

**CORPORATE COMMUNICATIONS**

*(75-76)*

**PUBLIC RELATIONS AND  
LOBBYING**

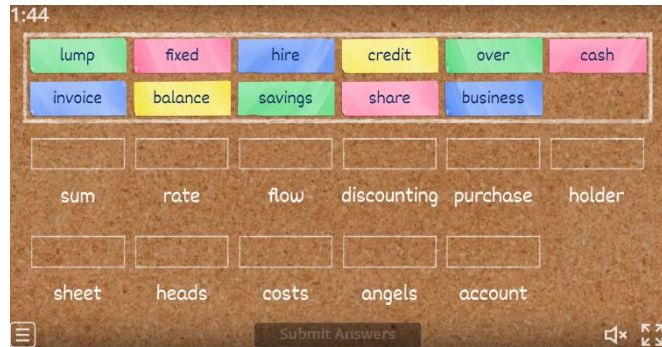
*(77-78)*

**CRISIS MANAGEMENT**

*(79-84)*

# REVISION- FINANCE

- <https://wordwall.net/resource/72482208/finances-match-the-words>
- <https://wordwall.net/resource/72482716/finances-crossword>



## Revision-PAGE 119, EX. 9

- 1C
- 2D
- 3F
- 4B
- 5A
- 6E

# Important terms

*This refers to the manner in which a corporation, firm or business enterprise presents itself to the public. It encompasses corporate design (logo, sound and smell use), corporate behavior (how it deals with the public), corporate culture (values), corporate communication (PR and advertising) and corporate philosophy (vision, values).*

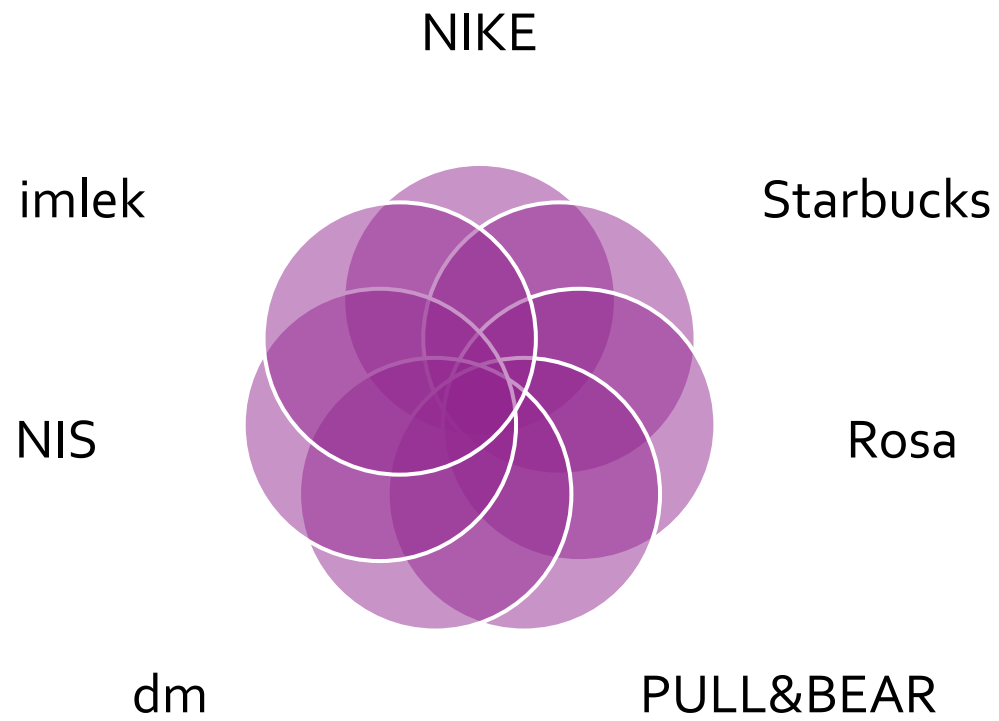
*This concept refers to the immediate mental picture that springs up at the mention of a firm's name. It is a psychological impression that changes based on the firm's circumstances, media coverage, rumours, etc. It can be built quickly and it changes relatively easy.*

