

**CAREER  
PATHS**

# PUBLIC RELATIONS

Virginia Evans - Jenny Dooley - Max Bloom



Express Publishing

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Book

1



**Express Publishing**

## Scope and Sequence

Unit	Topic	Reading context	Vocabulary	Function
1	The Role of Public Relations	Webpage	advocate, communication, deliberate, dissemination, manage, mutually beneficial, positive, public relations, public, strategy	Correcting a misconception
2	Departments	Cover Letter	community relations, consumer affairs, disperse, employee communications, governmental relations, investor relations, marketing communications, media relations, network	Restating information
3	Services	Brochure	adjunct, agency, branding, corporate reputation, counseling, events management, financial relations, firm, in-house, perception, speech training	Confirming information
4	Marketing and PR	Advice Column	advertising, campaign, credibility, endorsement, integrated, marketing, sales lead, sales literature, third-party, timely	Agreeing to a suggestion
5	Spreading Information	Email	broadcast, in print, Internet, interview, media, news release, online, press conference, speech, word of mouth	Giving and accepting a compliment
6	Communication	Email	channel, conversation, distort, feedback, mass media, message, one-way communication, receiver, source, two-way communication	Expressing confusion
7	Persuasion	Textbook Chapter	argument, conserve, crystallize, emotional appeal, favorable, hostile, latent, neutralize, opinion, persuade, rhetoric	Reiterating a point
8	Attracting Clients	Memo	account, bid, client, competitive, invite, opportunity, pass, presentation, proposal, retain, RFP	Expressing polite disagreement
9	Conducting Research	Report	analyze, data, fact, formal, informal, measure, monitor, report, research, results, test	Expressing disbelief
10	Types of Research	Email	archival, database, focus group, interview, primary research, qualitative, quantitative, sampling, secondary research, survey	Making a suggestion
11	Conducting a Survey	Feedback Form	anonymity, closed-ended, context, courtesy bias, familiar, follow-up, loaded question, open-ended, politically correct, questionnaire, range, respondent, wording	Showing understanding
12	Evaluating Results 1	Textbook Chapter	actual, advertising equivalency, evaluate, hit, measurable, media impression, message exposure, potential, production, result	Asking for clarification
13	Evaluating Results 2	Textbook Chapter	action, attendance, attitude, audience, aware, baseline study, day-after recall, request, ROI, systematic	Stating knowledge
14	The Budget	Webpage	afford, allocate, budget, contingency, cost, fee, flat rate, out-of-pocket expense, reimburse, salary, staff time, unexpected	Expressing uncertainty
15	Describing Change	Email	climb, decline, decrease, expand, fluctuate, increase, plummet, rise, shrink, stable	Asking for an opinion

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## Get ready!

1 Before you read the passage, talk about these questions.

- 1 What is the purpose of public relations?
- 2 Who hires publicists?

HOME

ABOUT US

SERVICES

CONTACT

dissemination

strategy

public relations

positive

communication

public



Standish University

PUBLIC RELATIONS DEPARTMENT

This month, members of the communications department will host an open house. Several professors will lead a group discussion.

First, is public relations about deceiving people? Some people think so. But that's not true! Good **communication** is **mutually beneficial**. In other words, it helps both organizations and the public.

What does a publicist do? Publicists **manage** the **dissemination** of information. They choose **deliberate** messages that promote a **positive** image.

Publicists are also **advocates**. They develop **strategies** to make clients look their best.

Is a career in PR right for you? Come join the discussion and find out!

## Reading

2 Read the webpage. Then, choose the correct answers.

- 1 What is the purpose of the webpage?
  - A to invite people to learn more about the public relations field
  - B to request suggestions for a public relations strategy
  - C to attract new professors to a public relations department
  - D to ask for the public's opinion about a public relations campaign
- 2 According to the webpage, what is NOT part of a publicist's job?
  - A communicating truthful messages
  - B developing a positive image of the public
  - C spreading deliberate information
  - D acting as advocates for organizations
- 3 According to the webpage, what do some people mistakenly believe about PR?
  - A Good communication is challenging.
  - B PR strategies often fail.
  - C Only large organizations need PR.
  - D PR requires lying to the public.

