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# **А н г л и й с к и й   я з ы к**

Учебно-методическое пособие  
(для студентов направления  
«Реклама и связи с общественностью»)

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**Английский язык** : учебно-методическое пособие  
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Пособие освещает специфику английского языка в сфере PR. Особое внимание автор уделяет изучению языковых особенностей в таких актуальных разделах PR, как сотрудничество со средствами массовой информации, проведение деловых встреч и конференций.

Тексты снабжены примечаниями и развернутой системой упражнений.

Предназначено для студентов, изучающих дисциплину «Английский язык».

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# WORKING WITH THE MEDIA

## UNIT 1

*Read and translate the text using the vocabulary after the text (paragraphs 2, 4 in written form)*

### **MEDIA DEPENDENCE ON PUBLIC RELATIONS**

Public relations people work with the media in many ways. They help to discuss how to prepare for press interviews, organize a news conference, conduct a media tour, and write such materials as fact sheets, press kits, and op ed articles.

Reporters and public relations people are mutually dependent upon each other for accomplishing their respective goals. It also mentions areas of friction that often contribute to an adversarial atmosphere. An important part of the relationship is based on mutual trust and credibility. For your part, you must always provide accurate, timely, and comprehensive information. Only in this way can any medium do its job of informing readers, listeners, or viewers about matters of importance to them.

Public relations sources provide most of the information used in the media today. Today's reporters and editors spend most of their time processing information, not gathering it. A number of research studies have substantiated this 1,200 New York Times, Washington Post front pages were studied as far back as 1973 and it was found that 58.2 percent of the stories came through routine bureaucratic channels (official proceedings, news releases, and conferences or other planned events). Just 25.2 percent were the products of investigative journalism, and most of these were produced by interviews, the result of routine access to spokespersons. As the report said, "The reporter cannot depend on legwork alone to satisfy his paper's insatiable demand for news. He looks to official channels to provide him with newsworthy material day after day". In other words, public relations materials save media outlets the time, money, and effort of gathering their own news.

### **Notes**

New York Times — ежедневная газета. Считается наиболее влиятельной и информированной в стране. Придерживается про-

грессивных взглядов и славится достаточно беспристрастной оценкой событий. Издается в Нью-Йорке. Основана в 1851 г.

Washington Post — ежедневная утренняя газета. Издается в Вашингтоне. Основана в 1877 г. Одно из самых влиятельных либеральных изданий в стране.

## **Vocabulary**

accomplish one's goal — достичь своей цели  
adversarial — враждебный, недоброжелательный  
be dependent upon smb. — зависеть от кого-л.  
comprehensive — исчерпывающий  
contribute to smth. — способствовать чему-л.  
credibility — взаимный  
fact sheet — подборка данных, «объективка»  
friction — разногласие  
insatiable — неуемный, жадный, ненасытный  
media outlets — местные телестудии, радиостанции, редакции, «точки» средств массовой информации  
medium — средство  
mutual — обоюдный, взаимный  
op-ed page/article — полоса газеты, где публикуются статьи, отражающие точку зрения на какой-л. вопрос, колонка читателей  
press kit — пресс подборка, информационная подборка для прессы (набор рекламно-информационных материалов)  
process information — обрабатывать информацию  
provide information — предоставлять информацию  
respective — соответственный  
routine — обычный  
satisfy demand — удовлетворить спрос  
story — газетный материал, сообщение в печати  
substantiate — подтвердить данными  
timely — своевременный

## **Text vocabulary practice**

### **1. Translate the following word combinations into Russian:**

to provide                      information  
to gather

to process

media

tour

outlets

advisories

investigative

journalism

report

work

accurate

information

timely

comprehensive

***2. Match the words. Use them in sentences of your own:***

fact

advisories

op-ed

sheet

media

kits

press

articles

routine

channels

news

demand

insatiable

release

***3. Match the words which are close in their meaning:***

a goal

disagreement

adversarial

objective

friction

hostile

to respond

almost

nearly

to reach

***4. Match the words having the opposite meaning:***

trust

waste

accurate

lack of faith

timely

inopportune

metropolitan

inexact

save

local

**5. Complete the sentences with the following words (information; friction; trust; sources; media; adversarial; credibility):**

1. Public relations \_\_\_\_\_ provide most of the \_\_\_\_\_ used in the \_\_\_\_\_ today.
2. It also mentions the areas of \_\_\_\_\_ that often contribute to an \_\_\_\_\_ atmosphere.
3. An important part of the relationship is based on mutual \_\_\_\_\_ and \_\_\_\_\_.

### ***Text Discussion***

**6. Answer the following questions:**

1. What are the main points of the chapter?
2. Are reporters and public relations people mutually dependent upon each other?
3. What is an important part of their relationship based on?
4. What sort of information should be provided?
5. What have a number of research studies substantiated?

**7. Can you explain the following?**

“The reporter cannot depend on legwork alone to satisfy his paper’s insatiable demand for news. He looks to official channels to provide him with newsworthy material day after day”.

**8. Agree or disagree:**

*Make sure to use the following expressions:*

Yes, that’s true

There I agree completely

I don’t think that’s quite right

I’m afraid I don’t agree

That’s not quite so...

As far as I know...

1. Public relations sources provide most of the information used in the media today.
2. Public relations materials save media outlets time, money, and effort of gathering their own news.

**9. Try to give the main idea of the text in one sentence.**

## UNIT 2

### ***PUBLIC RELATIONS DEPENDENCE ON THE MEDIA***

***1. Before you read the text answer the following questions.***

- 1.1. What is the purpose of public relations?
- 1.2. What is the role of the media nowadays?
- 1.3. What is required from a PR specialist?
- 1.4. How can a PR communicator reach specific audience?
- 1.5. Is media dependent from government control?

***2. Scan through (read very quickly) the text and match the paragraphs with the questions in ex. 1.***

The purpose of public relations is to inform, shape opinions and attitudes, and motivate. This can be accomplished only if people receive messages constantly and consistently.

The media, in all their variety, are cost effective channels of communication in an information society. They are the multipliers that enable millions of people to receive a message at the same time. Through the miracle of satellite communications, the world is a global village of shared information. On a more specialized level, the media are no longer just mass communication. Thousands of publications and hundreds of radio, television, and cable outlets enable the public relations communicator to reach very specific target audiences with tailored messages designed just for them. Demographic segmentation and psychographics are now a way of life in advertising, marketing, and public relations.

The media's power and influence in a democratic society reside in their independence from government control. Reporters and editors make independent judgement about what is newsworthy and what will be disseminated.

Consequently, your dependence on the media requires that you be accurate and honest at all times in all your public relations materials.

#### **Notes**

psychographic — классификация людей преимущественно по умственным установкам и ценностям, а не по физическим качествам, уровню дохода или месту проживания; психография.

## **Vocabulary**

- be designed for smb. — быть предназначенным для кого-л.  
channels of communication — каналы связи  
cost effective — рентабельный  
disseminate — распространять  
endorse information — поддерживать, распределять информацию  
gate keeper — редактор  
inference — заключение, вывод  
make a judgement — сделать заключение  
reside in smth. — принадлежать чему-л., заключаться в чем-л.  
satellite communications — спутниковая связь  
shape opinions and attitudes — сформировать точку зрения, мнение  
tailored message — сообщение, составленное с учетом ситуации; рассчитанное на определенную аудиторию  
target audience — целевая аудитория  
variety — разнообразие

### ***3. Read and translate the text using the dictionary.***

#### ***Text vocabulary practice***

### ***4. Translate the following word-combinations into Russian.***

***Use them in your own sentences:***

- |                        |               |
|------------------------|---------------|
| channels of            | communication |
| satellite              |               |
| mass                   |               |
| to endorse             | information   |
| shared                 |               |
| screens and filters of |               |

### ***5. Translate the following sentences into Russian:***

1. His talent resides in his story telling abilities.
2. They made a judgement without knowing all the facts.



3. Teenagers' tastes, preferences and opinions are shaped by what they see in the media.

4. The kitchen is designed for two cooks, with double work areas.

5. These massagers are being widely disseminated via the Internet.

6. These days, he endorses products including health foods and sunglasses.

**6. Match the words which are close in their meaning:**

to disseminate

precise

to perceive

to spread

credibility

to demand

to require

trust

accurate

to think of

**7. Complete the sentences with the following words (target audiences; mass communication; accomplished; level; messages; outlets; designed; consistently):**

1. This can be \_\_\_\_\_ only if people receive \_\_\_\_\_ constantly and \_\_\_\_\_.

2. On a more specialized \_\_\_\_\_, the media are no longer just \_\_\_\_\_.

3. Thousands of publications and hundreds of radio, television, and cable \_\_\_\_\_ enable the public relations communicators to reach very specific \_\_\_\_\_ with tailored messages \_\_\_\_\_ for them.

