



# **ENGLISH FOR SPECIAL PURPOSES**

## **LESSON 4: PUBLIC RELATIONS**



Version without a key



## WARM UP – SPEAKING: EXPLAIN THE GRAPH!



Source: <http://brandstyle.pl/oferta.html>

- Would you add anything else to the PR field? If yes, what?
- What do you know about PR? What is it for you?



Complete the definition of PR with the words from the box.

audiences

publics

persuade

Public relations (PR) is the practice of managing the flow of information between an organization and its \_\_\_\_\_. Public relations provides an organization or individual exposure to their \_\_\_\_\_ using topics of public interest and news items that do not require direct payment. Their aim is often to \_\_\_\_\_ the public, investors, partners, employees and other stakeholders to maintain a certain point of view about the company, its leadership, products or of political decisions. Common activities include speaking at conferences, winning industry awards, working with the press, and employee communication.



## SPEAKING

- ▶ Look at the picture! Explain what you can see in it.



- ▶ Have you ever thought of working as a PR specialist? If yes, why? If not, why?
- ▶ What makes a perfect PR specialist? Have your say!



## VOCABULARY EXERCISE

- ▶ Complete the job description with adequate attributes. Choose the attributes from the box below. Three of the attributes do not belong to the description of a PR specialist.

self confidence	an eye for a detail	action orientation
self discipline	creativity	problem solving

Public relations specialists communicate with the public on behalf of companies, organizations or governments. They are also called communications or media specialists. A public relations specialist spreads his or her employer's or client's message to the public, often using the media as a **conduit**.

Those who want to work as public relations specialists should have these attributes:

- the ability to communicate clearly
- \_\_\_\_\_
- initiative
- good judgement
- an outgoing personality
- \_\_\_\_\_

Writing, \_\_\_\_\_, decision making and research skills are also a must for aspiring public relations specialists. The ability to work on a team is also important.



**EXTEND YOUR KNOWLEDGE!**



**READING - read the text below and answer the questions.**

### **PUBLIC RELATIONS / Methods, tools and tactics**

Traditional public relations tools include press releases and press kits which are distributed to the media to **generate interest** from the press. Other **widely used** tools include brochures, newsletters and annual reports. Increasingly, companies are utilizing interactive social media outlets, such as blogs, Microblogging and social media. Unlike the traditional tools which allowed for only one-way communication, social media outlets allow the organization to engage in two-way communication, and **receive immediate feedback** from various stakeholders. There are two types of Two-way communication, Two-way asymmetrical public relations and Two-way symmetrical public relations. An asymmetrical public relation model is unbalanced. In this model an organization gets feedback from the public and uses it as a basis for attempting to persuade the public to change. A symmetrical public relation model means that the organization takes the interests of the public into careful consideration and public relations practitioners **seek a balance** between the interest of their organization and the interest of the public.

Video and audio news releases (VNRs and ANRs) are often produced and distributed to TV outlets in hopes they will be used as regular program content, with or without acknowledgment

of the source. One emerging theme is the application of psychological theories of impression management.

Advertising dollars in traditional media productions have declined and many traditional media outlets are seeing declining circulation in favor of online and social media news sources. One site even tracked the death of newspapers. As readership in traditional media **shifts to** online media, so have the focus of many in public relations. Social media releases, search engine optimization, content publishing, and the introduction of podcasts and video are other **burgeoning** trends.

The development of social media increased the speed of breaking news, so public relations professionals no longer have the luxury of time to construct a news statement after a daily news deadline. The viral effect of social networks require adequate training and real-time social media monitoring in order **to detect the early signs** of breaking news.

Source: [http://en.wikipedia.org/wiki/Public\\_relations](http://en.wikipedia.org/wiki/Public_relations)



## EXERCISES – UNDERSTANDING THE TEXT

### ► EXERCISE 1: Build the questions to the text and answer them.

#### 1. What / traditional / include / public relation / tools ? (Present Simple)

##### ▼ QUESTION:

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##### ▼ ANSWER:

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2. What / other / interactive /social media outlets / start / utilize / companies ?  
(Present Continuous)

▼ QUESTION:

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▼ ANSWER:

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3. What / the difference / is / an asymmetrical public relation model / between /  
and / a symmetrical public relation model ?

▼ QUESTION:

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▼ ANSWER:

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4. Why / video and audio news releases / often / produced and distributed / are /  
to TV outlets ?

