

**КАЗАНСКИЙ ФЕДЕРАЛЬНЫЙ УНИВЕРСИТЕТ
ИНСТИТУТ ЯЗЫКА**

*Кафедра английского языка для естественнонаучных
специальностей*

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Professional English for PR

Конспект лекций

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Направление: 031600.62 Реклама и связи с общественностью

Учебный план: «Реклама и связи с общественностью (Реклама и связи с общественностью в коммерческой сфере)» (очное, 2013)

Дисциплина: «Иностранный язык профессионального общения» (бакалавриат 1 - 4 курс, очное обучение)

Количество часов: 180 ч. (из них 120 ч. ауд. работа + 60 ч. сам. работа), форма контроля: экзамен.

Аннотация: The course is dedicated to 3-4 year students of the Institute of Social and Philosophical Sciences and Mass Communications. The purpose of the discipline “The English language of professional communication” is to form profession-oriented competences of students. This ELR consists of 4 Modules (20 units), each of them contains lectures, articles and videos which are to form, activate and reinforce professional vocabulary, to provide monitoring of new material and prepare for final state exam.

Данный курс предназначен для работы студентов 3-4 (5-8 семестры) курсов Института социально-философских наук и массовых коммуникаций. Целью освоения дисциплины «Иностранный язык профессионального общения» является формирование профессионально-ориентированной компетенции студентов. ЭОР включает 4 модуля (20 тем), каждый из которых включает лекции, статьи и видео материалы с целью формирования, активизации и закрепления профессионального лексического минимума по темам, обеспечивая мониторинг полученных знаний и подготовку к ГАК.

Темы:

1. What is PR? PR-campaign. PR-specialist.

- 1.1. The prerequisites of PR origin. Models of public relations. Kinds of PR. Methods of PR activities.

- 1.2. The main steps in planning PR campaign. The main stages of the development of a political advertising campaign. Peculiarities of PR analytical support. The types of PR documents. Evaluating Efficacy in Public Relations.
- 1.3. The place and role of PR specialist in the structure of organization. Delegation of authority in organizations.
- 1.4. Professional and personal qualities of PR-specialist.
- 1.5. Ethics in PR.

2. Communication. Marketing. Branding.

- 2.1. The definition of public opinion and its role in PR. Types and forms of communication. Communication Channels and their varieties. Communication process and its main stages.
- 2.2. Mass communication. The study and practice of political communication. Manipulation and communication.
- 2.3. Marketing. Marketing information: definition and types. The main categories of marketing. Typology of community groups. Market segmentation: definition and principles.
- 2.4. Branding. The definition and functions of Branding. Brand-leadership conception. Corporate identity. The role of brand in organization.
- 2.5. Media Field. The main resources of Media Field. The purposes and objectives of media research.

3. Advertising.

- 3.1. Types of advertising. The ratio of PR, Advertising, Propaganda.
- 3.2. Advertising: classification.
- 3.3. Advertising on TV. Advertising in printed media. Advertising on radio. Peculiarities of radio advertising.

- 3.4. Creating advertisement.
- 3.5. Internet as a channel for content delivery: the capabilities and features.

4. Mass Media.

- 4.1. Mass information. Definition and functions of mass media.
- 4.2. Mass Media as a PR instrument of the company. The main criteria of Mass Media audiences.
- 4.3. Press Release and its types.
- 4.4. Presentations
- 4.5. Institute of defamation. Institute of accreditation. Freedom and responsibility of Mass Media in Russia.

1. PR. PR-кампания. PR-специалист.

- 1.1 Предпосылки возникновения PR. Основные модели Связей с общественностью. Основные виды PR. Методы PR-деятельности.
- 1.2. Основные этапы планирования PR-кампании. Основные этапы разработки политической рекламно-агитационной кампании. Особенности аналитического обеспечения PR. Виды рабочих PR-документов. Оценка эффективности PR-кампании.
- 1.3. Место и роль PR-специалиста в структуре организации. Делегирование полномочий в организации.
- 1.4 Профессиональные и личностные качества PR-специалиста.
- 1.5.Профессиональная этика PR-специалиста.

2. Коммуникация. Маркетинг. Брендинг.

2.1. Понятие общественного мнения и его роль в PR-деятельности. Виды и формы коммуникации. Коммуникативные каналы и их разновидности. Коммуникативный процесс и его основные этапы.

2.2. Массовая коммуникация: сущность и признаки. Понятие и способы политической коммуникации. Манипуляция в коммуникации.

2.3. Маркетинг. Маркетинговая информация: понятие и виды. Основные категории маркетинга. Типология групп общественности. Сегментация рынка – понятие и принципы.

2.4. Брендинг. Понятие и функции брендинга. Концепция бренд-лидерства. Понятие фирменного стиля. Роль бренда в деятельности.

2.5. Медийное поле. Основные ресурсы медийного поля. Цели и задачи медиаисследований.

3. Реклама.

3.1. Виды рекламы. Соотношение PR рекламы и пропаганды

3.2. Реклама: классификация.

3.3. Реклама на ТВ: сущность и особенности. Реклама в печатных СМИ: сущность и особенности. Реклама на радио: сущность и особенности. Особенности рекламы на радио.

3.4. Режиссура рекламы: основные технологии.

3.5 Интернет как канал доставки контента: возможности и особенности.

4.СМИ.

4.1. Массовая информация. Понятие и сущность. Понятие и функции СМИ

4.2. СМИ как инструмент кампании по связям с общественностью. Основные показатели аудитории СМИ.

4.3. Пресс-релиз и его основные виды.

4.4. Организация и проведение презентаций.

4.5. Институт диффамации. Институт аккредитации. Свобода и ответственность СМИ в РФ.

Ключевые слова: *PR-campaign, PR-specialist, communication, communication channels, communication process, mass communication, political communication, manipulation, marketing, marketing information, categories of marketing, community groups, market segmentation, branding, corporate style, media field, advertising, propaganda, printed media, TV advertising, radio advertising, direction of advertisement, mass media, mass information, press release, presentations, institute of defamation, institute of accreditation, mass media in Russia.*

PR-кампания, PR-специалист, коммуникация, коммуникативные каналы, коммуникативный процесс, массовая коммуникация, политическая коммуникация, манипуляция, маркетинг, маркетинговая информация, группы общественности, сегментация рынка, брендинг, фирменный стиль, медийное поле, реклама, пропаганда, печатные СМИ, реклама на ТВ, реклама на радио, режиссура рекламы, СМИ, массовая информация, пресс-релиз, презентации, институт диффамации, институт аккредитации, СМИ в РФ.

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Оглавление

1. What is PR? The prerequisites of PR origin.
Models of public relations. Kinds of PR.
Methods of PR activities. 10
2. PR Campaign. The main steps in planning PR campaign.
The main stages of the development of a
political advertising campaign.
Peculiarities of PR analytical support.
The types of PR documents.
Evaluating Efficacy in Public Relations. 21
3. PR Specialist. The place and role of PR specialist
in the structure of organization.
Delegation of authority in organizations.
Professional and personal qualities of PR-specialist.
Ethics in PR. 45
4. Communication. The definition of public opinion and its role in PR.
Types and forms of communication.
Communication Channels and their varieties.
Communication process and its main stages.
Mass communication. The study and practice of
political communication.
Manipulation and communication. 57
5. Marketing. Marketing information: definition and types.
The main categories of marketing.
Typology of community groups.
Market segmentation: definition and principles. 74
6. Branding. The definition and functions of Branding.
Brand-leadership conception. Corporate identity.

The role of brand in organization.	84
7. Media Field . The main resources of Media Field.	
The purposes and objectives of media research.	95
8. Advertising . Types of advertising.	
The ratio of PR, Advertising, Propaganda.	
Advertising: classification. Advertising on TV.	
Advertising in printed media. Advertising on radio.	
Peculiarities of radio advertising. Creating advertisement.	
Internet as a channel for content delivery: the capabilities and features.	100
9. Mass Media. Mass information.	
Definition and functions of mass media.	
Mass Media as a PR instrument of the company.	
The main criteria of Mass Media audiences.	
Press Release and its types. Presentations.	132
10. Mass Media in Russia. Institute of defamation.	
Institute of accreditation.	
Freedom and responsibility of Mass Media in Russia.	155
11. Bibliography	163

TEMA 1. What is PR?

Objectives: 1. to define the prerequisites of PR origin;

2. to define models of public relations;

3. to define kinds of PR;

4. to define methods of PR activities.

Key words: the prerequisites of PR origin, PR activities, "public relations", economic reasons, press agency, public information, two-way symmetric, two-way asymmetric, Black PR, White PR, Pink PR, Green PR, Yellow PR, Grey PR, Brown PR, desk research, field research, questionnaires, expert interview, depth interview, focus group, segmentation, positioning, manipulation, propaganda.

Instructions: during the theme you are supposed to do everything you are required namely:

- read Word texts and retell them (the prerequisites of PR origin, models of public relations, kinds of PR, methods of PR activities);
- study extra material (articles) and discuss them at the lesson;
- watch attached videos and discuss them at the lesson;
- do all tasks and tests;
- participate in forums.

You can get grades doing tasks and tests, participating in forums.

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The prerequisites of PR origin

The emergence of the scope of activities in the area of influence of public opinion refers to the ancient times. In the twentieth century due to the growth of all kinds of human activity, the development of technical means of information dissemination methods of influencing public opinion became increasingly independent of the frame. PR later developed into an independent science.

PR activities have existed throughout the history of humanity. Public relations were one of the controls since ancient times. Preimages PR existed in the Ancient East, Greece, Rome, Egypt.

The term "public relations" was for the first time stated in 1807 by the U.S. President Thomas Jefferson in "The seventh appeal to the Congress".

It is considered that PR as independent area of knowledge, science and activity belongs to the beginning of the XX century. The first PR bureau arose in 1912 at the American telephone and telegraphic association. 1918 the course PR was for the first time included in the curriculum of university of the State of Illinois. In 1923 E. Bernauz published the first book on PR "Cristalling Public Opinion" («Кристаллизуя общественное мнение»). In 1930 in the USA PR was created as independent function of management.

One of the most important factors of large-scale introduction of PR is that the principle of social responsibility of the businessman passed from categories eligible into the compulsory. It is promoted by an expanding the freedom of choice for consumers in a "buyer's market".

In the 1970th PR became well known all over the world. There are divisions of the PR in The International Monetary Fund and the European bank of reconstruction and development. It is necessary to stop in more detail on prerequisites of the development public relations system.

The main condition of establishment and development of a new social institution of PR was the formation of the democratic foundations of society, strengthening of civil rights, the creation of equal opportunities in the realization of human potential. The principle of human individualism to rights and freedoms of the person in the conditions of democracy demanded special relationship to society, forcing the institutes of the political, economic and public activities to search support from the general public. Development and improvement of free enterprise, the free market was that fertile field on which sprouting needs for PR system started.

Development of the public relations is necessary to stimulate with *system of concentration and capital monopolization*. New conditions of the market relations demanded development of mechanisms, their ordering. One element of the ordering at this stage is the emergence of mass media at the pre-monopolistic enterprises where direct traditional ties of heads with workers still remained. The owner-

businessman daily contacted to the personnel, without needing either services of the press or removal of the public relations far beyond the possession.

In the period of the monopolization the situation radically changed. Personal contact with the owner of a large company with employees became impossible because of rising scales of headcount. Communication with them became depersonalized. However, to break these ties is also impossible, because they are necessary for a successful business, creating a favorable socio-psychological atmosphere among employees. Therefore, in the state of large enterprises press agents began to appear, and later departments of PR, whose responsibilities include, in addition to working in corporations with the staff, the establishment of permanent links with the mainstream press.

Development of the independent PR companies is caused also by the reasons of a *political order*. Concentration of the capital and monopolization caused establishment of peculiar relations between the state and monopolies, the state institutes and "groups of interests" also had to listen and adapt to public opinion in an effort to achieve favorable legislation. As a result, a need for the organization of various companies is growing, and hence the need to have the service of a special device for organizing and carrying out the most effective. The PR system started getting used to this device.

There are also *economic reasons* for the development of PR. The concentration of capital, the development of mass production led to the fact that the market has become oversaturated with goods. Interests of competition forced the owners of monopolies pay special attention to the market, where its direct meeting with consumers is carried out. But as market overstocking, on the one hand, and the limited of consumer ability, on the other, caused crisis, making capital owners look for a way out of the situation. At this time, an independent field of scientific and practical work was to study the market, namely the development of marketing. At the same time, (simultaneously) research in the field of advertising began. Interest in advertising was increasing due to the need to awaken the aspirations in consumers at

the forefront "non-price competition" goods. Competitiveness of certain kinds of goods increased not only after a real improvement in their quality (or price reduction on them), but also because of the imaginary suggestion to improve the quality. Instilling this to consumer became a goal not only of an advertising campaign, but public relations too.

Public relations as rather independent type of professional activity appeared in the XIX centuries in the USA. This contributed to the socio-economic and political conditions prevailing in America at that time. These include, firstly, competition strengthening in the economy, social services, and also in show business, and, secondly, the content of competition in the sphere of politics, and, above all, in the fight for the presidency.

Models of public relations

There are different models of public relations that organization adopts to reach mutual understandings between their publics.

Grunig and Hunt have developed four theoretical communication models of public relations which are press agency, public information, two-way symmetric and two-way asymmetric (Grunig & Hunt, 1984).

1. *Press agency/publicity model*

The earliest PR model to appear was press agency or publicity. It emerged in the late 19th century and was characterized as one-way communication.

- The information can be distorted, half-true or incomplete.
- Uses persuasion and manipulation to influence audience to behave as the organization desires
- This models main purpose is propaganda.

2. *Public Information model*

By the early 1920s the press agency model lost credibility with journalists, largely because they had been deceived by press agents too many times, so it gave rise to the public information model.

-This model of public relations is a style of one-way communication (organization to target public). It demonstrates an emphasis on maintaining and enhancing the organizations image by distributing meaningful information's to their target public.

- Uses persuasion and manipulation to influence audience to behave as the organization desires.

- It uses small amounts of research such as readership, readability studies etc.

Today, the public information model can be found in government agencies, NGOs and in some businesses.

3. *Two way asymmetric*

By the late 1920s and early 1930s a new model began to emerge.

- This model of public relations is a style of two-way communication where feedback is given. In this style it is limited to helping the sender gain maximum impact of messages. This process is seen as in balanced as it benefits the sender only.

- In this model, public relations practitioners manipulate and force the public to behave in a way that they would like, this is also known as a form of scientific persuasions.

- Unlike its predecessor models, the two-way asymmetric model of PR relies heavily on research about the target publics. Such research is frequently conducted through attitude surveys and focus groups. This model is practiced extensively today by many businesses and public relations agencies.

4. *Two way symmetric*

In the 1970s the two-way symmetric model of public relations arose.

- This model of Public Relations is a style of two-way communication that has a purpose of gaining a mutual understanding with the target audience. This particular

style is a great way to enhance target audiences view on the organization.

- Uses communication to negotiate with publics, resolve conflict, and promote mutual understanding and respect between the organization and its public(s).
- Using feedback will allow organizations to adapt to behavioral change practices and develop new policies to align with the perceptions/expectations of key publics.
- This model is also considered to be the best model to maintain social responsibility.

This model was initially practiced by businesses that were heavily regulated by the government, e.g., utilities, energy companies, etc., because they needed the approval of various publics to carry out their business activities. Today, many PR practitioners consider this model to be "emergent" and yet fully developed. Thus, these models of PR-activity, on the one hand, characterize the main stages in the development of professional activities and social institution, on the other - can see the main areas of "demand" of a model in a specific historical period.

Kinds of PR

Let's start with the most bad faith, but effective-black PR. It means "dirty" methods and means to achieve the objectives (deception, bribery, scandals). Typically, its goal is to discredit competitors, such as spreading false information about the products. **Black PR** has a strong treatment effect, so it is often a means of combating between large companies. But sometimes it has the opposite effect and only improves the position of competitors in the market. Therefore, this kind of PR requires a high professionalism.

White PR - legal methods of forming the reputation, the purpose of which is to reveal the positive aspects of the product, brand benefits, without affecting competition.

Pink PR based on the construction of myths and legends. For example, one of the methods of pink PR is creating firm's history, when the company tells about what setbacks it overcame on the road to success.

Green PR, from the title implies that it is connected with the ecology - based on the company's responsibility in the field of environmental protection (reduction in use of plastic for packaging, material support of environmental organizations, etc.)

Yellow PR uses methods containing abusive elements to attract attention. Similar examples in this case are often seen in politics and show business.

Grey PR means indirect advertising, "necessary" information supplied in veiled form (eg. through the reviews on the forums, "accidentally" in the news).

Brown PR is very closely linked with the promotion (mainly in political movements. -neo-fascist ideas and xenophobia).

The company can choose for itself any kind of PR, everything depends on the profile of the company, as well as on budget. PR is one of the most expensive activities, but having the most lasting effects, so from all the investment is the most necessary and in any case advantageous.

Methods of PR activities

The main purpose of PR is to promote goods or services. A variety of different methods and techniques that affect different mental structure of man as a conscious and unconscious level is used. But it should be noted that there are no purely PR methods, it borrows them from different sciences.

Methods of sociology

Desk research

These researches are less expensive than, for example, the questionnaires.

The main purpose of desk research is to collect and analyze maximum information on the studied topic.

Field research

The main purpose of the field research is in direct contact with the target audience in order to study its relation to the various problems and to find out reasons for making certain decisions. To conduct such researches is quite difficult because their cost is rather high (they are expensive).

Also survey technique was borrowed from sociology:

Questionnaires. The point of questionnaires is that the respondent fills in a questionnaire himself.

Expert interviews are typically focused on getting detailed information on narrow topics.

Depth interview is a survey of respondents, conducted in the form of conversations with interesting range of issues.

Focus group is a group conversation, which occurs in the form of discussion and aimed at obtaining «subjective information» from its participants on their perception of different objects: the specific goods and services and motivation of their purchases, brand image, etc.

Methods of marketing

Segmentation is a strategy of manufacturer and sellers of goods that is to divide the market into separate parts (segments) on the basis of the type of goods sold, geographic location.

Positioning is the process of determining the place of a new product in a number of existing products, that is, establishing its use, sales along with other goods, the possibility of displacement old products on the market and compete with them. The

positioning is necessary for understanding the potential of the output with a new item on the market.

Methods of psychology

The method of manipulation is in the process of ideological and socio-psychological impact on people in order to change their behaviour against their interests.

The method of propaganda is a psychological impact on the population through the media and communications. Propaganda is a method of exposure, fulfilling the function of the value of regulation of consciousness and this is based on the psychological mechanisms of comparison and evaluation etc.

Questions for self-control:

Since when have PR activities existed?

When was the term "public relations" first stated?

What was the first book on PR regarded as a science published in 1923?

Explain the reason why there appeared the necessity for press agents, and later departments of PR, whose responsibilities include, in addition to working in corporations with her staff, the establishment of permanent links with the mainstream press?

What are the economic reasons for the development of PR?

Who has developed four theoretical communication models of public relations? Enumerate them.

When did press agency emerge? What characteristics does it have?

Why did public information model appear and what are its peculiarities?

What are the main features of two-way asymmetric model?

What are the advantages of two-way symmetric model?

What is the goal of Black PR? What methods does it use and what effect can have?

What is the purpose of White PR?

What does Pink PR base on?

What is Green PR connected with?

What methods does Yellow PR use?

What does Grey PR mean?

What is Brown PR linked with?

What is the main purpose of PR?

Enumerate PR methods borrowed from different sciences.

Describe each of the methods.

