these phrases in your one (Why / why not?):

- creating and reinforcing trust;
- arousing attention;
- creating and presenting communication and relationships;
- articulating, representing and adjusting interests;
- influencing public opinion;
- resolving conflicts;
- creating consensus.

Write down your own definition of PR. Compare it with your group mates: how different are they? What do they have in common?

6. Read the text part 2 about Advertising and Marketing.

According to the text choose the appropriate words and phrases characterizing Advertising, Public Relations, Marketing:

	Advertising Public Relations Marketing
1. Messages	Brochure, website, flyers, banners, promo product, newsletter; radio, TV, billboard, Internet, print; special events, press conferences, news releases, feature stories, speeches, social media.
2. Cost	Free or low cost; paid, range of costs; paid, expensive
3. Support	Supports PR, supports Advertising, creates & manages marketing and ad messages
4. Function	To manage relationships between audience and brand by building and maintaining environments; To increase demand and interest by building and maintaining markets; To sell goods and services by promoting brands
5. Communication	One-way; two-way
6. Control	By the organization, by both the organization & media outlets

7. Compare PR and Advertising; PR and Marketing using the principles given above;

8. Find some information about PR and Propaganda; PR and Sales Promotion, PR and Branding .

Explain why PR and Propaganda; PR and Sales Promotion, PR and Branding are often confused.

TASK 2

THE HISTORY OF PUBLIC RELATIONS

1. *Read text 2 and give Russian equivalents of the following words:*

Measurement, emerge, persuasion, diffusion, enhance, underpin, flourish, prompt, impact, encroachment, standpoint.

2. Give the summary of the text.

3. Find some more information about PR events in each decade. Prepare a 3-minute talk about them.

4. Read the text “MILESTONES IN THE HISTORY OF PUBLIC RELATIONS (TIMELINE)”.

Using the text design your own exercise (a quiz) for your group mates to check their knowledge of the history of PR .

5. *Match the names of famous PR people with the description of their contribution to PR. Put your answers in the chart below:*

A. P.T. Barnum

B. Ivy Lee

C. George Creel

D. Doris Fleischman Bernays

E. John Hill

F. Rex Harlow

G. Denny Griswold

H. Patrick Jackson

I. George Michaelis

J. Betsy Ann Plank

K. Edward Bernays

L. Arthur Page

M. Carl Byoir

N. Moss Kendrix

O. Chester Burger

P. Harold Burson

1. A consummate showman during the middle and late 1800s, he originated many methods for attracting public attention. He didn't let the truth interfere with his publicity and press agency techniques.

2. Organizer of the nation's first publicity firm, the Publicity Bureau in Boston in 1900, he used fact-finding publicity and personal contact to saturate the nation's press.

3. Often called the father of modern public relations, he believed the public should be informed. He recognized that good words had to be supported by positive actions on the part of individuals and organizations. His emphasis on public relations as a management function put public relations on the right track with corporate America.

4. As head of the Committee on Public Information during World War I, he used public relations techniques to sell liberty bonds, build the Red Cross, and promote food conservation and other war-related activities. In so doing, he proved the power of public relations and trained a host of the 20th century's most influential practitioners.

5. An intellectual leader in the field, he coined the phrase public relations counsel, wrote *Crystallizing Public Opinion* (the first book on public relations), and taught the first college-level public relations course at New York University in 1923. He emphasized the social science contribution to public relations and was a leading advocate for public relations professionalism through practitioner licensing or credentialing. He remained an active counselor, writer, and speaker until his death in 1995 at age 103.

6. She counseled corporations, government agencies and presidents along with her husband. She struggled for equality, not with her husband, but with the attitudes of American business that often paid less attention to the advice given by a female public relations practitioner.

7. When offered a vice presidency at AT&T, he insisted he have a voice in shaping corporate policy. He maintained that business in a democratic country depends on public permission and approval.

8. Along with Don Knowlton, he opened a public relations agency in Cleveland, Ohio, in 1927. When he moved to New York a few years later to open an agency, Knowlton was not part of the agency. The New York-based agency, though, continued to bear both their names. It became the largest public relations agency in the world and continues to rank in the top grouping. In 1987, it was sold to the English based WPP Group for \$85 million.

9. He, like Edward Bernays, was another member of George Creel's Committee on Public Information in World War I. He was known for his use of third-party endorsements, use of newspaper advertising as a public relations tool, and development of lobbying in legislative battles for clients such as A&P, Libby-Owens-Ford, and Eastern Railroads.

10. He was a leading public relations educator. He began teaching a public relations course at Stanford in 1939 and may have been the first full-time professor of public relations. He also founded the American Council on Public Relations in 1939. The council eventually merged with the National Association of Public Relations Councils to form the Public Relations Society of America in 1947.

11. An African American public relations pioneer developed numerous public relations and advertising campaigns and messages for such clients as Coca-Cola, Carnation, Ford Motor Company, and the National Education Association. Born in 1917 in Atlanta and educated at Morehouse College, he was editor of his college newspaper and co-founder of Phi Delta Journalism Society, the only African American journalism society for decades. In 1944, he established his own public relations firm in Washington, D.C. His highly successful public relations work for the Republic of Liberia's Centennial

Celebration launched his future career in public relations working with major corporations and national nonprofit agencies such as the National Dental Association and NEA. He died in 1989.

12. She founded and served for almost 40 years as editor of Public Relations News, the first weekly newsletter devoted to public relations. Her professional experience included work for broadcasting networks, Forbes, BusinessWeek, and Bernays's public relations firm. Her newsletter published thousands of case studies. She not only covered the profession, but she helped give it identity by honoring many of its leaders in her newsletter.

13. A "counselor to counselors" in public relations, was honored as the first life member of the Counselor's Academy. He is renowned for his many public relations campaigns in civil rights and public diplomacy. His public relations career began, though, like many early public relations practitioners with work in the media. He joined CBS in 1941 as a page and left there in 1955 after he had risen to National Manager of CBS News. His communications management consulting firm included clients such as AT&T, Sears, American Bankers Association, American Cancer Society, Texas Instruments, and Occidental Petroleum Corporation. He is the author of six books on management.

14. Highly regarded public relations counselor he served the profession with distinction for more than 30 years until his death in 2001. He published the trade newsletter *pr reporter*, where he reported on current research affecting public relations practice with an emphasis on applying communication and behavioral science research findings. He also served as president of the Public Relations Society of America (PRSA).

15. A native of Memphis, he founded Public Relations firm with Bill Marsteller, an advertising agency owner, in 1953. While the Marsteller ad agency owned 51 percent of the public relations agency, his PR firm was a

freestanding, separate company. The agency grew to become the world’s largest public relations agency by expanding both in the United States and to 35 countries around the world and remains at or near the top today. He believes behavioral change should be the goal of most public relations objectives.

