

ФЕДЕРАЛЬНОЕ АГЕНТСТВО ПО ОБРАЗОВАНИЮ  
ГОСУДАРСТВЕННОЕ ОБРАЗОВАТЕЛЬНОЕ УЧРЕЖДЕНИЕ  
ВЫСШЕГО ПРОФЕССИОНАЛЬНОГО ОБРАЗОВАНИЯ  
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КАФЕДРА ИНОСТРАННЫХ ЯЗЫКОВ

Методическая разработка  
по английскому языку  
для студентов 2 курса по специальности  
«СВЯЗИ С ОБЩЕСТВЕННОСТЬЮ»

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Цель настоящей методической разработки – обучение различным видам чтения оригинальной научно–публицистической литературы по специальности «Связи с общественностью».

Состоит из двух частей, посвященных следующим темам: история PR, реклама, работа с СМИ.

В первой части представлены развернутые тексты, лексические и грамматические упражнения. Большое внимание уделяется работе над лексикой, повторению знакомых и введению новых слов, необходимых для чтения текстов по данной тематике.

Грамматические и лексические послетекстовые упражнения ориентированы на выработку у студентов переводческих навыков, умения опознавать грамматические формы и конструкции в тексте с целью адекватного восприятия и перевода. Также даны упражнения на развитие навыков аннотирования и реферирования, основанных на усвоении студентами лексических и словообразовательных моделей, синтаксических конструкций соответствующих разделов.

Вторая часть состоит из оригинальных текстов по тематике данной специальности.

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## **Text 1. History of public relations**

### **Precursors**

Evidence of practices used in modern day public relations are scattered through history. One notable practitioner was Georgiana Cavendish, Duchess of Devonshire whose efforts on behalf of Charles James Fox in the 18-th century included press relations, lobbying and, with her friends, celebrity campaigning.

A number of American precursors to public relations are found in publicists who specialized in promoting circuses, theatrical performances, and other spectacles. 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 first appearance of the term “public relations” appeared in the 1897 Year Book of Railway Literature.

Later, PR practitioners were- and are still often-recruited from the rank of journalism. Some reporters, concerned with ethics, criticize former colleagues for using their inside understanding of news media to help clients receive favorable media coverage.

In the United Kingdom Sir Basil Clarke ( 1879-12 Dec 1947 ) was an early pioneer of public relations ( PR ).

Examples of prominent PR service companies staffed by former journalists and television/radio producers include organizations like Medialink, DS Simon Productions, West Glen Communications, and Mediahitman which produce video and audio programming, including public service announcements, on behalf of PR firms and PR departments in business, government and nonprofit enterprises.

### **Vocabulary**

Precursor-предшественник

On behalf-от лица, от имени (кого-либо)

Lobby-обращаться, воздействовать на какое-либо лицо, организацию

Publicist-агент по рекламе

Promote-содействовать- рекламировать

Recruit-вербовать, набирать

Coverage-время, предоставляемое СМИ (для освещения какого-либо события)

Announcement-сообщение

### **Ex.1. Answer the following questions and make a brief summary of the text**

1. Who was one of the first notable PR practitioners and what did her activity include?
2. What did American precursors to public relations promote?
3. When did the term “public relations” first appear?
4. Who was the first pioneer of PR in the United Kingdom?
5. What organizations do examples of prominent PR service companies include?
6. What ways of promoting do they produce?

### **The first “names” in PR**

The First World War helped stimulate the development of PR as a profession. Many of the first PR professionals, including Ivy Lee, Edward Bernays, John W. Hill, and Carl Byoir, got their start with the Committee on Public Information (also known as the Creel Committee), which organized publicity on behalf of U.S. objectives during World War I. Some historians regard Ivy Lee as the real practitioner of public relations, but Edward Bernays is generally regarded today as the profession's founder. In describing the origin of the term PR, 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”. Ivy Lee espoused a philosophy consistent with what has sometimes been called the “two-way street” approach to public relations, in which PR consists of helping clients listen as well as communicate messages to their publics.

Bernays was the profession's first theorist. A nephew of Sigmund Freud, Bernays drew many of his ideas from Freud's theories about the irrational, unconscious motives that shape human behaviour. He authored several books, including *Crystallizing Public Opinion* (1923), *Propaganda* (1928), *The Engineering of Consent* (1947). He saw public relations as an “applied social science” that uses insights from psychology, sociology, and other disciplines to manage and manipulate the thinking and behaviour of an irrational and “herdlike” public. “The conscious and intelligent manipulation of the organized habits and opinions of the masses is an important element in democratic society,” he wrote in *Propaganda*.

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

1. What historic event stimulated the development of PR as a profession?
2. What PR professionals got their start with the Committee on Public Information?
3. What PR practitioner is generally regarded today as a profession's founder?
4. How did E. Bernays comment the origin of the term Public Relations?
5. What was Ivy Lee's original approach to public relations?
6. Whose ideas did Bernays use in his theory?
7. What is an important element in democratic society from the point of view of Edward Bernays?

#### **Ex.2. Give the Russian equivalents of the words and word combinations from the texts**

Lobbying, press relations, publicist, promoting, celebrity campaigning, news media, favorable media coverage, prominent PR service companies, television/radio producers, public service announcements, nonprofit enterprises, espouse, human behaviour, manage, manipulate, habits, “herdlike”public.

**Ex.3. Give the English equivalents of the following words:**

Предшественник, содействовать продаже какого-либо товара, реклама в печатных и электронных СМИ, известность, воздействовать на кого-либо, проведение рекламной кампании, связи с общественностью, объявление, поддерживать какую-либо идею, рекламное дело, неприбыльное предприятие, демократическое общество, влиять на кого-либо.

**Ex.4. Translate the sentences, paying attention to passive constructions:**

1. PR practices have been used for a long period of time.
2. Many early PR practices were developed in support of the expansive power of the railroads.
3. Church is often pointed to as a keystone in the development of public relations.
4. The term "public relations" was appeared in the 1897 Year Book of Railroad Literature.
5. Public opinion is a force that has been reckoned with in all civilizations.
6. Most of the information you receive from television, radio, newspapers and magazines is paid for by people who want to sell you products.
7. In the early history of public relations, PR practitioners were often recruited from the journalism.
8. The President was forced to make some unpopular decisions.
9. During the Great Depression, when the US faced a crisis of confidence, President Roosevelt was given a carte blanche by the Congress.
10. Video and audio programming, public service announcements are produced by such prominent PR service companies as Medialink, DS Simon Productions, West Glen Communications and Mediahitman.
11. PR persons have been reminded of their own ethical responsibilities.

**Text 2. Methods, tools and tactics of public relations**

Public relations and publicity are not synonymous but many PR campaign include provisions for publicity. Publicity is the spreading of information to gain public awareness for a product, person, service, cause or organization, and can be seen as a result of effective PR planning.

A fundamental technique used in public relations is to identify the target audience, and to tailor every message to appeal to that audience. It can be a general, nationwide or worldwide audience, but it is more often a segment of a population. Marketers often refer to economy-driven "demographics," such as "white males 18-49," but in public relations an audience is more fluid, being whoever someone wants to reach. For example, recent political audiences include a psychographic grouping based on fitness level, eating preferences, "adrenaline junkies," etc...

In addition to audiences, there are usually stakeholders, literally people who have a "stake" in a given issue. All audiences are stakeholders (or presumptive stakeholders), but not all stakeholders are audiences. For example, a charity

commissions a PR agency to create an advertising campaign to raise money to find a cure for a disease. The charity and the people with the disease are stakeholders, but the audience is anyone who is likely to donate money.