**8. Explain the grammatical structure of the sentence.  
Write down two sentences of your own with the same form:**

You dependence on the media requires **that you be** accurate and honest.

**Text discussion**

**9. Write down the questions for these answers:**

1. The purpose of public relations is to inform, shape opinions and attitudes, and motivate.

2. The media's power and influence in a democratic society reside in their independence from government control.

3. Media gatekeepers give your information credibility and importance by deciding that it is newsworthy.

***10. Can you explain the following?***

1. Through the miracle of satellite communications, the world is a global village of shared information.

2. Demographic segmentation and psychographics are now a way of life in advertising, marketing and public relations.

3. The media, by inference, serve as third party endorsers of your information.

***11. Agree or disagree:***

*Make sure to use the following expressions:*

I fully agree with it

I disagree with it

Beyond all doubt

There's smth. in it, but...

I wouldn't say so

Oh, that's all wrong, I'm afraid

I agree with it on the whole but it could be said that...

1. On a more specialized level, the media are no longer just mass communication.

2. The media's power and influence in a democratic society reside in their independence from government control.

***12. Write down one phrase showing the main idea of the text.***

***13. Develop the following points (units 1 and 2):***

1. The jobs of public relations personnel and journalists are mutually dependent.

2. The working relationship between public relations and the media is built on trust, respect, and credibility.

3. A large percentage of the stories in a newspaper originate from public relations sources.

4. Mass media have the capability of multiplying an organization's messages and reaching millions of people at the same time.

## UNIT 3

### *AREAS OF FRICTION*

*Read and translate the text (paragraphs 2, 4 in written form).*

#### **Text A**

#### **Sloppy Reporting**

A survey by the American Management Association found that 83 percent of the public relations directors who participated thought that sloppiness on the part of reporters was the major reason for inaccurate stories. Reporters were also faulted for not doing their homework or research before writing a story and not understanding the topics they were writing about.

The same criticisms are echoed by business executives. Most executives agree with the statement “If I talk to the press, I almost invariably get misquoted”. Three fourths of the respondents also agree with the statement “The knowledge base of business reporters leaves a lot to be desired”. Other problems with the press, say the executives, are tendencies to sensationalize, to overemphasize the negative, and to make simplistic generalizations.

These surveys point up an important responsibility for you: it is part of your job to educate top executives about how the media operate and what they need to give a fair, objective story.

This education may include training executives to give a 30 second “sound bite” answer to a complex question and even how to handle aggressive reporters. At a more basic level, you have to teach executives that news reports are “first drafts of history” that occasionally get garbled or distorted as they go through several levels of personnel at a newspaper, magazine, or broadcasting outlet.

You also have to take into consideration that many reporters are generalists who have little or no background on the multitude of subjects they are asked to cover. When you are dealing with a reporter who is not familiar with your business or industry, you must explain the subject thoroughly and provide background material. This will help the reporter do a better job, and it gives you a reasonable chance to ensure that the story will be accurate.

## Notes

The American Management Association — Американская ассоциация менеджмента. Общественная организация. Основана в 1923 г. Около 70 тыс. членов. Штаб-квартира в Нью-Йорке.

## Vocabulary

background — образование, опыт  
distort — искажать  
echo — повторять  
fault smb. — обвинять кого-л., критиковать кого-л.  
garble — коверкать  
generalization — обобщение  
handle smb. — обращаться с кем-л., справляться с кем-л.  
invariably — неизменно  
leave a lot to be desired — оставлять желать много лучшего  
misquote — исказить чьи-л. слова  
on smb's part — со стороны кого-л.  
overemphasize — излишне подчеркивать  
sensationalize — гнаться за сенсацией  
simplistic — чрезмерно упрощенный  
sloppy — неряшливый, небрежный  
sound bite — краткая выдержка из речи, выступления, цитата, используемая в радио и телепередачах  
survey — опрос

## Exercises

### *1. Find the English equivalents in the text.*

*Use them in sentences of your own:*

объективный; честный; иметь дело с кем-л.; неправильно прогнозировать; принимать участие; основная причина чего-л.; критические замечания; склонность к чему-л.; подчеркивать ответственность.

### *2. Find the words in the text which describe or mean the following:*

1) a very short part of a speech or statement, especially made by a politician, that is broadcast on television or the radio —

- 2) smb. who answers questions —
- 3) a set of questions that you ask a large number of people in order to find out about their opinions —
- 4) to make a mistake in reporting what smb. else has said —

**3. Make up a few sentences with the following words and word-combinations:**

to cover a subject  
 to take into consideration  
 to make a generalization  
 a survey  
 to provide background material

**4. Translate the following sentences into Russian:**

1. The project has been faulted by some scientists who say it has little research value.
2. The story has been sensationalized for the sole purpose of selling newspapers.
3. He has a background in computer engineering.

**5. Match the words which are close in their meaning:**

objective (adj.)	manage
tendency	careless
handle take	part
sloppy	impartial
participate	trend

**6. Match the words having the opposite meaning:**

familiar	careless
occasionally	contradict
thoroughly	biased
agree	regularly
fair	superficially
accurate	unaware

**7. Insert prepositions where necessary (for, by, of, on, to):**

1. This education may include training executives to give a 30 second “sound bite” answer \_\_\_\_\_ a complex question and even how to handle \_\_\_\_\_ aggressive reporters.

2. A survey \_\_\_\_\_ the American Management Association found that 83 percent \_\_\_\_\_ the public relations directors who participated thought that sloppiness \_\_\_\_\_ the part \_\_\_\_\_ reporters was the major reason \_\_\_\_\_ inaccurate stories.

3. This will help \_\_\_\_\_ the reporter do a better job.

**8. Answer the following questions:**

1. What did a survey by The American Management Association find?

2. Who are the same criticisms echoed by?

3. How many respondents agree with the statement “The knowledge base of business reporters leaves a lot to be desired”?

4. What are other problems with the press?

5. In what way can executives be educated?

6. What else should also be taken into consideration to ensure that the story will be accurate?

**9. Can you explain the following:**

You have to teach executives that news reports are “first drafts of history” that occasionally get garbled or distorted as they go through several levels of personnel at a newspaper, magazine, or broadcasting outlet.

**10. Agree or disagree:**

*Make sure to use the following expressions:*

True enough

I’m not sure I quite agree

I couldn’t agree more

I’m afraid I don’t agree

Beyond all doubt

I’m not so sure

Looks like that

1. Other problems with the press are tendencies to sensationalize, to overemphasize the negative, and to make simplistic generalizations.

2. ... many reporters are generalists who have little or no background on the multitude of subjects they are asked to cover.

## **Text B**

### **Tabloid Journalism**

Newspapers and broadcast shows are not all alike, and the level of commitment to journalistic standards ranges from wholehearted to nonexistent. Some periodicals are highly praised for their objective and fair reporting, whereas others are famous for headline stories based on hearsay.

The same situation exists in television. Some shows are known as “tabloid television” and “trash TV” because they concentrate on the sensational and have used the facade of traditional journalism on what is pure entertainment. This has been called “journaltainment”.

The proliferation of tabloid television means that you have to be very careful.

In the race for ratings, some shows have started to offer more sensationalism and the manipulation of events for greater effect.

Such lapses of journalistic standards are a major concern for the media because the antics of an isolated few affect the credibility of all journalists.

Your challenge is to make sure you don’t paint all media with the same brush. You should continue to give service to responsible journalists and provide information. However, if a reporter has a reputation for sensationalism, you are probably better off if you simply refuse to be interviewed or provide information.

If you do decide to work with a tabloid television reporter, there are some points that can help you keep control of the situation.

- Never do an adversarial interview alone. One option is to have a lawyer sit in on the interview.

- Research the interviewer’s record before facing the camera. Know his or her method of questioning.

- Don’t accept any document on camera. Surprise documents can be used to trip up subjects and make them look foolish.

- Get a commitment that you will be able to respond to accusations made by others as part of the story.