16. She began her 63-year public relations career in 1947. In 1952 she was the first person hired by Daniel Edelman when he began his agency in Chicago. She opened Edelman’s first European offices, but wasn’t content to sit on the sidelines and returned in 1965 to her native Alabama to march in the civil rights struggle. She moved from executive vice president of Edelman Worldwide to become the first woman in Illinois Bell to head a division within the corporation. She retired in 1990 but remained active until her death in 2010 with various public relations activities, but especially with her involvement in the Public Relations Student Society of America. She co-founded Champions for PRSSA, co-chaired the 1987 Commission on Public Relations Education, initiated the Certification in Education for Public Relations and established the Plank Center for Public Relations Leadership at the University of Alabama.

1	2	3	4	5	6	7	8
9	10	11	12	13	14	15	16

6. Decide which answer best fits each space. *Choose the correct option.*

1. A PR pioneer Ivy Lee counseled clients to _____.
 - a) lie to government officials when necessary;
 - b) avoid deception;
 - c) “stonewall” media by refusing to make any comment.

2. A pioneering PR practitioner who argued strongly for ethical conduct was _____.

- a) Edward Bernays; b) George Creel;
- c) P.T. Barnum; d) John D. Rockefeller.

3. During World War I George Creel headed a government agency whose job was to _____.

- a) recruit, screen and train over 1 million new soldiers;
- b) make the war popular;
- c) halt accidental leaks of classified information to the enemy;
- d) do all of these.

4. Jennifer creates and assembles a packet of information for journalists about an upcoming event. This packet is called a _____.

- a) propaganda packet; b) membership driver;
- c) media kit; d) fluffery folder.

5. An early master of generating news coverage and public interest through exaggerating claims was_____.

- a) John Vivian; b) Jean Folkerts;
- c) P.T. Barnum; d) Stephen Lacy.

6. PR for World War II were the responsibility of a U.S. government agency called _____.

- a) the Department of Emergency Education Relations (DEER);
- b) the Office of War Information (OWI);
- c) Adams, Bernays and Creel (ABC);
- d) Ivy & Lee, Limited (ILL).

7. Who wrote publicity pieces and organized celebrity lobbying efforts, now considered publicity stunts, on behalf of parliament candidate Charles James Fox?

- a) Georgiana Cavendish; b) Sir Walter Raleigh;

c) Martin Luther; d) John Wycliffe.

8. He believed that people's perception of an event is more important than the event itself – it's not what you know, it's what you believe _____.

- a) "Buffalo Bill" Cody; b) P.T. Barnum;
c) John D. Rockefeller; d) Ivy L. Lee.
e) Amos Kendall

9. In the election of 1828 this president crushed his opponent with the help of the political strategist and publicist Amos Kendall.

- a) Andrew Jackson; b) John Q. Adams;
c) Martin Van Buren; d) William H. Harrison.

10. This PR campaign was aimed at earning the trust of the Iraqi people during the war with America.

- a) "Body & Soul"; b) "Hearts & Minds";
c) "Win Win"; d) "Lies & Deceit".

11. Among the first people associated with the idea that the "public be fooled" was _____.

- a) Phineas T. Bluster; b) Donald Trump;
c) P.T. Barnum; d) Paul Revere.

12. Beginning in the early 1900s and through much of the century, PR counselors acted to ensure that the "public be informed". Among the earliest to do this were _____.

- a) Ida Tarbell; b) Edw. Bernays & his wife;
c) John D. Rockefeller; d) D. Parke Gibson.

TASK 3

PR MODELS

Read the text “Gruning and Hunt’s Four Models”.

1. Find the definition of the following words:

Hype, flacks, stunt, persuasion, feedback,
boundary-spanning, in-house journalist, along-standing relationship.

2. Match the words on the left with their synonyms on the right :

1. To secure	a) to assist the progress
2. To donate	b) to get
3. To obtain	c) to adapt
4. To conceal	d) to remember, to honor
5. To expand	e) to contribute
6. To accommodate	f) to change
7. To alter	g) to come to a climax, to end up
8. To adjust	h) to broaden, to extend
9. To commemorate	i) to adapt
10. To facilitate	j) to protect, to shelter
11. To culminate	k) to hide

3. Match the English words in the left column with their Russian equivalents in the right column.

1. Blueprint	a) благотворительность
2. Populace	b) запрос

3. Enquiry	с) применительно
4. Reciprocal	d) план
5. Accuracy	e) взаимный
6. Charity	f) точность
7. Applicable	g) население

4. Read the texts below and fill in the gaps with the word given to form a word that fits in the space in the same line

Current examples	
<p>Barnum's obvious successor today is publicist Max Clifford, who has an _____ reputation for securing front page _____ for his clients, though he also claims that much of his work is spent keeping them out of the papers. Both _____ would be _____ of press agency, which is not always over-concerned with the factual _____ of information provided. One of Clifford's most _____ coups must be the <i>Sun</i>'s front page headline 'Freddie Starr ate my hamster', which would certainly be covered by the Boorst in quote above.</p> <p>Another example might be publicity activity surrounding David and Victoria Beckham, which has been orchestrated by a number of public relations _____. Celebrity PR has _____ influenced the news content of daily newspapers, as well as providing the material for a proliferation of magazines like <i>Hello!</i>, <i>Now!</i> and <i>OK!</i></p>	<p>astonish</p> <p>cover</p> <p>active, type</p> <p>accurate</p> <p>memory</p> <p>consult</p> <p>increase</p>

Current examples	
<p>Local and central government continue to _____public information communication. Press releases giving details of committee_____, budget_____, or movement of personnel are typical public information activities. In recent years, the shift from public to private sector utilities has placed a similar _____on the need to explain _____policies to customers. Many large organizations have improved their ‘ _____ ’ – the availability of information to the public. Much of this has been improved – or driven – by improved technology via the internet.</p>	<p>practice decide, allocate emphasize, price transparent</p>

5. Read the texts below. *Fill in the blanks with the correct word from the box below. Use each phrase / word once only.*

persuasion	approach	propaganda
political campaigning	asymmetric	audience research
key public	persuasive communication	constituents
persuade	public information	

Current examples

Examples of positive _____might include public health campaigns, such as reducing smoking or encouraging safer driving habits. These campaigns depend on theories of social psychology and much_____. It is easy to argue that while the organization – in this case the government –

clearly benefits from reduced health care costs and fewer motoring fatalities, the person changing his or her habits (the _____) also clearly benefits from a longer, healthier life.

Another timeless example is _____ at elections, where each candidate seeks to influence their _____. However, the recent discussion of political ‘spin’ raises the possibility that tactics used legitimately in elections are now being used in government, instead of the more traditional _____. Perhaps it is not the practice that is new – Joseph Doane was appointed by the government as a ‘Reporter to the Press’ on behalf of George III to ‘manage’ press coverage of the monarch’s madness (Boston 1996). But in recent years the media has paid more attention to the process by which political information reaches the public – very useful material for the student of public relations.