Sometimes the interests of differing audiences and stakeholders common to a PR effort necessitate the creation of several distinct but still complementary messages. This is not always easy to do, and sometimes – especially in politics – a spokesperson or client says something to one audience that angers another audience or group of stakeholders.

Lobby groups are established to influence government policy, corporate policy, or public opinion. These groups claim to represent a particular interest. When a lobby group hides its true purpose and support base it is known as a front group.

In public relations, spin is sometimes a pejorative term signifying a heavily biased portrayal in one's own favour of an event or situation. While traditional public relations may also rely on creative presentation of the facts, "spin" often, though not always, implies disingenuous, deceptive and/or highly manipulative tactics. Politicians are often accused of spin by commentators and political opponents, when they produce a counter argument or position. In the modern world, most PR practitioners are discouraged to use spin because it is fundamentally counterproductive to the industry's ultimate goal of building relationships with constituents.

The techniques of "spin" include Selectively presenting facts and quotes that support one's position (cherry picking), the so-called "non-denial denial," Phrasing in a way that assumes unproven truths, euphemisms for drawing attention away from items considered distasteful, and ambiguity in public statements. Another spin technique involves careful choice of timing in the release of certain news so it can take advantage of prominent events in the news. A famous reference to this practice occurred when British Government press officer Jo Moore used the phrase *It's now a very good day to get out anything we want to bury*, (widely paraphrased or misquoted as "It's a good day to bury bad news"), in an email sent on September 11, 2001. The furor caused when this email was reported in the press eventually caused her to resign.

State-run media in many countries also engage in spin by selectively allowing news stories that are favorable to the government while censoring anything that could be considered critical. They may also use propaganda to indoctrinate or actively influence citizens' opinions.

Many businesses and organizations will use a Meet and Greet as a method of introducing two or more parties to each other in a comfortable setting. These will generally involve some sort of incentive, usually food catered from restaurants, to encourage employees or members to participate.

There are opposing schools of thought as to how the specific mechanics of a Meet and Greet operate. The Gardiner school of thought states that unless specified as an informal event, all parties should arrive promptly at the time at which the event is scheduled to start. The Kolanowski school of thought, however, states that parties may arrive at any time after the event begins, in order to provide a more relaxed interaction environment.

## **Vocabulary**

stakeholders - заинтересованные стороны

necessitate - делать необходимым

spokesperson – представитель

accuse – обвинять

incentive - побуждение, стимул

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

1. What do many PR campaign include?
2. What is a fundamental technique used in public relations?
3. What necessitates the creation of several distinct but still complementary messages?
4. When are politicians accused of spin by commentators and political opponents?
5. Why are most PR practitioners discouraged to use spin?
6. What do a Meet and Greet method introduce?

### **Ex.2. Give the Russian equivalents of the words and word combinations**

To gain public awareness, the target audience, a general, nationwide or worldwide audience, to have a "stake" in a given issue, a heavily biased portrayal, deceptive and/or highly manipulative tactics, selectively presenting facts and quotes, the so-called "non-denial denial, careful choice of timing in the release of certain news, a comfortable setting, food catered from restaurants.

### **Ex.3. Give the English equivalents of the following words:**

Распространение информации, слой населения, данная проблема, рекламная компания, найти лекарство от болезни, влиять на государственную политику, хитроумная тактика, воспользоваться известными событиями, государственные СМИ.

### **Ex.4. Find definitions to the following words:**

Publicity, lobby groups, spin, stakeholders.

### **Ex.5. Translate paying attention to verbals:**

1. Marketing is concerned with anticipating the customers' future needs and wants, which are often discovered through market research.
2. Mobile displays are used for various situations in metropolitan areas throughout the world.
3. The same advertising techniques used to promote commercial goods and services can be used to inform, educate and motivate the public about non-commercial issues.
4. Prices of Web-based advertising space are dependent on the "relevance" of the surrounding web content and the traffic that the website receives.
5. The impact of advertising has been a matter of considerable debate and many different claims have been made in different contexts.

6. Advertising and marketing efforts become increasingly ubiquitous in modern Western societies.

7. The publicity being aired in between news stories like on evening TV news casts, the advantages of publicity are low cost, and credibility.

8. Interactive public relations enables companies and organizations to build awareness of and credibility for their message without relying solely on mainstream publications.

9. An additional level of strategy called operational strategy was encouraged by Peter Drucker in his theory of management by objectives (MBO).

**Ex.6. Read the text and give it a summary:**

**A Day in the life of a Public Relations specialist**

A public relations specialist is an image shaper. Their job is to generate positive publicity for their client and enhance their reputation. The client can be a company, an individual or a government. In the government PR people are called press secretaries. They keep the public informed about the activity of government agencies, explain policy, and manage political campaigns. Public relations people working for a company may handle consumer relations, or the relationship between parts of the company such as the managers and employees, or different branch offices. Though the job often involves the dissemination of information, some view this cynically as "spin doctoring." There is an old saying about PR that 'Advertisers lie about the product. Public relations people lie about the company.' Regardless, the successful PR person must be a good communicator-in print, in person and on the phone. They cultivate and maintain contacts with journalists, set up speaking engagements, write executive speeches and annual reports, respond to inquiries and speak directly to the press on behalf of their client. They must keep lines of communication open between the many groups affected by a company's product and policies: consumers, shareholders, employees, and the managing body.

**Text 3. Ivy Lee**

Ivy Ledbetter Lee (July 16, 1877 – November 9, 1934) is considered by some to be the founder of modern public relations, although the title could also be held by Edward Bernays. The term Public Relations is to be found for the first time in the 1897 *Yearbook of Railway Literature*.

Ivy Lee was born near Cedartown, Georgia as the son of a Methodist minister, James Wideman Lee, who founded an important Atlanta family. He graduated from Princeton and worked as a newspaper reporter and stringer. Together with George Parker he established the United States's third public relations firm, Parker and Lee, in late 1904. The new agency boasted of "Accuracy, Authenticity, and Interest."

The Parker and Lee firm lasted less than four years, but the junior partner — Lee — was to become one of the most influential pioneers in public relations. He evolved his philosophy in 1906 into the *Declaration of Principles*, the first articulation of the concept that public relations practitioners have a public responsibility that extends beyond obligations to the client. In the same year, after an accident with the



Pennsylvania Railroad, Lee issued what is often considered to be the very first press release, convincing the company to openly disclose information to journalists, before they could hear information from elsewhere.

When Lee was hired full time by the Pennsylvania Railroad in 1912, he was considered to be the first public relations person placed in an executive-level position. In fact, his archives reveal that he drafted one of the first job descriptions of a VP-level corporate public relations position.

Many historians credit Lee with being the originator of modern crisis communications. His principal competitor in the new public relations industry was Edward Bernays.

In 1914 he was to enter public relations on a much larger scale when he was retained by John D. Rockefeller Jr to represent his family and Standard Oil, ("to burnish the family image"), after the coal mining rebellion in Colorado known as the "Ludlow Massacre". From then on he faithfully served the Rockefellers and their corporate interests, including a strong involvement in Rockefeller Center — he was in fact the first to suggest to Junior (against his reservations) that he give to the complex his family name — even after he moved on to set up his own consulting firm.

He became an inaugural member of the Council on Foreign Relations in the U.S. when it was established in New York City in 1921.