- If cornered, counterattack. Take the offensive and accuse the reporter of unprofessional conduct, incompetence, or a lack of understanding of the subject.

## **Vocabulary**

accuse smb. of smth. — обвинять кого-л. в чем-л.  
adversarial — недоброжелательный, враждебный  
commitment to smth. — преданность чему-л., обязательство  
corner smb. — «загнать в угол», «припереть к стене»  
lack of smth. — отсутствие чего-л.  
lapse — падение  
make accusations — выдвигать обвинение  
hearsay — слухи  
antics — проделки, шутовство, кривляние  
proliferation — распространение  
race for ratings — погоня за рейтингом  
sensationalism — сенсационность  
tabloid — низкопробный, бульварный  
tabloid press — бульварная пресса  
take the offensive — перейти в наступление  
trash (material, writing) — чтиво, макулатура, дешевка  
trip up — запутывать

## ***Text vocabulary practice***

### ***1. Find the English equivalents in the text:***

основываться на слухах; предоставлять информацию; держать ситуацию под контролем; некомпетентность; заручиться обязательствами; сосредоточиваться на чем-л.; колебаться (варьироваться); подрывать доверие к чему-л.; оказаться перед камерой; непрофессиональное поведение.

### ***2. Match the words, translate them and use in sentences of your own:***

provide	stories
unprofessional	standards
headline	concern
major	conduct
journalistic	information



**3. Translate the following sentences into Russian:**

1. Hearsay is not allowed as evidence in court.
2. Reporters used extreme and adversarial methods to get their information.
3. Her latest affair was splashed across the cover of the supermarket tabloids.
4. The new comedy had the highest television rating this season.
5. Many people get tripped up over the new tax laws.

**4. Match the words which are close in their meaning:**

to refuse	decline
sensational	influence
wholehearted	to decline
lapse	exaggerated
affect	sincere

**5. Match the word which are opposite in their meaning:**

sensational	efficiency
incompetence	obscure
wholehearted	minor
famous	run of the mill
major	disinterested

**6. Complete the sentences using the following words and word-combinations (events; ratings; to trip up; sensationalism; effect; to respond):**

1. Surprise documents can be used \_\_\_\_\_ subjects and make them look foolish.
2. Get a commitment that you will be able \_\_\_\_\_ to accusations made by other as part of the story.
3. In the race for \_\_\_\_\_, some shows have started to offer more \_\_\_\_\_ and the manipulation of \_\_\_\_\_ for greater \_\_\_\_\_.

**7. Insert prepositions where necessary (of; from; to; for):**

1. ... accuse the reporter \_\_\_\_\_ unprofessional conduct incompetence, or a lack \_\_\_\_\_ understanding \_\_\_\_\_ the subject.

2. ... the level \_\_\_\_\_ commitment \_\_\_\_\_ journalistic standards ranges \_\_\_\_\_ wholehearted \_\_\_\_\_ nonexistent.

3. Such lapses \_\_\_\_\_ journalistic standards are a major concern \_\_\_\_\_ the media, because the antics \_\_\_\_\_ an isolated few affect \_\_\_\_\_ the credibility \_\_\_\_\_ all journalists.

### ***Text discussion***

***8. Write down 5 questions to the text using the active vocabulary of the unit.***

***9. Can you explain the following:***

1. Your challenge is to make sure you don't paint all media with the same brush.

2. Such lapses of journalistic standards are a major concern for the media because the antics of an isolated few affect the credibility of all journalists.

***10. Give the main idea of the text. Write down one phrase.***

***11. Develop the following.***

There are several areas of friction among journalists and public relations people, including name calling, excessive hype and promotion, advertising pressures, sloppy reporting, and tabloid journalism.

## **UNIT 4**

### ***EFFECTIVE MEDIA RELATIONS***

#### **Text A**

***Read and translate the text using the vocabulary after the text (guidelines 1–5 in written form).***

There will always be areas of friction and disagreement between public relations people and journalists, but that doesn't mean that there can't be a solid working relationship based on mutual respect for each other's work, including journalists.

A good working relationship with the media is vital for a public relations writer. Indeed, one definition of public relations is the building of relationship between the organization and its various public.

### **Dealing with the Media**

Many guidelines for dealing effectively with the media have been compiled. Most of them are well tested and proven, but you must always remember that there are no ironclad rules. Media people are also individuals to whom a particular approach may or may not be applicable. Here's a list of general guidelines.

**Know your media.** Be familiar with the publications and broadcast outlets that are regularly used. Know their deadlines, news format, audience, and needs. Do your homework on other publications and broadcast shows before sending a pitch letter or news material.

**Limit your mailings.** Multiple news releases are inefficient and costly, and they alienate media gatekeepers. Send releases only to publications and broadcast outlets that would have an interest in the information.

**Localize.** Countless surveys show that the most effective materials have a local angle. Take the time to develop that angle before sending materials to specific publications.

**Send newsworthy information.** Don't bother sending materials that are not newsworthy. Avoid excessive hype and promotion.

**Practice good writing.** News materials should be well written and concise. Avoid technical jargon in materials sent to nontechnical publications.

**Avoid gimmicks.** Don't send T-shirts, teddy bears, balloon bouquets, or other frivolous items to get the attention of media gatekeepers.

**Be environmentally correct.** Avoid giant press kits and reams of background materials. Save trees.

**Be available.** You are the spokesperson for an organization. It is your responsibility to be accessible at all times, even in the middle of the night. Key reporters should have your office and home telephone number.

**Get back to reporters.** Make it a priority to respect your promises and call reporters back in a timely manner. They have deadlines to meet.

**Answer your own phone.** Use voice mail system as a tool of service, not as a screening device. Reporters (like other people) hate getting bogged down in the electronic swamp of endless button pushing.

**Be truthful.** Give accurate and complete information even if it is not flattering to your organization. Your facts and figures must be clear and dependable.

**Answer the questions.** There are only three acceptable answer: “Here it is”, “I don’t know but I’ll get back to you within an hour” and “I know but I can’t tell you now because...” “No comment” is not one of the three alternatives.

**Protect exclusives.** If reporter has found a story, don’t give it to anyone else.

**Be fair.** Competing media deserve equal opportunity to receive information in a timely manner.

**Help photographers.** Facilitate their work by getting people together in a central location, providing necessary props, and supplying subjects’ full names and titles.

**Explain.** Give reporters background briefings and materials so that they understand your organization. Tell them how decisions were reached and why.

**Remember deadlines.** The reporter must have enough time to write a story. One good rule is to provide information days or weeks in advance. In addition, don’t call a media outlet to make a pitch at deadlines time.

**Praise good work.** If a reporter has written or produced a good story, send a complimentary note. A copy to the editor is also appreciated.

**Correct errors politely.** Ignore minor errors such as misspellings, inaccurate ages, and wrong titles. If there is a major factual error that skews the accuracy of the entire story, talk to the reporter who wrote the story. If that doesn’t work, talk to the editor or news director.

## Notes

to screen one’s calls — «просеивать» звонки, использовать определитель номера и автоответчик, чтобы не говорить с теми, кому не можешь или не хочешь отвечать.

## **Vocabulary**

alienate — отдалять, отвращать  
angle — точка зрения, подход  
applicable — применимый  
avoid — избегать  
compile — составить  
concise — краткий, сжатый  
deadline — крайний срок  
definition — определение  
device — приспособление  
exclusive — эксклюзивное сообщение  
facilitate — облегчать  
flatter — льстить  
guidelines — правила, инструкции, директивы  
ironclad rules — «железные» правила  
meet the deadline — выполнить чего-л. в срок  
pitch letter — рекламно-информационное письмо  
priority — первостепенная задача, приоритет  
props — реквизит  
ream — груда  
skew — исказить  
take the time — не торопиться  
vital — жизненно важный  
voice mail system — автоответчик

### ***Text vocabulary practice***

***1. Translate the following words and word-combinations into Russian. Make up sentences of your own:***

- 1) to meet a deadline
- to miss a deadline
- to set a deadline
- to work under a tight deadline
- at deadline time
- 2) to establish priorities
- a top/high/first priority
- to have/take/get priority
- to get one's priorities straight/right

**2. Match the words (there can be more than one variant).  
Use them in sentences of your own:**

news	rules
ironclad	answer
news	letter
acceptable	director
pitch	release

**3. Translate the following sentences into Russian:**

1. Lawyers examined reams of documents.
2. Jackson's comments alienated many baseball fans.
3. It depends on your definition of success.
4. Try approaching the problem from a different angle.
5. Dividing students into small groups usually helps facilitate discussion.