_____ is not, of course, confined to the public sector and two-way _____ public relations is probably the most widely used type of PR. Most businesses – indeed most public relations – today try to persuade _____ that their goods or services are reliable, safe, value for money and so on. Advertising is perhaps the most extreme version of this approach and some theorists (such as Noam Chomsky) say persuasion often slides into _____ because the benefits are largely enjoyed by the advertiser, not the consumer.

reflect	decision-making	market research techniques
awareness	to influence	involve consumer issues
defuse	astute	pressure focus group

Current examples

PR practitioners aim increasingly to be part of the _____ process. The rise in strategic PR reflects the rise in _____ of the need to

understand publics and anticipate and _____ potential problems. These days PR often _____ persuading the organization to change its practice in the face of public _____. Supermarkets' response to public opposition to genetically modified foods (see the Marks & Spencer case study in Chapter 10) illustrates how an _____ PR awareness of public concern can create opportunities for organizations willing to change their behavior. The growth in _____ and market research to ascertain public opinion on a wide range of political as well as _____ could illustrate growth in two-way symmetric PR. New Labour has enthusiastically sought to use a range of _____ to influence policy making. However, genuine two-way symmetry can occur only where both parties have equal power _____ the other – and it is worth remembering that this is the rarest form of PR.

It is important to note that these models do not reflect the 'real' world. They are not placed in chronological order and they do not exist in isolation. Grunig and Grunig (1989) point out that more than one model is usually used in organizations and 'organizations may use different models as strategies for dealing with different publics or different public relations problems'.

6. Complete table 1 using the information from the text "Gruning and Hunt's Four Models" and the texts above. Speak about the models according to the table.

Table 1. Grunig's and Hunt's four models

CHARACTERISTIC	PRESS AGENCY / PUBLICITY	PUBLIC INFORMATION	TWO-WAY ASYMETRIC	TWO-WAY ASYMMETRIC
PURPOSE				
NATURE OF COMMUNICATION				
NATURE OF RESEARCH				
LEADING HISTORICAL FEATURES				
WHERE PRACTISED TODAY				
PAST EXAMPLES				
CURRENT EXAMPLES				

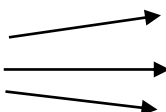
TASK 4

FUNCTIONS OF PUBLIC RELATIONS

Read the text “Funcions of PR”

After reading text 4:

1. What is typical for each PR function? Complete the sentences:

Each function has / is 

2. True or False:

- a. Functions are unique to businesses and agencies.
- b. An organization places various PR functions under the marketing department.

3. Nonprofits (organizations) will have various functions given their missions.

Give your own examples.

4. The most controversial function is _____.

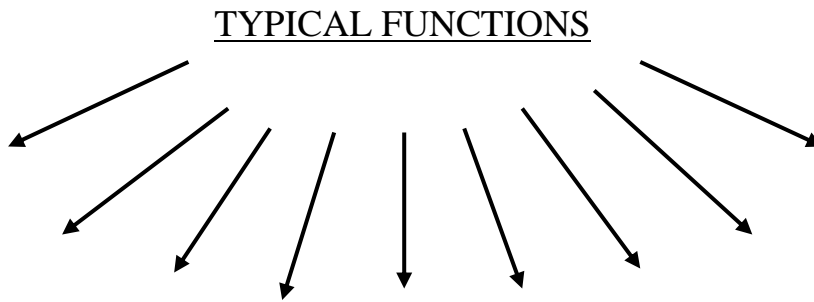
Explain why.

5. What are internal and external stakeholders?

6. Comment on the following:

The skills possessed by a corporate practitioner might be less diverse than those of a nonprofit counterpart.

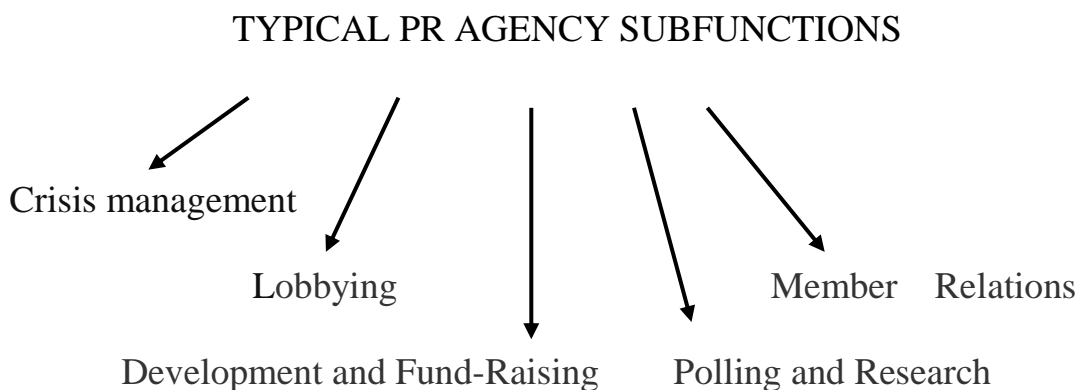
7. Write the functions that suit the following definitions:



- is a management function, dedicated to the dissemination of information to key constituencies, the execution of corporate strategy and the development of messages for a variety of purpose for inside and outside the organization;
- is a function dealing and communicating with the news media, when seeking publicity or responding to reporters' questions. It also involves setting up and maintaining a professional and mutually beneficial working relationship with news gatherers and gatekeepers;
- is a strategic management responsibility that integrates finance, communication marketing and securities law compliance to enable the most two-way communication between a company, financial community and other constituencies;
- is a strategic set of function used to reduce friction and increase harmony between organizations and their publics in the public policy arena (or) a forward-thinking function of corporate public relations that is responsible for identifying and solving problems, and also for identifying trends, industry changes, and other potential issues that could impact an organization. It is one of the most important subfunctions of public relations;

- is largely a public relations responsibility focusing on the management of potential and existing communication interactive networks of organizations and publics for the benefit of both groups;
- dealing and communicating with the employees of an organization. This can include team building and employee empowerment;
- the comprehensive effort of any nonprofit that seeks philanthropic support to ensure that donors experience high-quality interactions with the organization that foster long-term engagement and investment;
- the practice of companies by which they target their respective charitable and philanthropic activities around specific issue or cause that will in turn support their own business objectives;
- is a function of PR that organizations both for-profit and non-profit use to strategically influence the public policy aspects of their environments.

8. *Give the definitions of these functions*



TASK 5

PRINCIPLES OF PUBLIC RELATIONS

Read the text “10 FOUNDATIONAL PRINCIPALS.”