Lee is considered to be the father of the modern public relations campaign when, from 1913-1914, he successfully lobbied for a successful railroad rate increase from a reluctant federal government.

Lee espoused a philosophy consistent with what has sometimes been called the "two-way street" approach to public relations, in which PR consists of helping clients listen as well as communicate messages to their publics. In practice, however, Lee often engaged in one-way propagandizing on behalf of clients despised by the public.

Lee also worked for Bethlehem Steel, in which capacity he famously advised managers to list their top priorities and work on tasks in that order, not proceeding until a task was completed. For this suggestion company head Charles M. Schwab paid him \$25,000. Over his career he also was a public relations advisor to the following: George Westinghouse, Charles Lindbergh, John W. Davis, Otto Kahn and Walter Chrysler.

Ivy Ledbetter Lee died in New York in 1934 at the age of 57.

### **Vocabulary**

stringer - внештатный корреспондент

responsibility – ответственность

disclose – обнародовать

on behalf of - от имени

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

1. Who is considered by some to be the founder of modern public relations?
2. Where is the term Public Relations to be found for the first time?
3. What did he evolve into the *Declaration of Principles*?

4. With what do many historians credit Lee?
5. When was Lee retained by John Rockefeller to represent his family?
6. With what did Lee espouse a consistent philosophy?
7. What did he famously advise managers to do?

**Ex.2. Give the Russian equivalents of the words and word combinations**

the founder of modern public relations, to extend beyond obligations to the client, to openly disclose information to journalists, an executive-level position, the originator of modern crisis communications, to burnish the family image, against his reservations, a reluctant federal government.

**Ex.3. Give the English equivalents of the following words:**

Газетный репортер, младший компаньон, полная занятость, первая должностная инструкция, его главный соперник, верно служить, дать комплексу свою фамилию, глава компании.

**Ex.4. Complete the sentences:**

1. ... Parker and Lee, in late 1904.
2. ... Lee issued what is often considered to be the very first press release,....
3. ... he successfully lobbied for a successful railroad rate increase....
4. ... on behalf of clients despised by the public.

**Ex.5. Translate paying attention to verbals:**

1. In discussing the decision-making process for institutions the concept "stakeholder" has been broadened to include everyone with an interest (or "stake") in what the entity does.

2. Value can best be created by trying to maximize joint outcomes.

3. The importance of publicity stunts is generating news interest and awareness for the concept, product or service being marketed.

4. Alfred Chandler recognized the importance of coordinating the various aspects of management under one all-encompassing strategy.

5. The management of diversified organizations required new techniques and new ways of thinking.

6. The magazine frequently writes about PR campaigns which it considers to be anti-environmental but also covers issues ranging from labor rights to world affairs.

7. Propaganda was often used to influence opinions and beliefs on religious issues, particularly during the split between the Roman Catholic Church and the Protestant churches

8. In order for a policy to work, there must be a level of consistency from every person in an organization, including from the management.

10. Throughout his time in Downing Street, Campbell proved to have kept a diary which reportedly totalled some two million words.

11. A publicity stunt is a planned event designed to attract the public's attention to the organizers or their cause.

### Ex.6. Read the phrases and make a short dialogue:

This is ...	С Вами говорит ...
I have to give a phone call.	Мне нужно позвонить.
Please, may I use your phone?	Я могу воспользоваться Вашим телефоном?
Please, may I use your telephone directory?	Можно воспользоваться Вашим телефонным справочником?
Hello, may I speak to Mr. Brown, please?	Алло, я мог бы переговорить с мистером Брауном?
Yes, sir. Hold on, please.	Да, одну минутку.
The line is busy	Линия занята
Who is speaking?	Кто у телефона?
Please hang up and call again	Перезвоните пожалуйста
What is your phone number?	Какой у Вас номер телефона?
I'll call back later	Я позвоню позже
Sorry, wrong number.	Извините, неправильно набранный номер.
Hold on.	Не вешайте трубку.
Phone box.	Телефонная будка.
How does one use this phone?	Как пользоваться этим телефоном?
What's the minimum charge for calls to Moscow, please?	Скажите, пожалуйста, каков минимальный тариф за звонок в Москву?
It's about 6 dollars for a three minute call.	Это Вам будет стоить около 6 долларов за трехминутный разговор.

### Text 4. Public Relations and Mass Media

Public relations (PR) is the practice of managing the flow of information between an organization and its publics. Common activities include speaking at conferences, winning industry awards, working with the press and employee communications.

Communication is the process of transmitting information from one individual or group to another. Mass communication is the process by which individuals or groups transmit information to large, heterogeneous and widely dispersed audiences.

Today "Public Relations is a set of management, supervisory, and technical functions that foster an organization ability to strategically listen to, appreciate, and respond to those persons whose mutually beneficial relationships with the organization are necessary if it is to achieve its missions and values". (Robert L.Heath, Encyclopedia of Public Relations).

Edward L. Bernays, who is considered the founding father of modern public relations along with Ivy Lee, defined public relations as "... a management function which tabulates public attitudes, defines the policies, procedures and interest of an organization followed by executing a program of action to earn public understanding and acceptance " in the early 1900s.

Mass media as one of the most effective means of PR activities refers to the technical devices employed in mass communication. The mass media are usually divided into two types:

1. Print media communicate information through the publication of written words and pictures. Prime examples of print media are daily newspapers and popular weekly and monthly magazines.

2. Broadcast media communicate information electronically through sounds and sights. Prime examples of print media are radio and television. Although the telephone also transmits sounds, it is usually used for more personal communication and is not typically included within the mass media.

In the United States, the mass media are in business to make money, which they make mostly by selling advertising. Most of the income that the American media collect comes directly from advertisers. Advertising pays most of the bills. A 30-second commercial in prime time (8 pm to 11 pm) costs \$120,000. Though mass media are private businesses devoted to making a profit, there are specific functions they serve in the political system: covering the news, interpreting the news, setting the agenda for government action, influencing citizens opinions and socializing citizens about politics. Political socialization is a complex process through which individuals become aware of politics, learn political facts and form political values.

Special focus must be made on the role of the mass media in promoting communication from the government to its citizens and from citizens to the government. Because the mass media provide the major channels for this two-way flow of information, they have the dual capability of reflecting and shaping our political views.

### **Vocabulary**

Managing-управление

Employee-работающий по найму

Transmitting-передача какой-либо информации

Individual-личность, человек

Heterogeneous-разнородный

Appreciate-оценивать, признавать

Beneficial-выгодный

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

1. What is PR?
2. Is communication the process of selecting or transmitting information from one individual or group to another?
3. How can you explain mass communication?
4. How did E. L. Bernays define public relations?

5. What types are the mass media divided into?
6. Why is not the telephone included within the mass media?
7. Where does the income of mass media come from?
8. What are the social functions of the news media?
9. What is the role of mass media in political socialization?
10. What is your attitude to advertising? Do you think that there are too many commercials on TV?

**Ex. 2. Give the Russian equivalents of the words and word combinations**

Communication, mass media, public relations, the flow of information, audience, employ, heterogeneous and dispersed audiences, print media, transmit, broadcast media, personal communication, common activities, respond, mutually beneficial relationships, acceptance, public attitudes, technical devices, advertising, commercial, two-way flow of information, agenda, influence, political socialization

**Ex. 3. Translate from Russian into English**

Связи с общественностью, средства массовой информации, передача информации, разнородная аудитория, коммуникация, освещение новостей, общественное мнение, рекламирование, реклама в электронных СМИ, реклама в печатных СМИ, (радио-) телевидение, влияние на общественное мнение, общественная деятельность, печатные средства информации, взаимовыгодные отношения, влиять на формирование политических взглядов, трансляция новостей, основные каналы передачи, политическая социализация

**Ex. 4. Find synonyms of the following words and phrases in the text**

A person, to use, a program, a resident of a state

**Ex. 5. Find words in the text meeting the following definitions**

1. A group of people who are watching or listening to a play, concert, film or a public speaker, read a newspaper or watch TV or listen to the radio.
2. Something that consists of many different types of things.
3. The time when the largest number of people watch television.

