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English for Public Relations in
Business



มหาวิทยาลัยราชภัฏนครปฐม
Nakhon Pathom Rajabhat University

English for Public Relations in Business



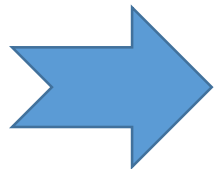
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Course Description



Examining the principles and practices that lead to building successful relationships in a more global environment in relation to a business perspective; using technology media to promote or publicize the organization activities; expressions related to public relations in business situations, vocabulary and advertising

Learning outcome



1. Demonstrate knowledge regarding the role and function of contemporary public relations in today's society and in the global economy.
2. Describe about products and services into public relations simulation
3. Apply vocabulary and expression in business situation
4. Create mini project related to public relations in business operation by using proper media



Scope of this course

Vocabulary &
Expressions →

Reading and
Writing →

Listening and
Speaking →

Unit 1

The Role of Public Relations
and Departments



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Contents

**Public relations:
A definition** →

**The role of public
relations: Duty** →

**Publicists: Job
responsibility** →



1

**Public relations:
A definition**

5, 2021 - 18H

15H

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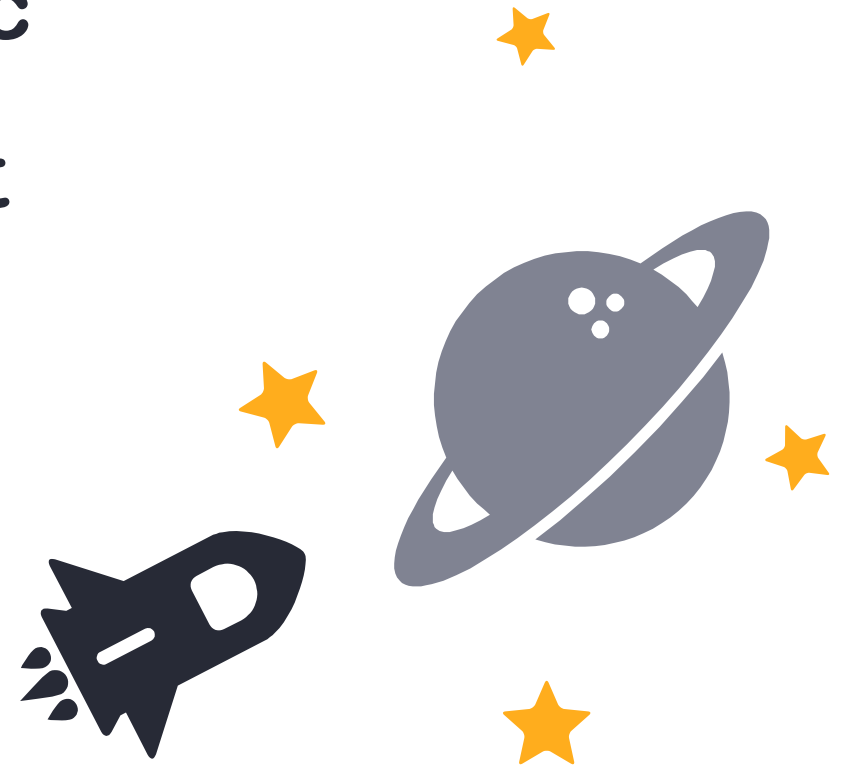
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Public relations is a strategic communication process that builds mutually beneficial relationships between organizations and their publics



Cited: Public Relations Society of America

What is **public relations**?



Public relations is the art and social science of analyzing trends, predicting their consequences, counselling organization leaders and implementing planned program of action which will serve both the organization's and the public interest.

What is **public relations**?

Philip Kitchen (1997: 27)

summarizes the definitions as suggesting that public relations

1 is a management function . . .

2 covers a broad range of activities and purposes in practice . . .