**4. Match the words which are close in their meaning:**

regularly	reliable
costly	conflict
disagreement	essential
solid	constantly
vital	expensive

**5. Match the words which are opposite in their meaning:**

frivolous	redundant
timely	flexible
flatter	inopportune
ironclad	criticize
concise	sensible

### ***Text discussion***

**6. Answer the following questions:**

1. What should be done to know your media?
2. How can you limit your mailings?
3. Why is it important to localize your materials?

4. What sort of information should be sent?
5. How should news materials be written?
6. Why should gimmicks be avoided?
7. What does “to be environmentally correct” mean?
8. Why should you be always accessible for the media?
9. Why can’t “no comment” be one of the possible answers to reporters’ questions?
10. In what way should you be fair to competing media?
11. How can you help photographers ?
12. In what way should you react to errors?

***7. Can you explain the following:***

1. Reporters (like other people) hate getting bogged down in the electronic swamp of endless button pushing.
2. Countless surveys show that the most effective materials have a local angle.

***8. Develop two or three items of the general guidelines which you find the most important.***

*Start with:*

From the point of view of...

It has been pointed out that...

I’d just like to say...

I think (suppose, guess, believe, dare say)...

Personally I believe...

In my opinion (view)...

As I see it...

**Text B**

***Read and translate the text. Write down its main idea***

**Media Etiquette**

In addition to the foregoing guidelines, there are several matters of media etiquette that should be observed. A failure to observe the following points often leads to poor media relations.

Irritating phone calls. Don’t call a reporter or an editor to ask if your news release was received. Simply assume that it was if you

used a regular channel of distribution such as first class mail, a courier service, or fax.

Unfortunately, the practice of phoning reporters with such an inane question is widely done as a pretext for calling attention to the news release or making a pitch for its use.

Although the approach seems logical, it is better to call a reporter to offer some new piece of information or a story angle that may not be explicit in the news release. The telephone call then becomes an information call instead of a plea to read the news release and use it.

Inappropriate requests. It is not appropriate to ask a publication or broadcast station to send you a clipping of the story or news segment. If you want such materials, you should make arrangements with a clipping service or a broadcast monitoring firm.

It also is not a good idea to ask if you can check a story before it runs. Publications rarely give such permission and consider the request an infringement on their First Amendment rights. From a practical standpoint, news is timely, and there often isn't time for outside sources to check stories. It is permissible to ask a reporter if you can check any quotes attributed to you. In many cases, however, you will still get a frosty no.

## Notes

First Amendment — «Первая поправка». Поправка в Конституции США, гарантирующая гражданские свободы. Является частью Билля о правах.

## Vocabulary

assume — предположить, допустить

attributed to smb. — приписываемый к.-л.

call attention to smth. — привлечь внимание к ч.-л.

channel of distribution — канал распространения

courier service — курьерская служба

explicit — ясный, четкий, точный

fax — факс

foregoing — вышеупомянутый

inane — бессмысленный, пустой

inappropriate — неуместный

infringement — нарушение



irritating — раздражающий  
make a pitch — пытаться протолкнуть информацию;  
совершить сделку  
observe — соблюдать  
permissible — позволительно  
permission — позволение  
plea — просьба  
pretext — предлог quote — цитата

## ***Exercises***

### ***1. Find the English equivalents in the text.***

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

в добавление к ч.-л.; привести к ч.-л.; обычный канал; подход (к проблеме); аспект сообщения; радиостанция; фирма звукозаписи; проверить сообщение; точка зрения; внешние источники; газетные вырезки.

### ***2. Find the words in the text which describe or mean the following:***

- 1) a request that is urgent or full of emotion —
- 2) to try to make a business agreement, or to sell smth. by saying how good it is —
- 3) a reason given for an action, used in order to hide your own intentions —

### ***3. Translate the following sentences into Russian:***

1. He was glad to have a pretext to leave the party early.
2. The movie is inappropriate for children.
3. A health inspector gave explicit instructions on how to correct the problem.
4. It is assumed that they will eventually join the EU.
5. Doctors attributed his quick recovery to his physical fitness.

### ***4. Match the words which are close in their meaning:***

inane	violation
infringement	above mentioned
explicit	abide by

foregoing

stupid

observe

unambiguous

**5. Match the words which are opposite in their meaning:**

outside

forbidden

receive

internal

appropriate

turn down

failure

improper

permissible

success

**6. Write down 5 questions to the text beginning with “Why...?”**

**Text discussion**

**7. Agree or disagree:**

It is inappropriate to ask media outlets for clips of news articles or to see the story before it is published or broadcast.

**8. What are the main points of media etiquette? Do you agree with all of them? Can you add anything of your own?**

## **UNIT 5**

### **CRISIS COMMUNICATION**

#### **Text A**

***Read and translate the text using the dictionary (in written form).***

A good working relationship with the media is severely tested in times of crisis. All the rules and guidelines about working effectively with the press are magnified and intensified when something out of the ordinary occurs and thus becomes extremely newsworthy.

Here is a sampling of major crises that have hit various organizations.

- The safety of Dow Corning’s silicone gel breast implants comes under fire from both the medical community and thousands of women who claim that they were harmed by the product.

- Sears is charged by consumer agencies in several states for defrauding customers and making unnecessary repairs at its auto centers.

- An outbreak of food poisoning, leading to the death of a 2 year old, is traced to contaminated beef served by Jack In The Box restaurants in Washington State.

- An activist environmental group claims that the pesticide Alar used on apples is a health hazard to children. The claim is featured on TV, causing major drop in apple sales, affecting thousands of apple growers.

- A Florida man claims that his wife's fatal brain tumor was caused by her frequent use of a cellular phone. He files a lawsuit and gets national exposure with an appearance on TV.

These situations, no matter what the circumstances are, constitute major crises because the reputation of the company, industry, or product is in jeopardy. Economic survival is at stake, and a company can lose millions of dollars overnight if the public perceives that a problem exists.

Johnson & Johnson, owner of the maker of Tylenol, saw the brand's market share shrink from 37 percent to barely 6 percent in a matter of days after capsules laced with cyanide killed seven people in Chicago. By the time it was established that someone had tampered with the product after it had reached store shelves, the ordeal had cost the company more than \$50 million to recall the product and test all its manufacturing processes.

During such times of crisis, the media can be adversaries or allies. It all depends on how you and your organization manage the crisis and understand the media's point of view. Keep in mind some guidelines.

## **Notes**

Dow-Corning — совместное предприятие химического концерна Dow Chemical Co и компании по производству стекла и стеклянной посуды Corning Inc.

Sears — компания по прокату автомобилей торговой фирмы «Сирс, Роубак энд Ко» (Sears, Roebuck and Co).

Jack-In-The-Box — сеть закусочных, торгующих гамбургерами. Рассчитана на обслуживание в автомобиле.

Johnson & Johnson — химико-фармацевтическая компания. Выпускает широкий круг фармацевтических препаратов, в частности «Тайленол», патентованное средство от головной боли и простуды. В октябре 1982 г. страну потрясли сообщения о случаях отравления со смертельным исходом, вызванного тем, что ненайденный злоумышленник подложил в капсулы тайленола цианистый калий. Жертвами стали восемь человек в г. Чикаго и в штате Калифорния. В результате этой трагедии федеральные власти выработали новые правила проверки выпускаемых лекарств.

### **Vocabulary**

adversary — противник

ally — союзник

barely — едва

be at stake — быть поставленным на карту

brain tumor — опухоль мозга

brand — марка, сорт

claim — утверждать, заявлять

cellular phone — сотовый телефон

charge smb. for smth. — обвинять кого-л. в чем-л.

come under fire — вызвать град нападок

consumer — потребитель

contaminated — зараженный

crisis, crises (pl.) — кризис

crisis communications — экстремальные связи с общественностью

defraud — обманывать

evasive — уклончивый

file a lawsuit — возбудить судебное дело

food poisoning — пищевое отравление

fuel — разжигать

harm — причинять вред

health hazard — опасность для здоровья

hit — поразить

hostility — враждебность

implant — имплант

jeopardy — опасность  
lace — подливать  
magnify — увеличивать  
market share — доля на рынке  
misconstrue — неправильно истолковать  
occur — происходить, случаться  
ordeal — испытание  
outbreak — вспышка  
perceive — почувствовать, ощутить  
recall — отозвать  
safety — безопасность  
sampling — выборка  
shrink — уменьшаться  
tamper — нарочно тайком портить что-л.  
trace — проследить

### ***Text vocabulary practice***

#### ***1. Translate the following sentences into Russian:***

1. Police revealed that the telephone line had been tampered with.
2. The killings could put the whole peace process in jeopardy.
3. The hostages described their terrifying six week ordeal.
4. He wanted to ensure success against his political adversaries.
5. Her husband was charged with her murder.
6. Profits have been shrinking over the last year.
7. Thousands of lives are at stake if a war is not avoided.
8. He was convicted of conspiracy to defraud the government.
9. Polluted water sources are a hazard to wild life.
10. The auto industry has many allies in Congress.

