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**им. Н.А. ДОБРОЛЮБОВА»**  
**(НГЛУ)**

**Л.В. Вилкова, С.Ю. Филиппова**

# **How to Succeed in Advertising and PR**

## **Карьера в рекламе и связях с общественностью**

Учебное пособие по английскому языку  
для студентов II курса очно-заочного и заочного отделений

**Нижний Новгород**  
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Пособие включает 4 темы: поиск работы, организация рабочего времени, связи с общественностью, реклама. Каждая тема содержит тексты для чтения, лексико-грамматические и творческие задания, направленные на расширение словарного запаса, активизацию его при обсуждении, понимание текста на уровне смысла. Материалы пособия базируются на тематическом материале II года обучения.

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Авторы-составители: Л.В. Вилкова, канд. пед. наук, доцент кафедры  
английской филологии

С.Ю. Филиппова, доцент кафедры английской  
филологии

Рецензенты: С.А. Фатуева, канд. пед. наук, доцент кафедры английского  
языка

Э.Д. Шапиро, старший преподаватель кафедры английского  
языка и перевода

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# CONTENTS

I. Job Hunting .....	5
Task 1 .....	5
Task 2 .....	10
Task 3 .....	13
Task 4 .....	18
Task 5 .....	22
Task 6.....	24
II. Time Management .....	26
Task 1 .....	26
Task 2 .....	31
Task 3 .....	33
Task 4 .....	37
Task 5.....	38
Task 6 .....	39
III. Public Relations.....	44
Task 1 .....	44
Task 2 .....	48
Task 3.....	51
Task 4 .....	58
IV. Advertising .....	61
Task 1 .....	61
Task 2 .....	61
Task 3 .....	65
Task 4 .....	68
Task 5.....	72
Task 6 .....	75

## Предисловие

Целью данного пособия является формирование ряда профессиональных, общепрофессиональных и культурных компетенций, обеспечивающих во взаимодействии с другими изучаемыми дисциплинами способность адекватно осуществлять языковую коммуникацию с учетом перспектив использования английского языка в общей и профессиональной сферах общения, самостоятельно овладевать новыми знаниями и применять их в новых ситуациях, приобретать опыт творческой деятельности.

Материалы пособия включают задания, направленные на овладение профессиональной лексикой в области рекламы и связей с общественностью и составлены на основе аутентичных текстов. Комплекс упражнений после текстов включает задания на перевод с русского языка на английский, с английского на русский, подбор определений, задания на словообразование, позволяющие расширить словарный запас и активизировать его при обсуждении; задания, направленные на развитие умения понимать текст на уровне смысла (ответить на вопросы, подобрать заголовки к абзацам); задания, стимулирующие обсуждение и выражение собственного мнения (какие советы наиболее важны, почему). Студентам также предлагается прослушать аудиофрагменты и посмотреть видеозаписи, расширяющие их понимание темы и направляющие на развитие навыков аудирования.

Данное пособие предназначено для самостоятельной работы студентов, контроль осуществляется в период промежуточных сессий.

# I. JOB HUNTING

## Task 1. Choose a Career

Deciding what you want to do after graduation can be challenging, but it's easier when you take one step at a time. Find out how to map out your career with our four-step guide.

Career planning is a continuous process that helps you to manage your learning and development. It's made up of four stages, designed to help you achieve your career goals.

The four steps to choosing a career are:

1. know yourself
2. explore your options
3. make a decision
4. take action.

This career-planning model can be used by all – including school leavers, students, graduates and career changers. Discover more about the process and how to make the right career choice for you.

### ***1. Identify your skills and interests***

Choosing a career is a big deal. You'll spend a significant amount of time at work and in order to enjoy it, stay motivated, and fulfil your potential, you need to choose wisely.

To make a smart choice, you first need to know yourself and this means assessing your skills, interests, and values.

It's important to understand the skills and knowledge you possess, so you can match them to the jobs you'd like to do and see if they're a good fit. Being aware of the skills you have also helps to highlight any gaps in your knowledge that may need to be filled in order to achieve your goals.

Make a list of all your skills, with examples of when you've demonstrated each. An honest assessment of your skills, values and interests will prove useful in the next step when narrowing down your options.

Consider where you are now, where you want to be and how you're going to get there. If you're lost as to what career to choose, ask yourself the following questions:

- What am I good at?
- What are my interests, motivations and values?
- What did I most enjoy at university?
- What kind of lifestyle do I want?
- What do I want from my career?
- What is important to me?

If you're struggling to identify your strengths, weaknesses and character traits, consider taking psychological tests.

By the end of this step, you'll have identified which occupations suit you, but won't have enough information to make a decision.

## ***2. Explore career ideas***

This is all about researching the job market and career paths of interest to you and narrowing down your options.

Consider what your ideal job sector would be, and identify key trends by researching the local, national and global jobs market. This will help you to discover more potential career paths, and understand which jobs are expanding or declining.

There are three major job sectors.

- Private – Sole traders or private companies.
- Public – Local and national governments, plus their agencies and chartered bodies.
- Not-for-profit – Often referred to as the third sector, or the charity and voluntary work sector.

Once you've assessed which areas of work suit your skills, values and interests, research what careers other graduates in your discipline enter.

Compile a shortlist of around five to ten jobs, before considering the advantages and disadvantages of each in terms of:

- career development
- employment opportunities
- entry requirements
- job description
- related jobs
- salary and conditions
- training.

You must also consider which size of employer best suits your personality and work ethic. Are you more suited to small and medium-sized enterprises, large companies or self-employment?

This is the perfect time to consider work experience and internships, work shadowing and volunteering opportunities.

### ***3. Make a decision***

Now you're ready to start making decisions. Combine what you've learned about yourself with what you've discovered about your options and the job market.

From your shortlist of options, decide which occupation interests you the most and select one or two alternatives if you're not able to pursue your first choice.

To help make a decision, ask yourself the following questions:

- Will I enjoy doing the job every day?
- Does it meet most of my preferences?
- Do I have the right skills?
- Does the company fit with my values?

- Are there any location / financial / skills limitations that I need to take into account?

- Is the job realistic in terms of salary?

If you're struggling to reach a conclusion, there are a number of exercises you can try to aid the decision-making process. Listing the pros and cons of a particular job or career is often useful, as is SWOT (Strengths, Weaknesses, Opportunities and Threats) analysis. Instead of just looking at the pros and cons, this method enables you to look at the decision from a number of perspectives. You list all your strengths and weaknesses and all the opportunities and obstacles that come with the job.

There's also plenty of support available to help you learn more about your options and make a decision, including:

- company websites
- family and friends
- newspaper articles
- professional bodies and industry conferences
- tutors
- university careers and employability services.

Bear in mind, you'll probably be suited to more than one career and today's jobseekers usually change career direction more than once in their working life. The key is being employable and possessing the ability to adapt and learn new skills.

#### ***4. Set achievable goals***

During the last step of the career planning process action is required.

Your career plan should outline how you'll get to where you want to be, what actions are needed and when, and your short-, medium- and long-term goals. Constantly review your progress, especially after each short-term goal is reached.



You must also establish a backup career development plan, in case your situation changes. Think of several alternative paths to your long-term goal, considering how you'll overcome the types of problems you might encounter – training requirements, for example – at each individual step.

Your first short-term goal may involve improving your CV and cover letter. Other short- or medium-term targets could include undertaking relevant internships, gaining volunteer experience or visiting careers fairs.

Visit your university's careers service and ask an adviser to check over your career plan for some professional reassurance.

It's important to remember that career planning is a continuous process.

*(Jemma Smith. Choose a career:  
<https://www.prospects.ac.uk/careers-advice/getting-a-job/choose-a-career>)*

### **1. Provide English equivalents:**

серьёзное дело, реализовать себя, оценить, выявить пробелы в знаниях, сузить выбор, частный сектор, государственный сектор, некоммерческие организации, вариант (2), работодатель, прийти к выводу.

### **2. Provide Russian equivalents:**

match your skills to the job, achieve goals, expand :: decline (about jobs), enterprise, self-employment, internship, pursue, obstacle.

### **3. Find synonyms:**

very important, have, know the skills you have, tendency, make a list, pluses and minuses, have smth in mind.

### **4. Answer the following questions:**

- Why is it so important to choose a career wisely?
- Why do you have to analyze your skills and knowledge?

- What can you do to understand what your potential careers are?
- Have you decided what career to pursue? Perform its SWOT analysis.
- What helped you decide?
- Can you give other advice to school-leavers on how to choose a career?

## **Task 2. A Step-by-Step Guide to the Job Application Process**

When you are applying for jobs, it's important to know how the job application process works.

### ***1. Get Your Resume Ready***

Many companies require a resume and a cover letter in addition to a job application. When you submit a resume with your job application, it is important for your resume to be well organized and polished. You also want to be sure that your resume is a match for the job you are applying for.

### ***2. Write a Cover Letter***

A cover letter is a document that explains why your skills and experiences make a good fit for a job. A cover letter may be required as part of the job application process. If it's optional, it is recommended to include a cover letter because it's the best way to attract attention. Make sure that your cover letter is tailored to the specific job listing.

### ***3. Job Applications***

You can apply for jobs online, via email, or in person. No matter what job you are applying for, be sure to follow the company's specific directions for filling out the application.

### ***4. Employment Tests***

Employers often use tests and other selection procedures to screen applicants for hire. The types of tests and selection procedures utilized include cognitive tests, personality tests, medical examinations, and background checks. Some tests are conducted as part of the job application process, and others will

take place further along in the hiring process – after the interview and prior to a job offer.

### ***5. Interview Process***

If you are selected for an interview, you will be invited to talk to a recruiter, hiring manager, or employer on the phone or in person (or both). The company may conduct several interviews prior to offering the leading candidate the job. Some interviews are one-on-one, while others are in small groups.

### ***6. Hiring Process***

From the time you apply for a job until the time you accept a job offer, you will go through a series of steps as you progress through the hiring process.

### ***7. Job Offers***

When you receive a job offer, you're close to the end of the process. However, you don't need to accept the job, at least right away, if you're not sure whether or not it is the best opportunity for you. It's important to take the time to carefully evaluate the offer so you are making an educated decision to accept, reject, or renegotiate, the offer.

*(Alison Doyle.*

*<https://www.thebalance.com/job-application-process-2061600>)*

## **1. Look up the pronunciation of the following words:**

via, specific, procedure, utilize, renegotiate.