1. Match the words similar in meaning:

1. Tangible	a) to get win, to win back
2. In jeopardy	b) to promote, to support
3. To adjust	c) to overestimate
4. To regain	d) to change
5. Outright	e) unprotected, vulnerable
6. To foster	f) benefit, advantage
7. To exaggerate	g) unlimited
8. Asset	h) real, concrete

2. Match the words with their correct definitions. Put your answers in the chart below:

1. Yield	a) part of a business that you own because you have invested money in it
2. Hype	b) the use of a lot of ads and other publicity to interest or influence people
3. Existence	c) something of no consequences
4. Evolve	d) the state of being a real or living thing
5. Stake	e) to produce something useful information or evidence
6. Fluff	f) to develop something gradually

3. Every organization has its own PR principles. Read about some of them. *Find some more PR principals. Compare and contrast them.*

4. *Render the text.*

**Связи с общественностью:
общие принципы и правила деятельности**

Все категории, виды коммуникации и средства распространения информации подчиняются неизменным общим принципам, для установления и поддержания связей с общественностью, такие как: планомерность, оперативность, комплексность, законность, непрерывность, объективность, эффективность. Они формируют основу продуктивного взаимодействия компании с собственным персоналом, населением, потребителями, конкурентами, финансовыми структурами, местной администрацией.

Планомерность – прогнозирование изменений общественного мнения, оперативное планирование пиар кампаний и программ по развитию коммуникаций.

Комплексность – учет интересов всех групп общественности при подготовке и реализации PR-мероприятий.

Оперативность – быстрая реакция специалистов при изменении общественного мнения, связанная с деятельностью компании.

Непрерывность – обеспечение постоянного взаимодействия с конкретными потребителями информацией и общественное мнение в целом.

Объективность – использования достоверной и полной информации, проведение непредвзятого анализа поступающих сведений, готовность признания допущенной ошибки, способность быстрого реагирования на необъективные публикации и высказывания о

деятельности фирмы, отстаивания правильной точки зрения и умения добиваться необходимых опровержений.

Законность – применение исключительно легитимных способов получения, обработки и распространения информации.

Эффективность – изменение конкретных экономических показателей фирмы.

Все это способствует достижению главной цели – созданию более положительной репутации кампании (организации) среди самых разных слоев общества.

TASK 6

THE PROFESSIONAL

PR PRACTITIONER

1. Read text 6. Make up questions to your group mates. Give a summary of the text.

2. How can people get into the communications business?

3. “Once you’ve landed a job you’ll work in one of three settings: in-house, consultancy, freelance”. Explain the difference, advantages and disadvantages of these settings.

Where would you like to work?

4. Effective public relations practitioners need a number of both personal qualities and professional / business skills.

Match the personal qualities with their descriptions.

Personal qualities

Good interpersonal communication Perspectives / sense of humor
Calm under pressure Creative Organized Approachable Integrity
Willing to learn curiosity / enquiring mind Self-confident Focus
Practical Energetic Enthusiastic Assertive Tough / resilient

- You can deal well with difficult people or difficult situations.
 - You put things into perspective and help others do the same.
 - You use appropriate humor to help the communication process, break the ice and defuse explosive situations.
-

- You deal well with pressure and meet deadlines.
 - If the unexpected happens you take it in your stride – and when the going is tough you remain centered and focused.
 - You can take a leadership role in the event of a crisis.
-

- You come up with lots of ideas.
 - You support other people's creative ideas.
 - You find solutions to problems by looking inwards and outwards and draw from a wide variety of sources.
-

- You build rapport with people – clients, colleagues, journalists – and always seek a win-win outcome.
- You are interested in and gain pleasure from expressing yourself verbally and in the written form.
- You can communicate with a wide variety of people, from consumer or customer to senior colleague or client, so the ability to adapt both approach and language and to empathize is fundamental.

-
- You can juggle effectively so everything gets done.
 - You know where everything is – and your team members can find things easily if they need to.
 - You can use schedules, critical paths and timing plans to help plan projects.

-
- You can translate creative ideas into workable and practical solutions.
 - You are not afraid to get your hands dirty.
 - You look for the way to make things work.

-
- You seek out new experiences and have a go at something you have never done before – with the right coaching and support.
 - You reflect on what you have learnt on your own and with others.
 - If you make a mistake you learn from it.

-
- You have lots of staying power.
 - You are prepared to ‘go the extra mile’ to get the result .
 - You encourage others to give their best.

-
- You are assertive but never aggressive or passive.
 - You recognize when others are assertive and respect that.
 - You meet aggression with assertiveness to calm the situation.

-
- You are genuinely interested, even in a small project or unlikely issue.
 - You attack even small projects with energy.
 - You encourage others to see the positive side.

-
- You adhere to the principles outlined in the CIPR professional code of conduct.
 - You alert people if there is something that will affect the organization’s reputation.
 - You respect matters told to you in confidence.

-
- You take setbacks in your stride.
 - You learn lessons from mistakes.
 - You help others to see that setbacks and disappointments are temporary.
-

Professional / business skills

Public relations essentials	Business strategy	
Planning and evaluation	Writing	Channel management
Consultancy	Presenting	Project management
Issues and crisis management	Specialist sector skills	
Budget management and profitability	Client management	
Marketing management	Reputation management	

A public relations practitioner

- understands the need for profitability and productivity;
- works within the organization's corporate / business strategy (in-house);
- can set, run and / or contribute to a corporate / business strategy (consultancy);

-
- sounds understanding of the basics of the industry;
 - knows a grasp of definitions and purpose of communications;
 - has experience and / or appropriate qualifications;

-
- understands principles of research and auditing;
 - is able to set SMART objectives for communications;
 - can write a strategy paper, outlining channels and tactics and including a logical implementation;
 - understands principles of ongoing measurement;
 - can write an evaluation report at the end of a programme or campaign outlining results and making recommendations for the future;

-
- makes effective internal and external presentations;
 - constructs effective pitches (consultants);
 - delivers effective briefings and debriefings;

-
- can construct a project plan;
 - delegates and / or manages every component of the project;
 - brings projects in on time and to budget;

-
- conducts thorough risk audits;
 - prepares policy statements and questions and answers for proactive issues management;
 - creates contingency plans for communications management in the event of a crisis;
 - conducts crisis management exercises regularly to test processes;

-
- gets a thorough grounding on the industry sector he or she works in (eg. healthcare, public affairs, consumer etc.) including issues, legal frameworks and codes of conduct;
 - seeks opportunities to expand knowledge and contact lists;
 - is recognized as a communications expert in the specialist field;

-
- is reader / listener-orientated;
 - has good clear, concise writing-style appropriate for business;
 - writes effective blogs, tweets, postings and comments;
 - writes media material (releases, features, photo captions) following journalistic principles;
 - can write to brief for other materials (reports, copy, speeches, letters etc.);