## Vocabulary

3 Match the words or phrases (1-6) with the definitions (A-F).

- |                 |                          |
|-----------------|--------------------------|
| 1 __ manage     | 4 __ dissemination       |
| 2 __ positive   | 5 __ public relations    |
| 3 __ deliberate | 6 __ mutually beneficial |

- A considered or planned before occurring  
 B the act of spreading information throughout a group  
 C a professional field that focuses on communicating ideas  
 D being liked or thought about in a good way  
 E to control the behavior of something  
 F good for both groups involved in something

4 Read the sentence pairs. Choose which word or phrase best fits each blank.

1 strategy / public

- A Advertising is often one part of a PR \_\_\_\_\_ .  
 B Some companies are more popular among the \_\_\_\_\_ than others.

2 communication / advocates

- A Publicists should always act as \_\_\_\_\_ for their clients.  
 B The public receives important messages through effective \_\_\_\_\_ .

5 Listen and read the webpage again. What is a difference between public relations and advertising?

## Listening

6 Listen to a conversation between two students. Mark the following statements as true (T) or false (F).

- 1 \_\_ The woman is currently studying public relations.
- 2 \_\_ According to the man, PR is better than advertising.
- 3 \_\_ The man compares the purposes of two professional fields.

7 Listen again and complete the conversation.

- Student 1:** Well, I finally decided on my major. I'm going to 1 \_\_\_\_\_ public relations!
- Student 2:** You're going into 2 \_\_\_\_\_ ?
- Student 1:** Not quite. PR is related to advertising, but they're 3 \_\_\_\_\_ .
- Student 2:** So what is it, exactly?
- Student 1:** Well, publicists present a 4 \_\_\_\_\_ image of people or companies.
- Student 2:** That 5 \_\_\_\_\_ advertising.
- Student 1:** Okay, let me explain it another way. The goal of PR is to 6 \_\_\_\_\_ how the public feels.

## Speaking

8 With a partner, act out the roles below based on Task 7. Then, switch roles.

### USE LANGUAGE SUCH AS:

- You're going into ...?*  
*Not quite.*  
*The goal of PR is ...*

**Student A:** You are a student. Talk to Student B about:

- your decision to study public relations
- his or her understanding about the field
- the purpose of public relations

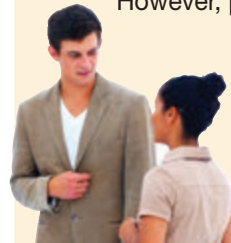
**Student B:** You are a student. Talk to Student A about the purpose of public relations.

## Writing

9 Use the conversation from Task 8 to complete the notes.

Q: What does a publicist do?

A: The goal of public relations is \_\_\_\_\_ .  
 To achieve this goal, publicists \_\_\_\_\_ .  
 They also \_\_\_\_\_ .  
 However, publicists do not \_\_\_\_\_ .