#### ***2. Match the words which are close in their meaning:***

barely	cooperative
helpful	elusive
shrink	cheat
evasive	hardly
defraud	diminish

**3. Match the words which are opposite in their meaning:**

ally	play down
magnify	expand
evasive	profusely
barely	forthright
shrink	antagonist

**4. Complete the following sentences (survival; a lawsuit; fuels; hits; crises; charged):**

1. Get to know the journalists in your area before a crisis \_\_\_\_\_.
2. "No comment" \_\_\_\_\_ hostility.
3. He files \_\_\_\_\_.
4. Economic \_\_\_\_\_ is at stake.
5. These situations constitute major \_\_\_\_\_.
6. Sears is \_\_\_\_\_ by consumer agencies.

**5. Explain the grammatical structure of the sentence:**

Johnson & Johnson **saw the** brand's market **share shrink** from 37 percent to barely 6 percent.

*Make up two sentences of your own with the same structure.*

**6. Make up ten questions to the text.**

**Text discussion**

**7. Can you explain the following:**

1. "No comment" fuels hostility.
2. During such times of crisis, the media can be adversaries or allies.

**8. Agree or disagree:**

A good working relationship with the media is severely tested in times of crisis.

**9. Develop in writing the following statement.**

**Use about 120 words.**

Communication during a crisis requires cooperating with the media and promptly providing honest, factual information even if it is unflattering.

## **Text B**

***Read and translate the text. Choose two paragraphs for reading and translation presentation.***

The key to successful dealings with the media during a crisis is to become credible source of information. The following can be suggested.

- Appoint a spokesperson whom the media can trust and who has authority to speak for the company. It also is a good idea to designate one central spokesperson so that the organization speaks with one voice.

- Set up a central media information center where reporters can obtain updated information and work on stories. You should provide telephone lines, modular jacks so that reporters using computers can reach their offices, and facsimile machines. Provide food and transportation if necessary.

- Provide a constant flow of information, even if situation is unchanged or negative. A company builds credibility by addressing bad news quickly, when information is withheld, the cover up becomes the story.

- Be accessible by providing after hours numbers or carrying a cellular phone with you at all times.

- Keep a log of media calls, and return calls as promptly as possible. A log can help you track issues being raised by reporters and give you a record of which media showed the most interest in your story.

- Be honest. Don't exaggerate, and don't obscure facts. If you're not sure of something or don't have the answer to a question, say so. If you are not at liberty to provide information, explain why.

These guidelines reflect plain common sense, but when a crisis hits, it is surprising how many organizations go into a defensive mode and try to stonewall the media. Dow-Corning, for example, got considerable negative coverage by treating the media as an enemy.

Corporate spokespeople accused the media of reporting only the "sensationalistic, anecdotal side of the breast implant story, which has unnecessarily frightened women across the country". At a news conference, the head of Dow's healthcare business continued the attack by telling the assembled reporters that they took "memos out of context and distorted reality". It would be an understatement to say that this is a poor way to get the press on your side.

Jack-In-The-Box also violated the tenets of crisis communications in the first days of the reported food poisonings. The company initially said “no comment” and then waited three days to hold a news conference, at which the company president tried to shift the blame to the meatpacking company.

There are two principles: accept responsibility and take action. Even if you are not directly at fault the organization should take responsibility for its product and the public safety.

Johnson & Johnson did this with Tylenol, but Dow Corning chose to defend its product even after evidence had mounted that the company knew the product had a history of causing medical problems. Experts also say that Jack-In-The-Box fumbled early on by not showing concern for the poisoned customers. The company would have won more public goodwill and favorable press coverage by more quickly offering to pay all medical bills, which it eventually did.

Two considerations can be emphasized in the crisis management plan:

- Demonstrate your commitment to good corporate citizenship by taking prompt and decisive actions to control problems in your operations.
- Communicate swiftly, constantly, and consistently to all appropriate audiences in clear, straightforward, nontechnical language.

### **Vocabulary**

after hours (adj.) — после рабочего дня

be at fault — быть виновным

be at liberty to do smth. — иметь возможность (право) сделать что-л.

common sense — здравый смысл

cover up — попытка скрыть что-л.

credible — надежный

designate — назначить

exaggerate — преувеличивать

eventually — в конце концов

evidence — доказательство

flow of information — поток информации

fumble on — портить дело

go into a defensive mode — занять оборонительную позицию



have authority — иметь полномочия  
hold a news conference — провести пресс конференцию  
initially — первоначально  
log — журнал записей  
memos — здесь «замечания»  
modular jacks — блоки подключения  
mount — возрастать, повышаться  
obscure — скрывать  
obtain — получить, добыть, приобрести  
set up — создать, организовать  
shift the blame to smb. — переложить вину на кого-л.  
show concern — проявить озабоченность  
stonewall — отмалчиваться  
straightforward — откровенный, прямой  
tenet — принцип, доктрина  
understatement — преуменьшение  
updated — обновленный, самый новый  
win smb.'s goodwill — добиться чьего-л. расположения  
withhold information — придерживать информацию

### ***Text vocabulary practice***

#### ***1. Find the English equivalents in the text.***

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

оплатить счета; подчеркивать; искажать действительность;  
привлечь прессу на свою сторону; освещение в прессе; пищевое  
отравление; клиенты; выступать от имени компании; вопросы,  
поднимаемые журналистами; обычный здравый смысл;  
обращаться с кем-л. как с врагом.

#### ***2. Translate the following word-combinations into Russian.***

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

credible                      information  
to obtain  
updated  
to withhold  
flow of

**3. Translate the following sentences into Russian:**

1. The report confirms that he withheld important evidence.
2. To say I was surprised would be an understatement.
3. Eventually, the sky cleared up and we went to the beach.
4. The accident report found both drivers at fault.
5. We are not at liberty to discuss it.

**4. Match the words which are close in their meaning:**

evidence	conceal
eventually	honest
accessible	proof
obscure	after all
straight forward	available

**5. Match the words having the opposite meaning:**

favorable	fraudulent
obscure	insignificant
honest	doubtful
considerable	expose
sure	derogatory

**6. Complete the following sentences (common sense; goodwill; promptly; tenets; coverage; to designate):**

1. It is a good idea \_\_\_\_\_ one central spokesperson.
2. Return calls as \_\_\_\_\_ as possible.
3. These guidelines reflect plain \_\_\_\_\_.
4. Jack In The Box violated the \_\_\_\_\_ of crisis communication.
5. The company would have won more public \_\_\_\_\_ and favorable press \_\_\_\_\_.

**7. Insert prepositions (to; for; on; at):**

- to demonstrate commitment \_\_\_\_\_ smth.  
to get the press \_\_\_\_\_ one's side  
to be \_\_\_\_\_ fault  
to show concern \_\_\_\_\_ smb.  
the key \_\_\_\_\_ smth.  
to speak \_\_\_\_\_ the company  
to be \_\_\_\_\_ liberty to do smth.

**8. Explain the grammatical structure of the following sentence:**

The company **would have won** more public goodwill and favorable press coverage.

*Make up your own sentences with the same structure.*

**Text discussion**

**9. Answer the following questions:**

1. What is the key to successful dealings with the media during a crisis?
2. What authority should an appointed spokesperson have?
3. Why should a central media information center be set up?
4. Why should a constant flow of information be provided?
5. How can you be accessible at (in) afterhours time?
6. What sort of log must be kept?
7. Do organizations always follow these guidelines?
8. What happened during Dow Corning's crisis?
9. How did Jack-In-The-Box violate the rules of crisis communication?
10. In what way must an organization communicate to all appropriate audiences during a crisis?

