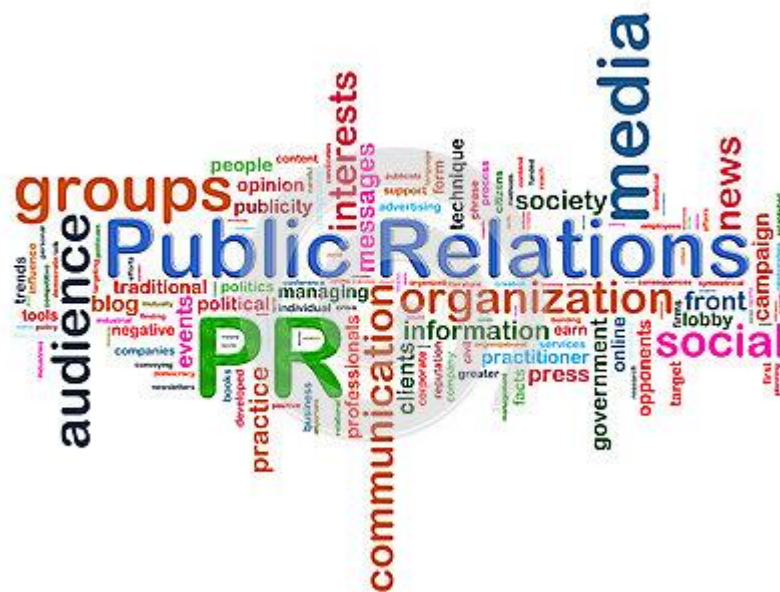


THE WORLD OF PR

Part I



МИНИСТЕРСТВО ОБРАЗОВАНИЯ И НАУКИ РФ

Национальный исследовательский Нижегородский государственный
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THE WORLD OF PR. Part I

МИР ПР. Часть I

Учебно-методическое пособие

Рекомендовано методической комиссией Института международных отношений и мировой истории для студентов ННГУ, обучающихся по направлению подготовки 42.03.01 «Реклама и связи с общественностью»

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Учебно-методическое пособие представляет собой сборник профессионально-ориентированных текстов и упражнений по английскому языку, предназначенных студентам, обучающихся по направлению подготовки «Реклама и связи с общественностью».

Целью данного пособия является формирование и развитие компетенций в области чтения и анализа текстов по направлению подготовки, а также расширение терминологического словарного запаса и совершенствование навыков говорения в рамках указанной темы.

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ВВЕДЕНИЕ

Настоящее учебно-методическое пособие по английскому языку предназначено для студентов института международных отношений и мировой истории, обучающихся по направлению подготовки «Реклама и связи с общественностью».

В основе методической концепции данного пособия лежит коммуникативный подход к обучению. Пособие составлено в соответствии с программой курса английского языка для высшей школы, носит комплексный характер и предлагает систему лексико-грамматических заданий, предназначенных для обучения основным видам речевой деятельности и направленных на совершенствование навыков необходимых для профессионального общения. Темы, предложенные к изучению, соответствуют профессиональным интересам студентов и содействуют их активному освоению языка, расширению коммуникативной и профессиональной компетенции. Пособие разработано на основе аутентичных текстов и статей, взятых из современных англоязычных СМИ и профессиональных сайтов.

Лексико-грамматические упражнения нацелены на освоение новой лексики, закрепление грамматического материала. Предложенные задания готовят студентов к итоговым монологическим высказываниям по темам, охватывая ключевые проблемы и вопросы, которые обсуждаются студентами в ходе дискуссии. Отдельное внимание уделяется развитию навыков аналитической работы со статьей. В ходе самостоятельной работы по теме студентам рекомендуется использовать словари, дополнительную справочную литературу, интернет-источники.

Учебное пособие состоит из 5 учебных модулей, каждый из которых содержит базовые тексты с упражнениями, дополнительные лексико-грамматические задания и вопросы для обсуждения. По усмотрению преподавателя последовательность и полнота выполнения заданий может быть изменена в соответствии с его методическими установками или конкретными условиями обучения в группе. В конце пособия дается глоссарий основных профессиональных терминов и выражений.

“Public relations is a strategic communication process that builds mutually beneficial relationships between organizations and their publics.”

- The Public Relations Society of America

Note: There is not one single generally accepted definition of public relations. Instead, there are many ways to define it. Can you suggest any other definitions? Consult the dictionary if necessary.

UNIT I. WHAT IS PUBLIC RELATIONS?

1. Fill in the gaps with suitable prepositions to complete the passage.

What is **PUBLIC RELATIONS**? More commonly known as PR, it is the department that is tasked to provide good customer relations. Public relations (PR) is a way for companies, organizations or people to enhance their reputations. This task typically is performed _____ public relations professionals or PR firms _____ behalf of their clients. PR usually involves communicating _____ the media and _____ the media to present the clients _____ the most favourable way possible. It also often involves cooperative efforts _____ other people and organizations to create good will within the community and enhance the client's image. It works with both the public and the media to give better understanding _____ a company and its products. The company should always be presented _____ a positive light, no matter what problem it encounters. That is what public relations are for.

2. Translate and insert the words into the gaps to give *another explanation* of this phenomenon.

- 1) включать в себя, подразумевать, предполагать
- 2) длительные, долгосрочные, продолжительные
- 3) учреждения, институты
- 4) удерживать, устанавливать, упрочивать
- 5) обоюдный, взаимный, совместный

3. PUBLIC RELATIONS 1) _____ the planned promotion of goods, services and images of organizations intended to create goodwill for a person, place or event. Public relations professionals work to build 2) _____ relationships among individuals and 3) _____. Public relations projects are planned and sustained 4) _____ and maintain goodwill and 5) _____ understanding between an organization and its publics.

4. Pronounce the following words and study their meaning. Their parts of speech are given in the brackets.

Vocabulary

- awareness (n.) = knowledge or understanding of a particular subject or situation
- favorable (adj.) = suitable, reasonable, considered to be good
- monitor (v.) = to carefully watch and check a situation in order to see how it changes or progresses over a period of time
- threaten (v.) = to say that you will cause pain, unhappiness, or trouble if they do not do what you want
- goodwill (n) = kind feelings towards or between people and a willingness to be helpful
- manage (v) = to succeed in doing something difficult

5. Read the paragraph and translate the sentences on Public Relations functions into Russian.

Today the role of public relations includes the following functions:

- to build awareness and a favorable image for a company or client;
- to closely monitor numerous media channels for public comment about a company and its products;
- to manage crises that threaten company or product image;
- to build goodwill among an organization's target market through community, special programs and events.

6. Complete the sentences using the suitable word-combinations below and paying attention to the links used.

1. No doubt, it is extremely important to for any company and client.
2. Undoubtedly, it is vital to for any company and client.
3. Obviously, to media channels about a company is indispensable.
4. Needless to say, one of the roles of PR is to
5. It goes without saying, building among an organization's target market is helpful.

PR DEPARTMENTS

1. Look at the derivatives below. Choose the one from each line to fill in the gap. Some nouns can be in the plural form.

Ever heard of a department that is tasked to enhance a company's image and reputation? Ever wondered who is responsible for protecting the reputation of a company? A specific department caters to that. That department is called the public relations department.

PR can give 1) _____ and the media a better understanding of how a company works. Within a company, a PR department might also be called a public 2) _____ department or a customer relations department. These departments 3) _____ customers if they have any problems with the company. They usually try to show the company at its best. PR departments also might conduct 4) _____ to learn how 5) _____ customers are with the company and its 6) _____.

1. to consume – consumption – consumer(s) – consumable
2. information – inform – informative – informatively
3. assistance – assist – assistant – assisted
4. researcher – research (n) – research (v) – researchable
5. satisfaction – satisfactorily – to satisfy – satisfied
6. product(s) – to produce – productivity – producer

2. What have you learnt about a PR department from this passage?

3. Match the terms on the left with their explanations on the right.

1. consulting management	А. построение отношений со СМИ
2. image making	В. проведение мобилизационных – конкурсы, чемпионаты, лотереи – и презентационных мероприятий
3. public involvement	С. взаимодействия с инвесторами
4. massge management	Д. управление событиями
5. employee communications	Е. управление корпоративным имиджем
6. media relations	Ф. работа по связям с государственными учреждениями и общественными организациями
7. crisis management	Г. управление процессом адекватного восприятия аудиторией сообщений
8. special events	Н. управление кризисными ситуациями
9. corparate affairs	І. закрепление кадров, создание хороших отношений с персоналом
10. investor relations	Ј. создание благоприятного образа политического или коммерческого фигуранта, организации, товара, услуги
11. public affairs	К. общественная экспертиза

4. Translate the paragraph filling in the gaps with the correct terms.

Отвечая насущным требованиям некоторых рыночных сфер – политики и экономики – в ПР возникают и развиваются новые направления деятельности, получающие специальные маркеры-обозначения: (1) «.....» (работа по связям с государственными учреждениями и общественными организациями); «.....» (управление корпоративным имиджем); (2) «.....» (создание благоприятного образа политического или коммерческого фигуранта, организации, товара, услуги); (3) «.....» (построение отношений со СМИ); (4) «.....» (взаимодействия с инвесторами); (5) «.....» (общественная экспертиза); (6) «.....» (закрепление кадров, создание хороших отношений с персоналом); (7) «.....» (управление кризисными ситуациями); (8) «.....» (консультационный менеджмент); (9)

«.....» (управление процессом адекватного восприятия аудиторией сообщений); (10) «.....» (управление событиями); (11) «.....» (проведение мобилизационных – конкурсы, чемпионаты, лотереи – и презентационных мероприятий).