-
- can act as an effective consultant, whether in-house, working as an internal consultant to colleagues, or in consultancy, working for fee-paying clients;
 - gives clear advice and recommendations;
 - when appropriate alerts client to issues and difficulties;

-
- takes good briefs from clients and interrogates objectives carefully;
 - provides insight and creative solutions to clients;
 - aims to ensure Win: Win every time, in terms of the results and the relationship;

-
- understands the principles of reputation management;
 - audits and monitors clients' reputation effectively using appropriate insight tools (eg. surveys, questionnaires, focus groups etc.);
 - recommends strategies to create, protect, enhance and repair reputation;

-
- assesses budgetary requirements for the communications operation;
 - manages budgets effectively including those of suppliers (eg. for in-house practitioners PR consultancies, freelance support, etc.);
 - manages time to control over-servicing and renegotiates fees if necessary (consultancy);

-
- understanding other marketing disciplines – advertising, design, direct marketing, sales promotion etc.;
 - seeks to work towards integrated campaigns with creative synergy and proposes solutions that can work for and enhance other disciplines;
 - builds positive working relationships across disciplines;

-
- is reader / listener-orientated;
 - good clear, concise writing-style appropriate for business;
 - writes effective blogs, tweets, postings and comments;
 - writes media material (releases, features, photo captions) following journalistic principles;
 - can write to brief for other materials (reports, copy, speeches, letters etc.).

5. Choose 6 personal qualities and 6 professional / business skills needed to succeed in PR as you think.

TASK 7

ETHICS IN PR

Read text 7.

1. *Using the text translate the words given in brackets:*

- (повысить) the quality of decisions;
- exercises in (неопределенность) irrelevance;
- developed (продуманный) associational codes;
- the (поддержание) of relationships;
- (от имени) of your clients;
- result in (потеря) business;
- aware of (лжесвидетельство и клевета);
- make legal and (разумный) claims;
- consist of (преувеличение) or hiding the truth;
- (уточнить) professional expectations.

2. *Complete the following table.*

	Translation	Synonym	Antonym
to embody			
to abide			
to constrain			
to elevate			
to suppress			

3. *Complete the text by writing a word given below in each space.*

Strategic PR will open up a dialogue with the ____ stakeholders of an organization and use this as a _____ between the organization and the stakeholders. By making _____ based on give and take with the

organization's stakeholders, the _____ of an organization are more likely to be met. It is the _____ of this two-way communication that may assist in the _____ of a corporate social _____ programme, or an organization's code of ethics.

implementation decisions key long-term objectives
undertaking responsibility two-way communication

4. *Read the text and fill in the gaps with the words given below to form a word that fits in the space.*

It is important that an organization is 1 2 and shows a 3 to resolve any 4 issues with 5 good 6. This assures stakeholders that they are dealing with a trustworthy company. The organization will then gain public 7 and build a positive 8.

1. Ethic 2. Response 3. Willing 4. Problem
5. Moral 6. Intend 7. Approve 8. Repute

5. *Read the text and translate the words in brackets.*

The importance of a good reputation to an organization cannot be (переоценить). A good company reputation will help build custom and also assist with (привлечь) and (нанимать) good employees, as both customers and employees would like to be (ассоциироваться) with the positive aspects of the company. A good example of this is the Virgin Group, a company which most people associate with a good reputation – be it for (креативность), customer service or the ethos of its (основатель), Richard Branson

6. *Answer the following questions:*

What is ethics?

What is a Code of Ethics?

Codes serve a variety of functions. What are they?

Every PR organization has an ethical code by which its employees are expected to abide. Find out examples and compare them.

What general principals does the credo include?

Why have some critics called ethical codes “exercises in deceptive PR”?

What are the core values of PRSA members?

7. Reflect on your own code of ethics. *What do you immediately feel is right or wrong?*

8. Now list companies that you would be proud to work for, and those that you would not – reflect again on why that might be. What is it about those companies that makes you feel that way?

9. Ethics is not easily defined. You will need to use your moral instincts and sound judgement to address some of the issues you are likely to encounter in PR. For example:

- If you have a personal relationship with one of your suppliers, is it ethical to use them for a project on which you are working? Could you prove that their work was the best available and that you were not just acting out of personal favour?

- You know an angle for a news release that will guarantee coverage in the media, but to take this angle will mean distorting facts and exploiting the media. Is this something that you should do for the short-term exposure? Or should you think about your long-term relationship with the media?

- Your client has started working with a high-profile politician on a personal matter. It would make for great media coverage, but would not be in the public interest and would be a breach of the politician’s right to confidentiality. What would you do?

TASK 8

PR PLANNING

1. Read text 8 and translate the words given in the brackets. The first letter is given to help you.

Strategic planning is at the heart of all public relations. L_____ (запускать) a PR campaign without a strategic plan is like e_____ (отправиться) on a trip without a map or GPS. In today's business e_____ (среда), with l_____ (ограниченный) resources and ramped up a_____ (отчетность), it's not enough to head off in a general, v_____ (неопределенный) direction. A GPS-like a strategic plan requires you to i_____ (внести) your destination. It keeps you on track.

The a_____ (способность) to think and act strategically is the key that e_____ (давать возможность) professionals to advance from t_____ (тактичный) PR practitioners to sought-after strategic planners. Today, effective communicators not only need to know what to do and why, they also need to know how to evaluate the e_____ (эффективность) of the chosen a_____ (подход).

It's such an exciting time for public relations. The landscape of the profession is rapidly changing and new methods and tactics are e_____ (возникать). It is shedding its past approach from d_____ (распространение) information to a focus on promoting e_____ (взаимодействие), identifying influencers and developing brand advocates. But the basic principles for excellence in effective PR still apply: strategy, creativity, i_____ (целостность) and follow through.

2. What is planning?

3. What are the reasons for planning PR activity?

4. What are the key aspects the planning process should answer?

5. What does RACE mean?

6. What do the planning formula PACE, ACE, GRACE, STARE, ROSIE mean?

7. Find some information about PR planning models.

Cutlip and colleagues' planning model, Gregory's planning models, basic planning model etc. ...

Look at the PR planning process. What are the main similarities? Advantages / disadvantages?

8. So why doesn't everyone plan everything? The following suggests why practitioners are sometimes reluctant to plan, despite the arguments outlined above:

- lack of time;
- plans are out of date as soon as they are written;
- planning raises unrealistic managerial expectations;
- plans are too rigid and stifle the impromptu and opportunistic;
- plans are a block to creativity;
- plans always reflect the ideal, not the real The reality of doing PR work, say some practitioners, is not like that.

Which argument do you find more persuasive: the arguments for planned activity or against? Why?

TASK 9

RESEARCH IN PR

Read the text about research in PR.

1. *Translate the following word / phrases using the text.*

To engage in a dialogue, to target to public, to measure impact, to maintain long-term relationships, to tailor communication, attributable to the efforts, to ascertain the range of consumer responses, issues of discontent among the publics.