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## Scope and Sequence

Unit	Topic	Reading context	Vocabulary	Function
1	Skills of a Public Relations Professional	Webpage	broad, business sense, clarity, conflict resolution, cultural literacy, multi-tasking, networking, organized, persuasive, problem-solving, tech savvy	Talking about necessity
2	Strategic Planning	Email	characteristic, current, desired, main point, MBO, mindset, public, role, strategic planning, target, timeframe, trend	Giving an opinion
3	Tactics	Memo	demographic, general, in advance, launch phase, market research, meaningful, prepare, scheduling, seasonal, sequencing, specific, tactic, think ahead, timing	Clarifying information
4	Corporations	Job Posting	cause-related marketing, consumer activism, corporate social responsibility, corporate sponsorship, corporation, customer relations, employee relations, environmental relations, negative, philanthropy, protest, publicity	Talking about results
5	Politics and Government	Cover Letter	big business, election, government agency, grassroots, lobby, military, municipal, political, public information, regulation, special interest, voter	Asking about experience
6	Education	Article	alumni, community, elementary, faculty, funding, initiative, news bureau, president, prospective, recruit, resource, secondary, university	Agreeing
7	Entertainment and Sports	Blog Entry	appearance, athlete, award, celebrity, damage control, famous, nickname, personality campaign, photo op, promote, sports, star, wealthy	Making an assumption
8	Nonprofit	Textbook Chapter	activist, boycott, cause, chamber of commerce, charity, demonstration, environmental group, fundraising, labor union, nonprofit, professional association, religious, social issue organization, trade association, volunteer	Showing interest
9	Global Public Relations	Textbook Chapter	collectivism, cultural, explicit, global, implicit, individualism, language barrier, lose face, nation, nonverbal, offend, power distance, verbalized	Giving an example
10	Releases 1	Agenda	CD, e-kit, e-release, fact sheet, mat release, media alert, media kit, pitch letter, print release, professional, publicity photo	Showing polite disagreement
11	Releases 2	Email	ANR, audio, B-roll, broadcast, PSA, radio media tour, radio, satellite media tour, soundbite, television, video, VNR	Asking for an opinion
12	Traditional Media	Webpage	brochure, distribute, fax, hand out, hard copy, magazine, mailer, newspaper, postcard, telephone, traditional, wire service	Expressing confusion
13	New Media	Advertisement	blog, brochureware, digital, email, interactive, mobile, multimedia, podcast, RSS, smartphone, social media, vlog, website	Asking for confirmation
14	Appearances	Email	briefing, guest, interview, issues placement, media tour, news conference, opening statement, press party, product placement, spokesperson, spontaneous, talk show	Asking for advice
15	Speeches	Advice Column	anecdote, conversational, evidence, eye contact, jargon, nervous, pattern, presentation, speech, speechwriting, statement of purpose, summary, tone, visual aid	Giving reassurance



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## Scope and Sequence

Unit	Topic	Reading context	Vocabulary	Function
1	Influencing Public Opinion	Email	articulate, catalyst, clout, credible, early adopter, formal opinion leader, impact, influence, informal opinion leader, informed, peer pressure, public opinion	Expressing enthusiasm
2	Reaching a Diverse Audience	Job Posting	cultural values, diverse, ethnicity, gender, immigrant, lifestyle, minority, multicultural, race, religious, senior, tolerance, youth	Making a realization
3	Issues Management	Cover Letter	anticipate, complex, conflict, emerging, familiarity, initiate, issue, issues management, prevent, risk communication, scandal, strategic positioning, surprise	Asking for clarification
4	Reputation Management	Book Chapter	accuser, apologize, blame, bolster, compensate, corrective action, defeasibility, deny, differentiate, evade, good intentions, justify, provoke, reputation, restore	Expressing relief
5	Conflict Management	Email	accommodation, advocacy, conflict management, contingency plan, organizational, proactive, reactive, recovery, situational, stance, threat, uncertain	Making a recommendation
6	Crisis Management	Webpage	contamination, crash, crisis management, crisis, financial, harassment, malpractice, market crash, misconduct, recall, strike	Showing admiration
7	Legal Matters 1	Newspaper Article	criticism, defamation, fair comment, false, injure, lawsuit, malice, negligence, prove, puffery, trade libel	Expressing a lack of understanding
8	Legal Matters 2	Textbook Chapter	authorship, common law, copyright, fair use, infringement, invasion of privacy, misappropriation of personality, pending, public domain, registered, right of publicity, trademark	Expressing concern
9	Legal Matters 3	Editorial	bribe, charge with, conspiracy, convict, cooperate, cover-up, criminal, defense, illegal, legal, liable	Expressing sympathy
10	Ethics 1	Brochure	best interest, competition, confidential, conflict of interest, disclosure, discretion, ethics, evasive, free flow of information, gift, obligation, proprietary	Showing understanding
11	Ethics 2	Blog Post	advocate, distort, distract, expert, irrelevant, lie, manipulate, misleading, oversimplify, propaganda, spin, unethical	Expressing disbelief
12	Challenges in Public Relations	Advice Column	bias, controversy, dilemma, hatred, in the public eye, infamous, loyal, predict, risk, unruly, visible, whistleblower	Making an assumption
13	PR in the Digital Age	Advertisement	24-hour, aggregate, attention span, collaborate, distinguish, media sharing, news cycle, overload, participate, social networking, user-generated, wiki	Giving non-committal responses
14	Education	Cover Letter	accreditation, bachelor's degree, certificate, continuing education, internship, journalism, liberal arts, licensing, master's degree, on-the-job, specialty, voluntary	Describing interests
15	Careers	Webpage	account coordinator, account executive, campaign manager, director of communications, graphic designer, media agent, PR specialist, press representative, press secretary, publicist, researcher	Making a suggestion