**10. Can you explain the following:**

1. When a crisis hits, it is surprising how many organizations go into a defensive mode and try to stonewall the media.
2. When information is withheld, the cover-up becomes the story.

**11. Sum up the main idea of the text. Write down only one sentence.**

## UNIT 6

### ***MEETING THE PRESS***

#### **Text A**

##### ***1. Before reading the text answer the following questions:***

1. Why are press interviews, news conferences etc., so important to public relations people?
2. Why may company executives sometimes view direct one to one contact with the media as a nightmare?
3. What is the key to a successful interview?
4. Who can initiate a press interview?
5. What questions should be asked before a reporter interviews you?
6. What can be achieved by doing this kind of questioning?
7. What are dangers of a telephone interview?
8. What should reporters be provided: with in advance or at the time of the interview?

##### ***2. Read the text and find the answers to the questions from ex. 1. Write them down.***

Press interviews, news conferences, media tours, and other kinds of gatherings provide excellent opportunities to communicate your message to a variety of audiences. They are more personal than just sending written materials and allow reporters to get direct answers from news sources.

Company executives prone to stage fright may view direct one to one contact with the media as a nightmare. They fear that they will say something stupid, be misquoted, or be “ambushed” by an aggressive reporter who will slant the interview to imply that the organization is guilty of some wrongdoing.

Nevertheless, media interviews help the organization accomplish the objectives of increasing visibility, consumer awareness, and sales of services or products. The key is preparation.

#### **Individual Interviews**

Most press interviews are set up in advance. They can be initiated by you as the public relations representative, or they can be requested by a reporter who is looking for credible experts to fill out a story.

If a reporter calls requesting an interview, you should interview the reporter before the reporter interviews you. Some common questions are “What’s the nature of your story?”, “Why did you call me?”, “What are you looking for from me?”

By doing this kind of questioning, you can decide if you are qualified to answer the questions or whether someone else in the organization would be a better source. You may also decide that the context of the story is not appropriate for your organization and decline to be interviewed. For example, the reporter may ask you to comment on some topic that has nothing to do with your organization.

One danger in a telephone interview is that you’re caught off guard and don’t have time to formulate your thoughts. But before you know it, you and the reporter are chatting away like old friends about a number of topics. This is fine, but do remember that name and a quote will probably appear in the article or as a sound bite on a newscast. It may be accurate, or it may be completely out of context.

A better approach for a major interview, whether initiated by you or by the reporter, is to schedule it in advance. If you know the purpose of the story, this will help you prepare yourself or other spokespersons for the session.

There are some tips:

1. *Define your key points.* Know the three most important points you want to get across to the interviewer.

2. *Anticipate difficult questions.* Make a list of questions that might be asked — and be prepared for them.

3. *Rehearse.* It is normal to feel uncomfortable when you’re in the “hot seat” when reporters start questioning you. Practice making your key points and answering difficult questions. If you’re preparing an executive for the interview, you role — play as the reporter.

4. *Follow up.* After the interview, provide any material promised to the reporter. Respect a reporter’s deadlines. Getting back to a reporter in several days often isn’t good enough.

Another common suggestion is to provide reporters with company background materials in advance or at the time of the interview. This will help them get facts and names correct.

Body language is also important: be confident and relaxed, always look a reporter in the eye and never look away, keep your hands open, smile, and lean forward when you're talking.

### **Vocabulary**

ambush — заманить в ловушку  
accomplish the objective — достичь цели  
in advance — заранее  
anticipate — ожидать, предвидеть  
appropriate — подходящий  
be in the hot seat (col.) — быть как на иголках  
body language — язык жестов  
catch smb. off guard — застигнуть кого-л. врасплох  
chat away — болтать  
consumer awareness — потребительская осведомленность  
decline — отвергнуть, отказаться  
follow up — довести до конца  
get across to smb. — донести до кого-л.  
imply — намекать, предполагать  
newscast — последние известия (по радио или телевидению)  
nightmare — кошмар  
prone to smth. — склонный к чему-л.  
rehearse — репетировать  
slant — передергивать факты; необъективно представлять информацию  
stage fright — страх перед публикой  
view — рассматривать  
visibility — обзор, видимость

### **Exercises**

***1. Find the English equivalents in the text. Use them in sentences of your own:***

быть компетентным; сформулировать мысль; цель ч.-л.; знающие специалисты; обычные вопросы; предоставить прекрасные возможности; служащие компании; источник (информации); прокомментировать ч.-л.; не иметь ничего общего с ч.-л.

**2. Match the words. Use the expressions in sentences of your own:**

body	conference
sound	language
background	points
news	bite
key	materials

**3. Translate the following sentences into Russian:**

1. She is prone to say exactly what she thinks.
2. It was a nightmare driving home in the snow.
3. The report was heavily slanted toward the city council's version of events.
4. The sudden snowstorm caught weather forecasters off guard.
5. The movie is appropriate for children over 12.
6. Sales are better than anticipated.
7. It was difficult to get his idea across to the committee.
8. The salesmen implied that the cars were safe.
9. He declined their invitation to take part in the conference.
10. If it is viewed from an environmental perspective, the factory's closing is a good thing.

**4. Match the words which are close in their meaning:**

aggressive	competent
personal	ordinary
common	individual
qualified	explicate
comment	hostile

**5. Match the words having the opposite meaning:**

personal	oral
qualified	friendly
major	unskilled
aggressive	insignificant
written	public

**6. Complete the following sentence (prone; appropriate; major; schedule; decline; initiated; view; nightmare):**

1. A better approach for a \_\_\_\_\_ interview, whether \_\_\_\_\_ by you or by the reporter, is to \_\_\_\_\_ it in advance.
2. You may also decide that the context of the story is not \_\_\_\_\_ for your organization and \_\_\_\_\_ to be interviewed.
3. Company executives \_\_\_\_\_ to stage fright may \_\_\_\_\_ direct one to one contact with the media as a \_\_\_\_\_.

**7. Insert the prepositions (for; on; with; in; forward; up; away; by; out). Translate the sentences into Russian:**

1. Most press interviews are set \_\_\_\_\_ advance.
2. They can be requested \_\_\_\_\_ a reporter who is looking \_\_\_\_\_ credible experts to fill \_\_\_\_\_ a story.
3. The reporter may ask you to comment \_\_\_\_\_ some topic that has nothing to do \_\_\_\_\_ your organization.
4. Be confident and relaxed, always look a reporter \_\_\_\_\_ the eye and never look \_\_\_\_\_, and lean \_\_\_\_\_ when you're talking.

**8. Write these words with correct negative prefixes (un, in, im). Translate the pairs of adjectives into Russian:**

qualified; personal; written; direct; appropriate; credible; common; accurate; important; confident.

**9. Translate in writing four paragraphs describing the tips which would help you prepare for an interview.**

**10. Can you explain the following:**

Respect a reporter's deadlines.

The key is preparation.

**11. Agree or disagree:**

1. Body language is also important.
2. If a reporter calls requesting an interview, you should interview the reporter before the reporter interviews you.

**12. Write down the main stages of the preparation for an individual interview.**



## **Text B**

*Read and translate the text using the vocabulary .*

### **News Conferences**

A news conference is a setting where many reporters ask questions. It is called by an organization when there is important and significant news to announce, news that would attract major media and public interest.

Here is a list of instance that are appropriate for news conferences:

- An announcement of considerable importance to a large number of people in the community is to be made.
- A matter of public concern needs to be explained.
- Reporters have requested access to a key individual, and it is important to give all media equal access to the person.
- A new product or an invention of the public interest is to be unveiled, demonstrated, and explained to the media.
- A person of importance is coming to town, and there are many media requests for interviews.
- A complex issue or situation is to be announced, and the media need access to someone who can answer their questions.

The two major reasons for having a news conference are to give all media an opportunity to hear the announcement at the same time and to provide a setting where reporters can ask follow up questions. Many announcements, particularly ones involving research breakthroughs, major corporate decisions, and crises, raise numerous questions as reporters seek information on all aspects of all issue or event.

Your role as a public relations professional is to determine when and if a news conference is needed. All too often, executives in an organization want to call a news conference just to stir up publicity and make routine announcements that can just as easily be handled with a news release. Not only is this an expensive proposition, but it also alienates the media, who have better things to do than attend news conferences where there is no news.