«Паблик рилейшнз: история и перспективы». Размещено на <http://www.allbest.ru/>

PR: THE FOUR-STEP PROCESS

1. Open the brackets and choose the correct tense form.

It isn't enough to know what public relations (**be**) and what purposes it (**serve**). To practice public relations, one must understand the process by which public relations (**operate**). Public relations (**go**) far beyond the task of producing messages. An effective public relations effort (**be**) the result of mutual understanding between an organization and its publics. In other words, the development of this understanding can be regarded as a four-step process.

2. Find the English equivalents for the following words and word combinations.

служить определенной цели; являться результатом взаимного понимания; оцениваться в качестве четырехступенчатого процесса; выйти за границы одной задачи; действенное усилие (эффективная попытка, работа); действовать (управлять); взаимное понимание.

3. Look through the next parts of the text, find and underline the Passive Voice constructions. Translate the words in the brackets.

Research

An initial fact-finding (стадия, этап) defines the problem areas and differentiates between publics.

Planning

Once the facts have been gathered from the various publics, decisions must be made regarding their importance and potential (влияние, воздействие) on the organization.

After these decisions are made, strategies must be developed (давать возможность) the organization to achieve its goals.

Action and Communication

(Стратегии) are implemented as new organizational policies and/or (проекты). Messages are then constructed to reach target publics.

Evaluation

Once a public relations (кампания) is developed and implemented, it should be followed by an evaluation of its effectiveness in meeting the (критерии) that were set. The results of the evaluation are used both to (определять) the effectiveness of the effort and to (планировать) future action.

These four steps are (существенны) to any effective public relations campaign. They are not, however, four independent functions (функции). Each step overlaps the others; if any one of them is neglected, the entire process (процесс) will be affected.

4. Open the brackets. Read the following sentences and explain the use of the grammatical tenses and constructions.

- to gather facts

- a) PR workers always (gather) facts.
- b) They (gather) facts easily when they were working on the project last month.
- c) They just (gather) the facts.
- d) They (gather) new facts soon.
- e) They should (gather) facts accurately.
- f) They (gather) facts at the moment.

- to make a decision (decisions)

- a) PR workers (make) quick decisions.
- b) They have to (make) decisions quickly.
- c) They (make) their decisions last night.
- d) They already (make) decisions.
- e) They (make) decisions tomorrow.
- f) They (make) decisions at present.

- to develop a strategy (strategies)

- a) PR workers often (develop) unique strategies.
- b) They (develop) a few strategies last week.
- c) They will (develop) strategies together.
- d) They (develop) some nice strategies so far.
- e) They must (develop) new strategies.
- f) They (develop) innovative strategies.

- to implement strategies

- a) PR workers sometimes (implement) strategies
- b) They have to (implement) strategies.
- c) They (implement) strategies a month ago.
- d) They (implement) innovative strategies.
- e) They (implement) strategies next year.
- f) They (implement) new strategies now.

- to construct a message

- a) PR workers regularly (construct) messages.
- b) They (construct) messages right now.
- c) They (construct) new messages.
- d) They will have to (construct) some messages.
- e) They (construct) messages last month.
- f) They (construct) a few messages before we asked them to do that.

5. Compose your own sentences with the Active or Passive Voice making use of the following word combinations from the text.

to define the problem areas; to achieve goals; to reach target publics; to set the criteria; to use the results; to assess the effectiveness; to plan future action.

6. What is the four-step pr process?

Parts of speech: Form the NOUNS from the given VERBS to complete the extract. The four stages must go in the correct order. Translate the passage.

1. to implement –
2. to research –
3. to evaluate –
4. to plan –

The basic parts of the “four step” model are — ,, and It informs a public relations plan with qualitative and quantitative data, and lifts the public relations function from tactical to strategic. The process also transforms public relations measurement from output-based to outcomes-focused.

7. What does any PR company do to achieve its goals using the four-step process? Use the phrases to make up a short situation.

e.g. PR specialists conduct their research by going through various media sources.

to gather information; to conduct one’s own research; to learn about challenges and opportunities; to have a better understanding of sth; to know the basic values of the organization; to set goals; to plan; to develop effective strategies; to remain focused on core values; to solve problems; to implement ideas; (not) to lose touch with the publics; to succeed in the two-way communication; to make adjustments; to have contact with both the client and the stakeholders; to build relationships.

8. What makes a PR campaign successful? Match a word from the table A with the one from the table B to make word-groups and use them to answer this question.

A.

effective	persuasive	clear	positive	consistent
valuable	credible	compelling	newsworthy	various

B.

strategy	information	message	image	language
----------	-------------	---------	-------	----------

story	tool	source	event	techniques
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PR TOOLS AND TECHNIQUES

1. Read the text.

Creation and maintenance of a good public reputation is a complex and ongoing process. Without an effective PR, it is very difficult to reach the attention of the target audience and much less to influence their opinion and decisions. But when the relationship with the target group is finally established, it needs to be maintained in order to keep it on a high level. The process works similar to the interpersonal relationships. When two people lose contact, they pretty much disappear from each other lives no matter how close they used to be. And the same happens with the target audience if the established relationship is not maintained.

Common PR Tools and Techniques

In order to build a relationship with the target audience and maintain it on a high level, PR specialists use a variety of tools and techniques. Some of the most common ones include:

- **Attendance at public events.** In order to attract public attention and keep it engaged with a particular organisation or an individual, PR specialists take an advantage of every public event and the opportunity to speak publicly. This enables them to directly reach the public attending the event and indirectly, a much larger audience.
- **Press releases.** Information that is communicated as a part of the regular TV or/and radio programme, newspapers, magazines and other types of mainstream media achieves a much bigger impact than advertisements. This is due to the fact that most people consider such information more trustworthy and meaningful than paid adds. Press release is therefore one of the oldest and most effective PR tools.
- **Newsletters.** Sending newsletters – relevant information about the organisation or/and its products/services - directly to the target audience is also a common method to create and maintain a strong relationship with the public. Newsletters are also a common marketing strategy but PR specialists use it to share news and general information that may be of interest to the target audience rather than merely promoting products/services.

- **Blogging.** To reach the online audience, PR specialists use the digital forms of press releases and newsletters but they also use a variety of other tools such as blogging and recently, microblogging. It allows them to create and maintain a relationship with the target audience as well as establish a two-way communication.
- **Social media marketing.** Like its name suggests, it is used primarily by the marketing industry. Social media networks, however, are also utilized by a growing number of PR specialists to establish a direct communication with the public, consumers, investors and other target groups.

2. Fill the gaps with the missing words from the text.

1. PR specialists use a variety of and techniques.
2. They try to build a relationship with the audience.
3. Another aim is to this relationship on a high level.
4. PR managers attract public and keep it engaged.
5. Without an effective PR, it is very difficult to the attention of the audience.
6. In fact, press release is one of the most PR tools.
7. PR specialists use the forms of press releases and newsletters to reach the online audience.
8. Most PR specialists establish a direct with the public, consumers, investors and other target groups.
9. To reach the online audience, PR specialists use the digital forms of press releases and newsletters.
10. PR specialists use to share news and general information.

3. Single out all the tools and techniques that can be effective for building a relationship with the target audience and maintaining it on a high level.

4. Explain what is meant by:

- loyal customers
- brand awareness
- higher profit
- target audience
- good reputation

- increased sales
- company income
- top publications
- slower process

5. Insert these phrases into the gaps where they suit best. Translate the sentences into Russian.

1. Most people think that PR means publications in, high brand awareness and
2. In fact, implementation of a public relations strategy is a and takes at least half a year.
3. With the help of a competent PR specialist, the desired results will be achieved: a,, and
4. It is hard to escape the conclusion that PR support is a very efficient way of increasing and, subsequently,
5. If a company is developing dynamically, and if it takes part in various specific events, releases new products, tries to be closer to the and actively informs the public about it, such a company is on the right track.

PR VS ADVERTISING

1. Skim the text and insert the articles where it is necessary.

2. Read the text again and answer the question: “What are the similarities and differences between Advertising and Public Relations?”

There’s ___ old saying: ”Advertising is what you pay for, publicity is what you pray for.”

Advertising involves paying for ___space in publications or airtime, then using that opportunity to deliver ___ message directly to ___consumers. Public relations covers ___ wide range of tactics, usually involving providing ___information to independent media sources in the hope of gaining favorable coverage. While both ___techniques have similarities, there are several key differences.