**Ex.6. Translate the following sentences into Russian, paying attention to the words: individual, bill, to cover, major and channel used as different parts of speech**

1. Speaking in public, it is important to establish one-on-one contact with individual members of your audience.
2. The bill for dinner was over 12 dollars.
3. The profit of the enterprise is so small it does not cover the expenses.
4. One major factor in the development of the mass media was the revolution in communications.
5. I saw this program on Channel 19.
6. Individual freedom is a basic value of a democratic society.

7. The American Congress passed a special bill forbidding the Army to waste any more money.

8. Some people say that the media gives too much coverage to the government opponents.

9. Mary graduated with a major in public relations from Northern Illinois University.

10. The government decided to channel the oil revenues into industry.

**Ex.7. Translate the sentences, paying attention to the forms and functions of the Infinitive**

1. It is wrong to think that a PR practitioner just provides a cover-up for problems and difficulties.

2. When an organization reports only good news to its employees, it tends to lose credibility. (Note: the combination to tend+ Infinitive is translated “обычно, как правило”).

3. If the manager avoids journalists, people begin to think he has something to hide.

4. It is the duty of the mass media to provide the public with the news. (Note: в предложениях с инфинитивом в функции подлежащего, вводящим it и сказуемым, именная часть которого выражена существительным, сказуемое имеет модальное значение, т.е. указывает на необходимость, обязанность или намерение совершить действие, выраженное инфинитивом).

5. Some firms do not want their employees to know too much of the position and the result of the business.

6. Under the plan, the federal government would require all employers to provide health insurance to their workers.

7. It is the job of the reporter to evaluate events and to select from the variety of occurrences those that will interest readers.

8. Journalists often complain that presidents want the newspapers to print what they tell them, not what the public wants to know.

9. President Franklin Roosevelt was said to rule the country from the newspapers front pages.

10. The corporate PR officer is in a good position to assist corporate counsel in planning strategies and suggesting how various publics may receive legal actions.

11. In deciding what advertisement to accept or to reject, the newspaper has its reputation to think of.

**Text 5. PR Practitioner and his job**

The 21<sup>st</sup> Century will surely be a century of communication. And, undoubtedly, the 21<sup>st</sup> Century will need the involvement of universal public relations.

When asked what is the most important public relations issue, practitioners replied: “The maintenance and improvement of a corporation social evaluation”, and “The preparation and communication of corporate messages based on company

strategy". These objectives can be achieved without undue difficulty in one country or a limited region because corporation ship with stakeholders in their own country. But the effectiveness of a company activities fully depends on the PR practitioner skill.

Only a multitallented person can perform well the many activities encompassed by public relations. The PR practitioner today needs to be a researcher, counselor, strategic planner, educator, communicator and cheerleader. PR practitioners have to master diverse skills. They must be creative in solving problems and strong enough to withstand the considerable stress involved in working between the institution and its various publics. Solving the problems encountered in public relations often requires teamwork and a tolerance for different views. As a public relations person, you need to gather different views and help hammer them into solution. At the same time, you must express confidence and hope that a solution can be found. In a crises, people in an organization tend to turn to the public relations persons for answers.

Here are some personal characteristics needed by the PR practitioner: character and integrity, a sense of judgement and logic, the ability to think creatively and imaginatively, truthfulness and discretion, projectivity, i. e. an ability to foresee changes and future problems, a broad cultural background, intellectual curiosity, effective powers of analysis and synthesis, intuition, training in the social sciences and in the mechanics of public relations.

As for the job of the PR practitioner, it should be said that both the functions and the values of public relations are still poorly understood. Many people wrongly think that public relations means image-making in the sense of creating a false front or cover-up.

Here are some functions of public relations in the society.

Public relations represents and articulates the desires and interests of various publics to societys sometimes unresponsive institutions.

Public relations helps establish smoother relationships between institutions and society by encouraging mutual adjustment.

Public relations personnel often stimulate an institutions social conscience.

As time goes on, the demands on the practitioner and the way the practitioner carries out his duties have changed. Theres more call for depth and diversity of knowledge for this field now. Public relations professionals can help to meet the intellectual, moral, economic and social needs of their fellow countrymen and citizens of the world. They can promote the concept nationally and internationally that sound ethics and socially responsible policies are important factors in achieving sustainable economic growth for governments and corporations alike. PR professionals must facilitate ethical business practices and relationships. In particular, PR practitioners should endeavour to establish communication patterns and channels, which foster the full, and free flow of information at all times.

## **Vocabulary**

Practitioner-специалист-практик в каком-либо виде деятельности

Tolerance-терпимость

Multitalented-разносторонне одаренный

Diverse-разный, несходный, иной

Withstand-выдержать, выстоять

Cheerleader-амер. капитан болельщиков; человек, который воодушевляет и подбадривает группы людей на крупных общественных мероприятиях

Hammer-работать над составлением (проекта), выработать (программу, решение)

Endeavour-стремиться, добиваться

Powers (mental )-способность(умственная или физическая)

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

1. What personal traits does the job of a PR practitioner require?
2. Do you think these qualities are all inborn or they can be acquired?
3. What is intuition? Do you think a PR practitioner should rely on his intuition or on formal knowledge?
4. What are the main functions of public relations in the society?
5. What mistaken ideas exist concerning public relations?
6. What are modern demands on the practitioner and the way he carries out his duties?

### **Ex.2. Translate into Russian**

PR practitioner, a multit talented person, activities, to master diverse skills, counselor, cheerleader, to withstand the considerable stress, to gather different views, to hammer something into a solution, confidence, to provide a cover-up for problems, integrity, projectivity, various publics, teamwork, demand, call for something, to facilitate, socially responsible policy, sustainable economic growth, corporation, to foster

### **Ex.3. Translate into English**

Разный, совершенствовать навыки, общественные группы, разносторонне одаренный, специалист-практик по связям с общественностью, способствовать чему-либо, прятать(покрывать) проблемы, общественная деятельность, терпимость, объединение, способность предвидеть изменения, способности к анализу и синтезу, подготовка(образование) в сфере общественных наук, интуиция, собирать факты(сведения), уверенность, координировать чьи-либо интересы, не реагирующий(не поддающийся влиянию), добиваться чего-либо, способствовать, призыв к чему-либо

### **Ex.4. Find synonyms of the following words in the text:**

To learn, honesty, an opinion, to look for a solution, abilities

### **Ex.5. Find expressions in the text meeting the following definitions:**

1. A person who leads the crowd in cheering at a large public event.
2. An individual or an institution slow to react to people, events and the demands of the society.
3. A person with many diverse talents.