TEMA 2. PR Campaign

Objectives: 1. to define the main steps in planning PR campaign;

2. to define the main stages of the development of the political advertising campaign;

3. to define peculiarities of Public Relations analytical support;

4. to define the types of PR-documents;

5. to define Evaluating Efficacy in Public Relations.

Key words: the RACE, Situational Analysis, Strategic Planning, advertising campaign, Campaign Analysis, Campaign Correction, analytical support, Press

release, backgrounder, Fact List, Biography, Press Statement, Press kit, Interview, evaluating.

Instructions: during the theme you are supposed to do everything you are required namely:

- read Word texts and retell them (the main steps in planning PR campaign, the main stages of the development of the political advertising campaign, peculiarities of Public Relations analytical support, the types of PR-documents, Evaluating Efficacy in Public Relations);
- study extra material (articles) and discuss them at the lesson;
- watch attached videos and discuss them at the lesson;
- do all tasks and tests;
- participate in forums.

You can get grades doing tasks and tests, participating in forums.

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The main steps in planning PR campaign

Public Relations can be defined in many ways. Often, PR can mean different things for different companies. The PRSA (Public Relations Society of America) defines public relations as “a strategic communication process between organizations and their publics.” The first word is very important, “strategic.” Unfortunately, that

aspect of a PR plan can sometimes be underdeveloped due to the everyday race to get things done. An underdeveloped strategy can limit the effectiveness of a PR plan and reduce the return on your investment.

The RACE model can be used to help you develop a strategic PR plan. RACE is an acronym standing for Research, Action planning, Communication, and Evaluation.

Research is an important step in the beginning stages of any type of marketing campaign. Some good things to know in the initial stage of a PR plan include target audiences, demographics, what those audiences like, how they like to communicate, and where they go to get information. This could be TV, newspapers, magazines, social media, etc.

The next step is **action planning**. Here, a strategic plan is developed from the research that determines what information to communicate and the best ways to reach the desired audiences with that information. The information needs to be newsworthy. It needs to be able to capture the attention of the desired audiences and contain content that they can find value in. A truly strategic plan aligns the communication not only with the goals of the PR plan, but also with the core values, mission, and vision of the company.

The third step in the RACE model is **communication**. This involves getting the information and content developed in your action plan to the appropriate and most effective media outlets. Media contacts and contact lists can be very valuable resources in this step to help you distribute information efficiently.

The final step is **evaluation**. It is important to track the results of your PR campaign and analyze its effectiveness. Determining a ROI is a good way to evaluate the effectiveness of your plan. To do this, you must monitor all the press generated by your campaign, estimate a value for that press, and compare the value of the PR to the expenses associated with generating that PR.

The RACE model can be a helpful guide for developing a strategic PR plan.

However, it is important to keep in mind that PR is a dynamic process. It requires constant attention and focus. For the best results, all four of the steps in the RACE model need to be executed continuously and simultaneously.

The main stages of the development of the political advertising campaign

In general, the process of working on a political campaign can be represented as the following:

Situational Analysis



Strategic Planning



Development of an advertising campaign



Implementation of an advertising campaign



Campaign Analysis



Campaign Correction

The process can be represented as a series of steps:

Step 1: Determination of the purpose of an advertising campaign; giving a clear answer to the question "Why is this campaign carried out?"; addressing to the

following issues and related aspects: the overall strategy; marketing and marketing communication strategy, campaign objectives; competitors, their strengths, weaknesses and strategy, etc.

Step 2: Implies the determination and the study of the target audience. Sometimes the target audience includes the representatives of contact audiences, intermediaries and reference groups - those which have an impact on the decision-making. The audience and the purpose of communication are determined by the addressees, the type of address and the result.

Step 3: The approximate amount of money is assigned to be allotted to the advertising campaign; in other words, this is the way how the budget of the campaign is determined.

Step 4: Implies the approval of the staff responsible for the carrying out of a campaign. A decision is made to engage advertising agencies and to set the functions which they will perform. Selects agency.

Step 5: From this stage, the collaboration with the engaged advertising agency starts. The advertising idea is determined and the concept of an advertising campaign is elaborated on its basis.

Step 6: Means of advertising and the best communication channels are determined, which will be used during the campaign. Media plan and schedule for the campaign are approved: this item of the plan contains proposals for the selection of information distribution channels and advertising media.

Step 7: Advertising messages and additional campaigns related to the advertising and promotion campaign are elaborated. These are such activities as voters promotion, brochures, flyers and promotional posters printing, participation in voters meetings, debates, PR events, etc. All of these actions should be well coordinated within the framework of the campaign.

Step 8: The final estimate of cost for an advertising campaign is formed in its final

shape. The campaign's budget is approved which is needed to achieve the goals. The expenditures are indicated in the estimate of cost for each operation and each calendar period.

Step 9: A detailed plan (schedule) of the main activities of an advertising campaign is elaborated, indicating timing and decision-makers.

Step 10: Advertising production, purchase of space and time in the mass media and other necessary rental advertisements media are carried out.

Step 11: Practical implementation of the advertising campaign activities.

Stage 12: This stage determines the effectiveness of an advertising campaign. Control measures are used which are needed to assess the effectiveness of advertising campaigns.

Peculiarities of Public Relations analytical support

Analytical work is the most important basic dominant component in the communication sector, through the analysis may be obtained comprehensive information on the state of the communication system, which is the basic material for the development of the PR project, so analytical activities of PR-specialist accompany all stages. The difference is the problem that can be solved at all stages of the project. Development task of the analyst is to gather all the necessary information about item of advertising, then process and interpret, formulate goals and objectives, identify the necessary resources and date of realization. At the stage of organizing and conducting analytical work aimed at monitoring the progress of the work, check the results and evaluate the effectiveness of the project.

Basic techniques used in analytical work of PR professionals are:

Sociological. The significance is that it reveals the mechanism of interaction between social institutions, groups, individuals, interaction between the government and

society, various civil structures. For example, the interaction of government and society, sociological method reveals the power to influence government on society, the impact of policies on the existing norms and social life, however, the sociological method attempt to identify the influence of society, its mentality and behavior of citizens in the government, to determine the rated power, policy evaluation population. In PR this method is widely used at all levels, is held in various forms.

System method. It requires consideration of any phenomenon in the form of some integrity, unity, which is formed by a set of elements that interact and arranged in a hierarchy.

Behavioral

Comparative

Psychological

The types of PR-documents

Press Release is the main PR-document, which has the following characteristics:

- the information presented should be appealing to the recipients;
- the information given in a press release should contain the element of something new, interesting and unusual to become news;
- the news should be topical and important.

Press release should answer the following questions: Who? What? When? Where? Why? How?

When preparing a press release, the information should be presented in the form of the reversed pyramid. The main points of the message are introduced in the first two paragraphs. The remaining information is given in the last paragraphs.

Letter of Information (backgrounder) is informational material giving necessary information about the profile of an organization, its products and services, history and development, and others. These materials are good addition to a press release, in case journalists need more detailed information. The information provided in a backgrounder is perceived as information from "the first hand", and if it is possible to make this information interesting and impartial, then the probability of the release of information about an organization increases significantly. The greatest number of backgrounders consists of the following main parts: a title, history of the question (the development and dynamics of the backgrounder's theme), extensive information about the subject of the material.

Fact List contains background information about the organization, its products and services. This information material makes up about 1-2 pages and is mainly used for data, containing a large number of financial and technical information, graphs and tables.

Biography. In order to avoid mistakes PR specialists prepare a biography which is basic factual information about a particular person.

Press Statement. This information document is used in cases when the organization management, public policy or public figures want to express their position on a given topic publicly.

Press kit includes the main PR documents and is widely used during press conferences, presentations, exhibitions, annual shareholders' meetings, special events. The main task is to provide information about media events and its main persons.

The minimum set of documents for the press kit includes: Press Release; newsletter or the actual certificate; one or more of the following materials: brochure, corporate publications, annual report, biography and photographs.

Interview is one of the most common forms of presentation in the media. Conversations with opinion leaders, prepared by PR-professionals, are actively used

by leading publications. Interviews are the first-hand information on issues of public concern.

Also: Survey article, flyers, corporate publications, corporate newspapers and magazines, case story, the author's article (by-liner), brochures, annual report.

Activities of any professional PR-specialist related to the work with the printed word and the preparation of the entire set of PR-documents. The proper use of the methods of their writing has become one of the basic conditions for professional success of a PR-specialist.

Evaluating Efficacy in Public Relations

Establishing the Public Relations Campaign

All public relations activities should reflect the goals and objectives of business, either for the client or for the corporation. Public relations and corporate communication activities should strategically impact on business outcomes. In establishing the campaign and its tactical activities the public relations/communication goal must reflect the larger business goals and objectives. Because excellence in public relations is often measured in terms of impact on its return on the investment by the corporation or client public relations outcomes must correlate with other business function

In setting PR goals and objectives, it is usually important to recognize that measuring PR effectiveness per se—that is the management of an organization's overall communications activities with its target audience groups or publics. These activities can take the form of any number of different things—from media releases to opinion pieces, media kits to video new releases (VNR), blogs and tweets, and so forth. As Stacks has argued, a public relations campaign encompasses three phases: (1) developmental, (2) refinement, and (3) evaluation (Stacks, 2010).

The developmental phase establishes the baseline against which final evaluations will be based on. It is in the developmental phase that benchmarks will be set to ascertain that at key points in the programming the campaign is on phase and target or whether objectives and tactics must be re-evaluated if not.

The refinement stage occurs when the campaign is actually activated and contains the benchmarked points where objectives are evaluated as to being on phase and on target. Measurement here serves as feedback on progress, and allows for strategic changes in planning and/or tactical changes. The concept here is that few plans actually go according to target and schedule and that once the campaign is kicked off, counter forces or competitors (internal and external) will force changes. Campaign planning should never assume that the campaign is in a competitive vacuum.

The evaluation stage occurs at the end of the campaign—often before the corporate or client campaign is completed—and correlates measures of public relations outcomes with business outcomes to establish effectiveness and return of investment in the function.

During the developmental phase planning must be focused on what part of the communication lifecycle the campaign begins with.

In general, there are three objectives that are generic to any public relations campaign: (1) informational, (2) motivational, and (3) behavioral. (Stacks, 2010).

If the information is delivered and understood and retained then it should motivate the public or target audience to action. Motivation is attitudinal and either creates, bolsters, or changes an attitude. It does so through the target audience's evaluation of message logic (a cognitive outcome), emotional impact (an affective outcome), and intended behavior (a connotative outcome). If the informational and motivational objectives are being met, then the behavioral outcome—the actual response or action by the target public or audience—should be predictable. The behavioral outcome is then evaluated against the baseline measure for effectiveness (internal evaluation)

and then against the actual public or audience behavior and correlated with other business outcomes to establish impact on business goals and objectives.

How can the public relations function or agency establish the impact of a campaign?

First, as noted by Michaelson and Stacks, it does so by following established standards of measurement and research (Michaelson & Stacks, 2011).

Second, excellence must be defined.

And, third, excellence must be evaluated.

The questions then become what is excellence and how can it be evaluated.

The arguments for public relations evaluation are found in the works of the major agency and corporate heads—Lee, Bernays, Hill, Page—and can be observed in books and chapters on their impact on public relations practices and programming effectiveness (Cutlip, 1994 & 1995; Hill, 1963; Griese, 2001). Basically, the founding fathers of the profession argued that for public relations to be effective it must be a key function of senior management, it must counsel action and behavior, and it must be able to provide evidence of its effectiveness.

Grunig et al., have taken these three points and made them part and parcel of “excellent” public relations practice (Dizier, Grunig & Grunit, 1995; Grunig, Grunig & Dozier, 2002). Stacks has argued that public relations effectiveness is found in the programming of non- financial indicators that correlate with financial indicators to produce a return on expectations (ROE) for stake- and stockholders, yielding a measurable return on investment (ROI).

The nonfinancial indicators are defined as how stake- and stockholders perceive an organization’s credibility, relationships, reputation, degree of trust, and confidence.

The basic model (see Figure 4) can be further stated as part of a mathematical

formula:

Outcome=B ± [Credibilityn ± Relationshipn ± Reputationn ± Trustn] ± Confidencen
+ Error.

Where B is a constant, credibility, relationship, reputation and trust are the major nonfinancial variables which are modified by stake- and stockholder confidence in the company or organization to behave as proposed in the public relations campaign. Thus outcomes are a function of public relations planning around increasing or maintaining or countering competitor counter-campaigns through the manipulation these “owned” variables (Kelly, 2006).

This approach to effectiveness lead Michaelson and Macleod (2007) to propose that public relations evaluation take on a “best practices” focus. Best practices argues that to be effective the planning must take into account programming that have clear, well-defined and measurable objectives; have a rigorous research design; include detailed documentation; link outputs to outcomes; demonstrate effectiveness and lead to better programming that is cost- effective and has quantifiable impact on business objectives; and be applicable to a broad range of outcomes.

Best practices take into account the who, what, when (through the process approach advocated), and how of planning.

While best practices advance the profession’s movement toward excellence in public relations programming, they do not by themselves establish excellent public relations programming. For that we must turn towards an understanding of (1) what we mean by excellence, (2) how we can evaluate for excellence, (3) creating generic models of excellent public relations programming, and (4) establishing standards for its practice.

Defining Excellence

Research into establishing a definition of public relations communications excellence began about twenty years ago. A team of scholars led by James Grunig examined

what it took.

Based on a survey of corporate communication practices across industries and international boundaries they reported that companies practiced excellence in communications if:

- The senior management team was committed to communications excellence.
- The chief communications officer (CCO) reported directly to the CEO.
- The company was committed to tell the truth and prove it with action.
- PR and communication was more preventive than reactive.
- PR efforts began with research, followed by strategic planning, followed by the communications (or action) stage and always included an evaluation of communications effectiveness.
- The company was committed to conducting communications research that focused upon outcomes and not just outputs.
- The company was committed to education, training and development of its public relations and communications professionals.

Other criteria for defining companies which are excellent communicators can be found in:

- Judging criteria of major public relations awards.
- Secondary research such as generally accepted practices surveys.
- Examinations of what various organizations are doing in terms of:^[OBJ]

Setting objectives,

Research & planning,

Identifying target audiences,

Evaluating communications excellence,

Establishing ROI measures for public relations and communications efforts, and

Developing some general understanding about the contributions of public relations and communications to the business bottom-line.

It should follow, then, that companies which demonstrate excellence in communications

(1) understand that in the programming of a campaign during the developmental phase that the issue is first examined from its location on the communication lifecycle, set the function's goals parallel to the business's goals, establish a baseline against which to evaluate the campaign and plan over time, and create three sets of measureable objectives with targeted benchmarks;

(2) during the refine phase actively measure objectives relative to expected targets and phases within that campaign, alter or change tactics based on benchmarks, and continually scan the environment for unexpected events or actions; and

(3) correlate the public relations nonfinancial outcomes (i.e., behavioral intentions) to business function financial outcomes as measureable ROI for its ROE planning.

Evaluating Excellence

Once excellence has been defined in a potentially measurable way, it must be evaluated.

There are several analogous organizational models found in the social scientific and organizational communication literature, all basically set as triangles.

These models suggest that there are basic, "proponent" needs that must be satisfied before an organization can move to a more advanced level. Two that come to mind would be Maslow's "Hierarchy of Needs" social scientific model and Herzberg's

“Hygienic Two-Factor Hygienic-Motivation” organizational model (Maslow, 1970; Herzberg, 1966; Stacks, Hickson & Hill, 1992; & Hickson,

Maslow and Herzberg’s base level are equivalent in the campaigning process of “best practices.” That is, to even be considered in the realm of excellence, the campaign must take into account variables that demonstrate and produce outcomes that meet the best practices standard. This is not to say that this level is an indication of excellence, but it is essential that its components are included and met. For instance, in Maslow’s model the preponent needs are those needed for survival (often called deficiency needs, related to safety and health, and growth needs (those related to achieving growth). Herzberg’s most basic level’s preponent needs include individual (those related to working conditions, salary, and personal life) and organizational (related to supervision, policy and administration, and job security) needs. If an individual or company cannot meet these basic level needs, then survival is at risk. The same is true of any corporate communication plan or campaign.

Level 1: Basics

The model suggested for campaign excellence begins at the basic or preponent level. It includes the five components discussed earlier:

- Setting objectives
- Research & planning
- Outputs
- Outtakes
- Outcomes (results)

Setting objectives. Setting objectives begins with an understanding of the overall goals of the business, the business objectives, and the communication goals. Goals are expectations and should be as explicit as possible. Objectives must be clearly defined in terms of stake- and stockholder identification (audiences) and must be

measurable in term of business objectives. As such, most communications objectives will be correlated with business objectives as a measure of success. Further, the objectives should be replicable and build on previous communication and business objectives. If the objectives are not based on these criteria, then any planning and measurement will not be effective and excellence not obtained.

Research and Planning. The research and planning component focuses on specific sub- components that must be met to assure success. Thus, the campaign must be an executable

program that takes into account communication that is salient to identifiable audience needs. It must also link outputs to outcomes through a research-based strategy with quantifiable measurement objectives (benchmarks) tested against baseline data obtained prior to the actual execution of the campaign (through secondary or primary research). Establishing baseline data also helps to identify any problems that might surface upon campaign execution.

Outputs. Outputs, as noted earlier, are the actual communication content to be used in the campaign. These are strategically positioned to be clear and transparent messages that are single-minded and address stake- and stockholder needs. They must be executed without error—they must be created with an understanding of audience expectations and norms, well written, and when required be well-designed graphically taking into account such things as color and image appropriateness and type style, format, and size. Further, outputs must be employed consistently across materials and audiences. Finally, any output should be consistent with other corporate functions and disciplines (e.g., marketing, advertising, promotion).

Outtakes. Outtakes are take-aways from third-party endorsers, specific target audiences, and research-based evaluation of such things as message awareness, understanding, tone, and share of voice. As Stacks and Michaelson (2009) point out, third-part endorsers would include influencers, reporters, important bloggers, and so forth. The outtake component indicates whether the campaign in on target and on

phase in terms of establishing a clear differentiation between program objects (i.e., brand, corporate identification, credibility, confidence, relationships, reputation, trust) that is clear and communicates desired messaging and information.

Results. The business and communication goals are evaluated in the results components. Here objectives set as final outcomes are tested against baseline measures as a test of campaign success. In general the communication outcomes will center on business objectives dealing with measurable audience relationships with the company, impact on audience attitudes, beliefs, values, and intended behavior (to include actual behavior), and demonstrable return on investment in the communication campaign. Measured relationships should show changes in targeted audience awareness, knowledge, interest, or relevance of the campaign's intended product, image, reputation and so forth. Measured attitudes, beliefs, values, and behavior should demonstrate audience changes in company, product, or issue perception, willingness to recommend, willingness to purchase, willingness to change, and so forth. Demonstrable return on investment is based on quantified measurement of communication outcomes correlated with actual business outcomes—changes in sales, financial performance, perceptions of relationship or reputation, willingness to take action, and so forth.

Level 2: Intermediate

The second level consists of three factors:

- Deep connections to target audiences;
- Global leadership support and engagement;
- Creativity and innovation that yields a unique approach to the problem, product, brand, or issue.

These three factors come into play during the developmental stage where there are buy-ins by the corporate management team and supportive commentary and criticism

on the outputs to be put into place. Further, at this level overall campaign planning clearly involves business or corporate strategy with the communications function fully integrated into the larger corporate campaign. Indicators of exceptional factors are discussed below.