Similarities

Public relations and advertising are similar in ___concept: both are designed to raise awareness of ___ company or product in ___ positive manner. Another similarity is that in both cases the company will often target its message toward ___ particular

audience. This could be people living in ___ particular location; people of a particular age, gender or social background; or people with particular interests or hobbies.

Cost

Advertising has ___ fixed cost, usually based on ___ combination of ___ audience that will be exposed to the advertisement or commercial, and the demographics of the audience. Public relations does not have fixed costs, meaning the company cannot guarantee that paying ___ certain amount will achieve ___ specific result.

Control

Advertising gives the company almost complete control of the message, subject only to any regulations or policies that restrict the content of commercials and ads. Public relations gives much more limited control and attempts to get publicity can even backfire if they lead to negative coverage.

Credibility

Public relations-based publicity is usually more credible with an audience as it comes via independent media. Advertising often appears less credible because viewers, readers and listeners are aware if comes from an unbiased source.

Brand VS Product

Public relations involves a mix of promoting specific products, services and events, and promoting the overall brand of an organization, which is ___ ongoing task. Individual advertisements are sometimes based on ___ brand but are more often based on ___ specific promotional message such as a price cut or the launch of a new product.

Proactive VS Reactive

Public relations contains ___ mixture of proactive publicity, meaning the company sets out to promote ___ message, and reactive publicity, meaning it reacts to events such as ___ scandal, or gives a view to ___ journalist writing a story that doesn't stem from the company's own publicity. Advertising occasionally involves reacting to events, such as a product recall, but is more commonly ___ proactive tool.

3. Say whether the statements are TRUE or FALSE:

- Both advertising and PR help to communicate with target audiences.
- Consumers believe everything an advertisement tells them. So advertising is more reliable than PR.

- Both Public relations and advertising help to build brand awareness and reputation.
- Both Public relations and advertising react to events.
- PR gives more control than advertising.

4. Search the Internet to find more information on the differences and similarities of Public Relations and Advertising. Make a report and share it with your group-mates.

Revision. Review and make up a brief summary focusing on each point.

1. What is Public Relations? How can we define it?
2. What sections/divisions of PR can you enumerate?
3. Dwell on its basic aims and functions.
4. PR is a four-step process. What does that mean? Name all the four steps included.
5. What does any PR company do to achieve its goals?
6. What are the basic responsibilities of a PR department?
7. What are the most effective tools and techniques used by people in the PR industry?
8. What is the difference between PR and Advertising?
9. In what way are PR and Advertising similar?
10. What makes a PR campaign successful?

Get ready with your monologue on the topic:

“What is PR? Its main aims, functions, strategies and techniques. PR is a four-step process”.

"The history of PR is... a history of a battle for what is reality and how people will see and understand reality." – Stuart Ewen

UNIT II. HISTORY OF PUBLIC RELATIONS

1. Name the three pioneers in Public Relations. Match their names to their contributions.

a. Ivy Lee **b.** Edward L. Bernays **c.** Carl Byoir

a. He excelled at creating events to mold opinion.

b. He applied psychology in public persuasion campaigns.

c. He is known for his 1906 "Declaration of Principles" which called for honesty with the press and public.

Some of the other top PR practitioners in the 20th Century, according to PRWeek, are Harold Burson, Arthur Page, and Larry Foster.

2. Read the passage and insert the suitable prepositions.

..... the United States, Public Relations dates back the Revolutionary War. The strategies and tactics used to swell the ranks of patriots dedicated to the Revolutionary cause and staging the Boston Tea Party are examples early public relations. President Thomas Jefferson first used the term "public relations" 1807. In his "Seventh Address to the Congress," he replaced the words "state of thought" "public relations."

3. Read the text below and think of the word that best fits each space. Use only one word in each space.

The First World War helped stimulate the development of public relations as a profession. Many of the first PR professionals, including Ivy Lee, Edward L. Bernays and Carl Byoir, got their start with the Committee on Public Information, which organized publicity on behalf of U.S. objectives during World War I.

Some historians regard Ivy Lee as the first real practitioner of public relations, but Edward Bernays (a nephew of Sigmund Freud) is generally regarded today as the

profession's founder. Many historians credit Bernard, not Ivy, as the father of public relations. He wrote the first text-book on public relations and taught the first college course at New York University in 1923.

In describing the origin of the term Public Relations, Bernays commented, "When I came back to the United States, I decided that if you could use propaganda for war, you could certainly use it for peace. And propaganda got to be a bad word because of the Germans... using it. So what I did was to try to find some other words, so we found the words Council on Public Relations".

4. Answer the following questions:

1. What historical event helped stimulate the development of public relations as a profession?
2. What were the names of the first PR professionals?
3. What kind of a PR practitioner is Ivy Lee considered to be?
4. What kind of a PR worker is Edward Bernays regarded as?
5. Who wrote the first book on public relations?
6. How did Edward Bernays explain the origin of the term "Public Relations"?
7. Which word did E. Bernays replace with the words "Council on Public Relations"?

5. Read the text and say whether the sentences are TRUE or FALSE. Pay attention to the cases of the Passive Voice in bold.

In the United States, where public relations has its origins, many early PR practices **were developed** in support of the expansive power of the railroads. In fact, many scholars believe that the term "public relations" **was firstly introduced** in the 1897 Year Book of Railway Literature.

Later, PR practitioners **were – and are still often – recruited** from the ranks of journalism. Despite many journalists' discomfort with the field of public relations, well-paid PR positions **are often chosen** by the reporters and editors forced into a career change by the instability of the print and electronic media industry. PR historians say the first PR firm, the Publicity Bureau, **was established** in 1900 by former newspapermen, with Harvard University as its first client.

1. Public Relations has its origins in the United Kingdom.
2. Earlier, many PR firms appeared to support the railroads.

3. According to some scholars, the 1897 Year Book of Railway Literature introduced the term “public relations”.
4. PR practitioners were – and are still often – recruited from the sphere of politics.
5. The first PR firm was the Publicity Bureau that was set up in 1915.
6. Cambridge University was its first client.

PUBLIC RELATIONS THROUGH TIME

1. Read the text.

Public relations is not a recent invention. The importance of communication with the public and maintenance of positive public image was known as early as in the antiquity but the beginnings of modern PR are traditionally dated in the 18th century London. One of the first PRs was Georgiana Cavendish, Duchess of Devonshire who heavily campaigned for Charles Fox and his Whig party.

Although the term "public relations" was not yet developed, academics identified early forms of public influence and communications management even in ancient civilizations. According to Edward Bernays, one of the pioneers of PR, "**The three main elements of public relations are practically as old as society: informing people, persuading people, or integrating people with people**".

PR in the real meaning of the word, however, dates only to the early 20th century. Most textbooks date the establishment of the "Publicity Bureau" in 1900 as the start of the modern public relations (PR) profession. Of course, there were many early forms of public influence and communications management in history. Basil Clark is considered the founder of the public relations profession in Britain with his establishment of Editorial Services in 1924. Academic Noel Turnball points out that systematic PR was employed in Britain first by religious evangelicals and Victorian reformers, especially opponents of slavery.

Propaganda was used to demonize enemies during the First World War. PR activists entered the private sector in the 1920s. Public relations became established first in the USA by Ivy Lee or Edward Bernays, and then spread internationally. Many American companies with PR departments spread the practice to Europe after 1948.

The second half of the twentieth century was the professional development building era of public relations. Trade associations, PR news magazines, international PR agencies, and academic principles for the profession were established. The Internet has changed communication dramatically. The public is increasingly turning to the World Wide Web for information and as a result, PR must keep up with the changes in transmission of information if it wants to retain its role as a communicator between

the public and organisations. Modern PR thus besides the traditional tools also implements online tools and tactics, including social media such as blogs, content publishing, podcasts, social media press releases.

2. Parts of speech: form the derivatives indicated in the table.

Noun	Verb	Adjective
invention		
	influence	
establishment		
management		
	development	
organisation		
communication		
		professional
	implement	
		dramatical
		private
maintenance		
		increasing
meaning		

3. Translate the sentences from Russian into English.

1. Родиной публик рилейшнз как области знаний и сферы профессиональной деятельности считаются Соединенные Штаты, а непосредственным автором термина – Томас Джефферсон, третий американский президент.

2. На начальном этапе своего развития ПР были преимущественно политической деятельностью, так как потребность в привлечении на свою сторону широкой общественности испытывали главным образом политики, а основными субъектами публик рилейшнз являлись правительства и другие государственные учреждения.

3. В 30-е гг. XIX в. понятие «public relations» стали употреблять как синоним словосочетания relation for the general good (отношения ради всеобщего блага).

Удельный вес политической составляющей пиар постепенно уменьшался в пользу регулирования социально-экономических отношений.