*This refers to the observers' collective judgements of a corporation based on assessments of financial, social and environmental impacts attributed to the corporation over time. It evolves over time and it isn't easy to alter.*

**Corporate image**

**Corporate reputation**

**Corporate identity**



**WHAT IS THE  
REPUTATION,  
IMAGE AND  
IDENTITY OF  
THESE  
COMPANIES?**

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# Discussion.

- *What is the difference between a brand and reputation?*
- *Why is reputation critical to most companies?*
- *Can we control reputation?*
- *What occasions might damage a company's reputation?*
- *What can companies do to create and maintain a good reputation?*



**CORPORATE COMMUNICATIONS**  
*(75-76)*

# Corporate communications

- *Corporate communications aims to maintain and build the reputation of an organization by managing, planning and coordinating external and internal communications to create a favorable point of view among stakeholders.*
- **publicity** – public attention to something, mentions of something in the media (good /bad)
- **publics** – groups of people who have a particular interest in something
- \*internal publics – employees
- \*external publics – suppliers, investors, the media
- **the public** – all people



# THE ROLE OF CORPORATE COMMUNICATIONS IS...

- 1) to define <sup>D</sup>
  - a) issues or potential problems
- 2) to track <sup>A</sup>
  - b) commitment to being responsible
- 3) to communicate <sup>C</sup>
  - c) with the media
- 4) to express <sup>B</sup>
  - d) the organization's values and identity

## PAGE 75,PARTS B&C - FIND WORDS THAT MEAN THE FOLLOWING:

1. A public declaration of the way the organization conducts its business **Mission statement**
2. Advertising about the organization rather than its products or services **Corporate advertising**
3. Communication aimed at maintaining relationships with people who have invested money in the company **Financial communication**
4. Communication aimed at informing employees, creating understanding and changing behaviour within the organization **Internal communication**
5. The first time a company offers shares for sale to the public **Initial public offering**
6. A paper that contains news and information for the people who work in an organization  
**In-house newsletter**
7. Leaflets, brochures etc. presenting information or products to journalists **Media kits**
8. A set of regulations, policies, and procedures that control the functioning of an organization **Corporate governance**

CONNECT THE WORDS TO CREATE PR - RELATED TERMS:

|                    |             |
|--------------------|-------------|
| 1. press      D    | a. kit      |
| 2. spin      F     | b. group    |
| 3. media      A    | c. greet    |
| 4. lobby      B    | d. release  |
| 5. meet and      C | e. services |
| 6. newswire      E | f. doctor   |

## USE THE WORDS TO COMPLETE THE BLANKS.

1. *At special events organized by some company, journalists usually receive a media kit from the organizing committee to help them write their stories about the event.*
2. *When a company is involved in some scandal, PR specialists write and publish a press release to explain company's stand on the ongoing affair.*
3. *The spin doctors are trying to revive the party's fading image, but the public will see through their deception.*
4. *A newswire is an online service that allows companies to post press releases and other up-to-the-minute news or announcements to the media and the public, usually via the Internet*

# **PUBLIC RELATIONS AND LOBBYING**

**(77-78)**



# DISCUSS.

1. How does public relations differ from the fields of journalism, advertising, and marketing?
2. Why does an organization require public relations?
3. Public relations is often stereotyped in pop culture and media as bold, glamorous, and without substance. Do you agree or disagree? Why?
4. What are the essential skills for a successful career in PR? In what areas should aspiring PR managers/specialists be competent?

“Public relations is a process and not an event.”  
Public relations is not an accident. It is strategic, deliberate,  
planned, intentional, measurable, two-way.