Deep Connections. All communication campaigns have as one of its goals the outcome of deeply connecting with target audiences. Campaigns that achieve an intermediate level of excellence build a bond between the campaign object and audiences.

Leadership. Campaigns that achieve an intermediate level of excellence are those which are supported by senior management and are aligned across the company, product, or brand's environment; they have internal support at the highest level. This puts the communication function at, as Grunig et al., argue at the "management table." Additionally, exceptional campaigns have communications taking a pivotal and central role in integrated communications planning; who else has the message strategy and mastery? Leadership support should then lead to engaged and enthusiastic team campaign support that builds on the essential teamwork required for campaign success.

Creativity. Since the communications function is responsible for the messaging strategy across the board, it makes sense that exceptional campaigns will be original in approach, inventive in distribution through the best communicational channels, and innovative and efficient in its execution. Creativity sets campaign planning apart from competing campaigns and often results in further enhancing the communications function's credibility within senior management.

Level 3: Advanced

At the highest level of excellence is the advanced campaign. This campaign will set the agenda for target audiences on key messages. It should be extended to a larger environment through advocacy or word-of-mouth (WOM) and other diagonal,

grapevine forms of message transmission—blogs, tweets, Facebook mentions, and so forth. This extension is critical in establishing a two-way symmetrical dialogue between company and target audience in a strategic long-term plan linked to company, product, brand, or issue goals. Advanced planning also demonstrates leadership not only in internal planning but also impacts on the corporate communications industry as well—it becomes the benchmark against which others establish degrees of excellence—that is, it is timeless in strategy, tactics, and demonstrable measured results that clearly show a connection to overall business goals and objectives.

Summary

Measuring excellence is both an objective and subjective process. As noted, at the basic level, either the attributes within the components are present or not and how the presence was determined. Intermediate and advanced level measurement is subjective and requires some form of scaling that is clearly interval in nature, that is it must run from no evidence of attribute through to evidence of exceptional execution of attribute.

The question, then, is how do we evaluate campaign planning excellence? Perhaps as important is the question of how much weight we place on each level's scoring in the overall evaluation of excellence. Weight of level is part and parcel of the planning process and should be evaluated in all three phases of the communications campaign.

Baseline assessment of the ability to carry out essential components from previous campaigns and some measure of team engagement is necessary. A baseline for content, leadership support, and creative vision also needs to be established setting benchmarks against which the baseline subjective analyses are made. Baseline data can be obtained through quantitative and qualitative methods and analyzed simple statistical analyses through sophisticated statistical modeling and created algorithms.

The weighting of each level should be set historically, against past campaign success.

For some campaigns, where success has been limited or the problem or goal is new, weighting of the essential level may be high—perhaps 50%—of overall excellence. Where the communication function has performed well in the past, that weight may be reduced and the weight given to levels 2 and 3 increased.

Conclusion

At present there is standard for evaluating campaign planning and programming. A standard, as Michaelson and Stacks noted is something used as a “measure, norm, or model in comparative evaluations (Michaelson & Stacks, 2011). As such, a standard for evaluating communications campaigns and their planning can be both internal and external contexts. What is needed is a metric or matrix from which to place obtained data, weigh and analyze the results, and demonstrate the measurable and quantified outcome against expectations and other “comparative” results. We propose that the model discussed in this paper serve as the initial attempt at establishing a common metric for evaluating communication campaign planning. It is a work in progress; over time we hope to establish reliable and valid measures for both components and attributes that can be used across to assess communication planning and programming across industries, problems, and goal.

What does it take to establish excellence in public relations or corporate communication campaign planning and programming? This paper suggests a generic model that provides a degree of standardization against which to compare that planning and programming. It can be used historically, to establish past campaigns. It can be used in the planning process to identify problems or holes in a campaign. Or, it can be used as a final evaluation that provides evidence based in quantifiable data weighted to the particular needs of the company or client at a particular point in time. Key here is the generic value the hierarchical model gives to the profession and function—a way to evaluate excellence and provide hard evidence, data, on that

evaluation.

Questions for self-control:

What can be used to help you develop a strategic PR plan?

What does RACE stand for?

What does Research include?

What does a truly strategic plan align?

What does Communication involve?

What is important to do on final step?

Name the main stages of the development of the political advertising campaign.

What does the target audience, described in the second stage of the campaign, include?

Describe the way how the budget of the campaign is determined in the third stage of the campaign.

What is elaborated in the seventh stage of the campaign?

When is a detailed plan (schedule) of the main activities of the advertising campaign elaborated?

When do practical implementation of the advertising campaign activities and control measures take place?

Summarize and define all the main stages of the development of the political advertising campaign.

What are the basic techniques of analytic work?

What are main principles of system method?

What do analytics do?

Give the definition to Press Release.

What are the main characteristics of Press Release?

What are the six questions that Press Release should answer?

How should the information be organized when preparing a Press Release?

Give the definitions to Letter of Information (backgrounder), Fact List, Biography and Press Statement. What are their main purposes?

What does Press Kit include?

What is the most common form of the presentation of first-hand information in the media?

What should all public relations activities reflect?

What are three phases which public relations campaign encompasses?

Describe each stage of public relations campaign.

What are three objectives that are generic to any public relations campaign?

Describe the combination of three objectives generic to any public relations campaign.

How can the public relations function or agency establish the impact of a campaign?

According to a survey of corporate communication practices across industries and international boundaries, how can companies practice excellence in communications? Enumerate 7 factors.

Where can we find other criteria for defining companies as excellent communicators?

Describe three models suggested for campaign excellence.

TEMA 3. PR Specialist

Objectives: 1. to define the place and role of PR specialist in the structure of organization;

2. to define delegation of authorities in organization;

3. to define professional and personal qualities of PR-specialists;

4. to define Ethics in PR.

Key words: delegation, professional qualities, personal qualities, ethics, NCA, IPRA, IABC.

Instructions: during the theme you are supposed to do everything you are required namely:

- read Word texts and retell them (the place and role of PR specialist in the structure of organization, delegation of authorities in organization, professional and personal qualities of PR-specialists, Ethics in PR);
- study extra material (articles) and discuss them at the lesson;
- watch attached videos and discuss them at the lesson;
- do all tasks and tests;
- participate in forums.

You can get grades doing tasks and tests, participating in forums.

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The place and role of PR specialist in the structure of organization

The structure and scope of PR - units depend on many factors such as size of the organization; industry in which it operates (the pace of development, the level of competition); amount of funds ready to be spent on PR; goals and objectives; the level of development of society, its values and priorities. While organizing the Department of Public Relations or the press-service you can use three basic approaches.

1. PR-division is created as one of the system elements which fulfils all the functions of PR and is regarded as one of the mechanisms for the management of the company and promoting its products in the market.

2 Department of PR is formed mainly to run only application tasks made by the leadership of the company's media relations and mainly acts as an intermediate

member for the dissemination of information about the activities of the company.

3 The work of the department of PR, the press service of the company is carried out by a professional firm specializing in PR.

On the choice of any of these three variants will depend the nature of the functions of the press service, its staff schedule, budget and also, to a large extent, the effectiveness of its work.

Choosing any of the options the head of the company should come from the fundamental principle that greatly affects the effectiveness of work of the Department of PR.

The Head of PR-department should have direct access to the head, have the full information provided by other units on the current activities of the company, its strengths and weaknesses, and take part in the planning of activities involving the company's management, which should be given public resonance.

Delegation of authorities in organization

Delegation is the devolution of authority to another person, who takes responsibility for carrying out specific activities.

Responsibility is a duty or obligation to complete a task satisfactorily, that one must fulfill, and be ready to show successful results to your head.

You can delegate authority, not responsibility. As a rule, authority is delegated to a post, in general, not to a single person.

There are the following common barriers in delegation of authority:

From manager's side:

Reluctance To Delegate

Some managers are reluctant to delegate authority to subordinates. They believe that they can make a better decision than their subordinates.

Fear Of Losing Importance

Managers who feel comfortable with authority, fear to delegate authority. They feel that it will reduce their importance.

Loss Of Control

Some managers consider that they will lose control by delegating authority to their subordinates. They feel that if they delegate authority to their subordinates, they won't be sure to achieve assigned responsibilities from subordinates.

Mutual Distrust

Managers are often reluctant to delegate authority to subordinates if there is an environment of distrust in the organization. A manager must have confidence in his own ability to help, guide and control his subordinates before delegating authority. If a manager does not have the ability to make a sound decision he does not believe in his subordinates. He does not want to take risk to get jobs done from others.

Fear Of Subordinates

Managers are reluctant to delegate authority if they fear that it will reveal their downsides. They feel that their subordinates will perform better and may create problems in their own career.

From subordinate's side:

Required information for making decision may not be available.

The subordinate may already have too much with work.

Subordinate may lack the skill and knowledge for effective decision making.

The subordinate has no motivation for accepting the additional responsibility that goes with the authority.

Authority delegated without matching responsibilities.

Lack of self-confidence.

Existence of element of fear and frustration.

No independence in thinking.

Ways to make delegation effective:

Let employees know you believe in their ability to carry out the task.

Clearly define the employees' authority and responsibility.

Monitor progress and establish feedback mechanisms.

Reward employees for the positive results they produce.

Create an accurate control system to prevent abuse of authority among subordinates.

Define your problems and improve your leadership skills.

Try not to criticize subordinates without serious reason.

Keep the matching concept: a set of someone's tasks should match with his level of responsibility

Professional and personal qualities of PR-specialists

Professional and business skills of specialist of PR and advertising.

It is important to understand the basics of PR and advertising at the very beginning of the career. Induction, instruction, explanation of senior colleagues and acquired on

the job experience will help to master in these basics.

Skills of planning and evaluation are crucial in order to make the PR and advertising accountable and measurable.

Writing skills and design skills. The specialist of PR and advertising is required to be engaged in the writing of press-releases, reports, speeches, letters, explanations of design material. Illiterate document may cause criticism of the company. Professional skills of artists-designers are required.

Presentation Skills. It is necessary to carry out a large number of presentations, meetings, competitions, where the employee must be able to act, to make announcements.

Skills of communication with Media. Practice communicating with the media allows us to achieve the lighting information and conduct successful interviews. The specialist should be competent to hold a press conference or to participate in it.

Working knowledge of computer and electronic communications. PR specialists must be familiar with all the new developments in information technology that affect the Company and the results of communication.

Management Skills reputation. Each definition of the essence of PR puts reputation in the first place. PR specialists must understand the importance of reputation, as well as how to create the reputation of the place it occupies in the corporate balance sheet and that it can be quickly lost.

Project management skills. Most PR -programs consist of several parts, and as a specialist in public relations, you must have project management skills to fit into the schedule, allocated budget and get scheduled income from the sale of the business project.

Knowledge of the business. Any sector of the economy has its own peculiarities, and a specialist must have a clear idea about what is best practice in his field in the

justification of the business idea and work with the target audience of consumers.

Personality as an effective specialist in PR and advertising.

- Sociability. The employee must have fun expressing their thoughts in writing or orally. He must be able to communicate with different people, so the ability to adapt their approach and language is fundamental.
- Creativity. In any project, any program should introduce an element of creativity, novelty, thanks to which the order will be filled with bright perceived customers and stand out against the general background of the business project.
- Orderliness. PR specialists usually have to work on several projects at the same time, with different people, consultants, so you should be able to make use of work schedules and to keep pace with time to do all the work. Organizational approach to work is an added advantage.
- The ability to learn. Desire and ability for continuous learning on the job is the key for moving up the career ladder.
- Calm under pressure. Stress is common to many occupations. Sometimes the pressure is generated independently, if the employee is constantly striving for perfection, sometimes it causes the external forces, if there was a crisis. Regardless of the circumstances, and the source worker must be able to operate effectively under any pressure.
- Confidence. Confidence breeds confidence. This confidence comes from experience, and often you need to work for many years before the employee is able to provide expert advice and recommendations.
- Perseverance. Good PR and advertising is never aggressive or passive. Healthy perseverance will do the job more efficiently.
- Honesty. PR-specialist is responsible for maintaining the truth, everything depends

on its reputation in the team.

- Sense of humor. A sense of humor helps to establish the communication process and helps to avoid dangerous situations.

Ethics in PR

Every professional body, organization, profession or trade body has its ethical standards, or codes of conduct, by which it expects its members to abide. Ethics are defined as being those moral principles or set of moral values held by an individual or group. Ethical conduct is defined in the Oxford English Dictionary as being those standards that in accordance with principles of conduct are considered correct, especially those of a given profession or group.

The Public Relations department is frequently the ethical heart of an organization. Internal and external PR communications control of the flow of good and bad news to the staff and community. The PR team copes with company crises. PR pros sit at the elbows of top officers drafting a company's mission statements, its strategies, and its vision.

PR people are often put on the spot — if not to determine the morality of a course, at least to help envision the fallout. Fortunately there are valuable touchstone tools for finding the way.

Ethics theories range from Utilitarianism ("The greatest good for the greatest number") to Deontology ("Do what is right, though the world should perish").

Or, more to the point, you can examine codes of standards through public relations guilds such as the IABC. One of the first initiatives of the Public Relations Society of American (PRSA), founded in 1948, was to establish an ethical code of practice for its members. The desired outcome of this code was to establish clear standards for practitioners, clarify these standards to management, and to distinguish public

relations professionals from those who engage in deceptive and unethical promotion.

The Public Relations Society of America, the International Association of Business Communicators, and the International Public Relations Association have all developed elaborate associational codes for the public relations profession. Public relations codes are grounded in larger communication values such as free speech and free access to information, honesty and truthfulness, and fairness. It has been suggested that public relations codes of ethics were particularly important given the somewhat sordid early history of public relations including manipulative and deceptive practices. Ethical codes have helped public relations practitioners clarify professional expectations, maintain higher standards of professional conduct, and, in general, elevate the reputation of the profession.

Recently, the National Communication Association (NCA) adopted what it described as a professional credo for ethical communication. The credo includes 10 general principles regarding what is judged as the ethical practice of communication. The NCA credo draws on broad sets of ethical traditions in communication including honesty, truthfulness, free speech, condemnation of hate speech, the ethic of care, privacy, respect, social justice, protest, responsibility and responsiveness, among others.

The three best known codes for public relations are PRSA's Member Code of Ethics, the International Public Relations Association's (IPRA) International Code of Ethics, informally known as the Code of Athens, and the International Association of Business Communicator's (IABC) Code of Ethics for Professional Communicators.

PRSA offers the most detailed and complex code of the three organizations. The PRSA Member Code of Ethics 2000 is composed of six core values, and six code provisions. The values include advocacy for clients and an open marketplace of ideas, honesty, expertise, independence in the form of objective council and personal accountability, loyalty to both clients and the public interest, and fairness. The six code provisions are comprised of free flow of information, competition among

professionals in a manner that serves the public interest, disclosure of information in a manner that builds trust with the public, safeguarding confidences to protect privacy rights, avoiding conflicts of interest, and enhancing the profession through building trust in all levels of interaction.

IPRA's International Code of Ethics (Code of Athens) was originally adopted in 1965 at a meeting in Athens and later revised in 1968. The organization claims that this code has been "promoted widely and presented formally to numerous Heads of State" (IPRA). The International Code of Ethics is particularly sensitive to supporting an international view of human rights.

The IABC Code of Ethics for Professional Communicators has 13 articles and a provision for enforcement (IABC). Like the IPRA, the IABC code makes specific mention in one of its articles of the need for sensitivity to cultural values and beliefs in hopes of encouraging mutual understanding. Two articles outline the importance for the protection and use of confidential information. Other articles stipulate loyalty to the laws governing the public relations profession, honesty, precluding plagiarism, avoiding behavior considered unethical by the communicator, upholding the credibility and dignity of the profession, accuracy, and free speech. Unlike PRSA or IPRA, the IABC code includes two articles dedicated to refusing undisclosed gifts and avoiding any pledge to guarantee results beyond the certain capacity of the practitioner.

Ideally, codes of practice provide practitioners with an objective means for proactively assessing their behavior as they engage in their profession.

Questions for self-control:

What factors do the structure and scope of PR-units depend on?

What approaches can be used while organizing the Department of Public Relations or

the press-service?

What will depend on the choice of any of three approaches?

What should the head of PR-department take into consideration? What is delegation?

Give definition of responsibility.

What are the barriers in delegation of authority from manager's side?

Enumerate the barriers in delegation of authority from subordinate's side.

What can make delegation more effective?

Enumerate the professional qualities of a PR-specialist.

Which skills are necessary to make PR and advertising accountable and measurable?

What does the specialist of PR need writing and design skills for?

Name the personal qualities necessary for a PR-specialist.

Why does a specialist of PR need a sense of humour?

What is ethics? Give the definition.

Enumerate ethics theories.

What are public relations guilds through which you can examine codes of standards?

Describe a professional credo for ethical communication recently adopted by the National Communication Association (NCA).

What are the three best known codes for public relations?

Describe the three best known codes for public relations.

TEMA 4. Communication

Objectives: 1. to define public opinion and its role in public relations;

2. to define types and forms of communication;

3. to define communicative channels and their types;

4. to define communication process and its main stages;

5. to define mass communication: its essence and features;

6. to define the study and practice of political communication;

7. to define manipulation and communication.

Key words: public opinion, Attitude, Individual orientations, Co-orientation, Agreement, Understanding, Intra personal communication, Inter personal communication, Group Communication, Organizational communication, Mass Communication, Verbal communication, Nonverbal communication, Written communication, Visual communication, communicative channels, formal communication, Informal communication, communication process, political communication.

Instructions: during the theme you are supposed to do everything you are required namely:

- read Word texts and retell them (public opinion and its role in public relations, types and forms of communication, communicative channels and their types, communication process and its main stages, mass communication: its essence and features, the study and practice of political communication, manipulation and communication);

- study extra material (articles) and discuss them at the lesson;

- watch attached videos and discuss them at the lesson;

- do all tasks and tests;

- participate in forums.

You can get grades doing tasks and tests, participating in forums.

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Public opinion and its role in public relations

In general, public opinion is the summative individual views on a specific problem (issue). Desire to effect on human`s positions is the fundamental principle of PR practice.

Public opinion is much more significant phenomenon than just simple sum of points of views. It is a dynamic process of expressing, rectification and coordination of views.

Public opinion occurs within group of people who communicate with each other and discuss their individuals view about specific issue. Without doubt, this process involves personal notions. However, individual opinion about social problem depends

on public opinion.

Characteristic features of public opinion:

1. Direction. The direction of public opinion can be favorable or unfavorable, positive or negative or even neutral. In the most simplified form direction of public opinion is expressed by answers 'yes' or 'no'. In general, direction of public opinion plays a very important part in public relations researches.
2. Intensity. Intensity shows how strongly people feel about their positions whatever of direction. Sometimes opinion surveys may request respondents to mark strongly agree/agree/neutral/disagree and it measures both the direction and intensity in one move.
3. Stability is the length of time during which respondents show the same direction and intensity. Fixation of stability requires a comparison of the results of at least two researches divorced in time.
4. Information Richness. Information richness shows how much knowledge about the problem people have. According to experience, people who are more informed about a problem express their opinion more clearly. Actions of such people are predictable.
5. Social support. Social support shows the level of people's confidence about attitude to their opinions in their social sphere. The level of social support measures the consensus between people about specific problems.

Opinion is an expressed attitude about specific problem. *Attitude* is a stable tendency to perceive the object, problem etc. in specific way. However, the last research has shown that attitudes are estimates given by people for specific problems and issues, based on their orientations. At the same time, according to the last researches, attitude is an assessment given by people for specific problems and issues based on their orientations.