4. В начале XX в. появилось новое направление в пиар-деятельности США. Период с 1910 по 1920 гг. изобиловал публичными скандалами, участниками которых были крупные монополии и коррумпированные чиновники. Американские журналисты разоблачали вопиющие случаи коррупции, нечестной конкурентной борьбы, плохие условия жизни рабочих, неблаговидную деятельность правительства.

5. Объекты критики стали обращаться к пресс-агентам за помощью в разработке и осуществлении оборонительных стратегий. В результате обличительная журналистика впервые столкнулась с противодействием людей и структур, практически осуществлявших функцию ПР.

«Паблик рилейшнз: история и перспективы». Размещено на <http://www.allbest.ru/>

Talking points / Review questions

1. Is public relations a modern concept?
2. Is it possible to say exactly when the science appeared?
3. What are the three main elements of public relations that are as old as society?
4. What year is considered to be the start of the modern public relations profession?
5. Who is thought to be the founder of the public relations profession in Britain?
6. Who is believed to be one of the first female PR practitioners in the U.K.?
7. What propaganda was used for during the First World War?
8. Who established public relations in the USA?
9. Where did it spread further after 1948?
10. What new technologies and inventions helped to develop the public relations industry through the second half of the twentieth century?
11. What has changed communication in society dramatically?
12. What became widespread in 2000's?

Get ready with a monologue on the topic:

“The development of Public Relations: its landmarks and most prominent practitioners”.

“The economic, political and social transition in Russia is the largest of its kind ever that affects not only the Soviet people, but the entire world” and it is “essential that the understanding which public relations generates be an integral part of that change.” – J. Epley

UNIT III. THE EVOLUTION OF PUBLIC RELATIONS IN RUSSIA

1. Read the article paying special attention to the word-combinations in bold.

From Smear Campaigns to Communication Strategies

By Marina Maslovskaya

The public relations sector in Russia is relatively young and significantly differs from PR in Europe and the USA. It came into existence in the early 1990s and had to develop during a period of smear campaigns, when politicians and corporations **used PR instruments to discredit their rivals.**

The people’s trust in public relations was undermined in the very beginning by such campaigns: “PR specialist” **became a swear word** as well as a synonym to “liar.” However, the relative stability that was established in the early 2000s triggered further development of the public relations sector in a more positive direction.

Universities opened PR departments that trained highly qualified specialists, and public relations management **became a respectable profession.** (....) By that time, PR agencies **gained enough experience to develop a PR ethics code** (.....). Now, the public relations sector in Russia has finally been established, and a strong **professional community** has been formed.

What is the current situation? In 2010, the volume of the PR market in Russia reached almost \$2.38 billion. The average annual growth of this market segment is approximately 30%, mostly due to new PR products that are being introduced to the market. Several years ago, public relations in Russia mostly implied working with the mass media, holding press conferences and corporate events, while today it involves creation of well-thought communication strategies, reputation research, social media marketing and other up-to-date techniques.

However, there are some problems in Russian PR market. One of them is that many companies **confuse PR with advertising**, and their marketing department employees also **perform the functions of public relations managers.** Moreover, such

employees often have to **achieve marketing objectives** set forth by company management, and nobody cares whether such goals are what the company actually needs.

In this situation, it is impossible to work out and implement a good public relations strategy. Consequently, such companies can **lose valuable market opportunities**.

A good number of businesses still prefer to **use the services of specialized PR agencies**, but the mentality of Russian customers **complicates cooperation**: they expect an overnight miracle and quickly become disappointed. Their motto is: “We want it to be done yesterday, perfectly and inexpensively!”

However, any efficient strategy of reputation building implies months of scrupulous and creative PR work: apart from attraction of the target audience’s attention to the brand, it involves building harmonious relations with various social groups, organization of newsworthy events, image management and many other tasks. It takes time, but results in customers’ loyalty and commercial success. Is this not what every company wants to achieve?

Yet what can we say about prospects of foreign PR agencies in Russia? According to research, Russian and foreign public relation companies **use different techniques and methods**. The “Western” approach is more formalized, as opposed to the Russian one which is based on intuition rather than on methodology.

Obviously, Russian PR companies **have some competitive advantages**: they **know the peculiarities of their market segment**, as well as their customers’ mentality; therefore, they better **understand the needs of their target audience**. Moreover, they **have certain contacts in the right places**, and their services cost significantly less.

Nevertheless, foreign PR companies are still able to **meet the competition** in the Russian market, since they **have more expertise** and use cutting-edge PR technologies. Moreover, they treat their customers with more responsibility, and their work process is usually well-arranged and very effective. Foreign agencies can **take advantage** of the fact that the Russian PR segment has not yet **developed clear standards**, and it entails unreliability and bureaucracy.

As for the market breakdown, at present, political consultation prevails in Russian public relations, comprising about 60-70% of PR services. The other 30-40% is divided between social and business PR services.

To sum up, the public relations sector in Russia **has significant potential for further development**. The analysis of its peculiarities has shown that foreign PR companies can **enter the Russian market** and successfully **compete with Russian agencies**.

2. What do these words mean? Match the words from the text with their definitions. Consult the dictionary to check their pronunciation.

1. reputation	A. a short sentence or phrase chosen and used as a guide or rule of behaviour or as an expression of the aims or ideals of a family, a country, an institution, etc. E.g. "Live each day as it comes".
2. potential	B. a person, group, or organization that you compete with in sport, business, a fight etc.
3. bureaucracy	C. a particular kind of attitude or way of thinking
4. motto	D. a duty to be in charge of or look after something, so that you make decisions and can be blamed if something had happened
5. rival	E. a complicated official system which is annoying or confusing because it has a lot of rules, processes etc.
6. mentality	F. a situation in which people or organizations compete with each other
7. competition	G. the ability to understand or know something by using your feelings rather than by carefully considering the facts
8. peculiarity	H. the possibility of something happening or being developed; qualities that exist and can be developed.
9. intuition	I. something that is a feature of only one particular place, person or situation
10. responsibility	J. the opinion that people have about a particular person or thing

3. Translate the following word-combinations:

to have some competitive advantages; to lose valuable market opportunities; to discredit one's rivals; to develop a PR ethics code; to know the peculiarities of one's market segment; to have certain contacts in the right places; to enter the Russian market; to have more expertise; to become a swear word; to use PR instruments.

4. Translate the following word-combinations into English finding their equivalents in the text:

путать ПР и рекламу; понимать потребности целевой аудитории; обладать значительным потенциалом для дальнейшего развития; достигать задач маркетинга; выполнять функции ПР менеджеров; затруднять сотрудничество; воспользоваться услугами специализированных ПР агентств; сформировать (выстроить) профессиональное сообщество; конкурировать с российскими агентствами; знать ментальность потребителей (клиентов); приобрести достаточно опыта; выдержать конкуренцию; становиться уважаемой профессией.

5. Look at the list of adjectives. Which nouns are they used with in the text above? Write down the nouns next to the adjectives. Read out the whole sentences from the text.

well-arranged; commercial; newsworthy; significant; effective; creative; foreign; relative; harmonious; up-to-date; respectable; young; clear; political; good; valuable; well-thought; corporate; annual; professional; positive; qualified; smear; social

6. Translate the underlined words.

1. Later, a strong professional сообщество was formed. 2. The people's trust to the profession was подорвано in the very beginning. 3. However, PR agencies gained enough опыта to develop their code of ethics. 4. No doubt, it became a уважаемая profession. 5. Воплощение/осуществление/внедрение of a public relations strategy is a slow process. 6. Nevertheless, it has developed into a комплексную/сложную/неоднозначную and important industry. 7. The transition from propaganda to Public Relations was not simple and привел к the emergence of the so-called Black and White PR. 8. 'There is a growing необходимость for specialists within the profession', she says.

7. Mark the sentences as TRUE/FALSE.

1. The public relations sector in our country is rather young.
2. It is not different from PR in Europe.
3. In Russia the term "PR specialist" used to be synonymous to the word "liar."

4. PR professionals in Russia do not have their code of ethics.
5. PR is seldom confused with advertising.
6. The Russian PR department has not yet developed clear standards.
7. In fact, political consultation predominates in Russian public relations, covering about 60-70% of PR services.
8. The Russian market has some problems. Bureaucracy is one them.
9. Politicians and corporations hardly ever use PR instruments to discredit their rivals.
10. Actually, the public relations sector in Russia has significant potential for further development.

8. Use the following word-combinations to make up your situation about Public Relations in Russia.

1. to differ from PR in Europe and the USA
2. to become a respectable profession
3. to form a strong professional community
4. to use different techniques and methods
5. to gain enough experience
6. to have some competitive advantages
7. to understand the needs of their target audience
8. to know the peculiarities of their market segment
9. to (not) develop clear standards
10. to have significant potential for further development

9. Answer the following questions:

1. What is the title of the article?
2. Who is the author of the article?
3. What is the public attitude to PR and PR specialists in Russia?
4. What are the major problems in the Russian PR market?
5. What competitive advantages do Russian PR companies have?
6. What are the prevailing PR services in Russia?
7. What is the percentage of social and business PR services in our country?