**Ex.6. Translate the following sentences, paying attention to the combination: mod. Verb + Perfect Infinitive and infinitive constructions**

1. The corporate PR officer must have been in a good position to assist corporate counsel in planning strategies.
2. Most of the advertising in present-day Russia may have been aimed at the newly rich who have money to spend on luxuries.
3. Planning an advertising campaign, the media people should have selected the media by taking the budget and the composition of the audience into consideration.
4. We see children of this age regulate their behavior to conform to male or female roles.
5. Riding is a thinking process and thinking requires effort. The reader cannot sit passively and expect the meaning to come to him.
6. The traumatic 1985 layoffs at Apple caused many managers to want to avoid such a situation.
7. Interviewing requires the reporter to develop an ear not only for what people say but for the way they say it.
8. Appearance is very important to the firm. We expect our lawyers to dress sharp and conservative.
9. The governments proposal is expected to go to the round table talks.
10. Most people expect local government to solve wide range of social problems.

**Text 6. The structure of PR activity and PR evaluation techniques**

“Public relations practice is the art and social science of analysing trends, predicting their consequences, counseling organizations leadership, and implementing planned programmes at action which will serve both the organizations and public interest”,- such definition was accepted at the World Forum of Public Relations in 1978 in Mexico City. All these points are included in PR activity. Professional public relations now operates in every sphere of life:

Government-national, regional, local and international. Business and industry-small, medium and transactional. Community and social affairs. Educational institutions. Hospitals and health care. International affairs.

PR activity has the following four parts:

1. Research-analysing and defining goals and objectives.
2. Planning-drawing up a programme of action.
3. Action-communicating and implementing the programme.
4. Evaluation-monitoring the results.

Some organizations and practitioners are advanced in their use of evaluation techniques.

The following key components of evaluation are: Measurable objectives; Input evaluation; Output evaluation; Outcome evaluation.

Cutlip, Centre and Brooms model is most accepted by practitioners to show the different levels of evaluation of public relations. The model is based on agreement with management to measurable objectives for the total program.

The first phase is taken place when management sets general goals.

The second phase is also called preparation. It is the planning and production phase, in which objectives can be set for quality (e.g. is the production-release, brochure, video-a good one?, cost-e.g. how much will it cost to produce a particular brochure, and time-e.g. frequency of production).

The third phase “implementation” is the phase where the objectives of program components are met. These objectives generally relate to quantity (e.g. number of people in target group affected by communication), quality (e.g. the acceptance of the message by the group), and performance (were the planned activities undertaken in a satisfactory way?).

The last phase is called “impact”, where the success of the program is assessed against objectives. These objectives are usually set in one or more areas, which demonstrate the results of implementing the program: action is taken by key target groups. On this stage opinions and attitudes are changed, behavioral change is achieved, knowledge is acquired and applied, problems are solved.

### **Vocabulary**

Trend- общее направление, тенденция

Consequences- результаты, последствия

Monitoring-контроль, проверка

Evaluation-анализ, определение (качества, пригодности и т. д.)

Input-ввод, запуск

Output-выход, окончательный (о данных)

Target-плановый, целевой

Implementation-реализация, выполнение

Impact-влияние, воздействие

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

1. What definition of PR was accepted at the World Forum of Public Relations in 1978 in Mexico City?
2. In what spheres of life does PR operate?
3. How many parts are there in PR activity? What are they?
4. What is the aim of PR evaluation technique?
5. What components does a typical evaluation PR technique include?
6. What is the first phase of evaluation?
7. What can objectives be set for in the second phase?
8. Why is the third phase called “implementation”?
9. What are the goals of the last phase “impact”?

### **Ex.2. Give the Russian equivalents of the following words and word combinations**

The World Forum of Public Relations, prediction, trend, public interest, general goals, measurable objectives, implementation, monitoring, health care, international affairs, to draw up a project, to set goals, the production-release, frequency, to assess activity against objectives, to do something in a satisfactory way

### **Ex.3. Give the English equivalents of the following words**

Общественная дисциплина, анализ основных направлений деятельности организации, реализация программы, составление проекта, определение целей и задач, стадия планирования и производства, частота выпуска продукции, общественные дела, проверка результатов, давать оценку деятельности, влияние, запуск программы, целевой (объект), последствия (деятельности), исполнение программы

### **Ex.4. Find synonyms of the following words in the text**

To fulfill, an estimation, to work out, an object, a method, to function

### **Ex.5. Find expressions in the text meeting the following definitions**

1. A gradual change or development that produces a particular result.
2. A process of careful thinking about something before making a judgement about its importance or quality.
3. Something that you plan to achieve, especially in business or work.
4. A result or effect of something.
5. A statement about what you think will happen in the future, or the process of making such a statement.

### **Ex.6. Translate the following sentences, paying attention to the forms of Gerund**

1. Knowing your target publics means knowing what to say to them and how to say.
2. Deciding which research data are relevant and which are irrelevant is critical for objective thinking.
3. Research-analysing is an important process in PR activity.
4. The mass media in America are competitive enterprises devoted to making a profit.
5. The last phase “impact” includes demonstrating the results of implementing the program.
6. Throughout much of the 20<sup>th</sup> century, many newspapers and magazines have survived by seeking smaller and more specific audiences.
7. The Egyptians discovered a method of making paper from papyrus.
8. Media monitoring is calculating the amount of media coverage by monitoring print clippings and broadcast logs.
9. Josef Pulitzer (a famous American journalist of the 19<sup>th</sup> century) went beyond his predecessors by not only reporting news, but actually making it, through active intervention in public affairs.
10. One of Bernays favorite techniques for manipulating public opinion was the indirect use of “third party authorities” to plead his clients causes.
11. Bernays, Carl Byoir and John Price Jones worked together to influence public opinion towards supporting American participation in World War 1.

## **Text 7. Ethical issues in Public Relations**

The globalization of the world via the international communication systems make it impossible for ethical discussions to be isolated in a single country. It is true that cultures differ in their approach to core ethical problems. First of all ethics standards for the theory, the scientific discipline concerned with human action. But ethics can also mean a set of norms and values, to which a professional group adheres. Those values are studied and formulated by the discipline of ethics. There is therefore the ethics of public relations. The norms in this field refer almost always to the quality of relationships.

Ethics are of great importance to public relations, to all who practice public at large. Through their work, public relations professionals promote mutual understanding and peaceful coexistence among individuals and institutions. They serve as a vital link in the communications process. Whether representing a corporation, a presidential candidate, a charitable organization, or any other entity, public relations professionals keep information flowing between their employers and clients and their publics.

Public relations professionals counsel client organizations regarding the public implications of decisions and ensure that organizational actions are in the best interests of not only the organizations, but also of those affected by the actions.

Unfortunately, today practitioners find themselves operating in an environment in which efforts to “reform” socially responsible companies seem to be partly successful. American society is facing a crises involving a lack of public trust. This crises is based on Americans lack of confidence in their society institutions. Questions of responsibility and ethics have become the cause of much concern in all segments of society. The “ethics crises” is a familiar topic in corporate boardrooms, university classrooms and many other forums.

Because much of the distrust of public relations professionals derives from the lack of public trust in the institutions they represent, PR practitioners face a complex task in improving their reputation. They must improve their position and also improve the social responsibility of client organizations.

The duties of PR professionals

1. Duty to Self. PR professionals must first consider loyalty to self. They must define their own value system and decide which, if any, of those values they are willing to compromise in carrying out their professional obligations. A tough decision is whether personal values should ever be sacrificed for the sake of the firm or client.

2. Duty to Employer. Determining when organizational loyalty may be misplaced involves agonizing decisions on the part of employees. Professional disagreements about the way a company operates is one thing. Condoning activities that place others at risk is another. The professional who allows potentially harmful deeds to continue violates his duty to the public, which must take precedence over duty to the employing organization.