2. *Complete the following table. Add some more words from the text.*

VERB	NOUN	ADJECTIVE
conclude		
explain		
associate		
integrate		
reflect		
eliminate		
bound		

3. What is the purpose of research?

4. Why should research be included in each step of the PR planning process?

5. What is the role of research in PR?

6. Match the types of research with their definitions. Put your answers in the chart below.

	<p>A. Research that is based on statistical generalization. It allows numerical observations to be made in order for organizations to improve relationships with certain publics and then measure how much those relationships have improved or degraded.</p>
1. Formative research	<p>B. Research that typically takes place in order to generate numbers and statistics. It is used to both target communications and measure results.</p>
2. Evaluation research	<p>C. The collection of unique data, normally proprietary, that is firsthand and relevant to a specific client or campaign. It is often the most expensive type of data to collect.</p>
3. Formal research	<p>D. Research that allows the researcher to generate in depth, quality information in order to understand public opinion. This type of research is not generalizable but it often provides quotes that can be used in strategy documents.</p>
4. Informal research	<p>E. Planning research that is conducted so that what the publics know, believe, or value and what they need or desire to know can be understood before communication is begun.</p>
5. Primary research	<p>F. Research that typically gathers information and opinions through conversations and in an ongoing and open exchange of ideas and concerns.</p>
6. Secondary research	<p>G. The collection of data that is typically part of the public domain but is applicable to a client, organization, or industry. It can be used to round out</p>
7. Quantitative research	

8. Qualitative research	<p>and support the conclusions drawn from primary research.</p> <p>H. Research that allows public relations professionals to show the impact made through their communication efforts after a public relations campaign.</p>
-------------------------	--

1	2	3	4	5	6	7	8

7. Choose the methods suitable for quantitative and qualitative data collections.

Methods

Quantitative Data Collection

Qualitative Data Collection

- Internet-based surveys
- Participant observation
- Focus groups
- Mail surveys
- Content analysis (usually of media coverage)
- Monitoring toll-free (1-800 #) call transcripts
- Comment cards and feedback forms
- Frequent shopper program tracking (purchasing data)
- In-depth interviews
- Case studies
- Telephone surveys
- Monitoring toll-free (1-800 #) call transcripts
- Warranty cards (usually demographic information on buyers)
- Monitoring complaints by e-mail and letter

8. In quantitative research, sample is a portion of a population that is sought for study. Find in the text: *What sampling methods are they?*

- a. A population sample drawn from those who are convenient to study.
- b. A population sample in which the researcher asks a respondent participating in a survey to recommend another respondent for the survey.
- c. Research sampling in which a specific group of people is sought out for research.
- d. A randomly drawn portion of a population from which the strongest statistical measure of generalizability can be drawn.
- e. A randomly drawn portion of a population in which the participants have equal chances of being selected, a survey to recommend another respondent for the survey.
- f. Research sampling that does not allow for generalization but that meets the requirements of the problem or project.

9. What methods may informal or exploratory research involve?

TASK 10

USING A SWOT ANALYSIS

1. *Read the text from the book "Strategic Management" and translate the words in brackets. The first letter is given to help you.*

Strengths are the qualities that e_____ (давать возможность) us to a_____ (выполнять) the organization's mission. These are the basis on which continued success can be made and continued / sustained. Strengths can be either t_____ (ощутимые, материальные) or i_____ (нематериальные). These are what you are well-versed in or what you have expertise in, the traits and qualities your e_____ (служащие) possess (individually and as a team) and

the distinct features that give your organization its c_____ (устойчивость). Strengths are the b_____ (выгодный) aspects of the organization or the c_____ (возможность) of an organization, which includes human c_____ (компетенции, навыки), process capabilities, financial resources, products and services, customer goodwill and brand loyalty. Examples of organizational strengths are huge f_____ r_____ (финансовые ресурсы), broad product line, no debt, committed employees, etc.

Weaknesses are the qualities that p_____ (мешать) us from accomplishing our mission and achieving our full potential. These weaknesses d_____ (ухудшать, усугублять) influence on the organizational success and growth. Weaknesses are the factors which do not m_____ the _____ (соответствовать стандартам) we feel they should meet. Weaknesses in an organization may be depreciating machinery, i_____ (недостаточный) research and development facilities, narrow product range, poor decision-making, etc. Weaknesses are c_____ (контролируемый). They must be minimized and e_____ (устранять). For instance – to overcome obsolete machinery, new machinery can be purchased. Other examples of organizational weaknesses are huge debts, high employee t_____ (оборот), complex decision making process, narrow product range, large wastage of raw materials, etc.

Opportunities are presented by the environment within which our organization operates. These arise when an organization can take b_____ (выгода) of conditions in its environment to plan and e_____ (реализовывать, выполнять) strategies that enable it to become more p_____ (прибыльный). Organizations can gain c_____ (конкурентный) advantage by making use of opportunities. Organization should be careful and recognize the opportunities and grasp them whenever they arise. Selecting the targets that will best serve the clients while getting desired results is a difficult task. Opportunities may a_____ (возникать) from market, competition,

industry/government and technology. I _____ (увеличивающийся) demand for telecommunications a _____ (сопровожаемый) by deregulation is a great opportunity for new firms to enter telecom sector and compete with existing firms for revenue.

Threats arise when conditions in external environment j _____ (угрожать) the reliability and profitability of the organization's business. They c _____ (усугублять) the v _____ (уязвимость) when they relate to the weaknesses. Threats are u _____ (неконтролируемый). When a threat comes, the stability and survival can be at s _____ (на кону). Examples of threats are – unrest among employees; ever changing technology; increasing competition leading to excess c _____ (мощность, производительность), price wars and reducing industry profits; etc.

2. Read text 10 and choose the right variant.

1. The internal factors are _____.

- a. strengths& opportunities;
- b. strength& weaknesses;
- c. weaknesses& threats.

2. The external factors are _____.

- a. opportunities& weaknesses;
- b. strength& weaknesses;
- c. threats& opportunities.

3. Correct the sentences according to the text.

a. Opportunities can be tangible and intangible.

b. Strengths are qualities that enable us to accomplish the organization's mission.

- c. Threats are controllable.
- d. Examples of weaknesses are changing technology, price wars.
- e. Strengths may arise from competition, market, industry technology.
- f. Strengths are presented by the environment within our organization operates.
- g. Examples of opportunities are huge financial resources, broad product line, no debt, committed employees, etc.
- h. Opportunities are the beneficial aspects of the organization.

4. Give the summary of the texts.

TASK 11

SETTING OBJECTIVES

Read text 11.