## **2. Match words and word combinations with their definitions:**

take time	someone who finds new people to work in a company, organization, etc.
polished	related to the process of knowing, understanding, or learning something

cognitive	discuss something again in order to reach an agreement
tailored	made or done specially for someone's specific need or situation
recruiter	judge how good, useful, or successful something is
prior to	employ
screen (v)	done with great skill and style
evaluate	find information about people in order to decide whether you can trust them
be a good fit	match
hire	do something slowly or carefully without hurrying
background	someone's family, education, previous work
renegotiate	before

### 3. Find antonyms:

compulsory, accept, an interview in a group, after careful thinking.

### 4. Complete the passage below using the appropriate words or phrases.

*Letter of application – apply for – covering letter – position – interview – CV application form – recruit – applicants – shortlist – recruitment agency – hire*

When a company needs to <sup>1</sup>..... or employ new people, it may decide to advertise the job or <sup>2</sup>..... in the appointments section of a newspaper. People who are interested can then <sup>3</sup>..... the job by sending in a <sup>4</sup>..... or <sup>5</sup>..... and a <sup>6</sup>..... containing details of their education and experience. In some cases a company may prefer to do this initial selection after asking candidates to complete a standard <sup>7</sup>..... The company's human resource department will then select the applications that it considers the most suitable and prepare a <sup>8</sup>..... of candidates or <sup>9</sup>..... who are invited to attend an <sup>10</sup>..... Another way for a company to <sup>11</sup>..... is by using the services of a <sup>12</sup>..... (US = search firm) who will provide them with a list of suitable candidates.

### **5. Answer the following questions:**

- Have you ever been interviewed?
- Can you give any other advice to applicants before a job interview?

### **Task 3. Hiring in the Digital Age: What's Next for Recruiting?**

Hiring today looks very different than it did just a decade or two ago. The days of handing out resumes are all but over. The process of collecting and analyzing job applications have moved in a completely digital direction – and it provides richer insights into candidates than ever.

“Twenty years ago, the resume was a piece of paper,” said Jon Bischke, CEO of recruitment software company Entelo. “Now, it's a collection of all [candidate] data that can be found online, like participation in online communities, conferences and meetups. Recruiters can assess whether a person will fit, and learn if they has the right skills for the job.”

In many cases, a resume is simply a formality and point of discussion during the interview, with applicant tracking software doing much of the heavy lifting in assessing candidates. “Job postings typically require a specific set of criteria the candidate must meet,” said Chris Collins, CEO of staffing and recruitment chatbot, RoboRecruiter. “When candidates submit this and other relevant information to an online application, the information can often be more easily read and organized by those filling the position. The resume upload is an additional ‘one-sheeter’ that gives a quick overview of the candidate's experience at a glance, and gives the candidate an opportunity to present their background in their own voice.”

### **What's new in digital hiring trends?**

Digital hiring tactics are ever-changing and bringing new tools to recruiters. “Automation tools massively expedite processes, and tools like email verification help avoid sending to dead email addresses,” said Collins. “Scheduling tools save time by avoiding the back-and-forth of manual scheduling. At RoboRecruiter, we see the use of chatbot technology to speed up the communication with candidates at scale.”

According to Rachit Jain, founder and CEO of Youth4Work, the next advancement in digital hiring will be biometric data, and along with it will be cloud-based hiring which will store all applying candidates' information. “The data analytics help in finding the most searched jobs along with which are of people, class, age, etc., are interested or well-fitted for the job. Recruiters always like to have more competition so they would like to go after the person who has applied to more companies,” Jain continued.

The fact that so many candidates have been hired through this trend is what makes companies as well as the candidates utilize it more. Collins added that the ability to track email / SMS / messaging delivery and response rates helps test and tailor recruiting approaches to maximize interactions. Wendy DeCampos, employee experience and human resources lead for digital

transformation agency Levatas, uses JazzHR, which posts job announcements on both free and paid job boards, and enables applicants to go through an application workflow. “The system is integrated with major job boards such as LinkedIn, Indeed, Glassdoor or HRIS systems, and Google calendar,” DeCampos added. “It's also integrated with another digital tool we use, Spark Hire, which allows for one-way video interviewing.”

### **Advantages for employers**

What used to only be done manually during the initial hiring process, can now be done completely digitally. “Often, the initial process or top-of-funnel activity contains administrative, repetitive, or otherwise inefficient tasks. A great example of this is an initial candidate phone screen,” Collins said. “It takes several minutes to schedule a call, call the candidate, ask and answer questions to build out a basic profile, and then enter this data into a tracking system.”

Collins added that repeating this several times a day can add up and take time away from something else. The entire process can be done digitally in minutes, drastically cutting down on time spent manually sifting through employee candidates, and freeing up recruiters' time to have meaningful conversations with those highest qualified for the position. “Digital process tools such as chatbots will be crucial to recruitment as we progress forward, as they allow recruiters to reach the best candidates efficiently and effectively,” said Collins. “Yet, there will be a continued need for skilled recruiters to facilitate the human aspects of the process – phone and video calls and in-person interviews – that technology cannot replicate.”

### **The future of digital hiring and recruiting**

AI seems to be taking over so much of the conversation revolving around employment. Employees now are wondering if their job can be easily done by artificial intelligence, and worried about their job stability. “AI draws the line between the candidate applied and the right candidate for the job,” Jain said. “AI

works on an algorithm providing the employers with the best candidate. They also use AI to find the ways through which other companies are hiring.”

Jain added that pretty much everything is going digital these days, and recruiting is no exception to that. “Now employers don't reach out to candidates through newspapers or magazines but through online portals on which they open vacancies, [and] where candidates can easily apply for the respective jobs with their resumes,” Jain explained.

One of the big trends to look out for, according to DeCampos, is making sure you have a great reputation that is represented on digital channels. “Today's job applicants are incredibly savvy, so maintaining a great reputation on Glassdoor.com is essential,” she said. “One bad review could deter applicants and qualified candidates, causing irreparable damage.”

DeCampos added that “the future of digital recruiting means relying more on LinkedIn and other social sites for inbound marketing, as well as building a strong network of passive and active job seekers. As companies grow and mature, they need to develop a cohesive brand across all social channels to engage with potential customers, clients and talent.”

*(By Jennifer Post, Business News Daily Contributing  
<https://www.businessnewsdaily.com/6975-future-of-recruiting.html>)*

### **1. Find the meaning of the underlined word.**

### **2. Discuss with your partner:**

What does modern recruitment look like?

What are the advantages / disadvantages of modern recruitment?

### **3. Make up questions and answer them:**

1) with / companies / happy / traditional / interviews / job / Are / ?



- 2) wonder / what / of / I / tests / they / make / through / type / their / go / employees / ?
- 3) information / What / of / want / they / kind / do / to / out / find / ?
- 4) need / is / a / growing / for / Why / there / tests / such / ?
- 5) time / How / is / decision / much / it / make / necessary / to / ?
- 6) companies / haven't / this / shifted / Why / to / most / practice?
- 7) Choosing / a / are / wrong / the / for / consequences / position / person / What / of / the?
- 8) Testing / the / What / comprehensive / aim / more / does?

**4. Match the given words and expressions with the headings below:**

job seekers    bonus    applicants    confidence    shortlist  
interviewees    job offer    independence    pension plan    health insurance  
doctorate    candidates    advertisement    degree    qualifications    enthusiasm  
initiative    company car    diploma    interview

<b>1. fringe benefits</b>	<b>2. education</b>	<b>3. stages in recruiting</b>	<b>4. personal qualities</b>	<b>5. people looking for work</b>

## **Task 4. Here Are a Few Examples of How You Can Answer the Questions That Are Often Asked at Interviews**

*Q: Where do you see yourself in ten years?*

This is a good opportunity to be honest and speak about your goals and priorities.

A: I don't really plan my life by year or by month. I'd like to still be learning in ten years. I don't really believe in retirement either, so I plan on doing this as long as I'm up and running.

*Q: Why did you choose this company?*

Potential employers don't just want someone talented. They want to see if you'll fit in.

A: This has been my dream company all along. I've been building up my experience and developing my talent so that I could qualify for a position here. The people are among the most talented in the world, you value progress and cultivating a community of learning, and the focus is on quality work rather than rules of conduct. Everyone is here because they want to be here, and they're the best at what they do. The sense of responsibility and high standards fits in perfectly with my values.

*Q: Why are you the best person for this position?*

Don't be afraid to emphasize your strengths. Focus on this position in this company. Why shouldn't they hire someone else?

A: I'm the best for this position here because I've been following this company's progress for years. Any time there was a new release or you were mentioned in the news, I was all over it. I already know the infrastructure and history of this place like the back of my hand.

*Q: What is your biggest weakness (flaw)?*

Don't panic! They're not trying to trick you here. Everyone has flaws. What they want to know is if it will interfere with your work and whether or not you're doing anything about it.

A: I tend to be a bit too polite. When you're too nice, people perceive you as a bit of a pushover. While I would never be rude to anyone, I try to keep the small talk from becoming excessive in order to maintain a "no-nonsense" reputation.

*(<https://www.wikihow.com/Sample/Job-Interview-Questions-and-Responses>)*

### **1. Discuss the questions for an interview with your partner:**

- Do you think the prestige of the company is of crucial importance for you?
- Do you find it difficult to communicate with people?
- Why are you applying for this job?
- Does the opportunity to supervise other people attract you?
- Are promotional questions important to you?
- Could you describe your previous job, your responsibilities and duties?
- When was the last time you lost your temper?
- What do you think your strengths and weaknesses are?
- How did you get to know about this job opportunity / where did you get the information?
- You consider this new job you are applying for challenging. Why?
- What are the reasons for your decision to leave your previous job?
- What experience have you had as far as managing people are concerned?
- Do you think you feel ready to take on the responsibility for crucial decisions?
- What do you feel about our system of (e.g. flexible hours, etc)?
- Did you expect to get promoted at your former company?

- How many people were you responsible for?
- Would you prefer to work with men or women?
- Do you think it is important to have a friendly atmosphere in the workplace?
- Do you want to continue your education? In what direction?
- Is the name of the company you work for important to you? Why?
- Are you prepared to make difficult decisions and take big responsibilities?
- Do you think your work will make the world a better place to live in? (In what respects?)
- What was the most difficult problem you faced in your previous job?
- What exactly do you expect to gain from working for our company?
- Do you consider yourself a team player? Can you give an illustration of this? Would you prefer to work in a team or individually?
- What's your attitude towards business trips?
- Do you enjoy team games? / What is your favourite sport?
- Do you expect to receive further training? In what areas do you feel you need it?
- For how long are you prepared to be away from your family?
- Would you prefer to work flexi-time shifts?
- How can you convince us that you are able to work under pressure?
- What is your idea of an ideal job?
- What do you know about our company?
- What kind of benefits do you expect to have if you are offered the job?
- How ambitious are you? Do you like to work on your own initiative or under someone else's supervision?
- Tell us about the most pleasurable aspects of your previous job.
- What would you like to be in terms of your career in ten years' time?
- Does your present employer know you've applied for this job?
- If you were me, what other questions would you ask?