3. Duty to the Profession. A PR professional has an obligation to support his chosen profession and the colleagues with whom he associates. He will place recognition from fellow public relations practitioners above recognition from an

employer, while a careerist will indicate more concern for acceptance from an organizational superior who deals with salaries and promotions.

4. Duty to the Society. Service to society is a key component of every profession and high on the list of professional values. Practitioners take the role of mediators and promote understanding between an organization and its publics. This model incorporates the idea that both the organization and its publics may change in maintaining positive relationships. If the changes are positive, the PR professional has performed his duty to the society.

### **Vocabulary**

Promote-содействовать, способствовать

Profession-профессия, специальность

Involve-предполагать, включать

Face-встретиться, сталкиваться

Vital-насуточный

Employer-работодатель

Irresponsible-не несущий ответственности

Entity-субъект

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

1. What does ethics mean?
2. What do the norms in the field of public relations refer to?
3. What kind of organizations do PR professionals represent?
4. What is their role in the society?
5. What difficult choices do PR practitioners face?
6. What are the duties of a PR professional?
7. Do Americans trust their social institutions?
8. How can PR practitioners improve the social atmosphere?

### **Ex.2. Translate into Russian the following words**

Globalization, single, core, ethical problems, norms and values, to adhere, mutual understanding, peaceful coexistence, a vital link, a charitable organization, an employer, a lack of public trust, socially responsible companies, the cause of much concern, all segments of society, a familiar topic, corporate boardrooms, to compromise, professional obligations, a tough decision, for the sake of the firm, professional disagreements, to condone, to place somebody at risk, salary, to incorporate, a key component, a superior, a mediator

### **Ex.3. Translate into English the following words:**

Мирное сосуществование, причина большой озабоченности (тревоги), нормы и ценности, привычная тема, профессиональные разногласия, потворствовать чему-либо, все слои населения, нехватка общественного доверия, подвергать риску кого-либо, профессиональные обязательства, этические проблемы, благотворительная организация, посредник, ради кого-либо, начальник, работодатель, глобализация, насущное (связующее) звено,

жесткое решение, основной, зал заседаний совета директоров (фирмы), жалование (оклад), взаимопонимание, придерживаться (каких-либо взглядов)

**Ex.4. Find synonyms of the following words and phrases in the text:**

Painful, to give advice, confidence

**Ex.5. Find words in the text meeting the following definitions:**

1. The opinion that people have about the person based on what has happened in the past.
2. A person or an organization that tries to reconcile two or more people or groups disagreeing with each other.

**Ex.6. Translate the following sentences into Russian, paying attention to the words which belong to different parts of speech:**

1. The report investigated the impact of the new law on the crimes involving handguns.
2. She has a very good reputation among her fellows.
3. The government is committed to promoting the development and use of public transport.
4. The legal profession has always resisted change.
5. Public relations professionals are becoming more involved in the development of ethical codes for the companies they represent.
6. All PR professionals sometimes face difficult dilemmas involving conflict of duties.
7. He is a fellow of the royal Institute of Chemistry.
8. She is a teacher by profession.

**Ex.7. Translate the sentences, paying attention to the forms of Participles:**

1. According to a recent estimate there are about forty calendars used in the world today.
2. The broadcast media confront certain technical limitations not faced by the print media.
3. When preparing a commercial for radio, writers have to create images with words and sounds.
4. The fundamental principle press freedom was a newspaper doctrine, disseminated by the Founding Fathers and applied to all the media.
5. In critical situations, many managers hesitate to make the tough decisions required.
6. The mass media are generally divided into print media and electronic media. The print media are older, having developed over the last 500 years, while electronic media are product of the 20 century.
7. Having discussed the communication process and the various theories of how mass communications influence people, we now focus upon the individual.
8. Managers are advised to keep their secretaries fully informed on all matters concerning the firm.

9. Opinion polls are based on the assumptions that most people will, if asked the right question, give an honest answer.

10. People express opinions on issues, persons and events according to pre-existing attitudes and beliefs that they associate with the questions being asked.

11. Asked, in a recent poll, their priorities in life, 67 per cent British workers put home, family and leisure first.

### **Text 8. Marketing**

Marketing is an ongoing process of planning and executing the marketing mix (Product, Price, Place, Promotion) for products, services or ideas to create exchange between individuals and organizations. Marketing tends to be seen as a creative industry, which includes advertising, distribution and selling. Therefore good marketing must be able to create a "proposition" or set of benefits for the end customer that delivers value through products or services.

Its specialist areas include: advertising and branding, communications, database marketing, direct marketing, event organization, field marketing, global marketing, international marketing, internet marketing, industrial marketing, market research, public relations, retailing, search engine marketing, marketing strategy, marketing plan, strategic management, Experiential marketing

A market-focused, or customer-focused, organization first determines what its potential customers desire, and then builds the product or service. Marketing theory and practice is justified in the belief that customers use a product or service because they have a need, or because it provides a perceived benefit.

Two major factors of marketing are the recruitment of new customers (acquisition) and the retention and expansion of relationships with existing customers (base management). Once a marketer has converted the prospective buyer, base management marketing takes over. The process for base management shifts the marketer to building a relationship, nurturing the links, enhancing the benefits that sold the buyer in the first place, and improving the product/service continuously to protect the business from competitive encroachments.

For a marketing plan to be successful, the mix of the four "Ps" must reflect the wants and desires of the consumers or Shoppers in the target market. Trying to convince a market segment to buy something they don't want is extremely expensive and seldom successful. Marketers depend on insights from marketing research, both formal and informal, to determine what consumers want and what they are willing to pay for. Marketers hope that this process will give them a sustainable competitive advantage. Marketing management is the practical application of this process. The offer is also an important addition to the 4P's theory.

Within most organizations, the activities encompassed by the marketing function are led by a Vice President or Director of Marketing. A growing number of organizations, especially large US companies, have a Chief Marketing Officer position, reporting to the Chief Executive Officer.

Marketing methods are informed by many of the social sciences, particularly psychology, sociology, and economics. Anthropology is also a small, but growing influence. Market research underpins these activities. Through advertising, it is also related to many of the creative arts. Marketing is a wide and heavily interconnected subject with extensive publications. It is also an area of activity infamous for re-inventing itself and its vocabulary according to the times and the culture.

Marketing is an instructive business domain that serves to inform and educate target markets about the value and competitive advantage of a company and its products. “Value” is worth derived by the customer from owning and using the product. “Competitive Advantage” is a depiction that the company or its products are each doing something better than their competition in a way that could benefit the customer.

Marketing is focused on the task of conveying pertinent company and product related information to specific customers, and there are a multitude of decisions (strategies) to be made within the marketing domain regarding what information to deliver, how much information to deliver, to whom to deliver, how to deliver, when to deliver, and where to deliver. Once the decisions are made, there are numerous ways (tactics) and processes that could be employed in support of the selected strategies.

The goal of marketing is to build and maintain a preference for a company and its products within the target markets. The goal of any business is to build mutually profitable and sustainable relationships with its customers. While all business domains are responsible for accomplishing this goal, the marketing domain bears a significant share of the responsibility.

### **Vocabulary**

executing – исполнительный

ongoing – непрерывный

price - цена

service - обслуживание, оказание услуг

customer - заказчик, покупатель; клиент

depiction – описание

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

1. What is marketing?
2. What do marketing specialist areas include?
3. What are two major factors of marketing?
4. Who leads the activities encompassed by the marketing function?
5. By what social sciences are marketing methods informed?
6. On what task is marketing focused?
7. When are there numerous ways and processes that could be employed in support of the selected strategies?
8. What is the goal of any business?