Individual orientations consist of individual perception of problems and objects in certain circumstances and perception of other people's opinions about the same problems or objects. When the orientation of the two or more individuals is directed to the same problems and objects, individuals stay in condition of co-orientation. *Co-orientation* consists of personal and interpersonal elements of communicative action. Intrapersonal coincidence (congruence) indicates the degree of compliance point of view of a person to his point of view of another person on the same issue. Sometimes this situation is called “*conscious consistency*”. Based on “conscious consistency” person generates a common line of relationship with another person and spontaneously reacts to it in the process of interaction.

The following phenomena of interpersonal nature are the agreement and understanding. *Agreement* is a degree with which two or more persons share the same assessment on the general problem. *Understanding* is a degree of matching definitions, interpretations of two or more persons. According to our question about individual orientations, agreement can be compared with a disposition and understanding - with persistence.

Individual orientations are formed basing on individual features and life circumstances:

1. Personal
2. Cultural
3. Educational
4. Family
5. Religion
6. Social
7. National, racial

These characteristics and circumstances influence the formation of attitudes effectively. Moreover, human experience, membership of a particular social group and political and social organizations play an important role. According to the last researches, attitudes and types of behavior are also situational. In other words, specific problems in specific circumstances are effect on certain attitudes. However, consensus appears when different people under the same circumstances come to a general opinion.

In general, attitudes can be distinguished in three categories: positive, negative and neutral.

Types and forms of communication

Types of communication

Broadly speaking, whole human communication could be classified into two distinct parts.

- Intra personal communication
- Inter personal communication

Intra personal communication is the part of communication in which only self of a human being is involved and the communication is confined to one human entity. This means that all the elements are located within the self of an individual. All the process of meditation, thinking, monologue and even dreaming while asleep are all but examples of intra communication.

Inter personal communication

This part of communication belongs to involving two or more individuals for exchange of information. Since this part is experienced more due to its vastness, it is further classified in many categories.

Inter personal

The simplest form in which more than one individual communicate to each other

Group Communication

More often people are seen exchanging views with almost all the participants enjoying an equal status on one count or the other. Like all the players of a hockey team, class-fellows, doctors, teachers, bureaucrats, politicians, economists etc.

Organizational communication

In this part, communication usually takes place on vertical lines. For instance, a company director is passing on instructions to managers who would be guiding accordingly to field officers. Be it a corporate sector, a political party, an educational institution, the communication process would strictly follow the essentials of the organizational communication.

Mass Communication

In this category, the communication originating from one source and meant for all possible audience irrespective of distance, creed, religion, nationality and beyond. The mass communication involves use of technology for it is not possible to carry message to a very high number of receivers without the use of certain devices or techniques. (TV, radio, internet).

Forms of communication

Verbal communication includes sounds, words, language and speech. Speaking is an effective way of communicating and helps in expressing our emotions in words.

Nonverbal communication is the sending or receiving of wordless messages. We can

say that communication other than oral and written, such as **gesture, body language, posture, tone of voice** or **facial expressions**, is called nonverbal communication. **Nonverbal communication is all about the body language of speaker.**

Nonverbal communication has the following three elements:

Appearance

Speaker: clothing, hairstyle, neatness, use of cosmetics

Surrounding: room size, lighting, decorations, furnishings

Body

facial expressions, gestures, postures

Language

Sounds

Voice Tone, Volume, Speech rate

Written communication is the medium through which the message of the sender is conveyed with the help of written words. There are letters, personal journals, e-mails, reports, articles, and memos are some forms of written communication.

Unlike other forms of communication, written messages can be edited and rectified before it is communicated to the receiver.

Visual communication

This form of communication involves the visual display of information, wherein the message is understood or expressed with the help of visual aids. For example, photography, signs, symbols, maps, colours, posters, banners and designs help the viewer understand the message visually.

→ Movies and plays, television shows and video clips are all electronic form of visual communication.

→ Visual communication also involves the transfer of information in the form of text, which is received through an electronic medium such as a computer, phone, etc.

→ Icons and emoticons are a form of visual communication. When these icons are used in a public place, phone or computer, they instruct the user about their meaning and usage.

→ The greatest example of visual communication is the World Wide Web which communicates with the masses, using a combination of text, design, links, images, and colour. All of these visual features require us to view the screen in order to understand the message being conveyed.

Communicative channels and their types

Communication is a process that involves an exchange of information, thoughts, ideas and emotions. The components of a communication process are: a sender who encodes and sends the message, the channel through which the message is sent, and the receiver who decodes the message, processes the information and sends an appropriate reply via the same channel back to the sender. Communication can occur via various processes and methods, and depending on the channel used and the style, there can be various types.

Communication Channels

Based on the channels used for communicating, the process of communication can be broadly classified as verbal and non-verbal communication. Verbal communication includes written and oral communication whereas non-verbal communication includes body language, facial expressions and visuals diagrams or pictures.

Verbal

It is further divided into oral and written communication.

Oral communication refers to the spoken words in the communication process. It can either be face-to-face, or a conversation over the phone, or on the voice chat over the

Internet. Spoken conversations or dialogs are influenced by voice modulation, pitch, volume and even the speed and clarity of speaking.

The other type of verbal communication is written communication. It can be either via snail mail, or email. The effectiveness of written communication depends on the style of writing, vocabulary used, grammar, clarity and precision of language.

Non-verbal

Non-verbal communication includes the overall body language of the person who is speaking, which will include the body posture, the hand gestures, and the overall body movements. Facial expressions also play a major role in communication. Even expressions on a person's face say a lot about his/her mood. Also, gestures like a handshake, a smile or a hug can independently convey emotions and do not need to be accompanied by words. Non-verbal communication can also be in the form of pictorial representations, signboards, or even photographs, sketches and paintings.

Communication Based on Style and Purpose

Based on the style of communication, there can be two broad categories: formal and informal communication that have their own set of characteristic features.

Formal

It includes all the instances where communication has to occur in a set formal format. Typically this can include all sorts of business or corporate communication. The style of communication in this form is very formal and official. Official conferences, meetings and written memos and corporate letters are used for this form of communication. It can also occur between two strangers when they meet for the first time. Hence, formal communication is straightforward, official and always precise and has a stringent and rigid tone to it.

Informal

Informal communication includes instances of free and unrestrained conversation

between people who share a casual rapport with each other. It requires two people to have a similar wavelength and hence occurs between friends and family. It does not have any rigid rules and guidelines. The conversations need not necessarily have boundaries of time, place or even subjects for that matter since we all know that friendly chats with our loved ones can simply go on and on.

Even though the whole process of communication may seem so simple, the effectiveness of each type depends to a great extent on certain internal and external environmental factors and also the communicator's ability to send, receive, decode and send a response. This is why the field of communication has been and continues to be widely studied and is given a place of importance in any walk of life.

Communication process and its main stages

Communication process is an exchange of information between two or more people. The main goal is to provide understanding of information. Communication structure consists of four basic elements:

1. **Source**¹ (or sender) - creator of the message, the person generating ideas. Maybe the organization, individual, group of individuals.
2. **Post** - information transmitted source to the recipient.
3. **Channel** - a means of communication (letter, radio, telephone, television, etc.)
4. **Recipient** - the person to whom the information is intended. He decodes the message.

When exchanging² information sender and receiver pass several interrelated³ steps. Their mission is to compose a message and use the channel for transmission so that both sides understand the original idea.

¹ Источник

² При обмене

Stages of the communication process:

1. Origin (generation) of the idea. Exchange of information begins with careful consideration⁴ and formulation of ideas or information selection.
2. Coding and channel selection. Before the transfer of information, the sender must use symbols to encode it, using words, intonation and gestures. Coding transforms the idea in a message.
3. Transmission. At this stage, the sender uses the channel to deliver the message to the recipient. This is a physical transmission (recipient sees or hears the words, actions).
4. Decode is a translation of symbols of the sender in the recipient's thoughts. Recipient converts the words, symbols, actions in his own thoughts.

Information exchange should be regarded⁵ as complete and efficient if the recipient has demonstrated (including the channel feedback⁶) understanding of the idea by doing actions which sender expected from him.

Mass communication: its essence and features

Mass communication is a systematic distribution (with the help of complexes of technical means) of purposefully prepared messages among numerically large, anonymous, dispersed audiences.

Complexes of technical means, which ensure the rapid transfer and mass reproduction of words, imagery, music information (press, radio, TV, movies, audio, video, etc.), are called the mass media, or the media.

Often, the term “mass communication” is implied the communication of large social

³ Взаимосвязанных

⁴ Обдумывание

⁵ Следует считать

⁶ Канал обратной связи

groups, which is organized and carried out by technical means and special institutions for numerically large and dispersed audience.

Mass communication indicators:

- The presence of a plurality of recipients, individuals receiving the information. Number of participants in mass communication can be estimated as thousands and millions;
- Diachronism, the time shift between the sending and receiving messages;
- A large number of copies, repeats the message, replication of the original message;
- The presence of a social institution as a source of information;
- Availability of technological information channel;
- In contrast to the two other forms of communication, mass communication presupposes not only the subject and the object, but also an intermediary, transmitting information - the communicator. The structure of communication in this case is as follows: the subject - the communicator - the audience (object, recipient).

The study and practice of political communication

The study and practice of political communication focuses on the ways and means of expression of a political nature. Robert E. Denton and Gary C. Woodward, two important contributors to the field in Political Communication in America, characterize it as the ways and intentions of message senders to influence the political environment. This includes public discussion (e.g. political speeches, news media coverage, and ordinary citizens' talk) that considers who has authority to sanction, the allocation of public resources, who has authority to make decision, as well as social meaning like what makes someone American. In their words "the crucial factor that makes communication 'political' is not the source of a message, but its content and purpose."

David L. Swanson and Dan Nimmo, also key members of this sub-discipline, define

political communication as "the strategic use of communication to influence public knowledge, beliefs, and action on political matters." They emphasize the strategic nature of political communication, highlighting the role of persuasion in political discourse. Brian McNair provides a similar definition when he writes that political communication is "purposeful communication about politics." For McNair this means that this not only covers verbal or written statements, but also visual representations such as dress, make-up, hairstyle or logo design. In other words, it also includes all those aspects that develop a "political identity" or "image".

Reflecting on the relationship between political communication and contemporary agenda-building, Vian Bakir defines Strategic Political Communication (SPC) as comprising 'political communication that is manipulative in intent, that utilizes social scientific techniques and heuristic devices to understand human motivation, human behavior and the media environment, to inform effectively what should be communicated – encompassing its detail and overall direction – and what should be withheld, with the aim of taking into account and influencing public opinion, and creating strategic alliances and an enabling environment for government policies – both at home and abroad'.

There are many academic departments and schools around the world that specialize in political communication. These programs are housed in programs of communication, journalism and political science, among others. The study of political communication is clearly interdisciplinary.

By means of political communication dominant subjects regulate production and spreading of socio-political ideas of the time.

There are 3 levels of politic and information flows.

The first level deals with government bodies and management (ordering information exchange). The second level is information about the activities of parties, trade unions, social movements (programs, regulations and other information). The third

level is an appeal to public opinion, mass consciousness, political behavior.

Means of political communication:

Communication through the means of Mass Media: a) print media b) media (radio, TV);

Communication through organizations when political parties serve as intermediary between government and society.

Communication through informal channels by using personal contacts.

Sometimes these types of political communication can be used together.

Manipulation and communication

Manipulative communication techniques can be seen every day in marketing and advertising as a way of persuading onlookers to purchase the product or service being offered. Manipulative communication can come in many different forms, but the purpose is always the same - to persuade or convince a person or audience that one perspective or way is the way he or she should go. This form of communication requires technique, practice and precision in order to not turn people off by overusing the technique.

Use Fear

Use fear to manipulate a person into following or buying whatever it is that is being sold or persuaded. Point out the worst-case scenario a person can face, make it sound as if it is likely and then offer a product or service that will provide safety.

Use Emotional Appeal

Over-exaggerate the facts and a particular scenario to manipulate the listener that your product or service will change the person's life. Begin the letter, print ad or presentation with an emotional appeal that exaggerates a common situation. For

example, you can begin a presentation by asking, “Have you ever felt alone, depressed or like no one understands you?” Follow up the question by identifying with the audience. Share the pain, hurt or loneliness with him or her and then offer a solution. Talk about how the product or service changed that situation around for you and how it added life and vitality to your life. End with an action point, inviting the audience to participate.

Use Time Limit

Use a time limit for people to act. This is seen on TV commercials, where a free gift is offered if the person responds within 20 minutes. Place pressure on the audience to make a decision in a small time frame. Most people will respond by following the direction given by the speaker.

Questions for self-control:

What is public opinion?

What are the characteristic features of public opinion?

Give the definitions of Opinion, Attitude, Individual orientations, Co-orientation, “conscious consistency”, Agreement, Understanding.

Basing on what individual features and life circumstances are individual orientations formed?

What are the main two types of communication?

Explain the difference between intra and inter personal communication.

What is the essence of group communication?

What two forms can communication have?

Explain the difference between written and visual communication.

Give the definition to the term “communication”.

What are the components of a communication process?

Enumerate the main communication channels.

What does verbal and non-verbal communication include?

What is the difference between formal and informal types of communication?

Which factors influence the effectiveness of each type of communication?

Give the definition of the communication process.

What are the four basic elements of the communication structure?

Define the four basic elements of the communication structure.

What are the main stages of the communication process?

When should the information exchange be regarded as complete and efficient?

Give the definition to mass communication.

What is called the mass media?

What are the main mass communication indicators?

What is diachronism?

What is the structure of mass communication?

What is the main focus of the study and practice of political communication?

What do the study and practice of political communication include?

How can the study of political communication be characterized?

Name 3 levels of politic and information flows.

Enumerate the means of political communication.

Can the types of political communication be used together?

What is the main purpose of manipulative communication techniques?

Enumerate the main manipulative communication techniques.

Explain the usage of fear and emotional appeal as manipulative communication techniques.

What is the purpose of the use of time limit?

TEMA 5. Marketing

Objectives: 1. to define marketing information: concept and types;

2. to define the major marketing concepts;

3. to define typology of community groups;

4. to define Market Segmentation: definition and principles.

Key words: marketing information, Secondary information, Primary information, Initial information, marketing concepts, exchange conditions by Kolter, typology of public, community groups, groups of public, market segmentation, Mass marketing, product-differentiated marketing, concentrated marketing.

Instructions: during the theme you are supposed to do everything you are required namely:

- read Word texts and retell them (marketing information: concept and types; the major marketing concepts; typology of community groups; Market Segmentation: definition and principles);
- study extra material (articles) and discuss them at the lesson;
- watch attached videos and discuss them at the lesson;

- do all tasks and tests;
- participate in forums.

You can get grades doing tasks and tests, participating in forums.

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Marketing Information: concept and types

The results of marketing research are used to plan future marketing or product development activities. The information may come from a single source or through a system of collection.

Set of procedures and practices employed in gathering, analyzing, and assessing information about a firm's market environment comprised of competitors, customers, suppliers, distribution intermediaries, and sales personnel. Timely market information provides basis for monitoring and estimating emerging market trends. That is also called market intelligence system.

Marketing Information is figures, facts, information, rumors and other data necessary for the analysis and prediction of marketing activities.

Secondary information is information that already exists, having previously been collected for other purposes.

Depending on the resources of time and manpower available to the enterprise and allotted to carry out the activities of the second stage, work with internal and external sources of secondary information and the information itself can be carried out sequentially (first internal information is studied and then external), and in parallel.

"Desk" researches are the basis of the collection of secondary data. They are implemented on the basis of official printed sources of information and give a general idea about the state of general economic conditions and development trends. It uses the methods of economic analysis in conjunction with elements of econometrics and statistics.

Primary information is information that is collected for the first time for any particular purpose.

Initial information is required in those cases when the analysis of secondary sources do not provide the necessary information.

The major marketing concepts

NEEDS

The core concept of marketing is to understand or feel the “human needs” that denotes the state of felt deprivation. Therefore being the marketers you need not to go for inventing these needs. Rather you should try to understand it. The needs are in-built in human nature itself and thus naturally existed in the composition of human biology and human condition. When the needs are not satisfied, a person will try to either reduce the need or look for a substitute object that has the ability to satisfy the need.

The need for food, clothing, shelter and safety are the basic physical needs and the needs of belongingness and affection are the social needs. The individual needs include the need for knowledge and self-expression.

WANTS

Human wants are desires for specific satisfaction of deeper needs that means the needs become wants when they are directed to specific object that might satisfy the need. For example, a teenage may need water to quench his thirst but want to have a cold drink. Human needs may be few, but their wants are numerous. These wants are continually shaped and re-shaped by social forces and institutions such as families, colleagues, office neighbors etc. Marketers need not to create needs because these needs pre-exist in the market. But they can influence the wants and suggest and inform the consumers about certain products and persuade them to purchase these by stressing the benefits of such products.

DEMANDS

People may have almost unlimited wants. But resources are limited in compare to the wants they have. Therefore they have to choose the products that are likely to provide

the most value and satisfaction for their money. When backed by purchasing power, wants become demand. Thus, demands are basically wants for specific products that are linked /associated with the ability and willingness to pay for these products. For example, many desire a car such as Mercedes Benz, Toyota, BMW, Honda etc. but only a few are really willing and able to buy one. Therefore being a marketing executive you must measure how many people would actually be willing and able to buy your company's products than how many of them want the products.

PRODUCTS

To satisfy the wants and needs of people the company must offer their products in the market. That means people purchase the products to satisfy their needs and wants. Specifically, a product can be defined as an object, service, activity, person, place, organization or idea. You can note here that the tangible items are known as product while the intangible items are known as service. The hidden use of physical objects may be to provide the service. For example a lipstick is bought to supply service (beautify); toothpaste for whiter teeth – prevent germs or give fresh breath etc. Therefore it is the job of marketer to sell the service packages associated with the physical products. If you give a thought, you will realize that the importance of a product does not lay not so much in owning them than to use them to satisfy our wants. For example, we do not buy a bed just to admire it, but because it aids resting better.

EXCHANGE

We have already got that marketing takes place only when people decide to satisfy needs and wants through exchange. So in the process of marketing there is exchange value between the two party's i.e. buyer and seller. The value for buyer is to obtain the desired object to satisfy its needs and wants while the value for the seller is generally the profit or the money. For example, hungry people can find food by hunting, fishing or gathering fruits. They could offer money, another food or a service in return for food. Marketing focuses on this last option. Kotler (1984) states

that for exchange to take place, it must satisfy five conditions, namely:

There are at least two parties.

Each party has something that might be of value to the other party.

Each party is capable of communication and delivery.

Each party is free to accept or reject the offer.

Each party believes it is appropriate or desirable to deal with the other party.

Typology of community groups

The most common typology of public is internal and external, however, this distinction is a common approach and of no use for the practice of public relations.

The best typology of public was given by the American researcher Jerry Hendricks:

media workers (local, national, special channels);

staff of the organization, including management and service employees, a range of specialists, members of the organization, the production staff at different levels, service employees, union members and others;

locals, group leaders and heads of local political, social, business, religious, cultural and other organizations;

investors, the press on financial matters, statistical service, the network of financial and economic information, insurance companies, etc;

public authorities, including representatives of the legislative, executive and judicial authorities at central and local levels, local authorities, etc.;

consumers, including staff of the organization, different groups of consumer society, activists of consumer rights protection, consumer publishing, local media, local

leaders;

community groups of special interests, their channels of information, leaders, heads of organizations, etc.