- How would you describe the ideal person for this job?
- What has been your most valuable experience?
- When did you last lose your temper? Describe what happened.
- What was the worst problem you have had in your present job and how did you solve it?
- Describe your present job – what do you find rewarding about it?
- What do you do in your spare time?
- Describe your ideal boss.
- What makes you think you'd enjoy working for us?
- How would you describe your own personality?
- What worries you about the job you're doing now?
- What is the best idea you've had in the past month?

**2. Consider the example. Prepare to give a detailed answer.**

In some companies, applicants are asked to fill in application forms. See the following example.

Give an example where you prepared and made a talk to a group. (Experience may be drawn from college, military service, work experience, community activity, etc.)

*“For use in my work as a campus guide during my last two year in college, I prepared a ten-minute talk for welcoming groups of visitors. Material for this came from various sources. Mainly, I covered the history of the college and pertinent facts about it today.”*

## ITEMS

1. Describe an instance where you set your sights on a high / demanding goal and saw it through to completion, despite obstacles.
2. Summarize a situation where you took the initiative to get others going on an important task or issue, and played a leading role to achieve the desired results.
3. Describe a problem situation where you had to seek out relevant information, define key issues, and decide on which steps to take to get the desired results.
4. Describe an instance where you made effective use of facts to secure the agreement of other.
5. Give an example of how you worked effectively with people to accomplish an important result.
6. Describe a creative / innovative idea that you produced which led to a significant contribution to the success of an activity or project.
7. Provide an example of how you assessed a situation and achieved good results by focusing on the most important priorities.
8. Provide an example of how you acquired a technical skill and converted it into practical application.

### **Task 5. Go to YouTube and Watch Five Videos “Preparing for a Job Interview” on the “Rachel’s English” Channel. Give Your Own Answers to the Discussed Questions.**

#### **1. Interviews: Strengths and Weaknesses**

Interviewees are often asked about their strengths and weaknesses. Here is some advice on what you can say.

<b>Types of Strengths</b>	<b>Examples</b>	<b>Sample Answer</b>
Job-specific	<ul style="list-style-type: none"> <li>– computer skills</li> <li>– technical training</li> <li>– product / industry knowledge</li> </ul>	<p>“One of my greatest strengths is my proficiency with Microsoft Excel. I have a tremendous amount of experience working with the program.”</p>
General	<ul style="list-style-type: none"> <li>– proficient in a language</li> <li>– written or oral communication skills</li> <li>– problem solving</li> </ul>	<p>“I have often been praised for my ability to come up with original solutions to problems facing my team or work group.”</p>
Personal characteristics	<ul style="list-style-type: none"> <li>– punctual</li> <li>– self-motivated</li> <li>– adaptable</li> </ul>	<p>“I am excellent at adapting to changes and becoming comfortable in new settings. This has benefitted me greatly in my career as an interpreter.”</p>

<b>Types of Weaknesses</b>	<b>Examples</b>	<b>Sample Answer</b>
Those unrelated to the position you're seeking	<ul style="list-style-type: none"> <li>– fear of speaking before groups, if the job doesn't require it</li> <li>– lack of computer skills, if the job doesn't require the use of one</li> </ul>	<p>“I have learned through other jobs I've held that I am not a gifted salesman. That's one of the reasons I am looking forward to the potential to change careers.”</p>

Those that can be turned into positives	<ul style="list-style-type: none"> <li>– lack of attention to detail, as a result of seeing too much of the big picture</li> <li>– difficulty multi-tasking, due to an intense focus on the task at hand</li> </ul>	“Because I concentrate so much on what I’m doing, I often have a hard time coping with interruptions and other things that come up.”
Those that you’re working to improve	<ul style="list-style-type: none"> <li>– learning to delegate and spend less time on assignments</li> <li>– spelling</li> </ul>	“I’m such a perfectionist by nature that I sometimes spend much more time on tasks that necessary. As a result, I’ve learned to keep a large clock on my desk. By giving myself small deadlines all day, I make sure I don’t waste too much time.”

([https://www.austintexas.gov/sites/default/files/files/Interview\\_Strengths\\_Weaknesses\\_Table.doc](https://www.austintexas.gov/sites/default/files/files/Interview_Strengths_Weaknesses_Table.doc))

### **What are your strengths and weaknesses?**

## **Task 6. Listening**

### **1. BBC Learning English – *Should schoolchildren have jobs?* Listen to the dialogue.**

<http://www.bbc.co.uk/learningenglish/features/6-minute-english/ep-171214>

### **2. Answer the following questions:**

- Did you have a Saturday job when you studied at school?
- Would you like your children to have such a job?



- Have you always been an advertising manager?
- What are pros and cons of such a job?

**Discuss in groups.**

**3. Write an essay:**

Should children have jobs?

It is a bad idea to have a job when you are still at school.

**4. BBC Learning English – *Will robots take our jobs?* Listen to the dialogue.**

<http://www.bbc.co.uk/learningenglish/features/6-minute-english/ep-151015>

**5. Answer the following questions.**

- What new jobs have appeared only recently?
- What jobs will have disappeared in 50 years' time?

**Discuss in groups.**

**6. Write an essay:**

A job that will never be done by a robot.

**7. BBC Learning English – *Young and in business.* Listen to the dialogue.**

<http://www.bbc.co.uk/learningenglish/features/6-minute-english/ep-160609>

**8. Answer the following questions:**

- Do you know any young entrepreneurs?
- Do you need any special qualities to be an entrepreneur?

**Discuss in groups.**

**9. Write an essay:**

Pros and cons of being an entrepreneur.

## II. TIME MANAGEMENT

### Task 1. Study Skills – Time Management

#### *A few reasons why you should care about time management*

*You find yourself wishing for more free time...*

*You always feel busy, you miss meals and sleep...*

*You forget the dates of your tests and assignments...*

*You often put off starting an assignment and find something “better” to do...*

Does this sound like you? If you want to increase your productivity, improve your concentration, and actually get more free time, time management is the key!

The following tips and information can help you better organize your time.

#### ***1. What is time management?***

Simply put, time management is a way to balance your hours of rest, work and leisure. Whether you realize it or not, you're always making time management decisions. Every day, you decide when to sleep in, go to class, study, go to the library, go to the gym or chat online. And these decisions play a role in your personal time management strategies.

#### ***2. What can you expect if you manage your time effectively?***

Better time management can lead to improved concentration, better overall organization, higher grades and, most importantly, it will reduce your level of stress. By organizing your time more effectively, you will find the right balance between your leisure, rest and study time. On top of that, you will feel happier.

#### ***3. What makes it so hard for you to follow effective time management strategies?***

Managing your time effectively is never an easy task. As a student, you have many new responsibilities and priorities, all of which compete for your time and attention.

Your adaptation to university life comes with important changes to your time management plan. These changes include:

- Increased independent learning;
- New sports, student associations and meetings to attend;
- New friends and new experiences;
- More autonomous decisions to make with less input from your parents or siblings;
- Increased responsibility in grocery shopping, planning and preparing your meals, doing laundry, cleaning house, paying your bills, etc.;
- Working part-time to help pay for your studies or housing.

#### ***4. How can you improve your time management?***

***Planning is the key.*** As much as you hate to admit it, making lists of things to do, taking the time to think and plan for the next day, the next week, the next month, is critical in taking control of your own time.

*A few tips to get you started:*

- Keep a calendar, date book or computerized plan.
- Write down important academic dates (i.e., mid-term and final exam dates, assignment due dates, end of classes, study breaks, etc.).
- Write down dates for personal or social activities (i.e. travel times, theatre performances, doctor's appointments, etc.).

#### ***5. How can you organize your time more effectively?***

Once you have added to your plan major dates and commitments, it's time to include your other, more regular activities. You can divide your activities in the following four categories:

##### **1. Fixed academic / professional activities**

- Classes
- Job
- Labs / discussion groups
- Work placements (co-op or volunteer work)

- Meetings
  - 2. Fixed social / personal activities
- Meals
- Sleep
- Travel dates
- Exercise (training, aerobic classes, sports)
  - 3. Variable academic / professional activities
- Study groups
- Project group meetings
- Study and homework periods
  - 4. Variable social / personal activities
- Outings with friends and family
- Shows, museums, theatre...
- Walks, phonecalls...

Organize your weekly schedule starting with the fixed activities; then add the variable activities. Remember that school and work are important, but putting aside enough time for all your activities is the balance you're looking for in life.

The goal is **not** to fill your entire schedule but rather to make sure that the things that need to get done, actually are done.

### ***6. What are the guidelines for good time management?***

Here are some general rules of good time management:

- Get enough sleep: between 7–8 hours a night. Try to plan all your activities between 7:00 a.m. and 11:00 p.m.
- Every week should contain the four types of activities.
- Schedule at least 20 hours a week for studying (on top of the minimum 15 hours you spend in class as a full-time student).
- Plan up to a maximum of 10 hours of school work in one day.
- Plan up to a maximum of five hours of work in the same subject per day.
- Change subjects regularly if you put aside an entire morning or afternoon to study.

- Allow time for breaks.
- Occasionally plan a whole day without any school work.
- Be realistic! An overflowing schedule is discouraging and inefficient.

Here are some tips to help you stick to your schedule:

- Make a schedule that suits the rhythm of your life and work.
- Be flexible and adapt to changing situations.
- Learn how to say NO (you can refuse to go out before an exam or take on more optional commitments).
- Ask your friends to respect your schedule and make them understand that they can't always keep on calling or seeing you while you're studying.
- Isolate yourself to work efficiently: close your door and avoid answering the phone, checking your e-mail and messaging.

### ***7. How to overcome procrastination?***

Procrastination is the act of putting off what you should and most likely could do today. Let's face it: procrastination leads to bad study habits.

By using a plan, you will know exactly the number of activities you can fit in a day's time and you will quickly find out that putting off any assignments or research projects just won't help you in the end.

A few tips to fight the temptation of procrastinating:

- **Start small and early:** Starting a project as soon as you get it is best but not always possible. Try breaking down your projects into more manageable activities and start as early as possible. Start small: choose your topic, write a plan, create your template, create sections and subheadings, write down your major ideas on a given subject, etc. These small steps will start you thinking about your assigned work and make it less overwhelming the next time you sit down to do more.