### **Vocabulary**

access — доступ

alienate — отдалять, отчуждать

announce news — сообщать новую информацию  
attract interest — привлечь внимание  
breakthrough — успех, достижение  
call a news conference — созвать пресс конференцию  
follow up (adj.) — дополнительный, последующий  
instance — случай  
raise a question — поднять вопрос  
setting — обстановка  
stir up — пробудить, вызвать

## ***Exercises***

### ***1. Find the English equivalents in the text:***

получить доступ; значительная личность; сложная проблема;  
предоставить возможность; одновременно; главная причина;  
коллективные решения; определить ч.-л.; обнародовать;  
слишком часто.

### ***2. Match the words. Use them in sentences of your own:***

corporate	breakthrough
research	interest
news	questions
public	release
follow-up	decisions

### ***3. Translate the following sentences into Russian:***

1. Walkways allow easy access to the beach.
2. Scientists have made an important breakthrough in the treatment of heart disease.
3. His speech really stirred up the crowd.
4. In this instance, I have decided there is not enough evidence to bring the case to court.
5. He is doing a follow up study to his research on children raised in single parent families.

### ***4. Match the words which are close in their meaning:***

provide	multitudinous
equal	specifically
numerous	main

key	supply
particularly	fair

**5. Match the words having the opposite meaning:**

expensive	insignificant
equal	endear
key	biased
alienate	deprive
provide	low-priced

**6. Write down 6 questions to the text beginning with:**

who; what; how; when; where; why.

**7. Write down one sentence summarizing the text.**

## **Text C**

***Read the text and write down the main ideas in English.***

### **Scheduling a News Conference**

The conference should be scheduled at a time that is convenient for the reporters — that is, with an eye on the deadlines of the media represented. In general, mornings or early afternoons are best for both print and broadcast media. This allows sufficient time for reporters to get stories in the next morning's daily or on the 6 p. m. news. If the primary audience is the trade press — reporters representing publications in a particular industry — late afternoon news conferences may be more convenient.

You should avoid Saturdays and Sundays, as well as major holidays. Most media operate with skeleton staffs on these days and hence don't have the personnel to cover news conferences.

Another consideration which often can't be planned for, is to schedule the news conference on a day when there aren't a lot of conflicting news events. It's always wise to avoid election days, for example.

### **Selecting a Location**

A location for a news conference must meet several criteria. First, it must be convenient for the media invited and relatively close to their

places of work. Second, the room selected must have the necessary facilities to accommodate both print and broadcast media.

Organizations often use hotels and conference centers for news conferences, as well as the corporate headquarters. It is important for the room to have plenty of electrical outlets, particularly for radio and television news. Television people may prefer a room on a ground floor near an entrance so that they can park a mobile communications center outside the room. In some cases, they will want to run cables from the truck to the room for live broadcast.

You should make the room available one or two hours in advance so that radio and television crews can set up. Have a general seating plan to make sure that the equipment doesn't obstruct the view or hinder the work of the print reporters. An elevated platform for TV cameras in the back of the room is helpful.

Another consideration is to have several smaller rooms reserved nearby for print and broadcast reporters to conduct an exclusive interview with a company representative after the general news conference.

## **Vocabulary**

accommodate — разместить

broadcast media — средства вещательной информации

conflicting — противоречащий

electrical outlets — электрические розетки

elevated — приподнятый

equipment — оборудование

hinder — препятствовать, мешать

live broadcast — прямая передача, «прямой эфир»

location — место проведения

meet criteria — отвечать требованиям

necessary facilities — необходимые условия

obstruct the view — загораживать обзор

print media — средства периодической печати

primary audience — первичная аудитория

schedule — намечать сроки

set up — размещаться

skeleton staff — минимальный штат

trade press — специализированная (отраслевая) пресса

## ***Exercises***

***1. Find the English equivalents in the text. Use them in sentences of your own:***

следовательно; день выборов; сравнительно; штаб-квартира; в конце комнаты; неподалеку; предпочитать; ежедневная газета; достаточно времени; избегать.

***2. Find the words in the text which describe or mean the following:***

1) only enough workers or services to keep an operation or organization running —

2) to provide enough space for a particular number of people or things —

3) to make it difficult for smb. to do smth. or for smth. to develop —

4) to plan that smth. will happen at a particular time —

5) a concert, sport events etc. that is seen or heard on television or radio at the same time as it is happening —

***3. Translate the following word-combinations into Russian. Use them in sentences of your own:***

1) to meet criteria

to meet requirements

to meet interests

to meet wishes

to meet commitments

to meet a bill

to meet expenses

2) to set up

to set up a monument

to set up a committee

to set up a company

to set up a home

to set up a record

*Find some more expressions in the dictionary.*

**4. Match the words:**

corporate	platform
elevated	outlets
print	day
electrical	headquarters
election	media

**5. Translate the following sentences into Russian:**

1. We have a rehearsal scheduled for four o'clock.
2. The high cost of the vaccine has severely hindered its use.
3. The hotel can only accommodate 200 people.
4. On the weekend, we only have a skeleton crew.
5. The college has excellent research facilities.

**6. Match the words which are close in their meaning:**

exclusive	accommodating
prefer	unique
mobile	indispensable
convenient	movable
necessary	fancy

**7. Match the words having the opposite meaning:**

helpful	unsuited
elevated	common
convenient	inessential
exclusive	lowered
necessary	worthless

**8. Answer the following questions:**

1. What is the best time for a news conference and why?
2. In which cases are late afternoons more convenient?
3. Why should Saturdays and Sundays be avoided?
4. What criteria should a location for a news conference meet?
5. What kind of room may television people prefer?
6. Why should the room be made available one or two hours in advance?
7. For what purpose may some smaller rooms be reserved nearby?
8. Who can give an exclusive interview?

### ***9. Can you explain the following:***

1. The conference should be scheduled at a time that is convenient for the reporters — that is, **with an eye on the deadlines** of the media represented.
2. It's always wise to avoid election days.
3. Most media operate with **skeleton staffs** on these days and hence don't have the personnel to cover news conferences.

## **Text D**

### **Invitations**

The invitation list should include all reporters who might be interested. It is better to invite too many than to omit some who may feel slighted. Invitations, which may take the form of letter, should be mailed or faxed seven to ten days in advance. The telephone can be used if the conference is being scheduled on short notice. In any case, the invitation should state the time and place, the subject to be discussed, and the names of the principal spokespeople who will attend.

Invitations should be marked "RSVP" so that you can make appropriate decisions regarding the size of the meeting room, the number of press kits or other materials, and any special equipment that will be needed. Reporters are notorious for not responding to RSVPs, so it is usually necessary to phone them several days before the event as a reminder and to get a tentative answer.

### **Handling the Conference**

It is important that a news conference be well organized, short, and punctual. It is not a symposium or a seminar. A news conference should run no more than an hour, and the statements by spokespeople should be relatively brief, allowing reporters time to ask questions.

You should brief your employers or clients on what they are going to say, how they are going to say it, and what visual aids will be used to illustrate the announcement. Reporters should receive copies of the text for each speech and other key materials such as slides, charts, and background materials. These are often given to reporters in the form of a press kit. Short bios with the accurate

names and titles of the participants can be added to the press kit, as can general news releases.

Coffee, fruit juice, and rolls can be served prior to the opening of a morning news conference. Avoid trying to serve a luncheon or cocktails to reporters attending a news conference. They have deadlines and other assignments, they don't have time to socialize.

### **After the Conference**

At the conclusion of the news conference the spokespeople should remain in the room and be available for any reporters who need one on one interviews. This can be done in a quiet corner or in a room adjacent to the site.

As the public relations person, you should be readily accessible during the remainder of the day in case reporters need more information or think of other questions as they prepare their stories. You should know where the spokespeople are during the day and how they can be reached, just in case a reporter needs to check a quote or get another.

Another duty is to contact reporters who expressed interest but were ultimately unable to attend. You can offer to send them the printed materials from the news conference and, if you have recorded the news conference, offer excerpts of videotape or sound bites. Another possibility is to arrange a one on one interview with one of the spokespeople.