Depending on the objectives of the organization and specific situations some other approaches to the general typology of community groups can be used, which is divided, for example, into several categories that intersect with each other in social terms:

Main, secondary and marginal. Main public is one that can provide the most help or cause the greatest harm to the organization's efforts. Secondary public is one that has a certain value to the organization and marginal - the least significant for it.

Traditional and future. For example, employees of the organization, its current permanent customers are traditional community groups, whereas students and potential clients are public organizations in the future.

Supporters, opponents and indifferent. This typology is important from a practical point of view.

According to the "situational theory" by D.Gruniga public is divided into the following four groups of public:

The public reacting to all the problems to be more exact that is active on any issue.

Indifferent public that is indifferent, not active on any issues.

Public around one problem that is active on the single or limited number of related issues (for example, the protection of animals).

Public around the aggravated problems. This public begins to be active only when the problem is already well known to almost everyone by the media and was the subject of extensive discussion in the community (for example, a birth dearth in the country).

In the modern theory and practice of public relations psychographic approach to

the characteristics of people is getting increasingly important in the typology of community groups, especially, taking into account their emotional state, values, behavioral characteristics, lifestyle, etc.

Market Segmentation: definition and principles

The market segmentation can be defined as a separation of the market into parts (segments) according to different characteristics. The method of segmentation consists of defining groups of customers on the market, who have analogous purchasing needs and characteristics.

There are three main variants of segmentation approaches to the market.

Mass marketing (undifferentiated) is a concept in which a company ignores differences in segmentation of consumers in the market or when the market is more or less homogeneous.

Applying this strategy a company assumes that its marketing efforts can be used most effectively by increasing focus on the entire population, by using the same communications system, distribution and promotion of sales. However, this strategy can be effectively used only by those entrepreneurs who have significant financial resources.

Mass marketing is also used in cases when an entrepreneur can overlook differences in the segments and address the entire market at once. The focus is concentrated on the general needs of all consumers and increase in sales of fundamental products. Marketing costs are relatively low.

The next option to market approach is so-called *product-differentiated marketing*. This strategy is characterized by focusing on more segments. It is mostly used because of difficulties in carrying out simultaneous marketing to each segment. This approach is usually chosen when a company either deals with the whole market or

significant part of its segments. It leads to an increase in the diversity of produced goods. The marketing costs are rather high.

A specific option within the product-differentiated marketing known as multiple segmentation is characterized by dealing with the whole market while considering differences of segments.

The third approach known as *concentrated marketing* can be described by deliberate choose of a single segment of the market. It is the most simple strategy when a entrepreneur focuses on one segment and firm position of product within this segment. This approach is usually used by companies with limited resources for marketing purposes (SMEs) and is often described as a „niches“ marketing, in particular when the target segment represents only a small part of the whole market.

Questions for self-control:

What is marketing information?

What does marketing information usually use for analysis?

What is desk research?

What types of information exist?

What are the major marketing concepts?

What is the most essential concept?

Why are wants being re-shaped?

What is the definition of demand?

What is the purpose of some products?

What are 5 exchange conditions by Kolter?

What is the best typology of public and who was it given by?

What is the other typology of community groups?

What is public divided into according to the "situational theory" by D.Gruniga?

How can the market segmentation be defined?

What does the method of segmentation consist of?

What is the first segmentation approach? When is it used?

How is the next option to market approach called? What are the characteristics of this approach?

What is the third approach? How can it be described?

TEMA 6. Branding

Objectives: 1. to define Branding: definition and functions;

2. to define the concept of brand leadership;

3. to define the concept of corporate identity;

4. to define the function of brand in company's activity.

Key words: branding, functions of branding, brand leadership, corporate identity, trademark, logo.

Instructions: during the theme you are supposed to do everything you are required namely:

- read Word texts and retell them (Branding: definition and functions; the concept of

brand leadership; the concept of corporate identity; the function of brand in company's activity);

- study extra material (articles) and discuss them at the lesson;
- watch attached videos and discuss them at the lesson;
- do all tasks and tests;
- participate in forums.

You can get grades doing tasks and tests, participating in forums.

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Branding: definition and functions

Branding consists of two different types of activities.

It is the creation of individual trademark in the graphic or artistic performance.

It is the creation of values which is embodied in the trade mark.

Branding as an activity existed for a long time, but it drew the attention to itself recently. There are several reasons:

A huge number of commercial hits. According to some estimates the average citizen sees and hears every day more than 1,000 such complaints.

The abundance of products and brands. The average European supermarkets offer 3-5 thousand types of products.

Goods are similar to each other. There are still many opportunities to improve products and services, but the difference between bad and good ones became much smaller.

Communications, trade and distribution have more advantages than production activities. If production technology become more flexible and it doesn't demand such a large capital as before, marketing and distribution of goods will grow.

There are basic functions of branding:

It helps in product identification and gives 'distinctiveness' to the product.

Indirectly it denotes the quality or standards of a product.

It eliminated imitation products.

It ensures legal rights on the products.

It helps in advertising and packaging activities.

It helps to create and sustain brand loyalty to particular products.

It helps in price differentiations of products.

In the present-day branding markets are inevitable and play an important role in creation. A large number of products even today live in the markets mainly due to an effective use of brand name.

Branding is the science and art of creating long-term consumer preference to this brand. The main difference between the twenty-first century market from traditional market is that it is an interactive. Information and knowledge move from the seller to the buyer and the buyer to the seller. Thus, the market is controlled not only by the manufacturer and the seller but also by the buyer. Branding helps the seller to win the market and the consumers to define and strengthen its position in the society.

Marketing literature describes many benefits associated with strong brands:

Customers can identify products quickly in a retail environment, especially if the brand has a strong visual identity or logo.

Brands provide multiple sensory stimuli to enhance customer recognition. A brand can be visually recognized from its packaging, logo, color and shape. It can also be recognized through sound, such as hearing the name on a radio or TV advertisement or through conversations with other customers who talk about the brand.

Increased revenues and share market are based on brand loyalty and positive brand associations. Loyal customers are less likely to switch to competitor brands.

Decreased price sensitivity - customers are prepared to pay a premium price for a perceived additional benefit of the brand over its competitors, which should lead to increased profitability.

Suppliers and manufacturers will have a stronger negotiation position with retailers who know the brand will add to their image and generate reliable sales. As a result a high price may be charged and maintained.

Increased shareholder and asset value as a result of the intangible value of the brand; the value of this brand equity can be realized by selling or licensing the brand.

A shared vision among stakeholders focusing on the brand's values, and an increased capacity to motivate the workforce.

Increased ability to extend the brand into new product and service categories. There are lower risks associated with introducing new products under the same "family" brand, as they are already recognized by customers.

Increased ability to attract and retain high quality employees who like to be associated with a successful brand (and therefore organization).

A brand tends to have a much greater longevity than a product - a brand can be transferred to a related and updated product or version.

A brand should offer a shorthand summary of all the information customers hold about the product. When customers associate benefits, especially emotional benefits, with a particular brand, it gains significant competitive advantage. Customers trust brands because they know what to expect.

1. Branding draws clients to you and gives you opportunity to meet face to face with customers.
2. Brands pull everything together in a cohesive package which gives your business a

- visual identity.
3. Brand can make price less of a consideration in the buying cycle.
 4. Brands increase sales effectiveness. Brands help generate leads. It makes lead generation programs work better.
 5. Brands help you beat the competition.
 6. Brands facilitate repeat purchases as customers prefer to buy from you.
 7. Brands attract the best candidates.
 8. Brands increase value of a company.

The concept of brand leadership

“What is brand leadership?” Should brand asset value be its primary metric or is there something more to this leadership? To be able to manage brand leadership one must be able to measure it, one must know how to define it.

What benefits does a strong or leading brand provide to its owners? Here is the list that was compiled over the years based upon rigorous marketplace studies. A strong brand:

Has very high awareness

Receives a lot of free publicity/buzz

Is perceived to be unique in relevant and compelling ways

Is admired and has high purchase intent

Increases customer loyalty

Decreases price sensitivity

Enables the owner to charge a price premium

Results in increased market share, especially for the target customers

Provides increased bargaining power with business partners

Provides a platform for growth beyond the current products and product categories

Helps attract and retain talented employees

Helps the management team align employees in support of the brand's promise

Often provides clarity for budgeting and capital investment decisions

Increases an organization's sales, profit margins, stock price and market valuation

If a brand scores well against a majority of these metrics, it is certain to be a leading brand with great financial value to its organization.

Leading brands are perceived to be relevant, unique and compelling. They inspire customer loyalty and enable organizations to charge price premiums. They increase bargaining power with business partners, make it easier to hire and retain talented employees and provide organizations with clear strategic direction and platforms for future growth. Together, these lead to well above average financial performance and a market valuation that far exceeds book value.

Leading brands are organizational assets that must be preserved, enhanced and leveraged for the benefit of their organizations.

The concept of corporate identity

A *corporate identity* is the overall image of a corporation or firm or business in the minds of diverse publics, such as customers and investors and employees. It is a primary task of the corporate communications department to maintain and build this identity to accord with and facilitate the attainment of business objectives. It is usually visibly manifested by way of branding and the use of trademarks.

A *trademark* is a recognizable sign, design or expression which identifies products or services of a particular source from those of others. The trademark owner can be an

individual, business organization, or any legal entity. A trademark may be located on a package, a label, a voucher or on the product itself. For the sake of corporate identity trademarks are also being displayed on company buildings.

A *logo* is a graphic mark, emblem, or symbol commonly used by commercial enterprises, organizations and even individuals to aid and promote instant public recognition. Logos are either purely graphic (symbols/icons) or are composed of the name of the organization (a logotype or word mark).

Corporate block may consist of two or more elements: a trademark, the full name of the company, and its postal and banking details of various captions (for example, the list of goods and services firm), slogan and graphic decorative elements. This - not a mandatory set of corporate unit may include only a portion of the listed ingredients.

Corporate block is useful because it can be used without change for registration forms and envelopes, as the original sticky applications, some packaging facilities, material for interior decoration and others.

The function of brand in company's activity

The brand is a company belonging. The active work of the company in strengthening of its brand brings some advantages: firstly, the financial benefits for the company, and secondly, training company culture with the employees as brand has a positive effect on staff. As an example, one can mention the company Microsoft, where there is a serious cooperation between the employee and the company and hence the implication to the brand, which encourages employees to serious and creative work.

In addition to this, according to the M. Plank German Research Institute, 60% of shoppers link trademark with particular quality of the goods, and 30% with the quality and its belonging to the company, and only 10% do not pay attention to the trademark while choosing goods or services. Therefore, over 80% of all goods produced in the world are marked by the trademarks. 70% of buyers would like to be

guided by trademarks. People do not want to go through all goods offered by the market. Trademarks significantly speed up the selection process. But even if they have a choice, they remain loyal to once chosen brand for a long time.

The specialists point out the following main factors of loyalty:

1. brand is characterized by high quality;
2. brand is reliable in use;
3. the buyer has long enjoyed this brand;
4. brand has a beneficial price or a high value;
5. brand corresponds to the individual characteristics of the consumer;
6. brand can solve the problem effectively.

Thus, brand is one of the important factors of the company's success in the market.

These aspects suggest the brand as a strategic business trade tool and its development as a strategic business function on the implementation of which the success of the company is built.

Brand is an important factor of business competition because it provides product protection from collateral attacks and strengthens the position in regard to substitute goods.

Brand recognition and, consequently, the fame of the company strengthens the confidence of partners, facilitates access of the company to the financial, informational, human and other resources. The use of trademarks allows reducing the power and influence of trade organizations as one of the most important partners. Through advertising consumers get to know about the product, that creates the demand which trade companies have to take into account while making statement of

requirements (for Russian companies this factor is not dominant).

Above all, customer loyalty to the branded goods is formed, which reduces their sensitivity to the price; hinder the market penetration of competing products, giving the company an additional market power. Besides, trademarks facilitate a choice among a huge diversity of goods; make sure that when you buy a product you get a quality that does not yield to the previous one. Because of its special status and special customer preferences, branded products are less subjected to market fluctuations than those that are not.

As for the finance concerned, we can't forget about the effect of scale. Well-developed and well-positioned trademark is perceived by a consumer as a set of values (respectability, reliability, prestige, image-building, and so on.), and its presence is more effective than any advertising, even the most expensive one.

Questions for self-control:

What are the main points that caught attention on branding topic?

What are basic functions of branding?

What is branding?

What are the benefits of branding?

Do you think branding is essential nowadays?

What is brand leadership?

What are main principles of a strong brand?

What should strong brand do?

Why do we need corporate identity?

What is the purpose of trademark?

What is logo?

Can corporate blocks change?

What is the most important type of identity?

What are benefits that brand gives?

How many percent of shoppers don't pay attention to a trademark?

What are the main factors of loyalty?

Why is branding so important?

TEMA 7. Media Field

Objectives: 1. to define the main resources of Media Field;

2. to define the purposes and objectives of media research.

Key words: Media Field, media research.

Instructions: during the theme you are supposed to do everything you are required namely:

- read Word texts and retell them (the main resources of Media Field; the purposes and objectives of media research);
- study extra material (articles) and discuss them at the lesson;
- watch attached videos and discuss them at the lesson;
- do all tasks and tests;
- participate in forums.

You can get grades doing tasks and tests, participating in forums.

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The main resources of Media Field

The main resource in the media space is information. Other functions cannot be performed without well balanced information. Media spreads information everywhere to everyone and everything.

Government needs to inform wide range of population, so that is how newspaper was invented. Newspaper has to form public opinion on a given topic, while in democratic society it has to form positive fame.

Politicians and political parties are in need to pass their information to people. In democratic society newspaper has to receive public opinion on different issues to include it into the process of making decisions. That's all need media time and space.

Thus, media time and space are the products that are being sold by mass media. Simple attention to topic doesn't give such income as versatile and complicated one. Attention amount is not infinite, so competition occurs. Still, black PR is more preferable than white one, because it reaches information to target audience. Usually secret promotion works better than simple one.

Specific type of capital in mass media is fame capital that is when newspapers, magazines or TV programs are becoming famous.

Media has to show life of society and give their estimation on a topic. Media sometimes gives extra capital to social objects (of course not for free), but it is power of media.

Media field is elastic, but it has limits. Every moment and object of attention needs to be sorted. That's where inequality occurs: one can be the first to make news, while second ones don't have any attention. So why some social objects are even don't get any of capital.

Media workers are owners of informational recourses who are trying to convert them in the most profitable way. While they have good exchange with government when they can receive political importance and other recourses as flats, cars, trips etc.

Social importance of fame is arising in informational century, when every piece of information is already occurs in media.

Well known sociologist P. Burdie said that fame comes from TV, but not from things we do.

The purposes and objectives of media research

Media research is a survey which is conducted to investigate which periodicals what segment of consumers read or which radio or television programs they listen to or watch.

Media audience research, which is using the survey, allows experts to determine:

Social portrait of the audience (the socio-demographic characteristics);

Media preferences of the audience;

Size of the audience and ratings (print media, the Internet, radio and television)

Media research lets you know how and what your competitors offer the consumer, what mass media says about your company and the place of your company in the minds of consumers.

Aims and objectives which could be solved with this form of researching are:

Analysis of advertising activities of competitors: it helps to assess the intensity and frequency of advertising activity of competitors and their preferred channels of communication.

Analysis of advertising forms of competitors: an evaluation of qualitative characteristics of advertising messages, such as the form, the size, color, emotions in advertisements, and ratings of company-customer's advertising activities against the background of competitors'.

Analysis of the advertising market: an evaluation of indicators of the advertising market between its members in order to determine their place in the market, as well as identifying trends and priority areas.

Preparation of proposals: forming interesting commercial offers based on past promotional activity of company-customer and competitors.

Generation of ideas: rating the content of advertising messages and design decisions.

Monitoring of TV and radio is carried out around the clock. Specialists note down name of each radio event, its start time and duration of the broadcast, advertiser, the advertised brand and product category.

Monitoring of print media includes daily monitoring of publications in press.

Monitoring competitors' advertising campaigns on the Internet: experts monitor by needed keywords, and find graphic banners and other promotional materials in electronic format.

Questions for self-control:

What is fame capital?

Why is there inequality between media owners?

Why, do you think, media has to give estimation on a given topic?

Why is there a competition for media space and time?

Give definition of media research.

What does media audience research identify?

What are the main aims which could be solved with media audience research?

What does monitoring of TV and radio, print media, competitors' advertising campaigns on the Internet include?

TEMA 8. Advertising

Objectives: 1. to define types of advertising;

2. to define the ratio of PR. Advertising. Propaganda.;

3. to define Advertising: classification;

4. to define Advertising on TV: essence and features.;

5. to define Advertising in printed media: essence and features.;

6. to define Radio advertising;

7. to define peculiarities of Radio Advertising;

8. to define creating an advertisement;

9. to define Internet as a channel for content delivery: the capabilities and features.

Key words: advertising, types of advertising, newspaper, magazine, radio, television, directories, billboards, direct mail, catalogues, brochures, leaflets, aerial advertising, propaganda, classification, Commercial advertising, Non-profit advertising, Direct advertising, Indirect advertising, Free advertising, paid advertising, Print Ad, Screen

Advertising, Outdoor Advertising, Printed Media, peculiarities, creating an advertisement, Designing an Advertisement, Internet.

Instructions: during the theme you are supposed to do everything you are required namely:

- read Word texts and retell them (types of advertising, the ratio of PR. Advertising. Propaganda, Advertising: classification, Advertising on TV: essence and features, Advertising in printed media: essence and features, Radio advertising, peculiarities of Radio Advertising, creating an advertisement, Internet as a channel for content delivery: the capabilities and features);
- study extra material (articles) and discuss them at the lesson;
- watch attached videos and discuss them at the lesson;
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You can get grades doing tasks and tests, participating in forums.

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Types of advertising

Advertising is one of communicative techniques, which is sometimes confused with PR. With advertising, the sponsor controls the words used, where and how often the advertisement is placed and the cost. Advertising is limited specifically to products and services and brands, with the goal of generating sales.

The aim of an advertising campaign is to inform the world about new products and services, attract customers and generate sales.

The type of advertising depends on what products or services are to be advertised and your target audience. For example, if you know that your target market reads a particular magazine, you should advertise in that publication.

There are following types of advertising:

Newspaper

Newspaper advertising can promote your business to a wide range of customers. Display advertisements are placed throughout the paper, while classified listings are under subject headings in a specific section.

You may find that a combination of advertising in your state/metropolitan newspaper and your local paper gives you the best results.

Magazine

Advertising in a specialist magazine can reach your target market and attract attention quickly and easily.

If your products need to be displayed in colour then glossy advertisements in a magazine can be ideal - although they are generally expensive.

Magazines do not usually serve a small area such as a specific town. If your target market is only a small percentage (%) of the circulation, then advertising may not be cost-effective.

Radio

Advertising on the radio is one of the ways to reach target audience.

However, radio advertising has its disadvantages. Listeners can find it difficult to remember what they have heard and sometimes the impact of radio advertising is lost. The best way to overcome this is to repeat your message regularly - which increases your costs significantly. If you cannot afford to play your advertisement regularly, you may find that radio advertising does not generate strong results.

Television

Television has an extensive reach. Television advertisements have the advantage of sight, sound, movement and colour to persuade a customer to buy from you. They are particularly useful if you need to demonstrate how your product or service works.

Producing a television advertisement and then buying an advertising slot is generally expensive. Advertising is sold in units (e.g. 20, 30, 60 seconds) and costs vary according to the time slot in which your advertisement appears.

Directories

Directories list businesses by name or category (e.g. phone directories). Customers who refer to directories have often already made up their mind to buy - they just need to decide who to buy from.