- **Work without distractions:** Turn off your computer's instant messaging programs such as Facebook Messenger, Skype, Twitter, or whatever else keeps your attention away from your work.

- If it helps you, **listen to music** to keep you on track and focused. Create a playlist with plenty of songs and try to work through the entire list.

- **Change subjects regularly:** Changing your focus can actually be more productive and keep you from becoming bored.

*(<https://sass.uottawa.ca/en/mentoring/tools/time-management>)*

**1. Match the words on the left with their synonyms on the right**

1. to complete or carry out	a) procrastination
2. not having order	b) management
3. orderly or effective	c) intention
4. exhausted & stressed	d) productive
5. plan	e) prioritize
6. control & those in charge	f) accomplish
7. to place in order of importance	g) efficient
8. to postpone or put off	h) disorganized
9. able to complete many things	i) frazzled

**2. Answer the following questions:**

1. What signs show that you have problems with time management?
2. Why do first-year students have problems with time management?
3. What types of activities can your schedule include?
4. What advice for managing your time do you find:
  - useful;
  - too obvious;
  - hard to follow?
5. Can you resist the temptation to procrastinate?
6. Can you give any other advice on how to manage time wisely?

Highlight vocabulary you find important / interesting? (e.g., five nouns, five verbs, five adjectives, five set expressions).

Speak about how you manage not to waste your time?

## Task 2. Breaking Bad Habits: What do You Need to Change?

Good time management isn't a personality trait – it's a set of good habits. Identify your bad habits and work out how to change them.

Working in pairs:

- Write the things that stop you from managing time effectively in the left-hand column – leave the other column empty for now.
- Choose one thing to share with your partner. Discuss possible ways to overcome or avoid this problem. Add anything that you think will be useful to the right-hand column.
- Share this with the rest of the group. If you hear other strategies that are appropriate for you, add them to your worksheet.

What do I need to change?	How could I do things differently?

### *A Few Tips to Manage Time Better*

Ruby: I'm snowed under with work! I can't seem to keep up with everything I have to do. You're always so organized and efficient. How do you do it?

Ian: I'm not always organized and efficient, but I've got better since I read a book about time management. I use a few tools that the book recommends, which help me to plan and to keep track of deadlines.

Ruby: Do you think it would help me?

Ian: Definitely. This is what I do. I keep a to-do list of all of the things I need to do. Then, I decide which tasks are high-priority and which have low-priority. I write down the deadline I'm given for the task or I assign a deadline of my own, and I make a note of the most urgent tasks.

Ruby: That seems pretty simple, but how do I keep track of the progress I make on a task? Sometimes things just slip through the cracks for me.

Ian: I do a couple of things. First, I keep my list updated. I check off or cross off those that I've done. I also put reminders for myself on my computer to help me with scheduling. It helps me to remember my appointments and to allocate my time better.

Ruby: That sounds like a great system. All I need now is some extra time so I can start doing some time management!

*(<https://secure3.eslpod.com/podcast/esl-podcast-272-time-management/>)*

**1. From the words underlined in the text, choose English equivalents to the following Russian words and expressions:**

срочный, назначать крайний срок, распределять (время), утекать сквозь пальцы, вести учёт, следить за соблюдением графика, вычёркивать, завален работой, «напоминалка».

**2. Act out the dialogue.**

Make up a dialogue between two friends. One has overcome his / her time management problems, is coping well with his / her work load, and can give advice to the other, who wastes a lot of time and cannot meet deadlines.



### Task 3. How Well do You Manage Your Time?

#### 1. Complete the text using the words given below.

*Consequences efficient prospects relies reputation stress submit suffer*

There is so much to be said in favour of good time management that it's surprising how many people are bad at it. From the school student who always struggles to \_\_\_\_\_ work on time ... to the powerful businessperson who \_\_\_\_\_ on a personal assistant to organise their day, we could all benefit from a more organised approach.

The simple fact is that poor time management can have some terrible \_\_\_\_\_. These include damaged relationships, getting a \_\_\_\_\_ for always being late, and seeing your free time get eaten up.

On the other hand, people who manage their time well are more \_\_\_\_\_, improve their job \_\_\_\_\_, and are known to \_\_\_\_\_ less from sleep problems, anger and etc.

#### 2. Answer the questions about the text above:

- Do you always submit work on time? Why? / Why not?
- Do you rely on anyone else to organise your time for you? Who?
- Do you think you would 'benefit from a more organised approach' to time management? Why? / Why not?
- Have you suffered from any of the bad consequences mentioned here? Which?

#### 3. Work in pairs. Choose one column and try to add your own ideas. Then rank the items, putting number 1 as the most important. Discuss your answers.

Consequences of <i>bad</i> time management	Consequences of <i>good</i> time management
You get a bad reputation	It improves your job prospects

You have more stress	You have more free time
Your work is often late	You finish work on time
Your work is not so good	You do better work
It's a sign of weakness	It's more efficient
You might make less money	It makes you feel better about yourself
Your relationships can suffer	You have more time for other people
Other .....	Other .....
Other .....	Other .....

**4. Work in small groups. Discuss how better time management could help in each of the cases below. Report back to the class.**

- Lack of sleep makes people less efficient and costs companies billions per year.
- Around 60 % of people who work or study at home say they are distracted by other family members.
- Just under a quarter of all workers say they are unhappy with their work-life balance.
- As many as 80 % of students and workers say they suffer from stress.
- Nearly half of all top managers say they are too tired to talk to their husbands, wives or partners after a hard day.
- We need about half an hour to get back to a task after an interruption. Sometimes we never get back to it.

**5. Find the meaning of the words in italics. Match the appropriate title with its description.**

*Avoid distractions & interruptions to your work*      *Review your progress*  
*Perseverance*      *Action planning*      *Avoid procrastination*      *Prioritise*  
*Take regular breaks*      *Keep a to-do list*      *Use a time log*  
*Share tasks or problems with others*      *Create habits*

<p>_____</p> <p>Keep your desk tidy.            Check email at set points in the day, rather than it comes in.            Turn off Facebook and Twitter!</p>	<p>_____</p> <p>Revise plans as appropriate.            Map out several routes to your goal.            Have a <i>contingency</i> plan.</p>
<p>_____</p> <p>Get up and move around at least once an hour if at the computer to refresh your mind</p>	<p>_____</p> <p>Set clearly defined goals.            Break tasks down into steps and do one task at a time.            Goals must be realistic and <i>achievable</i>.</p>
<p>_____</p> <p>Write down everything you do in a week to identify areas of your life where you waste time and the times when you're most productive: schedule demanding tasks for these times.</p>	<p>_____</p> <p>The best time to do something is usually now: taking action generates the <i>impetus</i> for further action.            Organise your work to meet deadlines.            Reward yourself for achieving goals.</p>

<p>_____</p> <p>But say no to others when short of time.</p>	<p>_____</p> <p>Try to do tasks at the same time and in the same location each day.</p>
<p>_____</p> <p>Do <b>urgent</b> and important tasks first not the easy things.</p> <p>Have a reminder system.</p> <p>Efficiency and effectiveness are not the same: effective people focus on the important tasks.</p>	<p>_____</p> <p><b>Persevere</b> when things don't go right.</p> <p>Develop strategies for dealing with pressure such as taking regular exercise.</p> <p>Take a positive attitude towards failure: you learn most from mistakes.</p>
<p>_____</p> <p>Write down deadline.</p> <p><b>Emphasize</b> key points.</p>	<p>Update this every day.</p>

**6. Discuss the following questions in pairs:**

- What do you think are your most important tasks and responsibilities, in your opinion?
- How much time do you spend planning your schedule?
- What distracts you? What helps you concentrate?
- What order do you choose to do things – do you complete tasks you dislike first, or do you postpone them? Would reversing this pattern help you to manage your time?
- What personal signs and signals tell you that your schedule and projects are getting out of control?

## **Task 4. Six Interesting Facts about Procrastination**

**Procrastination – the action of delaying or postponing something.**

You procrastinate. I procrastinate. Even the most successful of people fall victim to procrastination from time to time.

Even though we wish we could focus on things 100 % of the time, procrastination is normal and something that everyone has to overcome if they wish to achieve great things... or you know, get anything done. Whether it's writing that paper or sticking to a gym routine for more than 3 days, procrastination is everywhere.

It's up to you to decide to overcome its temptations against you.

So even if you're not alone in your procrastination, there's still a lot to learn from it. Here are a few facts that you probably didn't know about:

- 1.** According to some researchers, procrastination has increased by more than four times in the last 30 years. There is, at this point in time, no known reason for it.
- 2.** Procrastination is often viewed as a lifestyle (whether by choice or not) largely because the behaviors take over all aspects of the individual's life. Put simply, procrastinators do not usually notice any negative consequences of performing tasks at the last minute and this is likely why they continue to keep up their procrastination habits.
- 3.** It's a common misconception that procrastination is due to a problem with managing time, when in fact, it's a much more complex issue. People who procrastinate don't do it because they underestimate how long a task will take. Instead, they are overly optimistic about their ability to get the job done.
- 4.** Procrastination has been linked to higher levels of consumption of alcohol among those people who drink.

5. 1 out of 5 people admit that their procrastination has gotten so out of hand that they have jeopardized their jobs, relationships, and even their health.

6. Research has shown that procrastinators often have a weakened immune system, meaning that they are more prone to develop health problems and suffer from colds as well as flu more frequently. Additionally, procrastinators are more likely to experience sleep disorders such as insomnia.

*(<http://www.tipsywriter.com/blog/7-interesting-facts-about-procrastination/>)*

### **Answer the questions:**

- Do you struggle with procrastination within your own life?
- How do you fight through procrastination when you really need to get something done?

## **Task 5. Why Do We Procrastinate and Is Procrastination Always Bad?**

There is a biological reason as to why we procrastinate: the prefrontal cortex and limbic system of our brain. The former is responsible for planning and decision making, while the latter contains the brain's pleasure center. The limbic system is more developed than the prefrontal cortex, so it often wins when we are faced with an unpleasant task, making humans naturally inclined to procrastinate.

Procrastination is often looked at negatively – as a bad habit. However, new research suggests that some people need to procrastinate in order to get things done. Distractions provide the mind a break during which we can creatively think through problems. Some psychologists even believe that some people do their best work when they procrastinate. These people are referred to

as “deadline-driven.” They tend to perform their best when the deadline is imminent.

