

## Get ready!

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

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

HOME

ABOUT US

SERVICES

CONTACT

dissemination

strategy

public relations

positive

communication

public



## Standish University PUBLIC RELATIONS DEPARTMENT

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

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

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

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

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

## Reading

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

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

## Vocabulary

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

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

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

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

1 strategy / public

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

2 communication / advocates

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

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

## Listening

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

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

7 Listen again and complete the conversation.

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

## Speaking

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

### USE LANGUAGE SUCH AS:

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

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

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

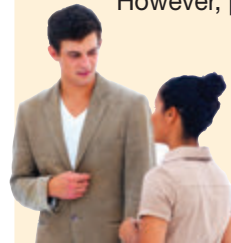
**Student B:** You are a student. Talk to Student A about the purpose of public relations.

## Writing

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

Q: What does a publicist do?

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



# Glossary

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