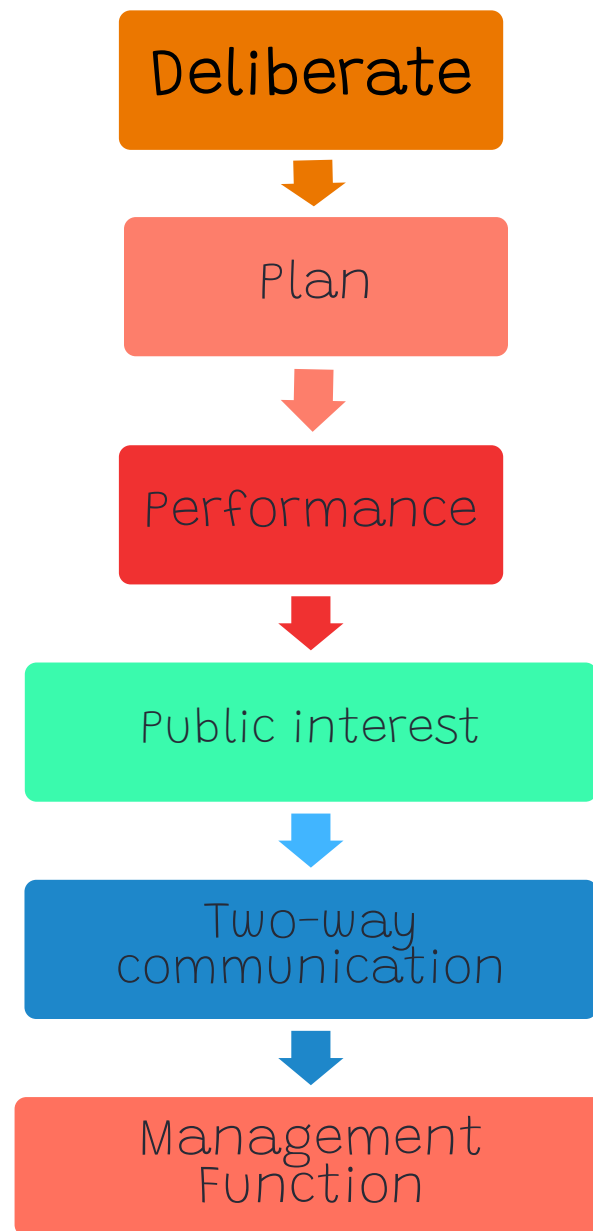
3 is regarded as two-way or interactive . . .

4 suggests that publics facing companies are not singular (i.e. consumers) but plural. . .

5 suggests that relationships are long term rather than short term.



Frame today's modern public relations.
The key words are:





2

The role of PR

5, 2021 - 18H

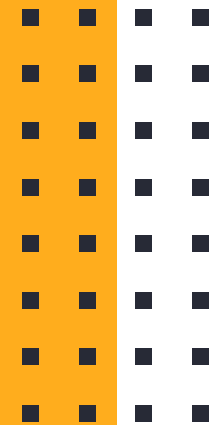
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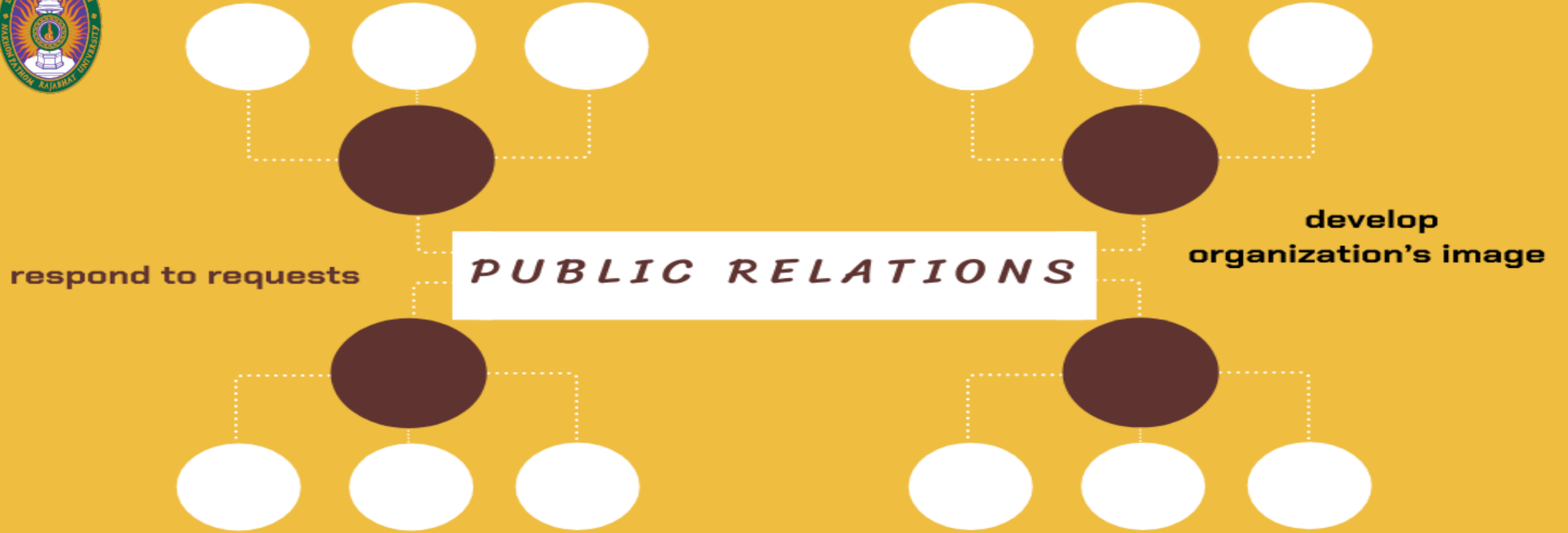
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- How would you define public relations?
- What are the four public relations models?
- What model is practiced today?
- What is the difference between “reactive” and “proactive” PR? And which is more effective?
- What are “stakeholders,” and why are they important in public relations?