Chronic procrastination is when someone consistently puts off completing tasks. One in five people are thought to fall into this category. Many psychologists suggest that chronic procrastination can lead to unhealthy levels of stress and feelings of constant shame. While few experts disagree that procrastination can lead to stress, many have recently suggested that this stress is not a bad thing. Some people need to experience that stress in order to prompt them into action.

### **1. Answer the questions:**

- What is the biological reason that people procrastinate?
- How can procrastination be a good thing?
- What are chronic procrastinators? What are some problems with chronic procrastination?
- Why are people chronic procrastinators? Is it always bad?

### **2. Discuss in pairs:**

- Are you task-driven or deadline-driven?
- How does your study fit into your daily schedule?
- When do you feel you are best able to complete assignments or other tasks – right away or right before it needs to be done?
- For deadline-driven students, does the added stress help them get their work done and / or do they think it negatively affects their health?

## **Task 6. Why You Procrastinate, and How to Stop It Now**

We all procrastinate from time to time. Sometimes it’s those mundane things – like sorting through old files, reconciling accounts, or tidying the linen cupboard. But often it’s the bigger things that require more time, more

commitment, and put us at more risk of failing, looking foolish or feeling emotionally bruised. Things like updating our resume to look for a new job, confronting a situation that weighs us down, or pursuing a long held aspiration.

Of course people come up with all sorts of creative reasons why now, today, just isn't the right time. Too busy. Too broke. Too stressed. Too risky. Too uncertain. Too inexperienced. Too old. Too young. Too disruptive. Occasionally those reasons are valid. But more often they are simply excuses for doing the real work and experiencing the emotional discomfort inherent in making meaningful changes in our work and lives.

At the core of that discomfort is fear. That potent and instinctive emotion whose reason for being is to protect us from pain (including the emotional variety) and urge us away from anything it perceives might threaten our sense of self, injure our pride, or rattle our world. However, left unchecked, those fears can drive us to cling on to the hope that if we procrastinate long enough, our situation will improve, or our misgivings will magically evaporate and be replaced with newfound clarity and courage. We tell ourselves that 'one day' we will be ready to make a change, or take a chance; that 'one day' the timing will be better, our confidence stronger, our circumstances easier.

Unfortunately the reverse is generally true. As the days roll steadily by, our fears grow larger, not smaller, until they eventually lead to a burial ground for unfulfilled dreams and untapped potential. All the time, our procrastination can exact a steep toll on our finances, career, business, relationships and health. We are loath to admit it, but in electing to put off today what can be done tomorrow, we inadvertently sell out on our happiness – both today, and in the many tomorrows that comprise our future. Philosopher William James was not understating the impact of procrastination when he said, "Nothing is so fatiguing as the eternal hanging on of an unfulfilled goal."

As I wrote in *Stop Playing Safe*, "Life rewards action. Nothing great is accomplished without it." The 7 strategies below will help you step through



worn out excuses and into the bold actions needed to enjoy more of what you want in your life. Read them now. Apply them now. Delay grows increasingly expensive.

***Seven Strategies to End Procrastination and Start Into Action:***

1. Write down your goal and give yourself a deadline. A goal without a deadline can be put off indefinitely.

2. Break your goal into small pieces. The bigger your goal or the change you want to make, the more quickly it can send you into overwhelm. So if your goal feels daunting, break it into manageable, bite-sized steps. Remember, you don't have to know every step of the way; just the next few steps immediately ahead. Your next steps will become obvious as you move along.

3. Visualize the future you want. Imagine the emotions you will feel. Picture yourself in a favorite place celebrating what you've accomplished. Imagine those who love you most celebrating your success.

4. Harness fear. Fear is a powerful emotion that can keep us mired in excuses. Yet, by focusing on what you don't want, you can harness it in your favor. So write down how you will feel a year from now if you do nothing. Be brave and really honest with yourself about the cost of continued inaction. After all, if nothing changes, nothing changes!

5. Build accountability. Enlist a support team or an accountability partner or, as I suggested in *Stop Playing Safe*, recruit your own Personal Board of Advisors to help keep you focused and on track. Set up a time to check-in regularly and let them know ways in which they can help. For instance, to remind you of past accomplishments, and why you set about making these changes in the first place.

6. Reward progress. Set up a reward system to ensure you celebrate progress and small successes as you go along. Whether a fun activity with

friends, or a treat for yourself, make it something that acknowledges your progress and effort.

7. Act bravely daily. *Starting today.* Building momentum is crucial as you start out. So commit to stepping out of your comfort zone at least once per day. Beginning today – before your fear-laden excuses, disguised as sheer laziness, kick in again. It can be something really small. After all, it doesn't matter how fast you are going, so long as you are stepping forward in a direction that inspires you. So take that first step, then another, then another... after all – life rewards action!

(Margie Warrell

<https://www.forbes.com/sites/margiewarrell/2013/03/25/why-you-procrastinate-and-how-to-stop-it-now/#2cac9ab91837>)

### 1. Translate into English:

обязательство, эмоционально травмирован, давняя мечта (стремление), самоощущение, цепляться за надежду, дурные предчувствия, выискать, с новообретенной ясностью, смелые действия, обуздать страх, погрязнуть в оправданиях.

### 2. Match the synonyms in the right and left columns:

1. mundane	a. unused, unrealised
2. aspiration	b. unintentionally
3. evaporate	c. main
4. untapped	d. recognise
5. inadvertently	e. destructive
6. daunting	f. upgrading
7. core	g. achieve

8. accomplish	h. usual
9. acknowledge	g. discouraging
10. updating	i. disappear
11. disruptive	j. desire

**3. Give words of the same root (derivatives) from the text:**

comfort, certain, experience, emotion, proud, check, confident, event, fulfill, increase, definite, manage, action, account, accomplish, meaning, create, instinct, vary.

**4. Discuss the following questions.**

- Do you procrastinate?
- Why do you do it, do you think?
- Are you doing anything to avoid procrastination?

# III. PUBLIC RELATIONS

## Task 1. Things Everyone Should Know About Public Relations

### What is public relations?

PR is the Persuasion Business. You are trying to convince an audience to promote your idea, purchase your product, or support your position. Here's the definition that the Public Relations Society of America (PRSA) agreed upon: "Public relations is a strategic communication process that builds mutually beneficial relationships between organizations and their publics."

PR can be used to protect, enhance or build reputations through the media, social media, etc. A good PR practitioner will analyze the organization, find the positive messages and translate those messages into positive stories. When the news is bad, they can formulate the best response and mitigate the damage.

The Princeton Review notes that: "A public relations specialist is an image shaper. Their job is to generate positive publicity for their client and enhance their reputation ... They keep the public informed about the activity of government agencies, explain policy, and manage political campaigns. Public relations people working for a company may handle consumer relations, or the relationship between parts of the company such as the managers and employees, or different branch offices."

PR practitioners:

- Write and distribute press releases
- Write speeches
- Write pitches (less formal than press releases) about a firm and send them directly to journalists
- Create and execute special events designed for public outreach and media relations
- Conduct market research on the firm or the firm's messaging

- Expand business contacts via personal networking or attendance and sponsoring at events
- Write and blog for the web (internal or external sites)
- Create crisis public relations strategies
- Respond to negative opinions online

**Create a Story.** The most common form of public relations is creating a story. It involves storytelling. Most of the time, firms looking to make the news want to promote something fresh: a new car, a new business plan, winning an award, something of this nature. Other methods of making news include social media (blog posts, tweets, photos, videos, etc.), content marketing on your website, and more.

Some firms create their own events or speak in front of prestigious groups. This can be great, but it can be time consuming and expensive, with no guarantees of coverage. Many colleges and universities create news with surveys and original research. Entrepreneurs and small businesses usually can't afford this expense. It may be easier to conduct simple phone and email surveys of clients and suppliers. A brief series of questions that result in new information that shed light on a certain issue might be newsworthy to the trade media.

**Following a Story is another common form of public relations.** When you notice a story in the news, you respond. It could be a political scandal; the economic effects of snowstorms; the popularity of a new product. For breaking news, journalists often need an expert to comment in real time via a phone interview, video-conference, live video interview, Tweet, email or instant messaging. Reporters often contact their usual list of experts whom they know or trust.

*(Robert Wynne*

*<https://www.forbes.com/sites/robertwynne/2016/01/21/five-things-everyone-should-know-about-public-relations/2/>)*

### 1. Make collocations; give their Russian equivalents.

1. conduct	a. outreach
2. purchase	b. research
3. distribute	c. consumer relations
4. promote	d. the damage
5. handle	e. a product
6. mitigate	f. reputations
7. enhance	g. events
8. execute	h. contacts
9. public	i. press releases
10. expand	j. an idea

### 2. Provide derivatives:

persuade → abst. n

benefit → adj.

practice → n.

respond → n.

supply → n.

### 3. Provide English equivalents:

(PR) кампания

освещение (в прессе)

опрос

расходы

горячие новости

### 4. Provide Russian equivalents:

shed light on...

time-consuming

mutually

trustworthy

**5. Answer the following questions.**

- What are the main functions of Public Relations?
- What tools do PR practitioners use to perform those functions?

**6. 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?

**7. Choose the appropriate words and phrases characterizing Advertising, Public Relations, Marketing:**

	<b>Advertising</b>	<b>Public Relations</b>	<b>Marketing</b>
1) focused on	drawing attention to the product through strategic placement and imagery;	creating a favorable public image through relationship building and reputation management;	the promotion of products and / or services in order to drive sales

2) messages	brochure, website, flyers, banners, promo product, newsletter; radio, TV, billboard, Internet, print; special events, press conferences, news releases, feature stories, speeches, social media
3) cost	free or low cost; paid, range of costs; paid, expensive
4) support	supports PR, supports Advertising, creates & manages marketing and ad messages
5) 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
6) communication	one-way; two-way
7) control	by the organization, by both the organization & media outlets

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

## **Task 2. Milestones in the History of Public Relations (Timeline)**

**1. Read about the most important dates in the history of public relations. Then, choose one date and speak about the event / series of events in more detail in a presentation to the group. Explain why it is / they are important for the evolution of public relations.**

**1807** – Thomas Jefferson, third president of the United States, combined *public* with *relations* in a statement about the obligation of government to the governed.



**1840** – P.T. Barnum becomes the first press agent, promoting local appearances by his touring circus.

**1850** – American railroads use publicity, advertising, and printed materials to attract tourists and settlers to the American West.

**1882** – Attorney Dorman Eaton first uses the term *public relations*, referring to an organization's role in service to the public welfare, in an address to Yale Law School graduates on "The Public Relations and Duties of the Legal Profession."