1. What are *goals*?
2. What are *objectives*?
3. *Choose the right variant*
 1. The goal provides the _____ for the strategic plan.
 - a) approach; b) route; c) direction.
 2. An objective is created from the information collected through _____ research.
 - a) summative; b) formative; c) evaluative.
 3. A process objective checks to determine _____.
 - a) what the PR action hoped to achieve;
 - b) how a PR action hoped to control;

c) if certain steps were taken in the preparation of a PR action.

4. An outcome objective specifies _____.

a) what the PR action hoped to evaluate;

b) what the PR action hoped to achieve;

c) what the PR action hoped to control.

4. *Complete the sentences.*

a. An objective must be _____.

b. A proper outcome objective often includes _____.

c. Objectives are usually written using the word _____.

d. The objective should specify _____.

e. An objective is created from _____.

5. *Answer the following questions.*

What criteria meet a good objective?

What is SMART?

What are 4 prerequisites for objective setting?

What is the specificity of an objective?

6. *Read the texts below. Fill in the blanks with the correct word.*

Your Goals

tasks reputation relationships

The first thing to remember about your PR goal is that it should make sense when compared to your business goal. Three areas for goal-setting in PR are _____, _____ and _____. Your _____ is about your image; your _____ are the connections you develop and maintain with stakeholders; and _____ are accomplishment-driven, such as planning a special event.

Your Objectives

awareness specific acceptance measurable action
attainable timed realistic

An easy way to differentiate objectives from goals is with the SMART test: Objectives are _____, _____, _____, _____ and _____. Over time, your objectives become more focused and easier to measure. For example, if you are just starting your business, creating media _____ about your company is a _____ and common PR objective. You are introducing your business to the media. Your next objective may be to increase that awareness and then influence opinions. These fit the three levels of PR objectives: _____, _____ and _____.

7. Answer the following questions.

What criteria meet a good objective?

What is SMART?

What are 4 prerequisites for objective setting?

What is the specificity of an objective?

Why does an outcome objective include the target stakeholder(s)?

What do sample process objectives include?

Give your examples of goals and objectives.

TASK 12

IDENTIFYING PUBLICS

Read text 12.

Organization should attempt to identify *all* stakeholders. One way to do this is by considering how these groups are linked to the organization.

Find the information about stakeholders. Match the words with their correct definitions

Stakeholders Enabling stakeholders Functional stakeholders
Normative stakeholders Diffused stakeholders

- A group or an individual who is affected by or who can affect the success of an organization, such as employees, customers, shareholders, communities, and suppliers.
- Stakeholders who have some control and authority over an organization, such as stockholders, board of directors, elected officials, and governmental legislators and regulators.
- Stakeholders who are essential to the operations of an organization. Functional stakeholders are categorized as being part of the input by providing labor and resources to create products or services, or as part of the output by receiving those products or services.
- Stakeholders who share a common interest with an organization. These associations or groups share similar values, goals, or problems.
- Stakeholders, including publics, who have infrequent interactions with an organization. They become involved with an organization based on the actions of the organization

Within the stakeholder categories Grunig identify which publics will “communicate actively, passively, or not at all about organizational decisions that affect them.” (Grunig, 2005).

Choose the correct option.

1. Stakeholders who do not face a problem related to organizational decisions that affect them.
 - a. latent public;
 - b. aware public;
 - c. nonpublic.

2. Stakeholders who face a problem related to organizational decisions that affect them but who do not recognize it as a problem.

a. aware public; b. latent public; c. active public.

3. Stakeholders who recognize a problem related to organizational decisions that affect them.

a. nonpublic; b. aware public; c. active public.

4. Stakeholders who recognize and do something about a problem related to organizational decisions that affect them

a. active public; b. latent public; c. aware public.

An organization must develop strategies to help mediate issues with priority publics. These strategies will depend on whether the stakeholders are supportive or nonsupportive and active or inactive. Therefore, you would develop strategies based on four groups:

Match the words with their correct definitions

Advocate stakeholders

Dormant stakeholders

Adversarial stakeholders

Apathetic stakeholders

- Active and supportive stakeholders that an organization should involve in supportive actions. Communication with these stakeholders should be action and behavior-oriented.

- Inactive and supportive stakeholders who are not ready to be involved in organizational actions and issues. Messages to these stakeholders should focus on creating awareness and understanding of the issues that affect them.

- Stakeholders who are defensive about organizational actions and issues. Organizations should use conflict resolution strategies in communicating with these individuals.

- Stakeholders who generally ignore organizational issues. Organizational communications with these stakeholders should focus on increasing awareness, the significance of the issue, and invitations for involvement

Match the words with their correct definitions

According to Wilson, there are three types of publics involved in communication strategies:

key publics priority publics influentials intervening publics

- Publics whose participation and cooperation are required to accomplish organizational goals.
- Publics who act as opinion leaders, disseminating messages or information to others
- Publics who can act as intervening publics and whose opinions are more influential than public relations messages alone. These individuals can either support or work against an organization's efforts.

Ways to segment public:

Fill the blanks

by g_____ – where they live, work

by d_____ – age, gender, income

by ps_____ – attitudes, opinions

by g_____ m_____ – e.g. clubs, societies, parents

by media consumption – e.g. _____

by overt and covert power – e.g. _____

by role in decision process – e.g. _____

TASK 13

MESSAGE

Read text 13.

1. *Translate the words given in brackets using the text.*

- 1) assist the (осведомленность);
- 2) the message reaches the (получатель, адресат);
- 3) (усвоенный) message;
- 4) (навязывать) discipline;
- 5) messages (указывать, показывать) one way communication;
- 6) dialogue is part of the (общий) purpose of communication;
- 7) simplistic approaches are (неподходящий);
- 8) messaging initiation is (недооцененный);
- 9) poorly (осуществленный, выполненный);
- 10) mutually understood and (усвоенный);
- 11) (путанный) thinking.

2. What is a message?

3. What are the reasons of its importance?

4. What limitations does it have?

5. What are the steps in determining how to frame them?

6. Give some examples of messages.

TASK 14

STRATEGIES AND TACTICS

Read text 14.

1. What is the difference between strategies and tactics?

2. Match the following words with their definitions.

1. Billboard announcement	- Include written information such as news releases, organization background, key spokesperson biographies and other supporting materials that provide information useful to reporter.
	- Printed sheet or sheets, usually folded with many design elements.
2. Letter to the editor	- Letter to journalists or editors explaining why they should cover a particular topic.
3. Actuality	- A brief message, submitted by nonprofit or community groups on community needs and activities. They are run free of charge on community cable television channels.
4. Media advisory	- An analysis of or commentary on news events or public concerns, written by someone outside, the publication whose credibility is based on his / her knowledge of a particular subject and / or position in an organization.
5. Press kit	- Come in a variety of formats, including face to face, over the telephone or electronically, using tools such as e-mail and Twitter.
6. Filler	- Come in a variety of formats, including face to face, over the telephone or electronically, using tools such as e-mail and Twitter.