▼ QUESTION:

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▼ ANSWER:

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5. What / cause / the development / social media / of? (Present Perfect)

▼ QUESTION:

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▼ ANSWER:

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**VOCABULARY EXERCISE** → Use the highlighted expressions from the text in the sentences below. Remember to use them in a correct grammar form.

widely used	seek a balance	detect early signs
receive feedback	generate interest	shift to
burgeon		

1. Giving and \_\_\_\_\_ is one of the most difficult things to do in communicating.
2. Why did the European nations \_\_\_\_\_ of power after the 30 year war and what method did they use?
3. Muller's eyes \_\_\_\_\_ the telephone.

4. The mouse is the most \_\_\_\_\_ animal in research labs.
5. The company hoped to profit from \_\_\_\_\_ communications industry.
6. This issue has \_\_\_\_\_ a great deal of \_\_\_\_\_ among employees.
7. \_\_\_\_\_ and symptoms of this disease is very difficult.



**CHECK YOUR MEMORY - Do you remember the definitions from the previous lessons? Match the words with their explanations.**

<b>BRANDING</b>	is a form of communication used to encourage or persuade an audience (viewers, readers or listeners) to continue or take some new action.
<b>MARKETING</b>	is the practice of managing the flow of information between an organization and its publics.
<b>ADVERTISING</b>	is a marketing practice of creating a name, symbol or design that identifies and differentiates a product from other products
<b>PUBLIC RELATIONS (PR)</b>	is the process which creates, communicates, delivers the value to the customer, and maintains the relationship with customers.

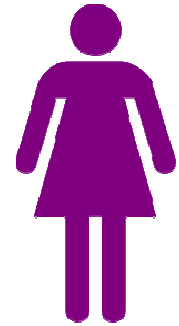
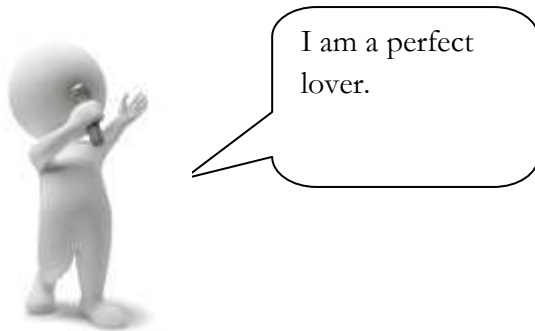




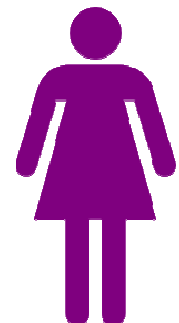
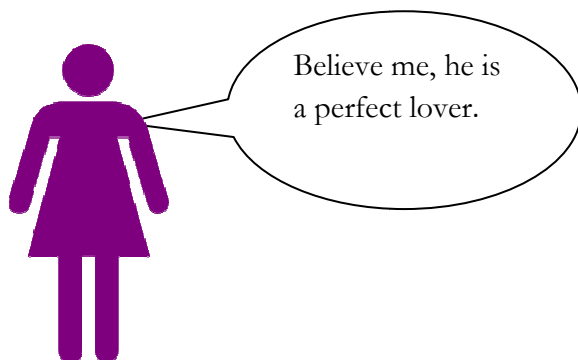
Look at the pictures and label them with proper definitions of:

- MARKETING,
- BRANDING,
- ADVERTISING
- PR

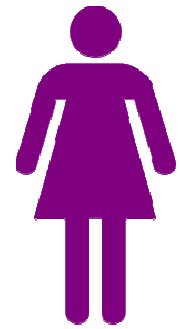
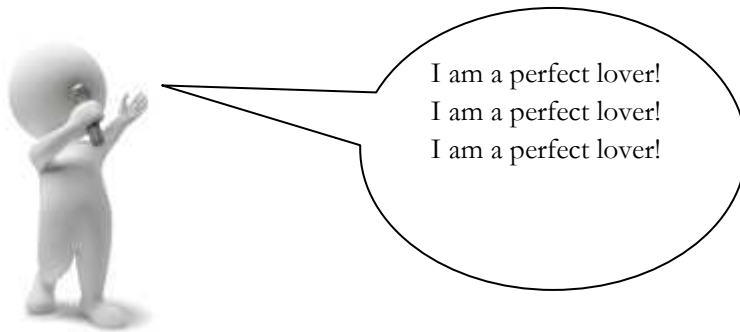
Picture number 1 \_\_\_\_\_



Picture number 2 \_\_\_\_\_



Picture number 3 \_\_\_\_\_



Picture number 4 \_\_\_\_\_