**1888** – Mutual Life Insurance Company creates a "species of literary bureau" to coordinate advertising and publicity.

**1897** – General Electric creates a publicity department.

**1900** – The first public relations firm, Publicity Bureau of Boston, is established by George Michaelis, Herbert Small, and Thomas O. Marvin.

**1906** – Ivy Ledbetter Lee is hired to represent the coal industry in the anthracite coal miners' strike. Lee issues his "Declaration of Principles," considered the birth of modern public relations counseling.

**1923** – Edward L. Bernays publishes *Crystallizing Public Opinion*, the first book on professional public relations, and teaches the first public relations course at New York University.

**1939** – Rex Harlow of Stanford University becomes the first full-time public relations educator.

**1955** – The International Public Relations Association (IPRA) is founded.

**2000** – The PRSA Code of Ethics is revised as a list of "inspirational guidelines."

*(PR Timeline – The Museum of Public Relations  
<http://www.prmuseum.org/pr-timeline/>)*

**2. 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**

**F) Rex Harlow**

**B) Ivy Lee**

**G) Betsy Ann Plank**

**C) George Creel**

**H) Edward Bernays**

**D) Denny Griswold**

**I) Moss Kendrix**

**E) John Hill**

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. 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.

3. 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.

4. 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.

5. 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.

6. 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.

7. 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.

8. 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.

9. 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 co-founded Champions for PRSSA, co-chaired the 1987 Commission on Public Relations Education, initiated the Certification in Education for Public Relations.

1	2	3	4	5	6	7	8	9

**Task 3. The Nine Qualities of a Great PR Pro**

Not all PR pros are created equal.

Many people claim to be great at PR, but not everyone truly is. Talented PR pros have a few specific qualities that the average pro doesn’t. They know what stories to present, their press releases are top notch and they have media connections.

Read on to learn about some of the characteristics that can make the difference between a PR rep and a PR pro.

1. Always ready. The best PR pros have their tools on them at all times: a smartphone, business cards, a notepad, perhaps even a digital camera. One never

knows when a high profile contact will be made or an unscripted moment of PR gold might happen.

2. Investigative spirit. PR pros have to know the customer base in order to determine the best types of stories to tell. Having a nose for news and what consumers want to hear will help increase client coverage.

3. Great storyteller. Fantastic stories draw people in and stick with them long after they've moved on to something else. It is great to have a tale to tell, but a great storyteller can make almost any narrative seem interesting.

4. Persuasive skills. PR experts have to be able to do more than find interesting tales and tell them well, they have to be able to sell the narrative. The best PR pros can define a story, write it and present it in such a way that news agencies and other communications organizations pick it up and distribute it to a wider audience.

5. Connection cultivator. A good PR person will find the journalists and publications that are most likely to report on news within their specific clients' industries. PR pros know who's covering what and don't waste their time trying to talk to the wrong people.

6. Punctuality matters. The media world is driven by deadlines, deadlines, deadlines! Being late can mean the difference between flying through the window of opportunity and crashing into the glass. Once PR pros agree to a deadline, they move heaven and earth to meet it.

7. Willing to learn. PR pros who don't make it a point to learn how the public relations world is advancing can expect to find their phone ringing less and less often. Today's best PR people not only grasp the importance of social media strategies and mobile web, they are always looking towards the horizon to see the newest ways of reaching their audiences.

8. Detail oriented. In this field, accuracy means everything. PR professionals have developed methods to ensure their stories portray a positive image, while also containing accurate information. They take notes and record information that they can go back to over and over again.

9. Adventurous attitude. PR pros are confident. They take calculated risks in order to launch the organizations they represent into greatness.

This isn't a full list – so what's number 10? The ones listed here are a great launching point as you get started, but there are many other great qualities that make a great PR pro, and you'll have your own personal preferences. What qualities do you think are vital to the best PR representatives?

*(Chris Pilbeam  
<https://www.cision.com/us/2011/12/the-nine-qualities-of-a-great-pr-pro/>)*

**1. Find words matching the following synonyms / definitions:**

instruments, number of clients, attract (people), a story, a date or time by which you have to do something, show something in a good way, very important.

**2. Explain the following set expressions:**

top notch, to move heaven and earth, take calculated risks, launch an organization into greatness.

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

*Match the personal qualities with their descriptions.*

**Personal qualities:**

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

- 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 do 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 (e.g. 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 a 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 (e.g. 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 (e.g. for in-house practitioners PR consultancies, freelance support, etc.);
- manages time to control over-servicing and renegotiates fees if necessary (consultancy);
  
- understands 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.

**What are the most important qualities in your opinion? Explain why. Choose 6 personal qualities and 6 professional / business skills needed to succeed in PR as you think.**

#### **Task 4**

**1. Read the text about two successful PR campaigns of 2017. Some words have been removed from the text. Look the words up in the dictionary; provide their definitions and Russian equivalents:**

create a buzz, awareness, coverage, range, inspired, collaboration, treasure hunt, retailers, temporary, reboot.

## 2. Fill the gaps in using the list of words.

### **PR campaigns that have made headlines in the New Year**

Happy New Year everyone! As we drag ourselves back into the office, let's have a peek at what has happened during the first week of 2018 and see how it kicked off in the PR world.

#### Cadbury launches the hunt for the White Cream Egg

Even though we've just turned off the Christmas lights, Cadbury is already thinking about the next holiday season. This week, they launched the \_\_\_\_\_ for their white cream eggs. They are the same as the original version, except the outer layer is made out of white chocolate – and they're worth a lot more than a sugar hit.

Available until April 1, the eggs are being sold by selected \_\_\_\_\_, including newsagents and corner shops, as well as Sainsbury's Local, Tesco Express, and Co-op branches. There is only one chance to win the prize of £2,000, but there are also 34 eggs worth £1,000 as well as several smaller prizes worth £100.

Cadbury's Cream Egg campaigns are all connected to the traditional concept of Easter egg hunting, and helps to \_\_\_\_\_ around the product's relaunch after the Christmas season.

#### Edinburgh pub changes name to 'J.K. Rowling' to celebrate great Scottish writers

Locals were probably surprised to see that The Conan Doyle pub in Edinburgh was recently renamed 'The J. K. Rowling'. The reason behind this \_\_\_\_\_ change is a literary event that aims to raise \_\_\_\_\_ about streets and buildings that have \_\_\_\_\_ the town's finest writers.

Edinburgh is the first UNESCO City of Literature, and Message from the Skies is a literary festival taking place from January 1-25, which aims to take

visitors on an interactive journey through the city via a storytelling app, alongside projections on specific buildings and landmarks.

Crime writer Val McDermid, theatre director Philip Howard, and Double Take projections have collaborated to create the interactive event, which offers book lovers a wonderful way to discover the city.

### Weight Watchers healthy drive-thru

To celebrate the new launch of their weight-loss programme, Flex, Weight Watchers have organised a drive-thru in London.

They are hoping to help people start the new year healthy and will be offering free breakfast, lunch and dinner to whoever tries out the drive-thru. It's located near Borough Market, London.

This campaign has received a lot of \_\_\_\_\_ on PR and Marketing sites for a great campaign \_\_\_\_\_ between Weight Watchers and their PR agencies.

### Diet Coke's new flavours

Diet Coke have just released plans to launch new flavours to their product \_\_\_\_\_. Flavours include Ginger & Lime, Twisted Mango, Zesty Blood Orange and Feisty Cherry.

The \_\_\_\_\_ of the brand is going to take two years and is all part of their plan to reach out to their millennial customers. Diet Coke are also rebranding their image with new skinny silver cans as a means to try and modernize the brand. This announcement has been picked up by many journalists.

*(Yvonne Bernhardt, Rebecca Hayler*

*<https://www.branded3.com/blog/the-first-pr-campaigns-to-make-headlines-in-the-new-year>*

*<https://www.branded3.com/blog/top-five-pr-campaigns-including-adidas-diet-coke-ikea>)*

**Find other examples of PR success / failure.**

## IV. ADVERTISING

### Task 1

Advertising is a means of communication with the users of a product or service.

Advertisements are messages paid for by those who send them and are intended to inform or influence people who receive them (as defined by the Advertising Association of the UK).

#### Fill in the blanks with the correct word:

1. Both men and women have complained about the \_\_\_\_\_ .
2. He learned about the job from an \_\_\_\_\_ in the newspaper.
3. As marketing manager, her job is to oversee all the company's \_\_\_\_\_ .
4. The company has launched its new \_\_\_\_\_ campaign.
5. Many doctors want to see a law banning all tobacco \_\_\_\_\_ .
6. The concert was well enough \_\_\_\_\_ but ticket sales were poor.

### Task 2. Great Moments in Advertising History

#### Advertising Highlights From 72 A.D. to Present Day

Advertising history has had a big influence on our shopping habits and our culture, thrusting products into our lives and creating new social norms. Along the way, some brilliant ideas have advanced the industry and civilization itself. So let's identify some of the great moments in advertising history.

#### *79 A.D.: Billboards in Pompeii*

In his 1875 book, *A History of Advertising From the Earliest Times*, Henry Sampson wrote that billboards of a sort were present in Pompeii in – 79 A.D.!

“The walls ... are covered with notices. These advertisements, hasty and transitory as they are, bear voluminous testimony as to the state of society, the wants and requirements and the actual standard of public taste of the Romans in that age.”

*1732: Ben Franklin Invents Art Direction*

Franklin gets credit for lots of things. But his least-known invention may be the creating the role of the art director. The book, “Advertising In America, The First 200 Years”, notes that the publisher of Poor Richard's Almanac was the first to put pictures in advertisements, adding eye candy for copy relief. He also understood the power of white space, leaving lots of it around headlines to catch your eye.

*1865: P.T. Barnum, Circus Mogul and Copywriter*

Barnum's best performance may have been as a copywriter, recognizing the value of a well-turned phrase. Waxing poetic about pachyderms and performers, he trumpeted headlines like:

*“Caravans of Giant Coursing Elephants and Camels”*

“After an Unbroken Night of Twenty Centuries, the Resplendent Sun of Imperial Roman Pastimes Reappears.”

*1925: John Caples, Direct Response Pioneer*

At just 25-years old, John Caples wrote one of the most successful ads in history. The amazing ROI from “They Laughed When I Sat Down At the Piano, But When I Started to Play!” put direct response advertising on the map.

It also made Caples one of the most sought after and imitated copywriters of his time. He authored five books, regarded as essential reading on the topic of copywriting.

*1944: Paul Harvey. Radio advertising finds its voice*

Paul Harvey ... was more than ... a radio announcer. He was ... a pioneer! His signature pauses – combined with a florid, often hyperbolic writing style –

generated a loyal audience of 24 million listeners a week. Paul Harvey News aired on 1,600 radio stations. No wonder, then, that sponsors loved “the most listened-to voice in the history of radio.” He refined the art of the radio commercial.