# Public Relations

publicity tools strategic issue public

disseminate uphold reputation crisis functions

*Public Relations (PR), a discipline related to marketing, refers to all the communications that uphold an organization's relationship with the public, its consumers, investors, and other stakeholders.*

*It is a strategic communication process or activity designed to create good publicity and disseminate positive information about an organization or a person.*

*PR focuses on building and maintaining a company's overall reputation and creating good publicity for it.*

*PR agencies and in-house PR departments may perform a number of functions, including lobbying, crisis management, media and community relations, and product publicity. One of the most common tools of PR is a press release, which companies can issue on a number of occasions, especially when fighting bad publicity.*

# THE ROLE OF PUBLIC RELATIONS IS...

- 
- 1) to advise → a) media training
- 2) to provide → b) clients on media relations
- 3) to design → c) press conferences or media briefings
- 4) to organize → d) media kits
- 5) to write → e) news releases or press releases
- 6) to prepare → f) fact sheets with information about a topic



## USE THE WORDS BELOW TO COMPLETE THE TEXT ABOUT LOBBYING.

policy-makers   appeal   lobbyists   inside   employ  
advocates   outside   put   lobby   decision-making

Lobbying is the business of professional lobbyists or public affairs consultants seeking to influence policy-makers and voting. Many private sector companies, non-profit organizations or even overseas governments employ public relations firms to lobby on their behalf, promote their interests and influence the decision-making process. There are two types of lobbying.

Inside lobbying refers to making a direct appeal to policy-makers and convincing them to be advocates for your cause.

Outside lobbying aims to influence policy by mobilizing public opinion or getting activists to put pressure on policy-makers through letter-writing campaigns.

Find synonyms:

- a) aiming to (v)  
Seeking to
- b) International (adj.)  
Overseas
- c) Instead of (phrase)  
On sb's behalf
- d) Encourage people to support sth (v.)  
Mobilize
- e) a person who works hard to achieve political or social change (n.)  
Activist

The background of the slide features a purple-to-white gradient. Scattered across this gradient are numerous white, cylindrical pills. Each pill has a number printed on its top surface in a dark purple or black font. The numbers are in a stylized, handwritten-like font. Some of the clearly visible numbers include 60, 40, 25, 75, and 30. The pills are slightly out of focus, creating a sense of depth.

# **CRISIS MANAGEMENT**

## **(79-84)**

# Public Relations - RACE

- Public relations is a process—that is, a series of actions, changes, or functions that bring about a result.
- **Research.** What is the problem or situation?
- **Action** (program planning). What is going to be done about it?
- **Communication** (execution). How will the public be told?
- **Evaluation.** Was the audience reached and what was the effect?

