



PUBLIC RELATIONS

“Without publicity there can be no public support, and without public support every nation must decay.”

Benjamin Disraeli (1804 – 1881), British Prime Minister

1. Public Relations Discussion

1. What do you know about public relations? What does it involve and why is it necessary?
2. Which companies do you think have a good public image? Why do they have this image?
3. What kind of things can damage a company's reputation? Which companies have a bad image? Why is this?
4. What can companies do to improve their image?
5. Why is it important to have a good image?
6. How would you rate the image of your company? How could it improve its image?
7. How could social media be used to improve a company's image? How could social media damage a company's image?
8. Has your company ever appeared in the news? If so, why?

2. Public Relations Vocabulary

- **public relations / PR** (noun) – *a strategy of controlled information with the intention of creating a favourable view of a person or organisation.*
- **publicity** (noun) – *uncontrolled information or attention in the media given to a person or organisation.*
- **PR disaster** (noun) – *publicity which causes serious damage to the reputation of a person or organisation.*
- **PR stunt** (noun) – *a planned event as part of a PR campaign to attract attention to a person or organisation, sometimes said as a criticism or accusation that something is not genuine.*
- **(to) spin** (verb, noun) – *to interpret, or an interpretation of, events or situations in a certain way in order to influence the way people perceive the event or situation, often by bending (spinning) the truth.*
- **all publicity is good publicity / there is no such thing as bad publicity** (saying) – *it is always preferable to have any kind of attention than no attention at all.*

Using the vocabulary words above, complete the following sentences (remember to use the correct form of the word, e.g. verb conjugation or plural noun)

1. Despite having the highest number of virus deaths in the world, government _____ suggested they actually have the lowest in the world.
2. Animal rights protesters were accused of staging an irresponsible _____ when they covered the entrance of the town hall with pig's blood.
3. Elon Musk suffered a _____ when demonstrating the shatter-proof windows on the new Tesla model. The window smashed when he threw a metal ball at it.
4. The announcement of a car fully powered by solar energy has generated a lot of _____.
5. After the devastating oil spill in the Gulf of Mexico, BP hired a _____ team to improve its image.
6. Ryan Air was heavily criticised after announcing they were going to begin charging passengers €1 to use the toilet during flights, but as a result of this negative publicity, attention was drawn to their cheap prices and they actually saw an increase in sales. As they say, _____.

Public Relations vocabulary comprehension questions

1. How does your company manage PR?
2. Which companies have received a lot of publicity recently?
3. Can you think of any PR disasters?
4. Can you think of any PR stunts?
5. Can you think of a time a company or a government put a spin on events?
6. Do you agree that all publicity is good publicity? Why or why not?

3. Video: Successful Public Relations

You are going to watch a TEDx Talk by Jerry Silfwer called "A Recipe for PR Success".

Watch the video here: <https://yourenglishpal.com/blog/business-english-conversation-lesson-plan-public-relations/>

Watch the video and after, discuss the following questions

1. Why does PR have a bad reputation?
2. Is PR just a form of lying?
3. Can you think of a 'stupid majority' that were proved wrong about something by a company?
4. What is the difference between advertising and PR?
5. Some people say advertising is what you pay for and publicity is what you pray for. Do you agree?
6. What is more effective, advertising or good publicity? What are the advantages and disadvantages of each?

4. Public Relations Conversation Questions

1. What can do companies do to get in the news?
2. Why is it beneficial for a company to appear in the news?
3. How could a newspaper or magazine editor be convinced to write a positive story about your company?
4. Which recent news stories or events could relate to your company?
5. What has your company done recently that could be considered newsworthy?
6. How can PR help a company in times of crisis? Can you think of any examples of this?
7. Do all companies need a PR team or PR strategy? Why or why not?
8. How do you think public relations will be different in the future?

5. Public Relations Writing Task

Write an outline of your proposed PR strategy for the company where you work. Try to use some of the vocabulary you learned earlier in this lesson. In your answer, include the following topics:

- Why the company needs a PR strategy.
- How social media could be used as part of this strategy.
- How your company could get its name in the papers.