*1959: Volkswagen, “Think Small”*

Volkswagen's campaign ignored everything that made U.S. car ads successful, going on to make the German brand a household name. Rather than boast of power, speed and luxury, this ad spoke of thrift, great gas mileage at “32 miles to the gallon”, and easy parallel parking. Showing a tiny VW Beetle against a field of white, with the headline “Think Small”, the ad was remarkable for its time – and all time.

It holds the number one spot on the Ad Age Top 100 Advertising Campaigns list.

*1984: Apple, “1984” Super Bowl Ad*

For an upstart computer company, Orwell's “1984” was the ideal metaphor. Lifeless prisoners attend a brainwashing session, Big Brother barking dogma on a huge gray screen. A young woman, chased by four thought cops, sprints in carrying a sledge hammer. She stops, spins like a discus thrower, and releases the hammer – shattering the screen, and IBM's dominance.

*1993: “Got Milk?”*

You know a tag line is brilliant when it gets plagiarized.

But what made the milk campaign work was not just the tag line, but the executions and strategy behind it. When a pair of adorable girl scouts appears at your door bearing cookies, as they do in the billboard version, there's only one thing to ask: “Got Milk?” It treated the beverage as the ideal purchase companion for everything from brownies to peanut butter. Ka-ching!

*1996: Larry Page & Sergey Brin launch Google*

The world's dominant search engine changed everything in the advertising industry. No longer were customers passive consumers of media. Now the

Internet permitted them to search for what interested them, when it interested them. In short order, Google recognized its power and began selling access to its visitors in a number of ways, including versions of keyword ads and banner ads.

*2004: Mark Zuckerberg launches Facebook*

Beginning as a social toy for Harvard students, it's now one of the most effective ad media.

Who better to suggest products than people who share your interests? (Hint. FB calls them fans.) And along with your fans and friends, no one knows what you like better than the folks at Facebook. Every FB click carries a bit of code merchants can use to generate sales.

*2005: Three friends launch a video sharing site, You Tube*

You Tube: Upload silly videos to your heart's content.

But after Google bought it in 2006, it's behaving more like a brilliant marketing vehicle, combining the precision of search with the charm of video. As the You Tube promo video says, “target any kind of person, and we have sophisticated tools to help you find them.” Which explains why so many big brands have a video or a channel of them. You Tube draws more eyeballs daily than the Super Bowl on its best day.

*(By Alan Sharavsky*

*<https://www.thebalance.com/great-moments-in-advertising-history-38929>;*

*<http://www.portalbahasa.com>)*

### **1. Answer the following question:**

- Why is “Think Small” called “one of the best print ad campaigns of all time”?
- What is the history of the advertising campaign “Got Milk?”?
- Who launched YouTube?
- What great people in advertising do you know?



**2. Find out information about the history of advertising. Choose one important period / date and speak about it in detail.**

**3. Find out about an international or national logo, slogan or advertising campaign that has stood the test of time or an unsuccessful advertising campaigns.**

Write a short report answering these questions.

- Who created it?
- What is it like?
- How long has it been used?
- How much has it changed over the years?
- Why do you think it continues to be successful?

### **Task 3. The Benefits of Advertising**

Advertising *benefits* consumers and the economy in a number of ways:

- it provides us with information about prices, appearance of certain new goods and services, and their availability;
- advertising often results in lower prices. Large-scale production can reduce costs. By creating mass markets, advertising enables producers to reduce the costs of their products and pass those savings on to the consumers;
- advertising stimulates competition, and competition benefits all of us. Advertising by one firm puts pressure on others within the industry;
- advertising pays most of the cost of magazines and newspapers, and all of the cost of commercial radio and TV.

Advertising helps the economy as a whole by stimulating consumer demand. Consumer spending has a direct effect on the health of the economy. Advertising helps to keep that spending at healthy levels.

### ***The Price We Pay for Advertising***

Not everyone agrees that advertising benefits the economy. Critics list the following points of its disadvantages:

- The information contained in advertising does not inform and often misleads the consumer.
- Because it costs money to advertise, this cost adds to the price consumers pay.
- Consumers are tempted to spend money on products they do not really need.
- Radio and TV are not really free because the cost of advertising on them is also passed on to the consumer.

### ***Advertising Strategies***

Three strategies that have been especially popular with advertisers can be classified as slogans, rational appeals, and emotional appeals.

**Slogans.** Advertisers often use slogans that sound great but mean little or nothing. Yet, advertisers seem to feel that such slogans, when repeated often enough, do increase sales.

**Rational Appeals.** Rational appeals rely upon logic or reason to convince the consumer to buy a product.

*“Our Cookies Contain 25 % Fewer Calories Than the Next Leading Brand.”* This is an example of an advertisement that appeals to reason. Ads for health foods, pain relievers and home remedies tend to use this technique.

**Emotional Appeals.** Emotional appeals rely upon the use of psychology. The following is a sampling of such strategies:

- *Testimonials.* These are the advertisements in which famous people claim they use and enjoy a particular product. Ads for sports equipment frequently rely on this strategy.
- *The Bandwagon.* The bandwagon appeal, implies that everybody is

using a particular product, and that if you don't, you will be left out. The term derives from the practice, during nineteenth-century circus or political parades, of jumping on or following behind the wagon carrying the band. Soft drink and automobile ads use this appeal.

- *Popularity*. Some advertisements suggest that simply by using the advertised product you will be popular or find romance. Toothpaste ads showing moments of romance between handsome young men and women are typical of these kinds of campaigns.

Every day you as a consumer are the object of the marketing efforts of companies. The advertising on television and radio and in the newspaper that come to your house are just some of the ways that sales promotions reach you. Most of these marketing strategies represent honest efforts to convince you to buy a product or service. Nevertheless, you are responsible for evaluating advertising directed at you, separating fact from emotion, and deciding whether or not to buy the product.

*(<https://ru4.ilovetranslation.com>)*

### **1. Find English equivalents:**

1) компания по организации и стимулированию сбыта; 2) помогать, приносить пользу; 3) серийное производство; 4) рынок товаров массового производства; 5) спрос населения, потребительский спрос; 6) расходы, траты; 7) недостаток, убыток, ущерб; 8) вводить в заблуждение; 9) уговаривать, склонять, соблазнять, убеждать; 10) слоган (лозунг, призыв); 11) призыв к разуму; 12) эмоциональный призыв; 13) болеутоляющие средства; 14) средство от болезни, медикамент, лекарство; 15) рекомендация; 16) безалкогольный напиток; 17) любовная история; 18) фургон или грузовик с оркестром (передвижного цирка и т. п.); 19) меры по организации и стимулированию сбыта; 20) стимулирование сбыта.

## **2. Answer the questions:**

- What are the methods and types of advertising?
- In what way do consumers and the economy benefit from advertising?
- What are the benefits of advertising?
- What are the disadvantages of advertising?
- How are advertising strategies classified?
- Can you give the examples of different advertising strategies on Russian TV?
- Does advertising influence your personal decisions to buy or not to buy?

## **Task 4. Major Methods of Advertising and Promotion**

### ***How to Write Ads?***

Writing ads is a skill. There are important aspects to think about, including the wording, graphics, arrangement of wording and graphics, coloring, how your audience will interpret the ads, their placement, etc. Poorly done ads can hurt you worse than not having ads at all.

### ***What Should You Write In Your Ads?***

Before you write your ads, you should carefully think over your unique selling position so you know what unique features and benefits to convey and to whom.

Note that a common mistake among inexperienced ad writers is to write the ad to themselves, rather than to their current and potential customers. Your ads should clearly tell about the benefits of products and services to potential customers. Use the terms that the customer will value, for example, easy access, low cost, easy to use, reliability, etc. Your ads should answer the customer's question: "What's it for me?" Your ad should also specify what they are to do next: what action they should take, how they take it, for example, whom they call and how.

## ***Major Methods of Advertising***

**Brochures.** Brochures can contain a great deal of information if designed well, and are becoming common methods of advertising.

**Direct mail.** Mail sent directly from you to your customers can be highly customized to suit their nature and needs. You may want to build a mailing list of your current and desired customers.

**E-mail messages.** These can be wonderful means to inform about your business. Your e-mail address may be included at the end of each of your e-mail messages. Many e-mail software packages will automatically attach your e-mail address, if you prefer.

**Magazines.** Magazines ads can be quite expensive. Find out if there's a magazine that focuses on your particular industry. If there is one, then the magazine can be very useful because it already focuses on your market and potential customers. Consider placing an ad or writing a short article for the magazine. Contact a reporter to introduce yourself. Reporters are often on the look-out for new stories.

**Newsletters.** This can be a powerful means of conveying the nature of your organization and its services.

**Newspapers.** Lots of people read local newspapers. You can get your business in the newspaper by placing ads, writing a letter to the editor or working with a reporter to get a story written about your business. Advertising can get quite expensive. Newspapers are often quite useful in giving advice about what and how to advertise.

**Posters and bulletin boards.** Posters can be very powerful when placed where your customers will actually notice them. Place the posters on bulletin boards and other places which your customers frequent, and always refresh them with new and colorful posters that will appear new to passers-by.

**Radio announcements.** A major advantage of radio ads is they are usually cheaper than television ads, and many people still listen to the radio, for example, when in their cars.

**Telemarketing (UK also: telesales)** – a method of direct marketing in which a salesperson solicits prospective customers to buy products or services either over the phone or through a subsequent face to face or web-based appointment scheduled during the call.

**Television ads.** They are more expensive than most of major forms of advertising. However, with the increasing number of television networks and stations, businesses are placing more commercials or other forms of advertisements.

**Web pages.** Now, advertising and promotions on the World Wide Web are almost commonplace. Using the Web for advertising requires certain equipment and expertise, including getting a computer, getting an Internet service provider, buying (usually renting) a website name, designing and installing the website graphics and other functions as needed (for example, an on-line store for e-commerce), promoting the website (via various search engines), and maintaining the website.

### **1. Find English Equivalents:**

1) объявление, реклама; 2) опубликовать рекламное объявление; 3) форма выражения, формулировка; 4) радиослушатели, телезрители; 5) свободный доступ, открытый доступ; 6) надежность; 7) информационный бюллетень (фирмы, учреждения); 8) доска объявлений (*амер.*); 9) рекламная афиша; 10) сделанный по заказу; 11) список адресатов; 12) комплект программного обеспечения; 13) телевизионная сеть; 14) привычное дело, обычное явление; 15) интернет-магазин; 16) торговля через Интернет; 17) система поиска («поисковая машина», *прогр.*) в Интернете.