The major advantage of online directories over print directories is that if you change your business name, address or telephone number, you can easily keep it up to date in the directory. You can also add new services or information about your business.

If your target market uses print and online directories, it may be useful to advertise in both.

Billboards

Large billboards can get your message across with a big impact. If the same customers pass your billboard every day as they travel to work, you are likely to be the first business they think of when they want to buy a product.

Even the largest of billboards usually contain a limited amount of information; otherwise, they can be difficult to read.

Direct mail, catalogues and leaflets

Direct mail means writing to customers directly. The more precise your mailing list or distribution area, the more of your target market you will reach. The advantage of

this type is that you can select your audience and plan the timing to suit your business.

Catalogues, brochures and leaflets can also be distributed to your target area. Including a brochure with your direct mail is a great way to give an interested customer more information about your products and services.

Online

Advertising on the internet can be a cost-effective way to attract new customers. You can reach a global audience at a low cost.

A well-designed website can entice customers to buy from you.

There are other ways to advertise your business online - you could promote your products or services on social media sites, blogs and search engines and other websites that your target audience visits.

Aerial advertising

Using aircraft, balloons or airships to create or display advertising media. Skywriting is a notable example.

The ratio of PR. Advertising. Propaganda.

It is essential to distinguish corporate public relations from propaganda, because public perception often confuses the two concepts. Elliott (1975) defines propaganda as:

statements of policy or facts, usually of a political nature, the real purpose of which is different from their apparent purpose. In this sense propaganda existed before the twentieth century, but its importance has increased in an age when communication is easier and when it is more useful to influence ordinary people. The term is used to describe a statement which is believed to be insincere or untrue, and designed to

impress the public rather than to reach the truth or to bring about a genuine understanding between opposing governments or parties. People do not usually admit that they are issuing propaganda, and the word is much misused. Propaganda by one's own government or political party is described as a policy statement or as a part of its news service; genuine approaches and statements of policy by another government or party are frequently dismissed as mere propaganda.

This is as true today as when it was written.

In order to succeed, public relations must be transparent, free from bias and demonstrate a two-way dynamic process where the aim is mutual understanding of the facts even if there is no subsequent agreement on policy or ideology.

In 1978, the first World Assembly of National Public Relations in Mexico City stated that “PR practice is the art of social science in analyzing trends, predicting their consequences, counseling organizational leaders, and implementing planned programmes of action which will serve both the organization and public interest.”

The Institute of Public Relations in Britain describes PR as: «...the deliberate, planned and sustained effort to establish and maintain mutual understanding between an organization and its public».

At the same time **advertising** in business is a form of marketing communication used to encourage, persuade, or manipulate an audience (viewers, readers or listeners; sometimes a specific group) to take or continue to take some action. Most commonly, the desired result is to drive consumer behavior with respect to a commercial offering, although political and ideological advertising is also common.

Advertising: classification

It is impossible to imagine modern society without advertising. None of successful commercial enterprises will be able to live and develop, if no advertising is used. In fact, advertising is not only the force which increases sales but also any commercial and socially oriented organization.

Definition: Advertising (French. Réclame, from Lat. reclamo - crying out) is information about the quality of goods and different types of services in order to implement them, creating a demand for them; or dissemination of information about a person, organization, product of literature and art, and so on to create their popularity.

Classification of advertising:

Modern advertising is a very complex product, which is designed for different groups of consumers, and it's used for various commercial and non-commercial purposes, so the classification of advertising is not a simple task. There are many classifications of modern advertising, the main of which are eight:

1 According to the composition of the target audience - strongly, medium and weakly segmented. In this case, segmentation is a separation of the consumer audience segments on the typical social, professional and other features. The more specific product or service is, the narrower segment of the audience is.

2. The target effects - commercial (goods and service) and non-profit (political and social). Commercial advertising is used to create, maintain and increase the demand for certain product names, creating the best conditions for their sale to consumers. Non-profit advertising can spread to attract attention and create on this basis a positive image of the entrepreneur, enterprise, group of enterprises and even the whole industry.

3 According to the breadth of distribution - global, national, regional, local. Global advertising is the rapid development of the globalization of the economy as a whole. Three other types of advertising are designed to "Advertising processing" of the population within the boundaries of a particular state, region, city, town, etc.

4 According to the method of execution - textual, visual, textual and visual. Text ads are divided into simple and complex, and the visual on the statistical and dynamic. Simple text ad is the usual ad. Sophisticated advertising text includes a set of essential components - the title, subtitle, main text module, slogan, etc. An example of statistical advertising can serve as an appropriate photo image or picture, and dynamic - video, computer animation.

5 According to the method of impact - direct and indirect. Direct advertising is advertising that places us before the fact: this product can be obtained. Indirect advertising is a phenomenon of a different kind. It works on a subconscious level. And we are not aware of it, soaking advertising information gradually.

6 By the way of treatment - an impersonal and personalized. In the latter case, it represents the well-known personalities or experts on the subject of the advertised or consumers themselves - that is, precisely those to whom addressed advertising.

7 According to the method of payment - paid and free. Free advertising is rare. In most cases, it is a public or social advertising, not for commercial purposes.

8 By the way of transference or the method of distribution - printed, electronic, exterior.

The most common classification of advertising - according to the method of distribution - are isolated television, print, advertising, radio, video and film advertising, transport advertising, outdoor advertising, online advertising, etc.

Main types of advertising by the method of propagation:

Direct advertising.

1 Advertising by mail.

2 Personal advertising, promotional materials, delivered personally - scythes, newsletters.

Advertising in the press.

- 1 Advertising in newspapers.
- 2 Advertising in magazines.
- 3 Advertising in trade magazines.
- 4 Advertising in directories and phone books.
- 5 Advertising in branded newsletters.

Print Ad

- 1 Advertising in catalogs.
- 2 Advertising booklets.
- 3 Avenues.
- 4 Posters.
- 5 Advertising on postcards, calendars, flyers, etc.

Screen Advertising

- 1 Advertising in the movie.
- 2 Advertising on television.
- 3 Advertising on special monitors.

Outdoor Advertising

- 1 Showcases with the goods.
- 2 Billboards.
- 3 Posters.
- 4 Advertising structures to accommodate large posters.

Advertising on transport

- 1 Advertising messages on an outer surface of the vehicle.
- 2 Advertising in transport (coachwork).
- 3 Advertising stands and showcases in airports, railway stations, etc.

Advertising in local sales

- 1 Signboards of shops, tablets.
- 2 Shop windows.
- 3 Packing with logo store.

Advertising on the Internet

- 1 Banner Advertising.
- 2 Contextual advertising.
- 3 Search Engine Advertising.
- 4 Geo-contextual advertising.
- 5 Viral advertising.

Advertising on TV: essence and features.

TV is a main and one of the most popular media source in our country. It belongs to radio media.

The television affects visual and acoustical receptors of the person and therefore it is considered to the most effective media. Moreover, this is the most versatile advertising medium.

Television channels are divided into national, quasinational, network and local media.

TV-ad has its own advantages and disadvantages.

Advantages:

- It allows showing goods or servicing visually
- Combination of pictures and sounds strengthens influence
- There are representatives of all consumer segments among people who watch TV
- The message can be well rehearsed
- Flexibility in association of a sound, color and the motion
- TV affects each viewer personally.

Disadvantages:

- High expenses
- No selectivity
- Inflexibility in development of schedules of advertizing
- Congestion of TV by commercials.

Advertising in printed media: essence and features.

Printed media is the most widespread form of advertising around the world.

There are two main kinds of printed media: newspapers and magazines (press).

1) **The newspaper** is the most suitable medium for news distribution.

Advantages of newspaper:

- Market covering
- Opportunity to compare prices
- Positive relation of consumers

- Flexibility and interaction of advertisers.

Disadvantages:

- Short life cycle
- Interferences
- Limited message to certain groups of people
- Specifics of goods
- Bad quality of play.

The structure of newspaper contains 3 attributes:

- Frequency (every day/week/month)
- Edition format
- Circulation or quantity of the sold copies.

2) **Magazines** are the mediums which make people feel themselves involved. Here we can give more information, because readers would like to read advertising in magazine more than in newspaper.

Advantages of magazines:

- Ability to address to wide audience, but at the same time we can affect concrete consumer segments
- Reading a magazine takes much time, so influence of advertising becomes longer
- Magazines have long life cycle, they are kept at home. Readers who subscribe to the magazine or buy it are called "primary audience", and their family or friends (if they read these magazines) are the "secondary" one.
- Well-known audience of readers
- Variety of formats allows choosing the size of ad.

Disadvantages of magazines:

- Limited flexibility (sometimes advertising must be given to advertiser 2 months before date of a release of the monthly edition)
- Advertising space on a cover can be sold for some months ahead
- It's easy to ignore the ad
- High cost
- Difficulties in distribution.

The structure includes: audience, geography, demography, physical characteristics, distribution and circulation.

Other forms of printed media are:

- Book advertising
- Booklets
- Handbills
- Posters
- Press-release etc.

It's important to remember these details:

- Colorful adverts are more noticeable
- Vertical ads are more attractive than horizontal or square ones
- One bigger picture is better than many smaller
- Advert in frame will be read faster

When you write a text for the ad, you must answer three questions: **what** to say, to **whom** and **how** to say. In the advert you should mark out the problem and way of its decision.

An effective ad always has an address. You must imagine the audience for which your ad will be interesting.

Radio advertising

Radio advertising is a mass, effective and relatively inexpensive advertising media. It allows the advertisers to cover large segments of their target market audience during the day time and, especially, during the hours when the other Media fails to do so. For many people, the radio has become a life background and the radio advertising comes in unobtrusively.

Every advertising Media has its distinctive traits and requires a special approach to designing ads. Every Media offers the advertisers different ways of influencing the customers' perception, which may affect the potency of the advertising. Such distinctive characteristic of the radio advertising is its ability to 'turn on' customers' imagination. They tend to view radio as a life's background and their personal daily companion.

Unlike other Media, which requires more interaction from the customers, the radio serves as a routine life background. People get used to listening to it. The radio does not strain them and does not require much interaction. Many radio stations broadcast mostly music and news with the advertising in between. Thus, the radio advertising gently carries out its information to the listeners. Even though they may not remember it from the first time they hear it, it sinks down into their memory gradually, progressively. Advertisers can spend some time, face to face, with their target customers through the radio advertising.

The radio advertising provides a high contact frequency rate with the customers. However, you have to remember that radio listeners are in a habit to surf from channel to channel, however, they do it not as often as with the television. That is the reason why it would be more efficient to locate advertising on several channels and not to stick with one of them.

However, the radio advertising is not as effective as TV commercials, since it does not have visual communication; nevertheless, it possesses at least one significant advantage over it. It has a different prime time schedule. When for the TV the first half of the day is a fail time, for the radio the number of listeners increases to five times during this time. People listen to the radio throughout the day; it is with them in their cars, at homes and even at the sales points.

Music and sound are crucial for the radio advertisements. It is highly significant to make the right selection not only of texts or songs, but of the accompanying sounds. The sound is the main radio advertising tool. Naturally, the radio advertising uses much advertising jingles, however, besides the jingles; it has to contain some sounds, related to the advertised products. The sound can 'turn on' the customers' imagination; it can create the proper and lasting associations with your products or company. For instance, a hissing sound of opening a can may be used in soda ads. The main idea is to find a sound that will evoke in the listeners the right associations and desires.

As any other Media, the radio advertising faces with the problem of airing clutter by the radio advertisements. Thus, for the advertisers, it is vital to design their ads in such a way, that they would be able to stand out of the crowd. A good solution may be to become a sponsor of some radio shows. In this case, the sponsor has the right to locate advertisements individually.

The customers' perception of radio advertisements, in many respects, depends on the impression the radio station and its shows make on them. If it is positive, it can reinforce the advertisements' effect and vice versa. This significant factor must be considered when choosing a radio station for your ads.

All in all, making your radio advertising effective and successful requires a high level of skill and thorough planning.

Peculiarities of Radio Advertising

Radio advertising involves using radio transmission and auditory perception of the advertising information, i.e. is a sound advertising. It mostly affects the feelings than on reason, since it is perceived as a background to the usual daily activities. Many radio stations transmit music and news, and in between advertising comes. A person can like it and not, but, nevertheless, he or she remembers it. Effective radio advertising should break through the veil of the other radio ads and reach the consciousness of the listener.

Radio advertising can take many forms:

- promotional messages, which are usually read by one or two anchors in the breaks between the individual gears;
- advertising appeal (slogan);
- advertising conversation between two or more persons whose purpose is to make listeners familiar with the content of advertising with the help of one ignorant interlocutor;
- speech of authority figure on the radio;
- advice to listeners;
- song with the advertising content that can be heard in the intervals between transmissions;
- advertising competition;
- hidden advertisement to be included in various broadcast on the radio.

We distinguish by volume and coverage:

- «dot» radio advertising, an ad is placed on a separate radio station (it is about 80% of the total radio advertising, and its popularity is the result of flexibility: the local radio station carries an unusual advertising, makes changes on rates, time of the message);
- network radio, representing a group of local branches that provide simultaneous broadcasts by communicating with one or more networks by wireless channels.

Advertising can appear on radio stations, in the subway, in land transport, institutions and organizations, in stores, on wholesale trade fairs, exhibitions, theaters and cinemas.

Radio advertising has its own characteristics:

It takes time to create the plot and provide recognition: more expensive 60-second radio spot is more likely to be remembered than a 30-second one.

The first 10 seconds of the radio advertising are the most important, if the listener is not immediately interested in ad, he won't absorb the advertising message.

Reading speed should not exceed two and a half words per second. Possible number of words in a radio spot for 10 seconds - 20-25 words; 20 seconds - 40-45; 30 seconds - 60-70; 60 seconds - 125-140 words.

In advertising, the duration of 1 minute product name or firm should be repeated 4-5 times.

It is necessary to help the listener to visualize goods. To do this, mention such characteristics as size, color, weight, smell, etc. Music and various sound effects should help the perception of the product, rather than entertain.

There should be the sequence of presentation of the information.

Creating an advertisement

Advertising is one of communicative techniques, which is sometimes confused with PR. With advertising, the sponsor controls the words used, where and how often the advertisement is placed and the cost. Advertising is limited specifically to products and services and brands, with the goal of generating sales. PR is much broader than advertising.

Advertising is often a critical part of sales, as are merchandizing and sales promotion.

Crafting an advertisement that entices potential consumers might seem difficult, but it's simpler than you think. The simpler the better, in fact. An ad sums up everything that is smart, innovative, and distinguished about your brand, and is almost indispensable in today's economic marketplace.

There are several simple steps:

Step 1

First, you need to clarify what results you want. This could be to increase the percentage of sales, raise awareness of an event or to increase membership. A clear objective will focus your message. Come up with a catchy, snappy tagline. Keep it short and sweet; the average product needs no more than six or seven words. If you say it out loud and it sounds like a mouthful, edit it down. Whatever it is, it should grab the consumer's attention and convince him or her that your product is different from everyone else's

Step 2

Next, you need to determine who is most likely to purchase what you are selling. If the product is already launched, you can gather market research information from this. If it's a new product you need to analyse who you are targeting. Your advert must be appropriate for the types of customers you want to reach, to attract their attention and produce the result you want. Also keep in mind whether the audience you are targeting is the end user, decision-maker or buyer. For example, staff – the user – may want more training, but you have to convince the managers – the decision makers – that this is a worthwhile investment, while Human Resources (HR) – the buyers – make the purchase. So it's important to decide who your advert will target.

Avoid the same old. The key to a good advertisement is being memorable. The second your ad borrows a familiar advertising phrase (for example, “new and improved,” “guaranteed,” or “free gift” — is there any other kind?), it becomes interchangeable with thousands of others. What's more, listeners are so used to ad clichés that they don't even hear them anymore. (Just listen to Tom Waits's Step Right Up to hear how meaningless clichés sound when strung together.)

Startling the reader into paying attention is especially useful if you have a lot to say. For example, this long, environmentally-oriented announcement wouldn't turn many heads if it weren't for the unusual, confrontational tagline; if the reader wants to get the joke, she or he has to read more.

Know how to walk the line between controversial and entertaining. Pushing the limits of good taste to help your ad grab attention is common practice, but don't go too far — you want your product to be recognized on its own merits, not because it was tied to a tasteless advertisement.

Step 3

Perhaps the most important step – how will the product benefit your consumer. This is what they are mostly interested in. If they cannot see the benefits to them immediately, there is little chance of converting these into a sale.

Use a persuasive technique. There are tried and true methods that advertisers rely on to make their ads stick. These include:

Common sense: Challenging the consumer to think of a good reason why not to purchase a product or service.

Humor: Making the consumer laugh, thereby making yourself more likeable and memorable. This pairs especially well with refreshing honesty. Not the most successful business in your class? Advertise that your lines are shorter.

Repetition: Getting your product to stick by repeating key elements. Jingles are the most obvious way to do this, but unless they're very good, they're also the most annoying. If you go this route, brainstorm a more creative, less obvious repetition technique such as the one that was used in the Budweiser frog commercials (“bud-weis-er-bud-weis-er-bud-weis-er”).

Exigency: Convincing the consumer that time is of the essence. Limited-time only offers, fire sales, and the like are the commonest ways to do this, but again, avoid meaningless phrases that will slip under your customers' radar.

Step 4

What is your Unique Selling Point or USP? If you don't know then you will have a tough job convincing a consumer. Focus on one compelling reason that makes you different from the competition otherwise you will confuse your reader. This is also sometimes referred to as the brand positioning, and you can show the USP in a hard-hitting headline or image.

Step 5

Engage the customer with motivating wording. Words such as ‘free, extra, best, new and now’ are popular terms which work. To try and encourage a quick response, words such as ‘call now’ and ‘last chance’ work well too. But keep it relevant, do not clutter the message you are trying to convey.

Find a way to connect the desires of consumers to what you're advertising. Think of it this way: the ad should be a bridge between what your dream consumer wants or needs and your product.

Brainstorm about what your consumer would want, as well as some of the suggestions below. Don't edit your ideas immediately, just write them down — you'll have plenty of time to pick over them later.

Ask yourself if your product or event is aspirational. Are you selling something that people would buy in order to feel better about their social or economic status? For instance, you might be selling tickets to a benefit gala that is designed to feel elegant and luxurious, even if the ticket price is well below what most wealthy people would be able to pay. If you are selling an aspirational product, try to make your advertisement exude an air of indulgence.

Determine whether or not your product is for practical means. If you're selling something like a vacuum cleaner, designed to perform common tasks or make life easier for the consumer, spin it in a different direction. Instead of emphasizing luxury, focus on how the product or event will provide relaxation and peace of mind to your consumer.

Focus on the most appealing aspect of your product. Why should it entice people? What sets it apart from other similar products? What do you like best about it? These can all be good starting points for an advertisement.

Is there an unmet desire or need, any frustration in the mind of your consumer that will create a market for your particular product? Assess the need gap that exists for the product or service.

Step 6

Try to make sure your advertisement will age well. You don't want people looking back at your ad in 10 years and being shocked at its content. For good examples of how common social tropes can look terrible in older ads, search for cigarette or diet pill ads from the 1950s and '60s.

Step 7

Make sure all the relevant information is included. If your consumer needs to know your location, phone number, or website (or all three) in order to have access to your product, provide this information somewhere in the ad. If you're advertising an event, include the location, date, time and ticket price.

Step 8

Decide where and when to advertise. If you're advertising for an event, start promoting it at least 6 to 8 weeks beforehand if it's going to accommodate more than 100 people; if it's less than that, start advertising 3 to 4 weeks ahead. If you're advertising a product, think about the time of year when people are more apt to buy what you're selling. For instance, if you're promoting a vacuum cleaner, it might sell better in the spring, when people are undertaking spring cleaning.