8. What is the difference between the so-called Western approach and the Russian one?
9. What is the future of foreign PR companies in the Russian PR market?
10. What potential for further development does the Russian PR sector have?

The Development of Public Relations in Russia

by Nina Kinnunen

November, 2 2009

1. Read the article.

What have I already learned about the development of the Russian PR field? All the scientific or other accounts I have found so far, place the emergence of Russian PR to the end or to the last years of Soviet Union. Many writers start their accounts from the year 1989. Around that time the launch of McDonald's in Moscow took place and some consider it to be the first public relations campaign in the country and thus even the origin of Russian PR. (How accurate this is, one can question, but maybe it truly was first or one of the first commercial PR campaigns of that kind.) The conventional thought thus seems to be that the Russian PR industry is about 20 years old now. Its history is not very long, but it has already developed into a complex and significant industry. According to Andrew Sveshnikoff in 2005 the industry was growing at an annual rate of 30-40 per cent a year and was worth around US \$100 million of fees paid to agencies.

The complexity of the PR field reflects the complexity of Russia itself: a country of 142 million people, 89 regions, 11 time zones, vast number of cultures, nationalities, and many religions. The same complexity applies to the Russian communications and media environment. In that huge country there are hundreds of national media outlets and dozens of local media in every city, and every year there are new publications and broadcast channels. The soviet past has also had significant influence on this complexity. The transition from propaganda to public relations has not been that simple and has led to the emergence of the so-called “black” and “white” PR as a consequence. I would like to discuss these terms a bit more as “today’s specific topic”.

The Soviet Union had its own working tool of communication – **propaganda** – and although public relations has now gained ground as an accepted communications field, the influence of propaganda is still traceable. The transition process from propaganda to PR created the terms "**black**" PR and "**white**" PR. These two terms emerged in the early 1990s and soon became widely used among Russian professionals. “Black” PR is associated with unethical, manipulative techniques. Russians tend to connect it especially with political public relations, particularly with

election campaigns and such methods as spreading misinformation of political rivals. But of course, questionable practices have not been restricted only to political PR: the richest and biggest companies have bought themselves positive publicity. They have bought stories, editors and reporters, even entire media outlets. “White” PR, in contrast, presents the ethical view of PR.

However, there are scholars who refuse to categorize PR practices into “white” and “black”. They argue that “black” PR should not be called public relations at all, but simply propaganda. I find this view rather understandable. These arguments have also a lot to do with protecting and creating a positive image for the profession. It is understandable that such labels as “black” PR create distrust. If it becomes an accepted, popular view that it is characteristic or normal to PR professionals to practice their profession unethically, general attitudes towards PR won’t obviously be very positive. But the fact, as Katerina Tsetsura points out, is that the formulation of the image of Russian PR has already happened strongly in relations to “black PR versus white PR” – thinking. Wonder what people in general think of public relations in Russia?

Many scholars point out that discussions of “black” and “white” PR exist mainly because the profession has been slow to adopt ethical standards. Russian professionals have joined associations such as the International Public Relations Association (IPRA) that expect them to follow codes of ethics. As well as the Russian Public Relations Association has its own code of ethics. Nevertheless, Russian PR professionals often consider such codes idealistic and not applicable in the Russian environment. Many of them argue that it is simply impossible to practice ethical or “white” public relations because nobody would pay for it. Some senior managers of Russian organizations are still heavily influenced by Soviet past, and do not value the importance of open communication. It seems that PR professionals feel that there are factors that force them to use “black” PR. Still, in 2005 Andrew Sveshnikoff was optimistic and predicted that even though “black PR agents” still worked in Russia, they would not have a future or their future would be very limited as the market and PR industry would mature.

2. Pronounce the following words correctly.

strategy; scholar; industry; process; origin; organization; influence; consequence; event, launch; to mature; to evolve; democracy; analyst; transparency; legislation; era; area; obstacle; emergence.

3. Match the two columns to form the word-combinations that you come across in the text.

1. local	A. techniques
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2. ethical	B. media outlet
3. general	C. tool
4. manipulative	D. attitude
5. national	E. standards
6. first	F. accounts
7. scientific	G. PR campaign
8. working	H. media

4. What do the following numbers refer to?

142; 1990s; 30-40; 11; 1989; 89; 20; 100.

5. Answer the following questions:

1. What is the title of the article?
2. Who is the article written by?
3. When was it published?
4. What event is considered to be the first public relations campaign in the country?
5. How old is the Russian PR industry?
6. What reason is the complexity of the Russian PR field referred to?
7. What makes the PR field in Russia so complex?
8. When did the terms "black" PR and "white" PR emerge?
9. What techniques are "black" PR and "white" PR associated with?
10. Do Russian PR professionals follow the codes of ethics?
11. What future does the "black" PR have in Russia?

6. Split into small groups and give the explanation of the terms. Report them to the class.

1. propaganda
2. "black" PR
3. "white" PR

7. Talking point

Make a report/ Write an essay.

The article was published in 2009. What changes have taken place in the Russian PR industry since that time?

Revision

Review what you remember about the Russian PR field. Insert the correct prepositions.

1. The Public Relations sector differs _____ PR in the USA or Europe. 2. It had to develop _____ a period of smear campaigns. 3. In the 90s a “PR specialist” became a synonym _____ a “liar”. 4. Many people still confuse PR _____ advertising. 5. PR professionals have to work _____ the mass media. 6. Building harmonious relations _____ various social groups takes time, but can result _____ customers’ loyalty and commercial success. 7. The term “white PR” became widely used _____ PR workers. 8. Some specialists see tremendous strides _____ the evolution of this profession. 9. There are many special masters programmes related _____ PR.

Revise what you remember about the Russian PR industry. Complete the sentences.

1. It is believed that PR in Russia emerged in _____.
2. The first PR campaign in the country is thought to be _____.
3. The Russian PR industry is more than _____.
4. So, we can say that this sector is relatively _____.
Its history is not very _____.
5. The complexity of the PR field in Russia reflects _____.
6. Black PR is often associated with _____.
7. However, there are some problems in Russian PR market. _____.
8. The major growth areas in Russian PR are _____.

Get ready with your monologue on the topic:

“PR in Russia: its history, peculiar features and current tendencies”.

“Public-relations specialists make flower arrangements of the facts, placing them so the wilted and less attractive petals are hidden by sturdy blooms.” – Alan Harrington

UNIT IV. PEOPLE IN PUBLIC RELATIONS. WHAT MAKES A GOOD PR PRACTITIONER?

1. Read the text. What skills are indispensable for PR workers to become successful in their profession? Use the key vocabulary expressions to help you answer the question.

The public relations industry employs over 200 000 people and collect millions of dollars every year from clients ranging from wealthy individuals and corporations to government agencies.

There are certain skills that are helpful for people who work in public relations. These include a high level of communication skills, both written and verbal. A PR person also must be good at multitasking and time management. He or she might have some form of media background or training to understand how the media works. Organizational and planning skills also are important in public relations.

A PR employee must be able to work well under pressure. He or she must have the ability to answer a barrage of questions from the media and members of the public, if necessary. If a company comes under a verbal attack, it is the PR department that must take control of the situation. The PR department must effectively respond to the criticism to protect the company’s reputation.

A public relations employee usually has a relevant college degree, such as a bachelor's degree in communications, journalism or marketing. Competition for jobs in PR is fierce. A talented public relations worker might be able to work his or her way up from a junior account executive to an account director in about five years. The hours can be long and the job can be stressful, but for successful PR workers, the pay can be good because of the importance that companies place on their reputations.

In other words, those who are part of the public relations team do not have an easy job. Some may think that they live a pretty glamorous life. However, as a matter of fact, they actually do the dirty jobs. Well, think about it, if the company got itself into trouble with a customer and that problem may become a company’s downfall, a business would not survive or if it does, may have to strive hard to be back on top. The public relations department prevents that problem from becoming out of hand

and exploding to the public. They should find a way to communicate to the needs of the customers while leaving a good impression on them.

2. Key vocabulary. Explain the meaning of the expressions in your own words.

- to be part of the public relations team
- to live a glamorous life
- to work well under pressure
- to do the dirty jobs
- to have good organizational, communication and planning skills
- to answer a barrage of questions from the media
- to come under a verbal attack
- to take control of the situation
- to effectively respond to the criticism
- to protect the company's reputation
- to leave a good impression on customers
- to be good at sth
- to work one's way up
- to be on top

3. Compose your sentences with the word-combinations above.

4. Complete the sentences using the word combinations above.

1. A professional PR worker is a person who _____.
2. A good PR worker is someone who _____.
3. Any PR specialist should _____.
4. All the PR managers are responsible for _____.
5. A PR practitioner must know how to _____.
6. A veteran PR worker is good at _____.
7. A well-qualified PR employee is in charge of _____.