MIND MAP

WHAT IS PR?

news releases



INSIGHTS

Do You Have the Right Personality for a Career in Public Relations?

Take a look at this checklist. How many of the personality traits do you have? Check each item that you think accurately describes you. If you check fewer than 15 of the 25 items, a career in public relations may not be the best fit for you. If you check 20 or more, then such a career may fit you like a hand in a glove.

- Do you have a good sense of humor?
- Are you generally positive and optimistic?
- Is it easy for you to meet people? Do you consider yourself "friendly"?
- Do you converse easily with most anyone?
- Do you handle rejection and frustration well?
- Are you able to easily persuade people?
- Do you present yourself professionally? Do you maintain a well-groomed, business-like appearance?
- Are you a showman?
- Do you like creative endeavors?
- Would friends describe you as considerate and tactful?
- Are you a skilled wordsmith?
- Are you able to gain and maintain the trust of your boss?
- Do you like being with people?
- Are you a good listener?
- Do you like solving problems for people?
- Do you consider yourself curious or interested in a variety of subjects?
- Do you enjoy reading on diverse subjects?
- Do you have a determination to bring projects to completion?
- Are you a high-energy person?
- Do you deal well with emergencies or crises?
- Do you view mistakes as a way to learn?
- Are you good at being factual and objective?
- Are you respectful of others' points of view?
- Do friends think you're perceptive and sensitive?
- Are you a quick learner?



On the Job Insight



Duties

Public relations managers and specialists typically do the following:



write news releases and prepare information for the media.



respond to requests for information from the media or designate an appropriate spokesperson for information source.



identify main client groups and audiences and determine the best way to reach them.



develop and maintain their organization's corporate image and identity, using logos and signs.



helps clients communicate effectively with the public.





On the Job Insight



draft speeches and arrange interviews for an organization's top executives.



evaluate advertising and promotion programs to determine whether they are compatible with the organization's public relations efforts.



develop and carry out fundraising strategies for an organization by identifying and contacting potential donors and applying for grants.





The role of PR



#onmyway
On My Way!: A Day in the Life of a Public Relations Manager

Cited: <https://www.youtube.com/watch?v=q6Yt8MeGRwA>





A Definition of Public Relations

“**Public relations** is the management function which evaluates public attitudes, identifies the policies and procedures of an individual or an organization with the public interest, and plans and executes a program of action to earn public understanding and patience.”



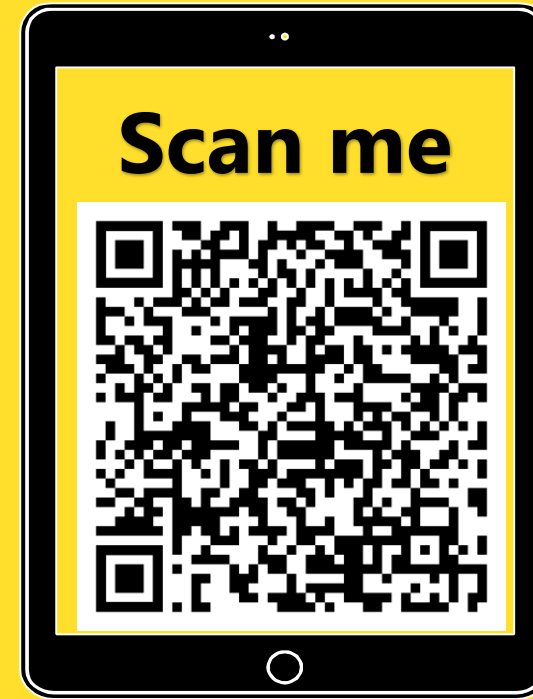
Rex Harlow, a Stanford professor



Let's share idea

Public Relations in Business

Where are you in?