Designing an Advertisement

Step 1

Choose a memorable image. Simple but unexpected is often the best route to take. For example, these stark, colorful silhouette ads that barely even show the iPods they're peddling couldn't get much more straightforward, but because they don't look like any other ads, they are instantly recognizable.

Step 2

Distinguish yourself from your top competitor(s). A burger is a burger is a burger, but if you let yourself think like that, you'll never make your sale. Use your ad to highlight your product's advantages over that of your competitors. To avoid lawsuits, keep to statements about your product, not theirs. For example, this Burger King ad mocks the size of the Big Mac while speaking the literal truth: that is a Big Mac box, after all, leaving McDonald's no legal ground from which to retaliate.

Step 3

Design a business logo (optional). A picture says a thousand words, and if a logo is effective enough, it can render text unnecessary (the backwards Nike checkmark, the Apple bitten apple, the McDonald's arches, the Chevron shell). If you're running a print or television advertisement, try to develop a simple, appealing image that will stick in the minds of viewers. Consider these points:

Do you already have a logo? If you can, think of fresh and creative ways of re-imagining it.

Do you have a commonly-used color scheme to work with? If your brand is instantly recognizable by the colors in the ad or the logo, use this to your advantage. McDonald's, Google, and Coca-Cola are good examples.

Step 4

Find a software or technique creating your advertisement. How you create your ad will depend on which medium you're using to advertise. Here are some basic suggestions to get you started:

If you're making a small-scale print ad (such as a flyer or magazine advertisement), try using a program such as Adobe InDesign or Photoshop. Or, if you're looking for a free option, you can use GIMP or Pixlr.

If you're making a video ad, try working with iMovie, Picasa, or Windows Media Player.

For an audio ad, you can work with Audacity or iTunes.

For a large-scale print ad (such as a banner or billboard), you'll probably have to contact a print shop to get the work done. Ask which software they recommend using.

Testing an Advertisement

Step 1

Tell customers to ask for someone by name. If customers have the option of calling your establishment in response to an ad, for example, direct them to “ask for Mike.” On another ad, direct them to “ask for Laura.” It doesn't matter if Mike or Laura even exists; what does matter is that the person taking these calls records how many people ask for whom. This is a free way to track which ads are bringing people in and which aren't.

Create an Advertisement Step 14 Version 3.jpg

Step 2

Direct customers to different URLs on your page. Set up your website to have a different landing page for each ad you're testing, then track how many people go to which. Again, this is a simple, unobtrusive way to see which strategies draw the most people.

Step 3

Offer coupons in different colors. If couponing is part of your ad strategy, make sure each ad has a different color coupon so that you can tally them separately.

Step 4

Gauge the overall response to your ad. Did sales seem to spike after your ad, or did they drop? Did your ad contribute to the new numbers, or were they due to forces out of your control? Evaluate how well your first effort went and take a lesson for next time.

Writing good copy

There is no set rule about the length of your copy. Short and concise is usually best. But it really depends on the type of product you are promoting. Clinical medical adverts for example, use detailed factual copy because doctors need this to make their decisions. But selling a chocolate bar is more of an impulse purchase, so you can have relatively little copy in comparison. Plus the cost to advertise in print is determined by the size of the space you can afford, such as half a page or quarter page – so this will affect your copy length too.

Be aware any rules or regulations and stick to them. It's essential to comply with the law and with the specific rules for your industry, such as advertising alcohol, health and beauty, or advertising to children.

Images are vital

Depending on where you are using your advert, an image is usually a necessity. A picture is worth a thousand words and when used correctly can work wonders. But if you choose the wrong image, it can ruin the whole message. So choose with care.

Where to place your advert

In terms of print advertising, think about the publications your target audience read. Then, request a media kit from the publications you are reviewing. These will give you full details of rates, readership, demographics and circulation figures which will allow you to compare the facts before deciding the best publication to advertise in.

Last words

Have confidence in your advert and your product.

Make sure that you convey these points:

How your product meets a real customer need – the benefits

What makes your product and brand different and better than the competition – your USP

Contact details such as a website address, phone number, stockists or reply coupon so potential customers know what to do next – the call to action.

At the end of the day, anyone can strive to write good copy. But advertising space is expensive so it's worth getting expert support with ad copy and design.

Internet as a channel for content delivery: the capabilities and features

Internet is a worldwide system of computer networks united for storing and transmitting information. It is often referred to as the World Network and the Global Network, as well as a network.

Browsers

Browser is a computer program for viewing Web pages. There are many browsers. Most popular: Google Chrome, Internet Explorer, Mozilla Firefox, Safari, and Opera.

In many countries, there are serious limitations on the operation of the network, i.e. at the state level, there is a ban on access to certain sites (media, analytical, pornographic) or to the entire network. One example is implemented in the PRC to the "Golden Shield" - a system to filter traffic on the internet channel between providers and international networks of communication.

The global Internet

Information obtained via the Internet by all users. Indeed, the global network has the most operational information on all areas of public life, science and technology. Any organization, company, community have their own website. All significant and popular print and television media have electronic versions, located in the Internet

space. Every day, millions of people visit them to familiarize themselves with current news events. Information capabilities of the global network is very broad, this has allowed many people to give up the TV.

The Internet has given impetus to the development of new businesses. E-commerce and the internet shopping are becoming increasingly popular. Using the Internet is easy to find and buy any necessary items or obtain the desired service. Business on the Internet is not limited to trade, there are plenty of opportunities for advertising and public relations agencies. In online, each manufacturer can successfully advertise your goods and to find additional sources of marketing.

The Internet will be useful in the development of creative abilities, and contribute to the dissemination of personal achievement. Many people are attracted by the possibility of creating a personal website, its promotion and popularization. To some extent, this type of activity is a new kind of art which has arisen as a result of a myriad of sites and competition between them. Internet opportunities are limited to the needs and demands of each individual.

Questions for self-control:

What is advertising? Define the term.

What is the aim of an advertising campaign?

Enumerate advertising types.

What is the major advantage of online directories?

How much information should billboards contain?

Name the advantages of the advertisement via direct mail, catalogues and leaflets.

How can online advertisement be realized?

What is aerial advertising?

Give Elliot's definition of propaganda.

What qualities should PR activities have to be successful?

What is the definition of PR given by the first World Assembly of National Public Relations in Mexico City?

How does the Institute of Public Relations in Britain describe PR?

What is advertising in business as a form of marketing communication used for?

Define the term advertisement.

Enumerate the grounds according to which advertisement is classified.

What is called segmentation?

What is the aim of commercial advertising?

Enumerate the advertising types that are distinguished according to the breadth of advertisement distribution.

What is called indirect advertising?

What is the most common classification of advertising?

Why is advertising on TV effective?

What are advantages of TV-ads?

What are disadvantages of TV-ads?

What kind of TV channels can you name?

What are two kinds of printed media?

Which ad is more effective?

Name attributes of newspaper structure

What are advantages and disadvantages of newspaper?

What are advantages and disadvantages of magazine?

What are 3 basic questions that you have to use to make an effective ad?

What is the main feature of radio ad?

Why is not radio ad as effective as TV ads?

What is most significant thing in radio TV?

How to choose right radio station?

Give the definition of radio advertising.

Which forms can radio advertising take?

Which radio advertising types are distinguished by volume and coverage?

Enumerate the characteristics of radio advertising.

How many times should 1-minute advertising be repeated?

Describe all the steps required for crafting an advertisement.

Which stages are necessary to pass in order to design an advertisement?

What are the main points that should be conveyed to create a successful advertisement?

Give the definition to the Internet.

What are the key principles of the Internet composition?

What are information capabilities of the global network?

How can the Internet contribute to the development of business?

TEMA 9. Mass Media

- Objectives:**
1. to define Mass information;
 2. to define definition and the functions of mass media;
 3. to define Mass Media as a PR instrument of the company;
 4. to define the main criteria of Mass Media audience;
 5. to define Press release and its main types;
 6. to define Presentations.

Key words: Mass information, mass media, features, informational function, educational function, control function, constructive function, mobilization function, audience, Potential audience, Target audience, Press release, general press release, launch press release, product press release, executive or staff announcement news release, expert positioning press release, event press release, Presentation, types of presentations, holding a presentation, printed presentation, computer (electronic) presentation.

Instructions: during the theme you are supposed to do everything you are required namely:

- read Word texts and retell them (Mass information, definition and the functions of mass media, Mass Media as a PR instrument of the company, the main criteria of Mass Media audience, Press release and its main types, Presentations);
- study extra material (articles) and discuss them at the lesson;
- watch attached videos and discuss them at the lesson;
- do all tasks and tests;
- participate in forums.

You can get grades doing tasks and tests, participating in forums.

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Mass information

Mass information is reporting events. Media outlets get information not only from correspondents, but also from news agencies. Task of information agencies is to summarize the reporting of current events and sell these messages to the media outlets.

The heads of the media are responsible for choosing information and its comments.

As the release of mass information is periodical it makes its content operating. And, of course, there is always a competition between media outlets about who will be the first to deliver information.

Due to the fact that news agencies distribute their material around the world as a product, which is bought, mass information has a worldwide, global character.

Social media characteristics show the following patterns:

Mass information is a global text, combining different language messages with their social speech structure. Mass information connects people of all language communities in one unit and forms their common interests. This property is called internationalism.

The recipient receives the information on current events in order to feel confident, have a good sense of direction in the world and plan his actions. Mass information disseminates the style as a worldwide phenomenon and is a main means of creating fashion. Fashion media forms its representatives as unconscious, but confident imitators of style. This is the type of influence of the media, which can be called ahistorical consciousness.

Customers of the mass information come from its trade, economic, financial, managerial and administrative interests. Accordingly, these interests of various groups are different, what is reflected in the texts of the mass information. Therefore, it is characterized by a plurality of views with the unity of the international event information. Pluralism of opinions directs different categories of recipients of the mass information and forms a variety of taste preferences.

Definition and the functions of mass media

Mass media is the institution created to open and transfer various data to any person by means of special technical tools.

The **distinctive features of mass media** are:

publicity (an unlimited circle of consumers);

the use of special, technical devices, equipment;

the indirect interaction of communicating partners;

one-orientation form of communication – from a communicator to the recipient, impossibility of change of their roles;

changeable, dispersive character of the audience which is formed occasionally as a result of the general attention shown to this or that transfer or article.

One can determine several kinds of mass media – these are press, radio, television, film and sound recording. In the last decades mass media experienced essential changes owing to distribution of satellite communication, cable radio and television, electronic text communication systems (video, screen and cable texts), and also individual tools of accumulation and information printing (cartridges, diskettes, disks, printers).

Mass media possesses various opportunities of influence which depend first of all on a way of their perception by recipients. Audiovisual mass media like radio and television has the biggest political and mass impact.

In post-industrial society the power of knowledge and information becomes a decisive power in management of society putting aside the influence of money and the public enforcement. In this society mass media is a direct carrier and, especially, a distributor of knowledge and other politically important information.

There are different functions of mass media. In any modern society mass media carries out a number of the general political functions.

Informational function. It is worth to notice that it consists of receiving and distribution of data on the most important events for citizens and authorities. Mass media information includes not only impartial, photographic illumination of these or those facts, but also their commenting and assessment. Political information is the data which has the public importance and demands attention from government institutions or influence them. On the basis of received information citizens form their opinion on activity of the government, parliament, parties and other political institutes, about economic, cultural and other life of society. It is worthwhile to notice that the role of mass media in formation of opinion on the questions which aren't finding direct reflection in daily experience of people, for example about other countries, about political leaders, etc. is especially important.

Certainly, mass media can't provide systematic and deep assimilation of political knowledge. It is the task of special educational institutions — schools, universities, etc. And still mass media, accompanying the person during all his life, considerably influences perception of political and social information. Thus under the pretence of political education the pseudo-rational structures of consciousness distorting reality can be formed.

2. The mass media ***educational function*** is closely connected with its function of socialization. Thus, if political education assumes systematic getting of knowledge and expands informative and estimated possibilities of the personality, political socialization means internalization, acquirement of political norms, values and examples of behavior by the person. It is worth noticing that it allows the personality to adapt for social reality.

3. In democratic society, the major political function of the mass media is ***mass introduction of values*** based on respect of the law and human rights (***socialization***), training citizens to resolve the conflicts peacefully.

Informational, educational and socializational activities allow mass media to carry out function of criticism and control. In political system this function is carried out not only by mass media, but also by opposition, and specialized institutes of public prosecutor's, judicial and other control. So, if the criticism from opposition usually concentrates on the government and parties supporting it, the object of attention of mass media can be both the president, and the government, both royal persons, and court, and various directions of a state policy, and mass media itself.

4. The mass media *control function* is based on authority of public opinion. Though mass media, unlike the government and economic organizations of control, can't apply administrative or economic sanctions to wrongdoers, their control is often not less effective and even is more strict, because they give not only legal, but also a moral assessment to these or those events and persons.

In democratic society, in implementation of the control function, mass media relies both on public opinion, and on the law. It is worth noticing that mass media makes own journalistic investigations. Sometimes after publication of results there are some special parliamentary commissions created, criminal cases are opened or important political decisions are made.

The mass media control function is especially necessary in case of weak opposition and imperfection of special state institutes of control.

5. Mass media does not only criticize disadvantages of policy and society, but also carries out *constructive function of an articulation of various public interests*, an institutionalization and integration of political subjects. They provide an opportunity for various public groups to express the opinion, to formulate and represent the interests in public opinion accurately.

The articulation of political interests is carried out not only by mass media, but also by other institutes, and first of all parties and the groups of interests possessing not only information, but also other resources of political influence. Thus without using

mass media they usually aren't able to find and unite the supporters, or to mobilize them for uniform actions.

We will note the fact that in the modern world an access to mass media is a necessary condition of influential opposition formation. Without having such an access, opposition is usually doomed to isolation and is incapable to get mass support, especially in case of their compromise from the state radio and television. Mass media is some kind of roots by means of which any political organization receives vital forces.

6. All of the considered above mass media functions directly or indirectly serve for implementation of *mobilization function*. This function is expressed in motivation of people to certain political actions in their involvement in policy. Mass media possesses great opportunities for influence on feelings of people, on their views, ways and criteria of assessment, style and specific motivation of political behavior.

Some scientists define also such functions, as *innovative*, that is shown in initiation of political changes by broad and persistent statement of certain public problems, and attraction of attention of the authorities and the public to them; *the quick* — mass media serves the policy of certain parties and associations; *formation of the public and public opinion*.

Most fully the mass media political functions are presented in the democratic state. Mass media is the integral component of the mechanism of democracy's functioning, and also its valuable bases and democratic ideal.

Though the democracy is impossible without mass media, its freedom shouldn't mean independence, isolation from society and citizens, their interests and opinions it is dedicated to express. Otherwise it turns into the tool of political influence. In this case all other citizens lose real opportunities of public self-expression, a freedom of speech. Owing to the high cost of mass media and impossibility of its creation by usual people, there is a great responsibility lying on founders of mass media, and also their editors and journalists, for all of the consequences of their activities.

Existence of the developed, democratically organized mass media, which objectively reflects political events, is one of the most important guarantees of stability in the democratic state. And, on the contrary, nonfulfillment of the functions by mass media is capable to distort purposes and values of political system radically, to break its efficiency, to turn democracy into illusion, a form of the hidden, manipulative domination of ruling classes.

Mass Media as a PR instrument of the company

Experts in public relations know pretty well that the main target audience for them, regardless of place of work, and almost regardless of specific and currently solved professional problems, different in each case, is the media.

The main content of the media is to collect, classify and disseminate necessary and useful information to society. And this is precisely the point where the interests of specialists in public relations coincide with the interests of journalists writing for the media.

Activities of the media in society are carried out thanks to a broad range of functions, methods, and forms, making them a significant impact on public opinion and consciousness, on mass behavior.

Proper management of Journalism effect is seen in the transformation of social reality, mainly in changing the behavior of a mass audience, institutions, groups, social groups and individuals.

The media rights of citizens, groups, associations and groups are realized through media. Representing their interests, journalism uses techniques such as persuasion, organization and moral forcing. Crucial factor for ensuring the implementation of the media destination in society is its prestige. It depends on the degree of satisfaction of the needs of the audience and society as a whole.

As a rule, mass communication is carried out through the mass media (TV, radio, periodicals, billboards, Lithuanians and others.)

It is known that experts in PR are intermediaries in communication between the organization and the public, and the success of the dialogue depends on them.

Relations with the media on a regular basis, perhaps, is the most significant and complex part of the press-service.

Each press service of the organization should have a database of media, which would contain their main characteristics, including address, department names and numbers, names of editors departments, journalists who write on social issues, release dates of the program, print run, the number of viewers of the channel, etc.

The practice of using the media in public relations.

The main function of PR-services is realization the relationship with the public in order to realize the interests of the company and plans on the basis of the analysis of society's opinion of it, the management of this opinion, and taking into account the public interest. On this basis, PR-service plans its future strategic and tactical activities.

Media is the main tool in the PR-agencies to establish and maintain information links of various categories of public.

Trust and partnerships of companies with media help to use the press, radio and TV, electronic media as an effective channel of substantial influence on the consumer audience.

Among the main tools of public relations should be highlighted spreading positive news about the organization and its products, activities in oral presentations and speeches, through print, audio and video, conducting sponsorship and charitable activities, etc.

There is a connection between the external image of the organization and the materials that appear in the media. Adverse information has a negative impact on the image of the organization, so for the perception of the external image of the organization its civic position in addressing the social, political and economic problems is important. This position must be highlighted in the media

The result of the activity of PR-service depends on the correct choice of media. Relationships of PR-services companies with the media include:

- The preparation and dissemination of analytical press materials;
- The organization of various company-wide activities involving the media;
- Preparation of exclusive interviews with the heads of the company;
- News monitoring and press clipping.

Working with the media is organized by several resources:

- The distribution of press releases and press packs (materials, photos, statistics, etc..)
- Organization of press conferences;
- Visits of journalists;
- Rapid provision of information on request;
- Organization of training seminars for journalists.

For regular work with the media, it is important to use all forms of interaction. Furthermore, the use of any of these forms must be due to the presence of information occasion, without it the media will not be interested in organizing materials. Making contacts with the public should include the generation of newsworthy information, that is, experts should be engaged in the formation of special events.

The event does not have much value for public relations, if they do not have the media coverage. Foreign researchers have identified more than 30 occasions. Among these are the main ones:

- The appointment of a new employee,
- Anniversary celebration,
- An award,
- Tendering,
- Cooperation with other organizations within the framework of the joint project, and so on.

The main criteria of Mass Media audience

“**Audience**” is a group of people, who get information from different sources. But people, who usually work on rating explorations, use standard determinations. It’s easy to understand, that advertisement makers, owners and managers of mass media must use the same instruments and determinations for market research.

Rating is a quantitative indicator of viewers, readers and listeners, who constitute the real audience of channel, showed in percent from all potential audience in limits of 5-minute piece of telecasting.

Analysis of channels and programs require more correct determinations, for example to separate determinations like “prime-time”, “child-time”, or “drive-time”.

In modern rating researches, “readers” are people, who have read that edition even during 3 minutes. And “listeners” or “viewers” are people, who have listened or watched TV- or radio-canal during 5 minutes. Internet users are people, who use the Internet even once 3 or 4 months.

In special or offline surveys people can determinate their belonging to the audience of internet users themselves.

There are a few different determinations, connected with audience:

Potential audience is people who are available for delivering information. Here mostly *cover and reach* determinations are used.