## THE ROLE OF CRISIS COMMUNICATION IS...

1) to manage **D**

2) to rebuild **E**

3) to minimize **A**

4) to protect **C**

5) to go **B**

a) the damage caused by the crisis

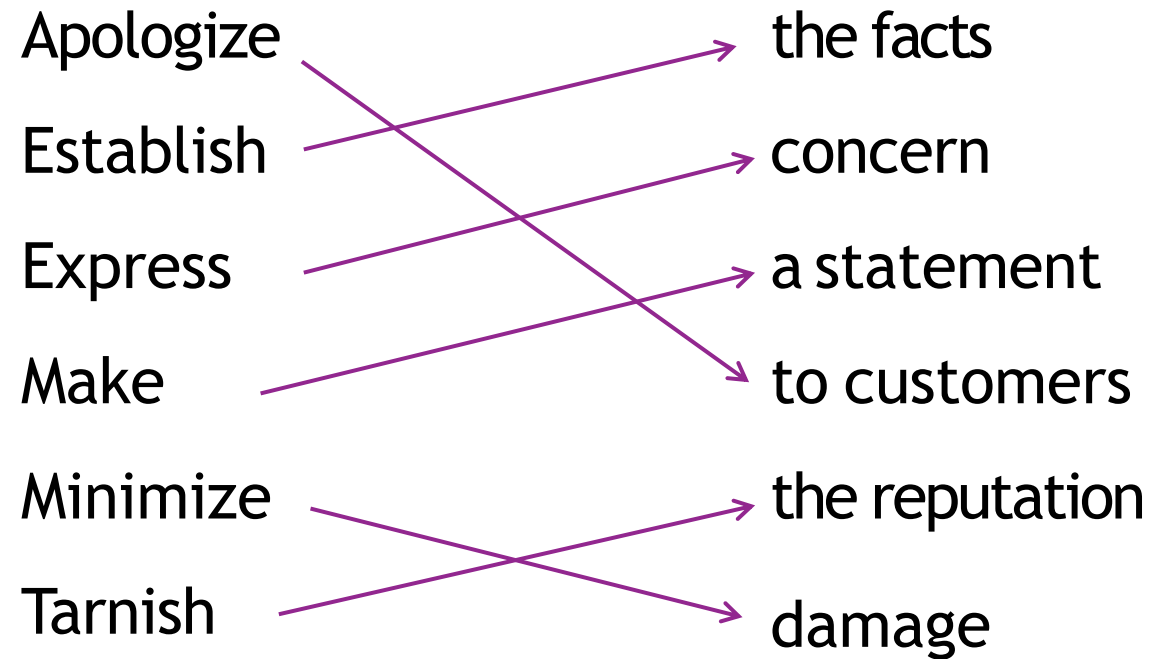
b) public with a reaction to a situation

c) the company's reputation

d) the crisis

e) public confidence in the company

PAGE 80, EXERCISE 49.3





# READING (81-82 PP.)

# DESPERATE DAYS, DRASTIC MEASURES (PAGE 81)

- **Ex. 1**

- 3A
- 1B
- 2C

- **Ex. 2**

- i) C
- ii) G
- iii) F
- iv) A
- v) E
- vi) D
- vii) B

- **Ex. 3**

- a) dried
- b) brought
- c) fix/ implicated
- d) given/seek

- **Ex. 4**

- a) defaulted
- b) debts
- c) trimmed
- d) supply chain
- e) made redundant
- f) relisted
- g) retained
- h) confidence

- **Ex. 5**

- a)T
- b) F
- c)T
- d) F
- e)T
- f) F
- g)T

- **Ex. 6**

- a) revive
- b) set period
- c) faced
- d) intended to hit
- e) eventually
- f) procedures
- g) counselling
- h) dropped
- i) keeping products steady





# HOMework (119-122 PP.)

# HOMWORK-TOPIC 6 (119-120 pp.)

## EX. 1 - KEY

- 1A
- 2D
- 3B
- 4B
- 5C
- 6A
- 7C
- 8B
- 9A
- 10C

## EX. II - KEY

- 1D
- 2C
- 3E
- 4A
- 5B

## EX. III - KEY

- 1B
- 2E
- 3A
- 4G
- 5H
- 6C
- 7D
- 8F

# HOMEWORK-TOPIC 7 121-122

PAGE  
121,  
EX. I

- 1. OF
- 2. WITH
- 3. TO
- 4. WITH
- 5. ON
- 6. OF (to advocate FOR)
- 7. TO
- 8. TO

EX. II A

- 1. CORPORATE ADVERTISING
- 2. MEDIA KIT
- 3. PRESS RELEASE
- 4. INTERNAL COMMUNICATORS
- 5. MISSION STATEMENT

EX. IIB

- 1. TARNISH REPUTATION
- 2. CREATE UNDERSTANDING
- 3. TRACK ISSUES
- 4. DEFINE IDENTITY
- 5. COMMUNICATE VALUES

# PAGE 122, EX. 3

- 1C
- 2D
- 3A
- 4B
- 5E

The background of the slide is a solid purple color with a pattern of 3D question marks. The question marks are rendered in a lighter shade of purple, creating a sense of depth and texture. They are scattered across the entire surface, with some appearing more prominent than others.

**ANY QUESTIONS?**

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