3

**Publicists:
Job responsibility**

5, 2021 - 18H

15H

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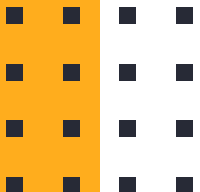
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Terminology and useful vocabulary



Public relations in various kind of business





Unit Summary

5, 2021 - 18H

15H

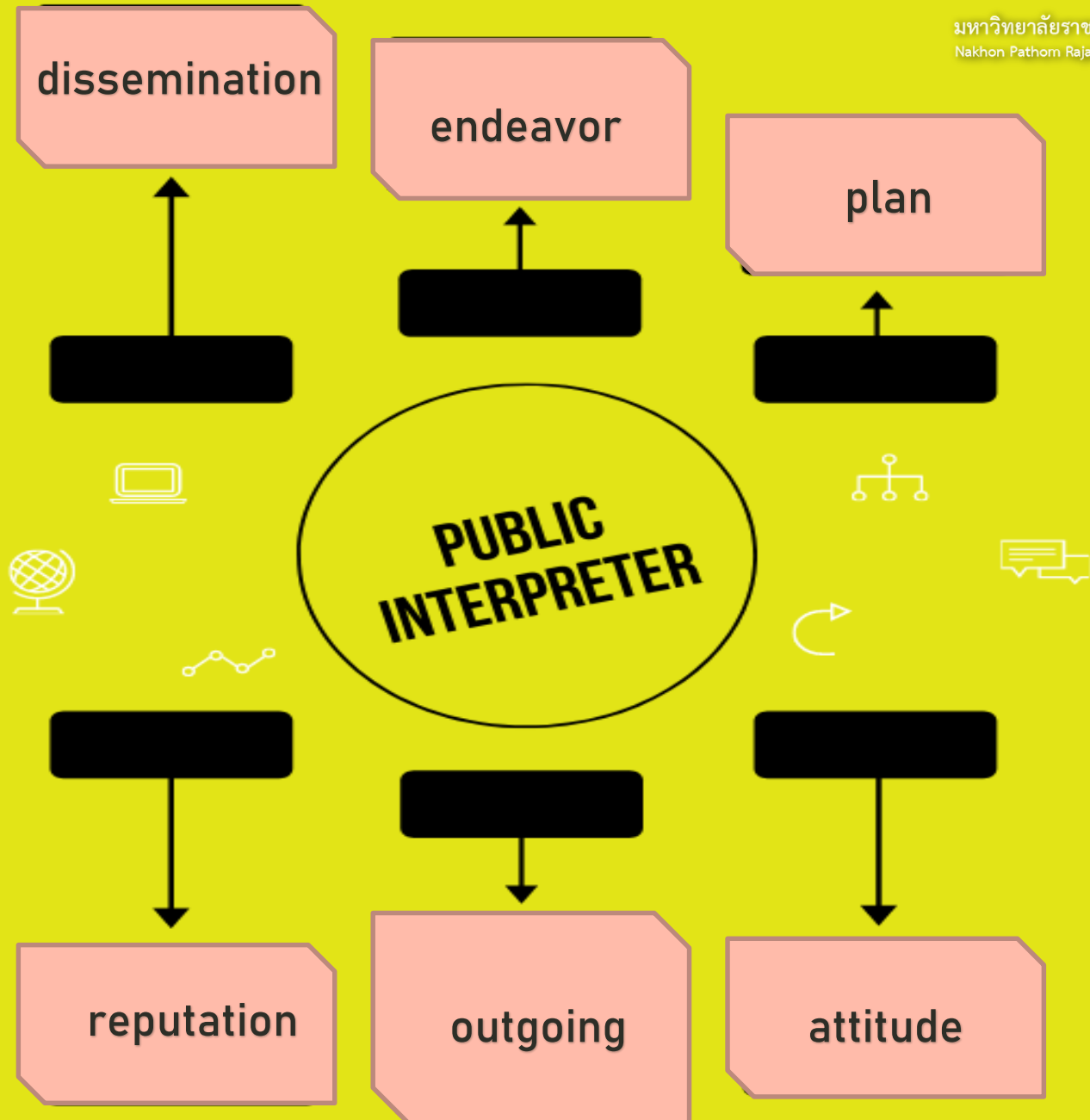


NEWS



Successful public relations

WHAT EXACTLY IS THE PRACTICE OF PUBLIC RELATIONS?