5. Talking points

1. What are some certain skills that are helpful for people who work in public relations?
2. What do PR specialists have to be good at?
3. What kind of educational background and working experience is required in the field of PR?
4. Why is it so important for those in the PR industry to know how to work well under pressure?
5. “*Competition for jobs in PR is fierce*”. – What is the meaning of the word “*fierce*”? Do you agree with the statement?
6. What kind of work is that?
7. What about you? Do you possess all the qualities mentioned in the text?

6. Summarize the main points of the text.

My Journey from a College Student to a PR Professional

1. Read a story about a college student, Michaela, who became a PR worker.

a.) Translate the words in Russian into English to complete it. Pay attention to the use of tenses. b.) Single out all the irregular verbs that you come across while reading the story.

When people _____ me (спрашивают меня) what public relations is I always _____(отвечаю, реагирую) by saying, “public relations is the process of creating and maintaining a relationship with the public.” And _____(позвольте) me tell you, whenever I say that people look at me like, “so... you don’t know what PR is.” Once I see that look I try and explain what I mean (имею в виду). The thing is I understand what PR practitioners do, but I _____ (не понимала) how to explain it. Until I took principles of public relations. This class clearly (определил, дал определение) what public relations is and it solidified my desire to pursue a career in PR.

First the class _____(узнал) the correct definition of public relations. I mean, there is no way you could talk about a subject without knowing and agreeing on what it really is “*Public relations is the management function that identifies, establishes, and maintains mutually beneficial relationships between an organization and the various publics on whom its success or failure depends.*” (From *Effective Public Relations*)

But more importantly public relations is a process, which stands for research, action, communication, and evaluation. And that's is what the class is learning about.

Another thing that I have to explain (я должна объяснить) to people is how important and realistic public relations jobs are. People think the only thing PR practitioners do are _____ events (планируют), when it is so much more. Practitioners write news releases to spread information (чтобы распространить) to the mass media, they put together media advisories, set up interviews and news conferences, manage social media, and so much more beside party planning. The career has come a really long way.

The more I learn about PR the more I want to work in the field, especially in social media.

We had a guest speaker, Jordan Raynor from Engage, who _____(говорил) about how influential social media is in today's society. He _____(сказал) us that after doing research he learned that the 2012 election was not just a race between Obama and a republican candidate, but a choice between Eminem and Johnny Cash. That just wow'd me for some reason. People can really be reduced to what their social media says about them.

Ok so this post went from me talking about my Principles class to talking about PR in general. (maybe I'll edit it to fit the original idea... but probably not ☺)

Back to my class, I am really learning a lot. I really like the Powerpoint, and I think the text book is my favorite to date. We were assigned a campaign project, a personal brand project, and a volunteer project. I think these projects were perfect and were so much fun to complete, especially the personal brand project because it gave me the push I needed to start my blog. And my professor is so easy to learn from and talk to. It makes me have faith that I can _____(добиться успеха) in public relations, and that I will have fun doing it.

So yea. That was me rambling about public relations.

Until next time,

Michaela

2. Answer the following questions.

1. What made Michaela start a career in PR?
2. What are the definitions of PR that the girl gives in the text?
3. What do PR practitioners do, according to her?
4. Do you think she sounds enthusiastic about this industry? Prove that she is greatly interested in it.
5. Michaela is eager to pursue her career in PR, isn't she? Do you want to pursue a career in PR? Why/why not?

What exactly do Public Relations Professionals Do?

1. Insert zero/definite/indefinite articles into the gaps to complete the text.

[....] Public relations professionals work to obtain _____ free publicity for their client. Traditionally, that's done by sending press releases to journalists containing _____ information needed to write _____ positive story about the client. Newspapers, radio and TV stations (especially local ones) are always looking for _____ fresh story ideas, particularly those with _____ "human interest" angle.

_____ PR professional crafts press releases resembling _____ compelling news story, making it clear why his client's product, service or personal history is important. _____ goal is to fulfill the journalist's requirement for _____ news while enhancing the client's image in _____ public eye.

PR professionals spend _____ lot of time cultivating relationships with _____ journalists and other members of _____ mass media. This is done by researching which journalists write about _____ client's industry or personal interests.

Another job of public relations is to create a press kit, or media kit. A journalist might request a press kit as a follow-up to a press release. The press kit contains everything the _____ journalist needs to understand who the client is and what the client does. That could include:

- Executive profiles
- Quick facts about an organization, such as its company history
- Photographs
- Detailed product descriptions; even samples
- Recent press releases
- Business card of PR representative

People who work in PR are regarded as experts in media relations. They're often asked to train employees on how to effectively communicate with the media, particularly during print or TV interviews.

2. Match the words in the columns to get word combinations. Use them in your sentences sticking to the text above.

1. positive	A. interests
2. public	B. publicity
3. free	C. card
4. business	D. story

5. personal	E. eye
6. media	F. descriptions
7. product	G. idea
8. fresh	H. kit

3. Look at the list of verbs used in the text. Write synonyms for each word.

1. to obtain =
2. to enhance =
3. to contain =
4. to communicate =
5. to cultivate =
6. to craft =
7. to resemble =
8. to fulfill =

4. Complete the sentences with some information from the text.

1. Public relations professionals work hard to get _____.
2. Public relations professionals craft press releases that resemble _____.
3. Public relations professionals spend much time _____.
4. Public relations professionals create _____.
5. Public relations professionals communicate _____.

5. Make up a brief summary focusing on the responsibilities of Public Relations professionals.

Use the linking devices: *to begin with, besides, furthermore, moreover, what is more, to add to that, to cut a long story short.*

6. Look at the box with adjectives used to describe someone's personality. Some of them are negative, some are positive. Single out those character traits that can describe a good PR specialist. Are you any of these?

sociable easy-going eccentric outspoken knowledgeable indifferent
conservative quick-witted ambitious well-educated opinionated shrewd
sluggish open-minded altruistic cynical gullible bold purposeful
cooperative bashful fearless hard-working thick-skinned amiable shy
forgetful two-faced persistent envious smart wicked soft-hearted
strong-willed cunning meddlesome diplomatic conscientious taciturn
frank resourceful superstitious dreamy sensitive sensible energetic
career-oriented work-obsessed light-minded naïve bossy moody
indecisive

Working as a PR Specialist

Career as a PR specialist can be very rewarding. More and more organisations and businesses are aware that their public image has a major influence on their overall success.

The main responsibility of a PR specialist is to communicate with the public and media on behalf of his/her client who can be a company, non-profit organisation or an individual. And the outcome of this communication has to be a positive public image and creation of strong relationship with the media, customers, the employees, investors and other interest groups as well as the general public.

A PR specialist is expected to appear on public events such as conferences, write press releases and newsletters, and to do a variety of tasks that have an influence on his/her client's public image. In many cases, this requires a great deal of flexibility in terms of both working place and schedule, especially in times of crisis situations. For example, when negative news about the client gets into public, PR specialist is expected to respond promptly and efficiently in order to help the client retain their good reputation.

A PR specialist may work for a PR firm, or in a PR department of a larger company or non-profit organisation. But many PR specialists also run their own business as consultants or freelance specialists.

In order to be considered for the job of a PR specialist, a Bachelor's degree from journalism or communications is typically required. But many people who have created a career as PR specialists also completed formal education in other fields including English, Advertising, Creative Writing, Psychology, etc. Most of them, however, also attended accredited PR courses and training.

Although formal education is highly important, PR firms and organisations that are looking for PR specialists, however, also look for exceptional communication skills which are not easily acquired. In order to represent their clients in the best manner, a PR specialist must have strong verbal and writing communication skills as well as to be able to work under pressure.

Salaries of PR specialists vary greatly but in average, it's quite a well-paid job. Entry-level PR specialist earn slightly less, while those who have already proven themselves in the field of public relations earn as much as double of the average. The very top PR specialists whose services are highly sought after usually earn six-figure salaries.

1. Insert the correct prepositions.

- a) PR firms look employees with good communication skills.
- b) Many of them are willing to work pressure.
- c) Most PR specialists who work PR firms are well-educated.
- d) A company's public image has a major influence its success.
- e) The basic responsibility a PR worker is to communicate the public and media.

2. Match the columns, form and translate the word-combinations (adjective + noun).

1. verbal	A. communication skills
2. rewarding	B. PR specialist
3. six-figure	C. education
4. exceptional	D. situation
5. etry-level	E. communication skills
6. formal	F. organisation
7. top	G. career
8. own	H. PR specialists

9. public	I. courses
10. accredited	J. salaries
11. non-profit	K. specialist
12. crisis	L. business
13. freelance	M. image
14. strong	N. relationship

3. Read the following explanations. In the text find the word that mean the same.

- an effect or result of some action or event =
- the science or study of the mind and how it functions =
- a programme of work to be done or of planned events =
- a person or an organization that invests money =
- a job or profession, especially one with opportunities for progress or promotion =
- a meeting for discussion or an exchange of views =
- a fixed regular payment, usually made every month to employees doing professional or office work =
- the achievement of a desired aim of fame, wealth or social position =

4. Complete the sentences using the ideas from the text.

1. The main responsibility of a PR specialist is _____.
2. Many people who have created a career as PR specialists also _____.
3. A PR specialist may work for _____.
4. A PR specialist is expected to _____.
5. Top PR specialists _____.