## 2. Answer the questions:

- What should the ads convey to the public?
- What must the wording in the ads be?
- What should the ads also specify?
- What are the main methods of advertising? Briefly describe them.

## 3. Match the words in the box to the definitions

a) a panel for the display of advertisements in public places, such as alongside highways or on the sides of buildings	1) slogan
b) a newspaper printed in a large format	2) poster
c) an advertisement printed across two pages in a newspaper or magazine	3) flyer
d) a piece of advertising material sent to potential customers by post	4) banner
e) an advertisement on radio or TV	5) billboard
f) unsolicited advertising sent through the Internet as an email message	6) mailshot
g) a large sheet of paper used in advertising	7) commercial
h) an elongated poster used to promote a product	8) double-pagespread
i) a short phrase a company creates to associate with a brand or product	9) spam
j) advertisements handed out on the street or pushed through a letter box	10) broadsheet

**4. Find more information about modern methods of advertising.**

**5. What tools have you used to create ad campaigns?**

### **Task 5. Six Myths About a Career in Advertising**

#### **Myth 1: Advertising is an unethical and dishonorable profession.**

Working in advertising is, in fact, a very respected profession. Unfortunately, there are those who think (because you are trying to sell something through advertising) you're trying to trick or deceive the public.

Advertising actually follows very specific rules that ensure all advertising messages are on the up and up<sup>1</sup>. The last thing an advertising agency wants to do is to harm their client's reputation by producing materials that could be misconstrued as deceptive advertising.

#### **Myth 2: Everyone in advertising makes a fortune.**

Yes, it's true, you can make a lot of money working in advertising but not everyone is making six figures. A majority of people working in the field started at the bottom rung of the ladder, interning for free, possibly even making minimum wage just to get their start in the industry.

Just as with any profession, in advertising you pay your dues and you work your way up. What you make of your advertising career is completely up to you.

#### **Myth 3: It's really hard to get started in advertising.**

There are plenty of opportunities for those who want to get started in the field. This doesn't mean you're going to get that corner office with a view, the prestigious income and creative control of advertising campaigns with your first job.

There's a lot of legwork you're going to have to do. But if you're serious about your career in the industry, you can break in.

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<sup>1</sup> up and up (slang) – достойный доверия, открытый, честный.



**Myth 4: Working in advertising is just like working in public relations.**

These two industries are commonly tagged as being the same profession. While advertising and public relations can go hand-in-hand, their focus is far different. You can use your advertising skills to get a job in PR and vice versa but just because you work in one industry does not mean you automatically know everything about the other.

**Myth 5: You'll finally be able to put all those great ideas to good use.**

There's a certain process to every advertising campaign. Some clients give the advertising agency a basic concept and they let the agency run with it. Some leave everything to the agency's expertise and let them handle every aspect. Other clients want to be more involved in the agency process.

In most agencies, you'll have meeting after meeting after meeting about any given ad campaign no matter what department you're in. You can exercise some of your ideas to an extent but they may not make it to the client.

As part of the agency team, there are many levels of red tape your ideas and even your materials will have to go through before the project will be complete. The great copy you wrote on Tuesday may end up back on your desk with a bunch of changes by Wednesday. You resubmit it Thursday and by Friday you've got even more changes.

Most agencies welcome your creative ideas but don't get your feelings hurt if those ideas are dashed. It's not personal, it's just business. The idea you may throw around in a creative meeting may be the complete opposite of what a client has told their Account Executive they want or what was decided in a previous meeting with other execs within your agency.

**Myth 6: It's a glamorous, fun-filled career. Every day is a day at the beach.**

Don't you love those movies and television shows where the characters work in advertising and they seem to be having so much fun? *Bosom Buddies*, *Thirty-Something*, *Friends*, *Nothing in Common*, *Bounce* – these are just some of

the examples of shows or movies whose characters have a career in advertising. And that's just what they are: characters in a fictional story.

Oh yes, it's great fun to create an ad campaign and it's rewarding to be a part of the team. However, there are days you will work extremely long hours, even weekends, and there are days your project may do a 180 and everything you previously worked on is now trashed. Sometimes the best days in advertising are the days when that difficult project finally leaves your hands for the last time.

*(By Apryl Duncan  
www.thebalancecareers.com/six-myths-about-a-career-in-advertising-38631)*

**1. Look up the pronunciation of the following words:**

use (n., v.), process (n., v.), agency, expertise, control, campaign.

**Use them in sentences of your own.**

	<b>Provide Russian equivalents</b>	<b>Provide English equivalents</b>
<b>Myth 1</b>	unethical dishonorable respected specific deceptive	повредить репутации неправильно понятый
<b>Myth 2</b>	the bottom rung of the ladder interning for free up to you pay one's dues work one's way up	большинство работать в какой-либо сфере зарабатывать минимальную зарплату начать карьеру
<b>Myth 3</b>	prestigious break in	придется побегать доход

<b>Myth 4</b>	be tagged		рука об руку	
<b>Myth 5</b>	put (idea) to good use concept leave something to somebody's expertise handle exercise ideas make it to (a client) red tape resubmit dash an idea throw around (an idea) account executive (exec)		дать полную свободу независимо от в некоторой степени в конце концов оказаться не обижаться	
<b>Myth 6</b>	glamorous fun-filled fictional rewarding		(проект) пойдет в прямо противоположном направлении оказаться в мусорной корзине	

### **Task 6. Is a Career in Advertising Right for You?**

Do You Have What it Takes to Make it in Advertising?

Have you ever watched a commercial and said:

“I can do better than that!”

If so, you may very well be considering a career in advertising. But how do you know if this career is right for you? Read on, and see if these elements line up with your personality AND career goals:

### *The Creative Department*

If you are creative and like to write or design, you've already added advertising to your top five list of career opportunities.

Working in a major ad agency's creative department is a dream job for most but you may find you would prefer to work in a small ad agency, in-house or even as a freelancer.

You'll be working as a team and your creative personality will not only be valued, it will be relied upon every day. If your copy comes back with red marks all over it, you're the one the Creative Director is counting on to write that ad.

### *Advertising Jobs Aren't Just for Creatives*

When you think of advertising, you may automatically imagine a room full of creative people generating ideas into one solid ad campaign. Copywriters, graphic designers, creative directors, art directors and other creative people do work together in these types of settings.

However, there are plenty of other types of people involved in a successful ad campaign that don't actually create the ads.

Account executives, traffic managers, media coordinators, media directors, researchers and other non-creatives work in the advertising industry.

These people are just as crucial to a client's successful ad campaign as the creatives who develop the campaign's concept. Many of the non-creative positions in advertising also work directly with the client.

For example, an account executive (AE) is a liaison between the client and the creative department. An AE must work closely with both to make sure the client's needs are being met in every step of the ad campaign.

### *Get Ready For a High Pressure Environment*

People have lost their jobs over a failed ad campaign. When a client does not want to work with you anymore because of poor results, somebody has to pay for it.

You're partially responsible for an ad campaign's success or failure. This is great when the campaign is a huge hit. You share in the glory. When the campaign is a flop, you also share in the bad times with your colleagues.

This high pressure environment isn't for everyone. Short deadlines, last minute changes and sitting in the boss' office when it's time to answer questions about an unsuccessful ad campaign, have caused many ad professionals to change careers.

### *You MUST Have a Thick Skin*

This is not an industry for people who cannot take criticism. Not every idea you have is going to be well-received. Your work will pass in front of many eyes before the ad campaign starts and will undergo many changes.

You may have written your best copy yet, but you're asked to start over and do it again. You have to handle criticism very well. Don't take offense to being asked for changes to your work.

It's just part of the job.

You would be surprised by how many changes a simple print ad can go through before it reaches final approval. This is true even for major ad agencies with big name clients.

### *Long Hours and Weekends Are the Norm*

TV and movies make advertising look like a glamorous life. People walk around, playing pool, going to parties, traveling around the world. That is not typical. Working in the field is very rewarding but it does take a lot of work and a lot of long hours.

If you enjoy being home by 6 p.m. to eat with your family every night and have season tickets to your college team's football games every Saturday, think

twice about this career. You'll put in a lot of days and nights that seem to run together. You'll probably even have last minute changes that come up and your whole schedule has to be cleared on a moment's notice.

*Low Pay... At First*

Are you willing to start out at the bottom of the totem pole and work your way up to the corner office with a view?

Advertising salaries won't make you rich overnight when you're just starting out.

Being determined and hard-working will help you get bigger positions with better pay.

If you're still unsure about a career in advertising, an internship will help you take a behind the scenes look at an ad agency and also give you valuable connections you can use if you decide to pursue your career in the industry.

*(By Apryl Duncan*

*<https://www.thebalancecareers.com/is-a-career-in-advertising-right-for-you-38629>)*

**1. Look up the pronunciation of the following words. Give their definitions:**

campaign, concept, liaison.

**2. Give Russian equivalents:**

value, freelancer, rewarding, determined, on a moment's notice.

**3. Give English equivalents:**

совпадать, рекламный текст, потерять работу из-за... , частично, сжатые сроки, обижаться, спокойно, претерпевать изменения, стажировка, практика.

**4. Provide synonyms:**

to rely on, handle criticism, very important, failure, success, advertisement.

## **5. Explain:**

to work in-house.

## **6. Answer the questions. Prove that you are ready / not ready to work in advertising.**

If you're still not sure if advertising is the way to go, here are some key questions to ask.

- Do I like figuring people out and understanding what makes them tick?
- Am I interested in sales? Do I like figuring out the best way to pitch and sell a product to consumers of any kind?
- Do I like communicating and working with others? Do I consider my interpersonal skills to be a strong suit?
- Am I able to take criticism and feedback from peers, professors and professionals well?
- Do I look forward to interning during college and gaining valuable work experience in the field?
- Am I able to think creatively as well as quantitatively, focusing on both creative campaign ideas and metrics?
- Am I just as interested in the ads in magazines, on TV, and on Snapchat as the content itself?

## **7. Write a short essay on:**

1. Advertising, its benefits and disadvantages.
2. Advertising strategies.
3. Methods of advertising. Their strong and weak points.

Людмила Владимировна Вилкова

Светлана Юрьевна Филиппова

# How to Succeed in Advertising and PR

## Карьера в рекламе и связях с общественностью

Учебное пособие по английскому языку  
для студентов II курса очно-заочного и заочного отделений

Редакторы: Н.С. Чистякова  
Д.В. Носикова  
Ю.А. Белякова

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