### **Vocabulary**

- bio — биография
- brief — инструктировать (v.)
- chart — схема, таблица, диаграмма
- notorious — печально известный, пользующийся дурной славой
- omit — пропускать
- one on one interview — личное интервью
- prior to — перед, предварительно
- reminder — напоминание
- RSVP (abbr. of “repondez, s’il vous plait”) — будьте любезны ответить
- on short notice — быстро, без предварительного уведомления



socialize — общаться  
tentative — предварительный  
ultimately — в конечном счете, в итоге  
visual aids — визуальные средства

### ***Exercises***

***1. Find the English equivalents in the text. Use them in sentences of your own:***

избегать ч.-л.; задания; включать в себя; специальное оборудование; отвечать на ч.-л.; быть заинтересованным; чувствовать себя обиженным; отправить по почте или факсу; заблаговременно; сравнительно.

***2. Match the words:***

tentative	release
press	aids
news	materials
visual	kit
background	answer

***3. Find the words in the text which describe or mean the following:***

- 1) not to include smb. or smth., either deliberately or because you forget to do it —
- 2) to offend smb. by treating them rudely or without respect —
- 3) to spend time with other people in a friendly way —
- 4) to give smb. all the information about a situation that they will need —
- 5) known for smth. bad —

***4. Match the words which are close in their meaning:***

include	indefinite
notorious	mix
tentative	infamous
slighted	contain
socialize	offended

**5. Match the words having the opposite meaning:**

principal	miss
notorious	omit
attend	certain
include	renowned
tentative	auxiliary

**6. Complete the following sentences (brief; marked; invite; run; omit; notorious; slighted):**

1. It is better to \_\_\_\_\_ too many than to \_\_\_\_\_ some who may feel \_\_\_\_\_.
2. A new conference should \_\_\_\_\_ no more than an hour.
3. You should \_\_\_\_\_ your employers or clients on what they are going to say.
4. Reporters are \_\_\_\_\_ for not responding to RSVP.
5. Invitations should be \_\_\_\_\_ RSVP.

**7. Insert prepositions if necessary (to; on; for):**

prior \_\_\_\_\_ smth.  
to brief smb. \_\_\_\_\_ smth.  
\_\_\_\_\_ short notice  
to respond \_\_\_\_\_ smth.  
to include \_\_\_\_\_ smth.  
to be notorious \_\_\_\_\_ smth.

**8. Explain the grammatical structure of the sentence:**

**It is important that** a news conference **be well organized.**

*Write down two sentences of your own with the same structure.*

**9. Answer the following questions:**

1. Who should the invitation list include?
2. When should invitations be mailed or faxed?
3. When can the telephone be used?
4. What should the invitation state in any case?
5. What are reporters notorious for?
6. How long should a news conference run?
7. In what form are key materials given to reporters?
8. What can be added to the press kit?

***10. Say what new facts and ideas you have learned from the text about news conference. You may start like this:***

I didn't know that...

I knew... in general but...

The text mentioned... which was new to me...

***11. Develop the following statements:***

1. It is not a symposium or a seminar.
2. They have deadlines and other assignments, they don't have time to socialize.

***12. Write down one sentence summarizing the text.***

***13. Translate the following text in written form:***

### **News Conference by Satellite**

The news conference of the 1990's is increasingly being done via satellite.

Johnson & Johnson set the standard in 1982 by calling a 30 city video news conference that attracted 500 journalists. The purpose was to announce the return of Tylenol with new tamperproof packaging after an unknown killer had put cyanide in eight of the old-style bottles.

In addition to statements from Johnson & Johnson's president and demonstrations of the new packaging, two way audio was set up so that reporters in key cities could ask follow-up questions.

Sear used a satellite news conference to announce its plans to discontinue its famous mail order catalog and to close 113 of its stores. The news feed was used by 290 different stations.

Satellite news conferences are set up in much the same way that video news releases are sent to stations via satellite. Essentially, spokespeople give a news conference in a television studio, and the picture is up linked to a satellite that distributes the signal to dish antennae at newspapers and broadcast stations. Reporters can speak to the spokespeople via telephone.

## **Text E**

### **Media Tours**

An alternative to the news conference, which is held in one location, is the media tour. This involves multiple sites and a number of media outlets throughout the region or the nation. There are three kinds of media tours, which range from interviews on talk shows to visiting editors at their place of work.

**Local Talk Shows and Newspapers.** In many cases, the spokesperson for an organization is on a media tour and is booked on local shows in a number of cities, the publicist will try to book local print media.

**Business and Trade Press.** The second kind of tour has a longer range in terms of results. An organization's officials make calls on publications that reach important audiences that can invest in the company or purchase the product or service. In this case, the news conference comes to the publication.

It would be very difficult to get representatives from national business and trade publications to visit the offices of a small company. Yet by taking the president, the director of public relations, and perhaps the chief financial officer to the publication, it is possible to arrange for a one-on-one news conference with the publication's principal editors.

Regular background briefings of the business and trade press may not result in immediate publicity, but they can build relationships that will pay dividends in the future.

**Satellite Media Tours.** A media tour doesn't have to involve long plane trips, countless nights in hotel rooms, and rented cars in unfamiliar cities, in fact, you needn't leave home at all.

Satellite media tours are becoming increasingly commonplace. Not only is a satellite media tour cost-effective, but one can set up with a minimum of preparation time. When Hurricane Hugo hit Jamaica in 1989, the nation's tourism industry had the problem of reassuring prospective vacationers that the island's resort had suffered only minor damage. Consequently, Jamaica minister of tourism went in a satellite media tour to be interviewed by travel editors and TV talk show hosts.

## **Vocabulary**

book smb. — ангажировать кого-л.  
commonplace — обычный, привычный  
hit — поразить  
invest in smth. — инвестировать во что-л.  
media tour — пресс-тур  
purchase — совершить покупку  
range — варьироваться  
reassure — убедить  
resort — курорт  
result in smth. — привести к чему-л.  
suffer damage — потерпеть ущерб  
talk show host — ведущий телевизионного ток-шоу  
in terms of smth. — что касается чего-л.  
vacationer — отдыхающий

## **Exercises**

***1. Find the English equivalents in the text and use them in sentences of your own:***

взятая напрокат машина; создать взаимоотношения; экономичный; незначительный ущерб; следовательно; включать в себя; организовать личное интервью; альтернатива ч.-л.; отраслевая пресса; инструктивное совещание.

***2. Find the words in the text which describe or mean the following:***

1) happening or existing in many places, and therefore not special or unusual —

2) to include many different subjects, ideas —

3) a place where many people often go for vacation with hotels, swimming pools etc. —

4) to make smb. feel calmer and less worried or frightened about a problem or situation —

5) a television or radio show on which people talk about their lives and are asked questions —

**3. Match the words. Use them in the sentences of your own:**

talk	media	tourism	industry	shows
print	trade	tour	publications	media

**4. Translate the following sentences into Russian:**

1. They apologized and reassured us that the matter would be dealt with immediately.
2. What alternatives are likely to reduce traffic?
3. Expensive foreign cars are commonplace in this Chicago suburb.
4. He invested \$ 70,000 of his savings in a new store.
5. Many stores will let you make a purchase by telephone.

**5. Find the Russian equivalents of the following expressions:**

a spokespeople for an organization —  
a publicist —  
the director of public relations —  
the chief financial officer —  
principal editors —  
travel editors —

*Explain the meaning of these expressions in English.*

**6. Match the words which are close in their meaning:**

multiple	alternative	countless	innumerable	option
invest	involve	comprise	diverse	endow

**7. Match the words having the opposite meaning:**

commonplace	countless	unfamiliar	known	discourage
reassure	minor	numbered	significant	exceptional

**8. Insert prepositions where necessary (in; to; of; on; for):**

to go \_\_\_\_\_ a tour  
an alternative \_\_\_\_\_ smth.  
to involve \_\_\_\_\_ smth.  
a spokesperson \_\_\_\_\_ an organization  
\_\_\_\_\_ terms \_\_\_\_\_ results  
to make call \_\_\_\_\_ smb.  
to reach \_\_\_\_\_ smb.  
to invest \_\_\_\_\_ smth.

**9. Explain the grammatical structure of the sentence:**

It would be very difficult **to get representatives** from national business and trade publications **to visit** the offices of a small company.

*Write down two sentences of your own with the same structure.*

**10. Write down 6 questions covering the contents of the text.**

**11. Can you explain the following:**

Regular background briefings of the business and trade press may not result in immediate publicity but they can build relationships that will pay dividends in the future.

**12. Develop the following point:**

Satellite media tours are efficient and save traveling time.

**13. Sum up what the Unit says about:**

Individual Interviews

News Conferences

Media Tours

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