6. Talking points

1. What is meant by “*exceptional communication skills*”? Have you ever met anyone with such skills?
2. Why is it absolutely necessary to have good verbal and writing communication skills if you pursue a career in PR?
3. What kind of education is typically required in the PR industry?
4. How much are PR workers paid for what they do?

5. “*Career as a PR specialist can be very rewarding*”. – Comment on this idea. Do you share this opinion?

Revision. Review and make up a brief summary focusing on each point.

1. What career can you make in Public Relations?
2. What are the responsibilities of PR workers?
3. What makes this profession stressful/ challenging/ exciting/ rewarding?
4. What qualities should one possess to become a good PR specialist?
5. What makes a successful PR practitioner?

Get ready with a monologue on the topic:

“Working as a PR specialist. Their main responsibilities; the personal qualities and skills required”.

"It is generally much more shameful to lose a good reputation than never to have acquired it." – Pliny the Elder

V. PUBLIC RELATIONS FOR A POSITIVE IMAGE

1. What is an IMAGE? Look at the definitions and choose the best one.

1. Image is a general impression that a person, an organization, a product gives to the public; a reputation. (Oxford Advanced Learner's Dictionary)
2. Image is the idea that people have about someone or something. (Merriam-Webster Dictionary)
3. Image is the opinion or concept of something that is held by the public. (The Free Dictionary)
4. Image is a picture or other representation of a person or thing, or it can be someone's public perception. (Vocabulary.com)

Building a strong image

2. Scan the text. Find the English equivalents for the following words and word combinations in the box.

A favorable image can help increase a company's sales, and negative publicity can damage a company's reputation and decrease sales

Public relations activities aim to cultivate a strong, positive image of the organization among its stakeholders. Similar to effective advertising and promotions, efficient public relations often depends on designing and implementing a well-designed public relations plan. The plan often includes description of what you want to convey, how you plan to convey it, who is responsible to convey it and by when, and how much money is budgeted to fund these activities. Similar to advertising and promotions, a media plan and calendar can be very useful, which specifies what media methods to be used and when. One of the more recent, important public relations activities is maintaining – and sometimes restoring – a strong public image on the Web.

Since the world of business is very competitive, each company needs to have a weapon that will help them stand out, be more appealing and more interesting to the

public. Since the public is the customers, they need to have a positive image about a product to buy it.

эффективная реклама; реализовать хорошо спроектированный (продуманный) ПР план; развивать устойчивый, положительный имидж; финансировать деятельность; медиа-план; зависеть от; включать описание; ответственный; посредники (заинтересованная сторона); ставить своей целью; сходный с; повышать продажи компании; разрушить репутацию компании; конкурирующий бизнес; выделяться.

How Can a Company Manage Its Image Using Public Relations

1. Read the article written by *Amy Nutt*.

Public relations is no longer something that just happens; how a company or corporation is perceived in the public eye, particularly in the eye of the company's shareholders or potential customers, isn't something that's left to chance. Companies have entire departments and large budgets in place to ensure that they will be viewed in a positive light by the public.

In its simplest form, the idea of public relations is to get the word out to the public concerning all of the positive things that a company or organization may be involved in, and to enhance the company's overall image, while at the same time downplaying anything that could potential be viewed as a negative action in the public eye [...].

There is any number of ways that a company or organization can positively use public relations to enhance their image in the eye of the public:

- A company can donate either time or money to a charitable cause or they could hold a charity event to raise money for a particular cause.
- Potential customers and share holders want to know if a company cares, and they want to know what it is that the company cares about and supports.
- Another approach to public relations is to have a company representative speak at an industry conference or seminar. The speaker can go over with an audience, packed with the very people that the company wants to reach, details of all of the latest activities as well as all of the future plans that will be implemented and what kind of positive impact those plans will have on the industry and the community [...].

A company's image can mean everything – one big negative event, even if it's only perceived as a negative event in the public eye, can literally destroy a company. If a company or organization wants to become successful and stay successful, it has to

build up and protect its positive image – the only way to really do that effectively is through good public relations.

2. Synonyms: find the odd-one-out.

1. destroy – ruin – break – slump
2. client – customer – shareholder – consumer
3. minor – large – enormous – huge
4. complete – absolute – deficient – overall
5. effectively – efficiently – proficiently – inaccurately
6. impact – influence – flaw – effect
7. embody – quicken – perform – implement
8. defend – protect – safeguard – warn

3. What's the English for? Translate the following words from Russian into English.

становиться успешным; потенциальные клиенты; другой подход; огромный бюджет; положительное влияние; внедрять (реализовывать); буквально; представитель компании; акционеры; значить все; создавать (укреплять); гарантировать (ручаться).

4. What's the Russian for? Translate the following word-combinations from English into Russian.

Find these word-combinations in the context. Read out the sentences.

in a positive light; in the public eye; to do sth effectively; to destroy a company; to hold a charity event; to enhance one's image; to raise money; to view sth as a negative action; to perceive a company; overall image; the latest activities; to get the word out to the public.

5. Talking points

1. “*A company's image can mean everything*”. – What does the idea mean?
2. What can destroy a company?
3. How can a company enhance its image in the eye of the public?
4. How does Public Relations protect a company's positive image?

5. *“The only way to really build up a company’s positive image effectively is through good public relations”*. – Comment on the statement. What is “good public relations?”

6. Reread the text, outline its main points and report them to the class.

Revision. Review and make up a brief summary focusing on each point.

1. What is a positive/negative image?
2. What can spoil a company’s reputation and its positive image?
3. In what way is a favourable image helpful?
4. How does Public Relations help build up and protect a company’s positive image?
5. How can a company use Public Relations to enhance its image in the eye of the public?

Get ready with a monologue on the topic:

“How can a company build up and maintain its image using Public Relations”.

TEXTS FOR SUPPLEMENTARY READING

I. Scan the text. Point out its main ideas.

What Are Some Advantages to Having Public Relations in Your Company?

With so many things happening in the business world, a company will have its ups and downs. However, even with the tough economic times today, a company should be able to maintain its good reputation even when there are problems. This is where public relations come in. If you are not so familiar with PR, going over this article will give you a general idea. So what is public relations and its advantages?

First, let us answer this, what is public relations? Public relations or PR is the aspect of a business that caters to the maintenance of good reputation and image. Amidst the problems and difficulties a particular business encounters, it should be able to maintain a good impression to the public because having a bad one may cause its eternal downfall.

However, nowadays, the task of public relations is broader. Not only should it build a favorable image and monitor the media for feedbacks, public relations should manage the threats to a company's image and should build a good relationship to the public.

Unlike promotions, public relations or PR deals with a bigger responsibility. The relationship of the company or its products with the public and the media should be on the positive side. An advantage to this is that if the company is able to spread positive feedbacks from the customers, costly promotions can be lessened. Aside from that, if the PR campaign becomes successful, more information would be disseminated than when other forms of promotions are used. Media should be well used by the public relations team in order to be successful. Another advantage is that compared to promotions, PR is more cost-effective. This is definitely good news to any company.

II. Read the text. Prove with some of its lines that working in public relations is *“a tough job”*.

What Is Public Relations And Its People

Some people think that it is fun to be involved in what is a public relations task. They see PR people are someone who go to big events, drinking and dining with the target audience of the company. But the truth is, working. This type of work requires a unique set of skills and knowledge. PR people usually work in irregular hours.

People who want to be a PR person have to have excellent skills on communication both written and verbal skills. Depending on which media form the PR will be dealing with a lot, the staff should have enough knowledge about the media, knowing the details of how television networks, radio or print media organizations operate. This will greatly enhance the achievement of what is the public relations goal. PR people are also adept in organizing skills applied in organizing work streams, meetings and other media events. In terms of attitude, a PR person must also exude confidence even under a very intense pressure. Especially when the task of PR is to reverse a negative publicity to something that is advantageous to the company.

With regard to educational requirements for those involved in what is public relations task, one has to have a college education with several training on communication approaches. Writing and public speaking has to be included in this college education as well. PR work is difficult and challenging but usually the pay is very good. By the way PR people do enjoy the perks of going to parties and media events.

III. Skim the text. Enumerate people and services that want Public Relations help and support.

Who Needs PR Services

PR services are sought after by many organisations, companies and prominent individuals. A PR specialist communicates with the public and media on their behalf in order to present them in the best light. This helps their clients create and maintain a good reputation. But it also helps them stand out from the crowd and attract attention of both the public and media as well as create a two-way communication.