Target audience is audience channel or program has unlike audience, which was planned (potential). If planned and target audiences are same, it means that channel or program works effective.

It is very important, how people get the information: on signing, by retail, at home, from the other people, in car, or at their work; if they have TV or radio set at home; how regular and how long people watch TV, listen to radio or read this edition.

Also it's very important, how big the audience was during some time (it's rating of channel or program), and how much people from all country are readers, viewers or listeners.

All aforesaid are **indexes** of audience. Audience considered here as a consumer of information. But modern conceptions suppose that society can take part in communication like an author or controller.

Also, the indexes of audience are: *motives* of people, their *needs* and *preferences*, *attitudes* and *values* of content, their *tastes* and *wants*. In this exploration there are no standard indexes.

Press release and its main types

A **press release** is a written statement to the media. It can announce a range of news items, including scheduled events, personal promotions, awards, new products and services, sales accomplishments, etc. It can also be used to generate a feature story.

Structure and design of the press release.

Press releases are created either to preview an upcoming event or to inform the public about something that has already occurred. A press release should be just one part of a media campaign. You should consider press releases only when you have news that you want the public to share.

It should be brief, clear and to the point: an ultra-compact version of the press release's key point. Plenty of PR professionals recommend writing a headline at the end, after the rest of the release is written. If you follow that instruction, continue on and come back to writing the headline once the rest is done. The headline is known as the eye-catcher and is very important to the whole release. The simplest method to create the press release headline is to extract the most important keywords from your press release. From these keywords, you should try to frame a logical and attention-getting statement. If including a summary sentence after the headline, the same rules apply. Using keywords early will give better visibility in search engines, and it will be simpler for journalists and readers to get the idea of the press release content.

The press release should be written as you want it to appear in a news story. One should remember that most journalists are very busy, and don't have time to research a company's big announcement, so much of what is written for a press release will be what the journalists use in their write-up of a big event.

Firstly, one should start with the date and city in which the press release originates. If the press release is really newsworthy, journalists would surely like more information or would like to interview key people associated with it. So you must provide their contact details on the press release page itself.

Secondly, the lead, or the first sentence, should attract the reader and say concisely what is happening (the basic elements of it are: What happened, Who did it, Why it happened, When it happened, Where it happened, How it happened).

The next point is that the press release body copy should be compact. One should avoid using very long sentences and paragraphs and avoid repetition and overuse of fancy language and jargon striving for simplicity, and no wasted words.

As for the first paragraph (two to three sentences), it should sum up the press release, and the additional content must elaborate it. In a fast-paced world, neither journalists, nor other readers, would read the entire press release if the start of the article didn't generate interest.

Needless to say one should deal with actual facts — events, products, services, people, targets, goals, plans, projects and try to provide maximum use of concrete facts. This is *news*. A simple method for writing an effective press release is to make a list of following clarifications: Who, what, when, where, why, and how.

And finally one must signal the end of the press release with three # (hash) symbols. They should be centered directly underneath the last line of the release. This is a journalistic standard.

6 Different Types of Press Release

The six types of press release are: general news release, launch press release, product press release, executive or staff announcement news release, expert positioning press release and event release.

1. General News Release

A general press release is the most common type of press release and the type of press release that come to the most people's mind. This type of press release simply included news that must be disseminated to the media people. The goal of this type of press release is to generate interest for the company that distributed the press release. For instance, if your company holds a contest or has some news about the company, person, organization or its site, you would create and distribute a general news release.

2. Launch Press Release

A launch press release is similar to a general news release in terms of format, but its intent is much more specific. A launch press releases is more urgent or timely, and its main purpose is to create a buzz regarding a launch -- whether it's about launching a company, organization, website or some sort of initiative.

3. *Product Press Release*

A product press release comes in a format that is different from a general news release. This is because a product press release typically includes product specs. A product press release can be used in conjunction with a launch release if the focus of the latter is, obviously, launching a product. A product press release is the type of press release you would create and distribute if you are launching a new product, if your company's product wins an award, have to be recalled, or if a new or upgraded version is released. A product press release is more effective when it includes a photo or several photos of the product.

4. *Executive or Staff Announcement News Release*

An executive or staff announcement news release is what you send out if there are staff changes in the company, particularly if these changes involve high management levels. This type of press release is different from a general news release in the sense that it can contain biographical information to support the information. An executive or staff announcement news release also often includes a photo or photos of new staff or executives.

5. *Expert Positioning Press Release*

An expert positioning press release is less urgent compared to a general news release. This type of press release can focus on a company report and include statistics or results. It can also include news from another organization and other supporting information. You would create and distribute an expert positioning press release if you want to show an individual's expertise in a subject area with the goal of building him or her up as the person media people would go to in the future.

6. *Event Press Release*

An event press release has a different format than a general news release primarily because it needs to clearly lay out to members of the media the 5Ws -- who, what, when, where and why. An event press release typically looks like a list or outline instead of having paragraphs. An event press release is different from a media advisory in such a way that you would distribute an event press release with the hope

that the media will make your event known to the public. A media advisory, on the other hand, is aimed towards getting the media people to attend an event.

Presentations

PRESENTATION (from Lat. Praesentatio) is a means of communication which can be adapted to various speaking situations, such as talking to a group, addressing a meeting or briefing a team. It is also the event that includes the demonstration and the provision of information about the object, followed by videos, slides, and distribution of information and advertising materials. A presentation is an independent action, which may be in the form of an official reception or it can be a presentation of a company or of new products and so on. As a rule, things that are presented are those you can see, touch, try or read. When entering into new markets, the presentation of the company is organized in the country, where a branch, a subdivision or a representative office will be open.

A presentation differs from a press conference primarily by a large number of guests from various sections of society, by a greater emphasis on the cultural program, and the most important thing by a subject-matter. If a press conference is usually devoted to challenging topics, then presentations are associated with certain specific results of the company's work and as a result they want to draw the attention of the media and the public. Presentations are held for potential consumers, customers, partners, investors, and of course for media representatives. The duration of a presentation in a particular case depends on the material presented. The particularity of any presentation is its limited duration. A presentation, as well as a press conference, provides a session of questions and answers.

There are the following types of presentations:

- **a presentation of goods.** The objectives of this presentation are clear: getting to know a new brand, product or service in the market, and becoming acquainted with new resources of the product.

- **a presentation of organizations.** The aims of this presentation are: the creation of an organization's image among the public, the creation or re-creation of a favorable image of the company and brand advertising.

- **a presentation of the project.** The purpose of this type of a presentation is to inform people about a project, to define the feedback, and to search people who are interested in the project supporting. This kind of a presentation demands a special attention to the form of the presentation, its content and preparation as it implies a belief in the need for audience participation.

- **a presentation of the content of work performed** (a report). The goal is to introduce and to provide results to a certain group of people. This type of a presentation is less demanding to the rules of preparation and may be spontaneous, if all the necessary data at your fingertips (in my head).

- **a presentation of a plan for future work.** This type of a presentation is similar to the previous one, but the only difference is that its object is future work presented. Its objectives may include informing certain circle of people about planned work and a description of the planned works.

While developing a presentation, you should take care of the visual aids to maintain interest and assist comprehension in your presentation, otherwise the audience is bored. At the same time, to devote most of the time to the entertaining elements is mistakenly. The purpose of the event is to rouse the consumer's interest in the product and give it full and complete information about it. There can help whiteboards and interactive whiteboards, flip chart, over-head projector (OHP), slides, video, PowerPoint or other presentation software, handouts.

Holding a presentation includes the following steps:

1. Outlining of the objectives and priorities for attracting new customers, for the formation of the company's image, for attraction of new partners, including new suppliers, investors, and improving relations with the local authorities and certain sections of the society.
2. Giving reasons of the concept of the presentation by an idea formation, by the determining of the time and place, by the composition of participants and the size of the total cost. It is advisable to start a presentation in the afternoon, with no more than 4 hours, including a solemn and cultural program for about 1.5-2 hours, and for dinner for about 2 hours.
3. Development of the presentation program. The presenter is a senior official of the company.

The presentation script is following:

- the presenter takes a roll call at the beginning so that everyone knows who is involved and listening. If participants don't know each other, briefly introduce them or have them introduce themselves;
- Flip charts and OHPs, PowerPoint or similar presentation software and visuals are presented which show the idea of the presentation (its innovation, social significance, relevance and originality) for about 7-12 minutes;
- after that the executives have short reports for 2-3 minutes with a demonstration of the samples, the layout of new products and technologies;
- then it is time for questions and answers;
- then the presenter calls on guests with suggestions, comments, congratulations and compliments;
- the final part involves holding banquets, informal exchange of information, contacts, and other forms of business PR-communication.

When preparing a presentation you have to make sure that your participants and guests will have something more except impressions: they are folders with presentation handouts and supplementary material. CDs with presentations will help your guests to recall the necessary information about your product at any time. Besides, it is necessary to give participants printed copies of the agenda ahead of time so that they can follow along.

Presentation is an effective way to introduce the company, the product, the service, new achievements, results, etc. to the public. While organizing the presentation a lot of attention should be given to working with the media, as one of the main goals of it is to get a maximum number of publications about the represented object. Above all, the presence of the VIP-persons, celebrities will provide a large number of publications in the media and make an impression on guests.

Creation and support of presentations (technical aspects)

Nowadays, various types of presentations are one of the most effective ways to put the target audience wise with the promoted object. A presentation is also a convenient way to demonstrate the achievements, possibilities of the company, description of production methods or properties of the products (goods), information about tendencies or development plans of the company, and attract investments if possible. The difference of the presentation from any other marketing tool is presenting information graphically, clearly, and "alive." Presentations can be divided into two major groups, the printed presentation and electronic presentations.

A printed presentation. This is the simplest option of using a presentation as a handout or a printed supplement to the performance or the promotion action. Unfortunately, for most companies this type of presentation is extremely confined due to the limited capabilities of printing presentations on emotional perception. Most of the printed presentations are brochures, catalogs, pamphlets which embody the image ideas like business cards or product catalogs.

A computer (electronic) presentation. There are also computer (electronic) presentations that allow to go beyond the printed catalogs and brochures. Electronic presentations can be placed on the Internet that is on the website of a company, or could be sent by an e-mail (PDF-presentation) or used at conferences and seminars. Such presentations may differ from any other presentations by their animation (animated presentation), original introduction of the information, the ability to add sound, music, and so forth. PowerPoint presentations can also be divided into several types, depending on the program and the creation of technology (PowerPoint, PDF, 3D, Flash, CD / DVD-presentations, etc.).

Questions for self-control:

What is mass information?

Why is there always a competition between media outlets?

What are the patterns of social media characteristics?

What is the definition of Mass Media?

What are the distinctive features of mass media?

Why did mass media experience essential changes in the last decades?

What kind of mass media has the biggest political and mass impact? Why?

Enumerate all functions of mass media and give their main features.

What is the main target audience for PR?

What is the main content of the media?

Thanks to what are activities of the media in society carried out?

What should each press service of the organization have?

What is the main function of PR-services?

What are the main tools of public relations?

What do relationships of PR-services companies with the media include?

What is important for regular work with the media?

What is “audience”?

What is target audience?

What kind of determinations can you name?

How do people get information?

What are the indexes of audience?

What is a press release?

What is the key point of a press release?

How to create the press release headline?

What is the structure of press release?

Enumerate all 6 types of press release and their features.

What is presentation?

How does a presentation differ from a press conference?

Enumerate all types of presentations and their purposes.

What should you take into consideration while developing a presentation?

What are the steps of holding presentation?

What is the presentation script?

What are the two major groups of presentations?

ТЕМА 10. Mass Media in Russia

Objectives: 1. to define Defamation;

2. to define Accreditation institute;

3. to define freedom and responsibility of Mass Media in Russia.

Key words: Defamation, types, Accreditation institute, Mass Media in Russia, freedom of information, freedom of the media.

Instructions: during the theme you are supposed to do everything you are required namely:

- read Word texts and retell them (Defamation, Accreditation institute, freedom and responsibility of Mass Media in Russia);
- study extra material (articles) and discuss them at the lesson;
- watch attached videos and discuss them at the lesson;
- do all tasks and tests;
- participate in forums.

You can get grades doing tasks and tests, participating in forums.

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Defamation

In the context of "contamination" information space becomes an important idea of ecology information. One of the important areas that provide environmental information is judicial protection against defamation in the media.

Defamation—also calumny, vilification, and traducement—is the communication of a false statement that harms the reputation of an individual, business, product, group, government, religion, or nation. The term derives from the Latin "diffamo" - profane, deprive good name. The legislation of the United States defamatory law traditionally recognized independent branch of law, principles which are rooted in the English common law. Russian legislation does not formally contain the term "defamation", but the honor, dignity, good name and business reputation as positive intangible benefits are the subject of a number of attacks, collectively referred to in legal science defamation.

There are the following types of defamation:

- a) The dissemination of false defamatory statements - deliberate, untrue defamation or libel;
- b) The inadvertent dissemination of false defamatory statements - unintentional untrue defamation;
- c) Dissemination of truthful defamation - reliable defamation.

The main symptom of defamation is tainted honor and dignity, undermining the reputation by disseminating information, belittling these intangible benefits. Insulting does not fall under the concept of defamation, primarily because it does not have a mandatory feature of defamation - defamation, that is telling them to at least one person in addition to the victim.

Judicial practice of recent years shows a steady increase in the number of civil cases related to the protection of honor, dignity and business reputation against defamation in the media.

Judicial protection of honor, dignity, good name and reputation from defamation in the media can be seen as a necessary restriction of freedom of speech for the abuse of this right on the part of the media, directly related to the preservation of the information space in order.

Accreditation institute

The term "accreditation", "accredit" occurs from the Latin *acredere*, meaning to render trust.

Originally the concept "accreditation" was used in international law and meant an appointment procedure and acceptances (recognition) of the representative of the country (organization) at the foreign state or the international organization, and also representation procedure (recognition of powers) journalists at the international organizations.

Further this term began to be used more widely — as procedure of recognition of powers of journalists applicable not only to the international organizations, but also to any government bodies, the organizations, establishments, bodies of public association.

The concept "accreditation" isn't defined in Russian Law, nevertheless there is a special article 48 according to which edition has the right to submit an application to government body, the organization, establishment, body of public association for accreditation of the journalists is devoted to institute of accreditation. However this right isn't corresponded by an obligation of administration, officials to accredit journalists according to the submitted application. The declared journalists will be accredited on condition of observance by editions of rules of the accreditation established by these bodies. Thus, legal regulation of accreditation is carried out on

the basis of the Law on mass media and the rules of accreditation approved by accrediting subjects.

The institute of accreditation is urged to regulate relationship of mass media with the organizations which are sources of information, creating more favorable conditions for implementation of professional activity of journalists. In particular, the right to be present at all meetings, meetings and other events held by body which have accredited them, except for cases when the decision on carrying out a private meeting or action was made is provided to the accredited journalists. Thus it is necessary to emphasize that on the body which has accredited the journalist, the duty is assigned previously to inform him on carrying out such actions, and also to create favorable conditions for audio-and videos, photo and filming's.

Some state and commercial organizations don't consider it necessary to enter accreditation of journalists, motivating it with that they work in a mode of a full disclosure. However rather open organizations are interested in providing information to all and in full while in Russia there aren't many. In practice declared openness often turns into the absolutely opposite.

Quite often the heads of the press services object to introduction of institute of accreditation, being afraid (for different motives) of keen interest, critics of activity of the organizations from mass media. Without wishing to create additional difficulties, they establish various barriers to information access, use organizational ways of its dispensing, arrange a peculiar censorship, carrying out at discretion selection of "favorites" for providing information. All this doesn't facilitate, and complicates activity of journalists; it is more difficult for them to receive information, beforehand to learn about held events, to meet people who possess socially significant information.

Thus, at this stage of development of the Russian society the institute of accreditation is urged to order contacts of journalists with authorities, to enter relationship between them into more civilized course.

The legislation of Russia on mass media except accreditation of journalists at government bodies, the organizations, and establishments and at public associations provides a special order of accreditation of journalists of foreign mass media. The Russian Foreign Ministry agrees to their accreditation (Art. 55 of the Law on mass media, the Resolution of the Government of the Russian Federation of 13.09.94 No. 1055 "About the approval of rules of accreditation and stay of correspondents of foreign mass media in the territory of the Russian Federation").

Freedom and responsibility of Mass Media in Russia

Nowadays the issue of freedom of information becomes especially disputable. It's possible to hear that the mass-media needs more freedom and has its rights infringed. Frankly speaking, in our contemporary society, where information is an objective reality, the mass-media strongly influences opinion of a person. With right methods mass-media can rule a great amount of people. That's why it's necessary to have the independent and in the same time responsible mass-media. In order to consider this question we need to give a definition to the following concepts: **Freedom of information** is the right of everyone to seek, receive, transmit, produce and disseminate information by any lawful means.

Freedom of information is a consequence of the development and freedom of speech (part 1 of Article 29 of the Constitution), the rights of citizens and their associations to express their views available to them by legal means.

Freedom of the media is (Part 5 of Article 29 of the Constitution) activities of the media - press, radio, television and other forms of dissemination of information and materials intended for the general public. Nowadays the guarantee of a freedom of information is banned. At the same time a freedom of information is connected with the legal and the moral bans urged to exclude abuse of this right. International Covenant on Civil and Political Rights says about these legal bans. The Constitution of the Russian Federation (part 2 of article

29) claims that promotion and agitation raise social, racial, national and religious hatred. It's not allowed to collect, store, use, and extend information about the private life of a person without his consent (part 1 of Article 24). Freedom of information is also limited by the bans of disclosure of the state secret; the list of corresponding data is defined by Federal Law (Article 29, part 4). Freedom of information, which is guaranteed by part 1 of Article 29, also mentions the state mass-media and it can't be limited only because of its specifics. Important organizational guarantees of a freedom of speech are included in Law "On mass media" by 1991, which defines a legal status of mass-media, its creation and activity procedure.

A freedom of speech is constitutionally fixed too. It's a one of most important constitutional human rights; it provides an ability to express person's opinion publicly.

In democratic society a freedom of mass-media means its social responsibility too. A freedom of the press is connected with its responsibility, the function of the press independence. In turn, "function of independence is to encourage and support formation of the public. If the mass-media isn't independent, if it's subordinated to the state or private interests, there will be no question about its responsibility because it hasn't the free will.

Subordinated media do not allow the establishment and public opinion. They are only instrument of its rigging, and so undermining the constitutional regime. The higher is the degree of dependence of the media, the greater is society's need for transparency of the mechanisms of this relationship and the greater should be the responsibility of those who are outside manipulates editorial policy.

The category of responsibility is a complex relation between mass-media and society, audience and professional community. There are different kinds of responsibility:

a) in the face of society - in the frames of laws which protect interests of a person, civil society and government in the information environment;

b) in the face of their audience - there is a transformation from "public" to "audience", which is not a passive consumer, but an involved participant of formation

of editorial politics through market mechanisms of supply and demand of information, opinions and advertisement;
c) in the face of professional community - in relation to observance of general behavior and professional ethics rules.

Questions for self-control:

What is defamation?

Is there any definition of defamation in Russia?

What is the main symptom of defamation?

What are types of defamation?

Do you think that judicial protection against defamation is important? Why?

Why do we need accreditation system?

What is the origin of a term “Accreditation”?

Is there any definition of accreditation in Russian Law?

Are there any rules for accreditation?

Why is it important to have responsible mass media?

What are the main principles of freedom of information?

What are the main principles of freedom of media?

What are different kinds of mass-media responsibility?

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