7. Guest editorial	- A letter written for and sent to a newspaper or magazine to – among other things – present an organization’s position, make a correction or respond to another story letter.
8. News conference	- A written notice sent to media providing information (who, what, when, where and why) on harder, more timely news. If alerts are used indiscriminately, the effect becomes muted.
9. Media kit	- A package consisting of a news release and supporting documents that are usually bundled together in a two-pocket folder with the release on the right and supporting documents on the left.
10. Brochure	- A media event organized by someone who wishes to make an announcement directly to the news media.
11. Pitch letter	- A short piece of interesting but minor or untimely material that the print media can use to either fill space or to provide community interest information.
12. Interview	- A news report from the scene. It includes ambient or natural sounds and may feature statements by an on-scene reporter, witness / participant comments an interview with a knowledgeable source, etc.

3. Choose the appropriate tactics for the following types of relations. Can you add some more tactics?

Employee Relations Tactics	Newsletters, bulletin boards, face-to-face meetings, instant messaging, special events,
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Investor Relations Tactics	news releases, media kits, pitch letters, actualities, news conferences, video news releases, media advisories, guest editorials, interviews, letters to the editors, public service announcements, annual meetings, web sites, Speeches, donations and sponsorships, bill inserts, open hours and tours...
Media Relations Tactics	
Community Relation Tactics	
Customer Relation Tactics	

4. Match the words on the left with the correct example on the right.

Goal	Convince consumers that your new car is the best premium car in the market.
Objective	Achieve share of market leadership in the family premium car market.
Strategy	Get a high profile personality e.g. V. Beckham who is both a style icon and a mother of three children to trial the new five-door SUV you are launching.
Tactics	Enhance and build awareness of a new family premium car in the minds of A-B socio-economic families.
Objective	Mount media relations campaign.
Strategy	Press conference, press releases, interviews, etc.
Tactics	Publicise new product or service

Objective	Research-based reports, media relations, speaker platforms, industry forums, award schemes etc.
Strategy	Establish market leader perception.
Tactics	Position as industry voice of authority.

TASK 15

EVALUATION

Read text 15.

1. Using the “Dictionary of Public Relations Measurement and Research” by Don W. Stacks, 2013 // Electronic Resource:

<http://amecorg.com/wp-content/uploads/2013/09/Dictionary-of-Public-Relations-Measurement-and-Research-3rd-Edition-AMEC.pdf>.

find the words to the following definitions:

- in measurement, error that occurs because the measuring instrument was poorly written; tested for via reliability analyses;
- a method of evaluating the end of a research program; the basis of establishing the dependent measures; see also: dependent variable;
- the systematic appraisal of a company’s reputation, products or services, or those of its competitors, as expressed by their presence in the media;
- measurement of how much people know of an object without providing hints, descriptions, and so forth;
- a method of evaluating the process by which programs occur while activities are in their early stages with the intent of improving or correcting activities;
- a measurement technique that involves having an organization learn something about its own practices, the practices of selected others, and then compares these practices; sometimes referred to as a baseline against which results are compared;
- measurement of how much people are aware of an object by providing hints, examples, or descriptions;

- an initial measurement against which all subsequent measures are compared; a data point established for comparison at the developmental stage of a research campaign.

Give some examples of using them in PR.

Evaluation tools

2. *Read the text and fill in the gaps with the words given below to form a word that fits in the space.*

Media monitoring

- 1) cover; 2) compete; 3) manage; 4) day; 5) week; 6) effect;
7) understand; 8) response; 9) realistic; 10) attention; 11) efficiency;
12) circulation; 13) use; 14) know; 15) stimulate.

Regularly following press _____ about your organization, your industry and your _____ is one of the most important tasks in public relations. This information should be fed back to _____ on a _____ or _____ basis, depending on the nature and communications environment of your organization. Strong strategy and _____ decision making depends on _____ current issues and what your stakeholders are saying and hearing about you.

Many organizations appoint individuals _____ for monitoring the media and providing feedback. This may take the form of scanned press articles that are emailed to key people on a regular basis. If the amount of coverage is so large that it would be _____ to expect everyone to read all of it, a synopsis or summary report drawing _____ to the most important articles may be more _____. Always _____ press coverage to colleagues in the PR and

marketing teams, to make sure that everyone is up-to-date with current information.

The process of media monitoring and reporting is a _____ task in itself for the PR department because it helps staff to understand the media environment and gain hands-on _____ of what makes news in your target media. This is a useful way to _____ ideas for new and creative future news angles.

3. Complete the text by writing a word given below in each space.

Media analysis

- 1) generates; 2) competitors; 3) assimilate; 4) long-term;
5) accessible; 6) in-depth; 7) executives; 8) update.

A more _____ look at press coverage will enable you to look at _____ developments in opinion about your organization, industry and your _____. It is also a good way to give senior _____ within your organization a regular _____ on your work and the media results that it _____. A media analysis should be a detailed look at the press coverage you have received, in an _____ format incorporating charts or graphs that make the information easy to _____ and understand.

4. Supply the correct prepositions and articles in this passage.

Message analysis

Messages are so crucial that it is worthwhile making ___ effort to determine ___ extent ___ which they are actually being conveyed to target audiences. Depending ___ ___ budget available, this process can range ___ simply evaluating whether ___ messages appear ___ media coverage right up ___ conducting detailed and direct surveys ___ your target audiences to

establish whether they know your messages. Such surveys can take place by ___ telephone, email, online or ___ letter.

5. Translate the words given in the brackets. The first letter is given to help you.

Benchmarking behavior change

If one of your goals is to change people's p_____ (восприятие), attitudes or opinions it will be useful to d_____ (определять) whether your communications activities have actually s_____ (иметь успех) in changing behavior. The typical approach that most organizations use to achieve this is through a benchmarking survey.

In this process target audiences are s_____ (опрашивать) at the o_____ (начало) of a communications programme, again halfway through the campaign, and again finally at the end. The results will enable an organization to t_____ (отследить) the i_____ (влияние) of its activities systematically and if necessary make ongoing a_____ (регулирование).

Benchmarking surveys should usually be managed by a specialist company. If that is not possible within your budget, you may consider running an informal online or telephone survey to c_____ (собирать) opinions. This will not yield r_____ (точный) data to underpin evidence-based decision making, but anecdotal information can give you a useful steer

6. Answer the following questions.

What are the reasons for evaluating PR activities?

Evaluation is carried out for a specific audience including

- 1) agency and organization;
- 2) publics and media;
- 3) all above.

Evaluation should be considered

- 1) at the objective-setting stage;
- 2) at the implementation stage;
- 3) at the end of the program.

What are the principals of PR evaluations?

What are evaluation tools?

What are basic forms of evaluation?

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In the World of PR

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