**Ex.2. Give the Russian equivalents of the words and word combinations**

A creative industry, the end customer, a customer-focused, organization, the recruitment of new customers, the retention and expansion of relationships with existing customers, to improve the product/service continuously, a sustainable competitive advantage, a Chief Marketing Officer, an instructive business domain, to benefit the customer, pertinent company information, numerous ways, to build and maintain a preference.

**Ex.3. Give the English equivalents of the following words:**

Непрерывный процесс, маркетинг баз данных, стратегия маркетинга, воспринимаемая польза, потенциальный потребитель, отражать потребности и желания покупателей, целевой рынок, чрезвычайно дорого, желать оплатить, обширные публикации, конкурентное преимущество компании, информация связанная с продукцией, множество решений, цель маркетинга, выполнение этой цели.

**Ex.4. Complete the sentences:**

1. 1... to create a "proposition" or set of benefits for the end customer....
2. Marketing theory and practice is justified in the belief....
3. ... the mix of the four "Ps" must reflect the wants and desires ....
4. ... the company or its products are each doing something better than their competition....

**Ex.5. Ask all possible questions:**

Already, grassroots, community and international activists are receiving and sharing extensive information on the perceived threats of nanotechnology.

**Ex.6. Translate paying attention to verbals:**

1. Essentially, marketing is the process of creating or directing an organization to be successful in selling a product or service that people not only desire, but are willing to buy.
2. While attending Princeton University, Ivy Lee participated in the school newspaper.
3. The investor relations function also often includes the transmission of information relating to intangible values.
4. Notable provisions of the act which apply to investor relations include enhanced financial disclosures and accuracy of financial reports.
5. Some pharmaceutical companies are likely to set up "patients' groups" as front ganizations that pressure healthcare providers and legislators to adopt their products.
6. In pluralism the organisation is perceived as being made up of powerful and divergent sub-groups, each with its own legitimate loyalties and with their own set of objectives and leaders.

7. Many organized crime operations have substantial legitimate businesses, such as licensed gambling houses, building construction companies, trash hauling services, or dock loading enterprises.

8. Banned paramilitary organizations sometimes use front groups to achieve a public face with which to raise funds, negotiate with opposition parties, recruit, and spread propaganda.

9. In a news report carried around the world hours after the vote was tallied, a leader of the anti-biotech forces said: "They had the money, we had the people."

10. In the last decades of the 20th century, the word "stakeholder" has become more commonly used to mean a person or organization that has a legitimate interest in a project or entity.

### **Text 9. Advertising**

Advertising is a form of communication that typically attempts to persuade potential customers to purchase or to consume more of a particular brand of product or service. Many advertisements are designed to generate increased consumption of those products and services through the creation and reinforcement of "brand image" and "brand loyalty". For these purposes, advertisements sometimes embed their persuasive message with factual information. Every major medium is used to deliver these messages, including television, radio, cinema, magazines, newspapers, video games, the Internet and billboards. Advertising is often placed by an advertising agency on behalf of a company or other organization.

Advertisements are seen on the seats of shopping carts, on the walls of an airport walkway, on the sides of buses, and are heard in telephone hold messages and in-store public address systems. Advertisements are often placed anywhere an audience can easily or frequently access visual, audio and printed information.

Organizations that frequently spend large sums of money on advertising that sells what is not, strictly speaking, a product or service include political parties, interest groups, religious organizations, and military recruiters. Non-profit organizations are not typical advertising clients, and may rely on free modes of persuasion, such as public service announcements.

Commercial messages and political campaign displays have been found in the ruins of ancient Arabia. Egyptians used papyrus to create sales messages and wall posters, while lost-and-found advertising on papyrus was common in Ancient Greece and Ancient Rome. Wall or rock painting for commercial advertising is another manifestation of an ancient advertising form, which is present to this day in many parts of Asia, Africa, and South America. In the 17th century advertisements started to appear in weekly newspapers in England. These early print advertisements were used mainly to promote: books and newspapers, which became increasingly affordable with advances in the printing press; and medicines, which were increasingly sought after as disease ravaged Europe. However, false advertising and so-called "quack" advertisements became a problem, which ushered in the regulation of advertising content.

In June 1836, French newspaper *La Presse* is the first to include paid advertising in its pages, allowing it to lower its price, extend its readership and increase its profitability. The formula is soon copied by all titles.

Marketing through the Internet opened new frontiers for advertisers and contributed to the "dot-com" boom of the 1990s. Entire corporations operated solely on advertising revenue, offering everything from coupons to free Internet access. At the turn of the 21st century, a number of websites including the search engine Google, started a change in online advertising by emphasizing contextually relevant, unobtrusive ads intended to help, rather than inundate, users. This has led to a plethora of similar efforts and an increasing trend of interactive advertising.

While advertising can be seen as necessary for economic growth, it is not without social costs. Different forms of spam have become so prevalent as to have become a major nuisance to users of these services, as well as being a financial burden on internet service providers. Advertising is increasingly invading public spaces, such as schools, which some critics argue is a form of child exploitation.

Advertising has gone through five major stages of development: domestic, export, international, multi-national, and global. For global advertisers, there are four, potentially competing, business objectives that must be balanced when developing worldwide advertising: building a brand while speaking with one voice, developing economies of scale in the creative process, maximising local effectiveness of ads, and increasing the company's speed of implementation. Born from the evolutionary stages of global marketing are the three primary and fundamentally different approaches to the development of global advertising executions: exporting executions, producing local executions, and importing ideas that travel.

Advertising research is key to determining the success of an ad in any country or region. The ability to identify which elements and/or moments of an ad that contributes to its success is how economies of scale are maximised. Once one knows what works in an ad, that idea or ideas can be imported by any other market. Market research measures, such as Flow of Attention, Flow of Emotion and branding moments provide insight into what is working in an ad in any country or region because the measures are based on the visual, not verbal, elements of the ad.

### **Vocabulary**

persuade - убеждать; уговорить

consumption – потребление

persuasive – убедительный

frequently - часто

quack – утка

frontier – граница

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

1. What is advertising?
2. Why do advertisements sometimes embed their persuasive message with factual information?
3. Where are advertisements seen?

4. Where have Commercial messages been found?
5. Who used papyrus to create sales messages and wall posters?
6. Did advertisements start to appear in weekly newspapers in England?
7. When is French newspaper *La Presse* the first to include paid advertising in its pages?
8. What five major stages of development has advertising gone through?
9. How many stages of development are there for global advertisers?
10. What is advertising research?

**Ex.2. Give the Russian equivalents of the words and word combinations from the texts**

to generate increased consumption of the services, on behalf of a company, to access visual, audio and printed information, military recruiters, non-profit organizations, lost-and-found advertising, to become increasingly affordable, disease ravaged Europe, to operate solely on advertising revenue, to have become a major nuisance to users, a form of child exploitation, developing economies of scale in the creative process, producing local executions.

**Ex.3. Give the English equivalents of the following words:**

В начале 21 века, покупать или потреблять определенную марку товара, основные средства рекламы, рекламное агентство, тратить большие суммы денег, строго говоря, древняя Греция, коммерческая реклама, еженедельные газеты, открыть новые границы, финансовые затруднения, Главные этапы развития, полностью разные подходы.