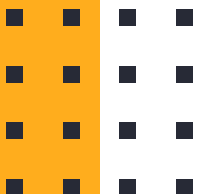


Unit summary

To summarize, you can grasp the essential elements of effective public relations by remembering the following words and phrases: **deliberate . . . planned . . .**

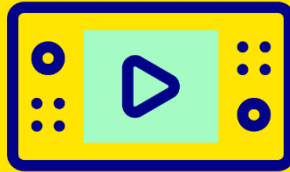
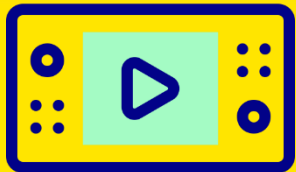
performance . . . public interest . . . two-way communication . . . strategic management function.

The elements of public relations just described are part of the process that defines today's public relations





**Set goals and
measurements
of success.**



Read something
— anything.

Keep up with
trends.

Network, network
and network some
more.





Exercise

Public Relations: Career Path

Unit 1

5, 2021 - 18H

15H



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NEWS

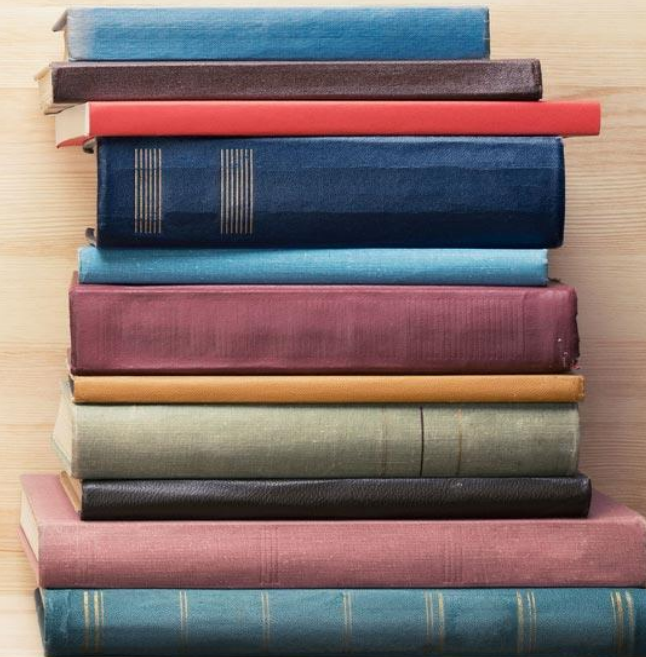




This month, members of the communications department will host an open house. Several professors will lead a group discussion.

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!





Exercise: Match the words or phrases (1-6) with the definitions (A-f)

Vocabulary

★ e

-----1. manage

★ d

-----2. positive

★ a

-----3. deliberate

★ b

-----4. dissemination

★ c

-----5. public relations

★ f

-----6. mutually beneficial

Definitions

a. consider or planned before occurring

b. the act of spreading information
throughout a group

c. a professional field that focuses in
communicating ideas

d. being like or thought about in a good way

e. to control the behavior of something

f. good for both groups involved in something





Read the following page (p.4) then choose the correct answer.

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





Read the following page (p.4) then choose the correct answer.

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





Read the following page (p.4) then choose the correct answer.

3 According to the webpage, what do some people mistakenly believe about PR?

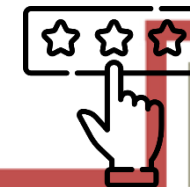
A Good communication is challenging.

B PR strategies often fail.

C Only large organizations need PR.



D PR requires lying to the public.





What is a difference between public relations and advertising?





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 (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.



Listen again and complete the conversation.



Answer:

1. study
2. Advertising
3. Different
4. Positive
5. Sounds like
6. change





Thank you

Any questions?



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Credit: cic.npru.ac.th/https://online-courses.npru.ac.th/



Public Relations: Career Path

Public Relations: Strategies and Tactics