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# Glossary

- 24-hour** [ADJ-U13] If something is **24-hour**, it is available all day and night.
- accommodation** [N-UNCOUNT-U5] **Accommodation** is a change in behavior or attitude that allows people to end an argument.
- account coordinator** [N-COUNT-U15] An **account coordinator** is an entry-level professional who assists clients or an account executive with publicity strategy.
- account executive** [N-COUNT-U15] An **account executive** is a person who manages a client's account and makes strategic decisions about it.
- accreditation** [N-UNCOUNT-U14] **Accreditation** is the process by which a person receives approval to perform a job.
- accuser** [N-COUNT-U4] An **accuser** is a person who claims that someone else has done something wrong or is guilty of a crime.
- advocacy** [N-UNCOUNT-U5] **Advocacy** is the act of publicly supporting a particular action or position. In public relations, it usually means consistently denying guilt or the existence of a problem.
- advocate** [V-T-U11] To **advocate** something is to support it or express approval for it.
- aggregate** [V-T-U13] To **aggregate** news stories is to collect them and group them together.
- anticipate** [V-T-U3] To **anticipate** something is to know that it may happen and prepare for it.
- apologize** [V-I-U4] To **apologize** is to express regret for doing something wrong, and is a statement directed towards the person or group who was affected by the wrongdoing.
- articulate** [ADJ-U1] If someone is **articulate**, he or she is able to talk easily and clearly, often about complex subjects.
- attention span** [N-COUNT-U13] An **attention span** is the period of time in which a person remains focused on something before getting distracted.
- authorship** [N-UNCOUNT-U8] **Authorship** is the state of being the person who created a piece of writing or other work.
- bachelor's degree** [N-COUNT-U14] A **bachelor's degree** is an educational degree typically awarded to a person who has completed four years of post-secondary school coursework.
- best interest** [N-COUNT-U10] A person's **best interest** is a circumstance that benefits him or her.
- bias** [N-COUNT-U12] A **bias** is a tendency to view a situation in a particular way as a result of personal experiences and prejudices.
- blame** [V-T-U4] To **blame** someone is to say or believe that something bad is his or her fault.
- bolster** [V-T-U4] To **bolster** something is to strengthen it.
- bribe** [V-T-U9] To **bribe** someone is to offer money or favors in return for taking a particular action, and is often considered unethical or illegal.
- campaign manager** [N-COUNT-U15] A **campaign manager** is a person who oversees coordinated publicity efforts.
- catalyst** [N-COUNT-U1] A **catalyst** is someone or something that causes an important change to occur.
- certificate** [N-COUNT-U14] A **certificate** is a formal document that states that a person is qualified to do something.
- charge with** [V PHRASE-U9] To **charge** someone **with** a crime is to formally accuse the person of committing the crime.
- clout** [N-UNCOUNT-U1] **Clout** is the power to influence events and decisions.
- collaborate** [V-I-U13] To **collaborate** is to work with other people in order to accomplish something.
- common law** [N-UNCOUNT-U8] **Common law** is a category of laws that have become legal over time as a result of habits or precedents, rather than through a formal legislative process.
- compensate** [V-T-U4] To **compensate** someone is to give him or her money because he or she suffered an injury or loss of some kind.
- competition** [N-COUNT-U10] **Competition** is a situation in which there is a rivalry between two or more people or groups, with each trying to win against the other.
- complex** [ADJ-U3] If something is **complex**, it includes many different factors, and may be difficult to understand.
- confidential** [ADJ-U10] If information is **confidential**, it is secret and should not be shared.
- conflict** [V-I-U3] To **conflict** is to be unable to agree or to exist together.