The Usual PR Clients

Many organisations and individuals who want to create a better image of themselves in public utilize PR services. The most frequent clients of PR firms include:

- **businesses;** they utilize PR services to present their products/services and the way their firms work and of course, create a strong relationship with the customers and reach more potential buyers
- **non-profit organisations;** examples include charity organisations, schools, hospitals, etc. who use PR services as a part of fund-raising events and promotion campaigns
- **notable individuals;** examples include celebrities who use PR services to communicate in their behalf with the media and their fans but PR specialists are also highly sought after by politicians who can succeed only if they have a good public reputation

IV. Read the text. Render it into Russian.

How Can PR Boost Your Business

In today's world, there is a fierce competition in just about every sector, while the consumers typically decide for brands they are familiar with and which they trust. In order to earn the consumers' trust, companies rely heavily on marketing strategists but they also rely heavily on PR specialists.

Unlike marketing that is focused on promotion of the company's products or service, PR is primarily focused on communication with the public, e.g. the potential buyers and the media. By communicating relevant information about the company and of course its products/service, PR specialists also help in the promotion of the business. But above all, they create a positive public image and establish a relationship with the target audience and media. That way they gradually earn the consumers' trust, which as mentioned earlier, has a major influence on their decisions including the product/service, they choose from the many available.

Besides attracting public attention and helping establish a good reputation which directly influences the sales, PR specialists also play an important role in the times of crisis. Imagine that an angry employee or the competition starts to spread unpleasant rumours about your company. The public does not know the story behind and if you do not react, they may think that the rumours are true. And even if they find it hard to believe, they will remember that they have heard something bad about your company.

Now imagine the consumers choosing between a brand from which they have heard only the best and your company. Most of them will not take any chances and choose more respected company instead. And you cannot really blame them because you would probably do the same if you were in their shoes. Therefore it is not a good idea to leave the public wondering about the truth whatever it is and this is where a PR specialist steps in.

In the times of crisis like the situation described above, you need someone who reacts quickly and efficiently to at least minimize the damage. And that someone can only be a person who can think and act fast under pressure as well as communicate well with the public and media – a PR specialist.

V. Read the article paying special attention to the expressions in bold. Find the answers to the following questions:

- What obstacles impede the industry's growth in Russia?
- How has it matured over the past 20 years?
- In what way does the PR profession in Russia continue to evolve?
- What Russian PR practitioners does the author mention? What is their contribution to the development of PR in Russia?
- What are the major goals of The Russian Public Relations Association (RASO)?
- What is his general attitude to Public Relations in Russia?

Public relations in Russia: Keeping open a once closed society

By *Joe S. Epley*
April 4, 2012

Two decades ago, when I was serving as president of PRSA, Russia was emerging from an entrenched culture that did not **tolerate open, two-way communication**. But as the communist era ended, Alexander Borisov, a forward-thinking professor from Moscow, approached PRSA for help in **launching the PR profession** in the Soviet Union.

Few people in Moscow **recognized public relations as an essential element of democracy and a free market economy**. We in PRSA provided textbooks, student internships and counsel to **jumpstart the profession**. Borisov served as The Russian Public Relations Association (RASO) president for its first 10 years until the foreign ministry appointed him to a diplomatic post in the Netherlands.

RASO has **matured significantly** over the past 20 years. It now has more than 600 members from throughout the Commonwealth of Independent States. It boasts a code of ethics, professional certification similar to PRSA's Accreditation program, recognized educational standards in universities and institutes throughout the country, a student organization and a professional awards program.

RASO's four-part mission statement is straightforward:

- **Build public relations as a comprehensive and sustainable profession**
- Advocate for the public relations industry
- **Practice high professional and ethical standards**
- **Develop human resources within the public relations industry, including improving higher and postgraduate education in public relations**

In appreciation for PRSA's role in launching the profession in Russia, Gerard F. Corbett, APR, Fellow PRSA, PRSA's 2012 chair and CEO, and I were invited to Moscow for the 20th anniversary conference this past Dec. 15-16 and celebration of the Russian Public Relations Association. The **conference was held** at MGIMO – The University for International Relations, one of the most prestigious universities in Russia.

Over the years, I visited Russia numerous times and saw tremendous strides in the evolution of the profession. PR professionals are found in cities throughout Russia. The major growth areas in Russian PR are government, manufacturing and education. However, obstacles **impeding the industry's growth** include self regulation or industry legislation. a lack of industry standards, low level of business transparency and an absence of

“Educational standards continue to improve, with nearly 200 universities and institutes now **offering degrees in public relations**, including many now having masters programs related to public relations,” said Andrei Silantiev, vice-rector of MGIMO for public relations. He succeeded Borisov as dean of the School of International Communications.

The PR profession **continues to evolve**. A good example of the bright new stars in the Russian profession is Natalia Gurova, a vice president for the Moscow-based Newton-PR. She sees continued growth in the profession, particularly because more small- and middle-sized businesses are **recognizing the value of public relations**. “There is a growing need for specialists within the profession, such as analysts, event planners and internal communicators,” she says.

ABC GLOSSARY

A.

1. achieve goals
2. assess the effectiveness
3. answer a barrage of questions from the media
4. attract public attention
5. achieve marketing objectives
6. adopt ethical standards

B.

1. build awareness / goodwill / a favorable image / relationships
2. be part of the public relations team
3. be good at sth
4. be on top
5. become a swear word
6. become a respectable profession
7. be on the right track
8. build public relations as a comprehensive and sustainable profession

C.

1. construct a message
2. conduct one's own research
3. come under a verbal attack
4. communicate with the public and media
5. craft press releases
6. credit sb as the father of public relations
7. create a career as a PR specialist
8. create a relationship with the target audience
9. create distrust

10. create good will within the community
10. cultivate a strong, positive image of the organization among its stakeholders
11. confuse PR with advertising
12. complicate cooperation
13. compete with Russian agencies
14. continue to evolve
15. categorize PR practices into “white” and “black”

D.

1. define the problem areas
2. develop effective strategy
3. do the dirty jobs
4. do sth effectively
5. destroy a company
6. decrease sales
7. discredit their rivals
8. develop a PR ethics code
9. develop clear standards
10. develop human resources within the public relations industry

E.

1. encounter a problem
2. enhance one’s reputation / enhance the client's image
3. enter the Russian market

F.

1. form professional community

G.

1. gather information

2. get the word out to the public
3. gain enough experience

H.

1. have a better understanding of sth
2. have contact with both the client and the stakeholders
3. have good organizational, communication and planning skills
4. hold a charity event
5. have much expertise
6. have some competitive advantages
7. have significant potential for further development
8. hold a conference
9. have one's own working tool of communication

I.

1. involve cooperative efforts
2. implement strategies / ideas
3. inform people / inform the public about sth integrate people with people
4. increase a company's sales
5. influence sb's opinions and decisions
6. implement a well-designed public relations plan
7. increase brand awareness
8. integrate people with people
9. impede the industry's growth
10. improve higher and postgraduate education in public relations

J.

1. jumpstart the profession

K.

1. know the basic values of the organization
2. keep public attention engaged
3. keep up with the changes

L.

1. learn about challenges and opportunities
2. (not) lose touch with the publics
3. live a glamorous life
4. leave a good impression on customers
5. lose valuable market opportunities
6. look for exceptional communication skills
7. launch the PR profession
8. lead to the emergence of the so-called “black” and “white” PR

M.

1. manage a crisis
2. monitor numerous media channels
3. make a decision / adjustments
4. maintain a relationship with the target audience /maintain a relationship with the public
5. maintain mutually beneficial relationships between an organization and the various publics
6. meet the competition in the Russian market
7. mature significantly (over the years)

O.

1. offer degrees in public relations

P.

1. plan the future actions

2. provide good customer relations
3. present a company in a positive light
4. persuade people
5. protect the company's reputation
6. protect a company's positive image
7. protect and create a positive image for the profession
8. perceive a company
9. perform the functions of public relations managers
10. provide good customer relations
11. present the clients in the most favorable way
12. prove oneself in the field of public relations
13. practice high professional and ethical standards

R.

1. reach target publics
2. remain focused on core values
3. regard sb as the profession's founder
4. respond to the criticism effectively
5. reach the attention of the target audience
6. raise money
7. recognize the value of public relations
8. recognize public relations as an essential element of democracy and a free market economy

S.

1. set the criteria
2. set goals
3. solve problems
4. succeed in the two-way communication
5. show the company at its best
6. stimulate the development of public relations
7. spoil a company's reputation

8. send newsletters
9. stand out from the crowd
10. set objectives
11. spread misinformation

T.

1. take control of the situation
2. take an advantage of every public event and the opportunity to speak publicly
3. trigger further development of the public relations sector in a (more) positive direction
4. train highly qualified specialists
5. take advantage of sth
6. take principles of public relations
7. (not) tolerate open, two-way communication

U.

1. use the results
2. use a variety of tools and techniques
3. use PR instruments
4. use the services of specialized PR agencies
5. use cutting-edge PR technologies

V.

1. view sth as a negative action
2. value the importance of open communication

W.

1. work for a PR firm / in a PR department
2. work under pressure
3. work one's way up
4. write the first text-book on public relations