**Ex.4. Translate paying attention to verbals:**

1. Marketing is an organizational function and a set of processes for creating, communicating and delivering value to customers and for managing customer relationships in ways that benefit the organization and its stakeholders

2. SMS is known to have become the largest data application on the planet with over 2.4 billion active users.

3. Banned paramilitary organizations often have an affiliated political party that operates more openly (though often these parties, themselves, end up banned).

4. The field of industrial relations (also called labor relations) looks at the relationship between management and workers, particularly groups of workers represented by a union.

5. Bernays was hired to improve Coolidge's image before the 1924 presidential election.

6. Bernays used his uncle Sigmund Freud's ideas to help convince the public, among other things, that bacon and eggs was the true all-American breakfast.

7. A PR practitioner having worked in the field for a while, he or she accumulates a list of contacts in the media and elsewhere in the public affairs sphere.

8. Public speaking is the process of speaking to a group of people in a structured, deliberate manner intended to inform, influence, or entertain the listeners.

9. ePublic Relations Ltd was created to explore and encourage discussion on how the information revolution, including the internet, and other factors in society have changed public relations.

**Ex.5. Read the text and give it a title:**

In public relations, spin is a usually pejorative term signifying a heavily biased portrayal in one's own favor of an event or situation; it is a "polite" synonym for propaganda. While traditional public relations may also rely on creative presentation of the facts, "spin" often, though not always, implies disingenuous, deceptive and/or highly manipulative tactics. Politicians are often accused of spin by their political opponents.

Because of the frequent association between "spin" and press conferences (especially government press conferences), the room in which these take place is sometimes described as a spin room. A group of people who develop spin may be referred to as "spin doctors" who engage in "spin doctoring" for the person or group that hired them.

### **Additional texts**

#### **Public Relations as a social science**

As public relations has emerged and grown from publicity to decision-making it has developed into an applied social science discipline. When practiced as a social science, public relations use communication to exchange meanings between organizations and their various publics.

The study of communication from the speech –communication tradition is divided into two major classifications-rhetorical and relational. The main purpose of rhetorical communication is to get others to do what you want or need them to do and- to think the way you want or need them to think. The relationship approach examines communication from transactional or coorientational perspectives, where the paramount concern is the relationships between two people. Obviously, both of these classifications are of significant consequence to the study and practice of public relations and corporate communication.

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#### **Types of PR practitioners**

Public relations research indicates that many public relations professionals continue to be involved in helping people answer the questions: "How should I say it?". This one-way publicity aspect of public relations work. Usually, it is publicity tasks—writing, editing, etc.-that are performed by communication technicians. Of equal importance are communication managers who function as decision-makers, problem solvers and communication facilitators. At the highest level of the public relations profession is communication executives counsel CEOs regarding potential public opinion and relations consequences of corporate decision-making activity.

Communication technicians usually practice one-way communication but communication managers and communication executives are usually involved in two-way communication pressing at least some feedback considerable dialogue, from the audiences being communicated with.

(800)

### **Rhetorical roots of PR**

Study about theories considered important to public relations effectiveness today dates back thousand of years. Communication is as old as civilization itself. The ancient Greeks and Romans were noted for studying rhetoric and its impact. Communication effectiveness in those days was grounded in a high degree of oral skills and most of the communication theories developed then focused on techniques for influencing others. Aristotle generally is considered the foremost theorist in the history of the study of communication from a rhetoric perspective.

His work Rhetoric, written about 330 BC, is considered by many to be the most influential work on the topic and consists mainly about concerns for the speaker, the audience, and the speech itself. To Aristotle, the means of persuasion were primarily ethos (the nature of the source), pathos (the emotions of the audience), and logos (the nature of the message presented by the source).

(790)

### **Public Relations and Public Affairs, formation of concepts**

Anyone who hoped that one could enter the 21<sup>st</sup> century with clarity and agreement on determining the position of PR and PA will be disappointed. After ongoing disputes in recent decades, the philosophers stone has not been found even now. Some people are of the opinion that PA and PR are two separate disciplines, which by definition are not compatible. It is therefore assumed that PR is concerned with publicity and PA with formal contacts, i.e. with privacy. PR is defined as "the systematic advancement of mutual understanding between the organization and its public groups". And PA as "the systematic promotion of mutual understanding between an organization and its politico-administrative and social environment. In this sense PA is considered as a part of PR. It is interesting to look at common ground between PR and PA. The concept is being replaced in popular usage by communication. Many of the former PR agencies have been renamed into communication consultancies in recent years.

(830)

### **Communication**

Communication is not an objective in itself, but a means of creating an image, involving people or establishing a level of support. Communication is also enacted with governments and politicians. Communication is then a means by which a transmitter brings the government and political circles attention to its interests and asks that they be taken into account in policy-forming and political decision-making. PA policy and management stand alongside communication. From this perspective, PA policy can be defined as "handling the social and political themes" that are the

subject of communication. PA management is managing this process. The political and social themes in their own way determine the expectations and wishes that exist in society. If a company makes a serious attempt to take those expectations and wishes into account, we speak of “socially responsible business”. In other words, “socially responsible business” is bound up with communication and thus with PA policy and PA management.

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### **A PR person**

Public relations people also write press releases and may be involved in producing sales or marketing material. Public relations is a good career for the generalist. A PR person must keep abreast of current events and be well versed in pop culture to understand what stories will get the publics' attention. It takes a combination of analysis and creative problem solving to get your client in the public eye. The content of the work is constantly changing and unforeseen challenges arise every day. As one public relations person explained, "In addition to the standard duties, a PR person might have to shepherd an alcoholic and half-mad (but brilliant) author through a twenty-city interview tour or try to put a warm 'n fuzzy spin on the company's latest oil-spill."

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### **Global advertising**

With the dawn of the Internet came many new advertising opportunities. Popup, Flash, banner, advergaming, and email advertisements (the last often being a form of spam) are now commonplace.

Particularly since the rise of "entertaining" advertising, some people may like an advertisement enough to wish to watch it later or show a friend. In general, the advertising community has not yet made this easy, although some have used the Internet to widely distribute their ads to anyone willing to see or hear them.

Another significant trend regarding future of advertising is the growing importance of niche or targeted ads. Also brought about by the Internet and the theory of The Long Tail, advertisers will have an increasing ability to reach specific audiences.

(640)

### **Past and future of advertising**

In the past, the most efficient way to deliver a message was to blanket the largest mass market audience possible. However, usage tracking, customer profiles and the growing popularity of niche content brought about by everything from blogs to social networking sites, provide advertisers with audiences that are smaller but much better defined, leading to ads that are more relevant to viewers and more effective for companies' marketing products. Among others, Comcast Spotlight is one such advertiser employing this method in their video on demand menus. These advertisements are targeted to a specific group and can be viewed by anyone wishing to find out more about a particular business or practice at any time, right from their

home. This causes the viewer to become proactive and actually choose what advertisements they want to view

(700)

### Types of ads

In freelance advertising, companies hold public competitions to create ads for their product, the best one of which is chosen for widespread distribution with a prize given to the winner(s). During the last year Super Bowl, Pepsico held such a contest for the creation of a 30-second television ad for the Doritos brand of chips, offering a cash prize to the winner. Chevrolet held a similar competition for their Tahoe line of SportUtilityVehicles. This type of advertising, however, is still in its infancy. It may ultimately decrease the importance of advertising agencies by creating a niche for independent freelancers.

Embedded advertising or in-film ad placements are happening on a larger scale now than ever before. Films like Krrish had over a dozen placements including Lay's, Bournvita, Samsung, Faber Castell and Hero Honda.

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