

METHODOLOGICAL GUIDE C7

Journalism

МІНІСТЕРСТВО ОСВІТИ І НАУКИ УКРАЇНИ ДЕРЖАВНИЙ
УНІВЕРСИТЕТ ІНТЕЛЕКТУАЛЬНИХ ТЕХНОЛОГІЙ І

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МЕТОДИЧНІ РЕКОМЕНДАЦІЇ ТА ЗАВДАННЯ
для аудиторної та самостійної роботи з англійської мови
для здобувачів першого (бакалаврський) рівня вищої освіти
спеціальності С7 “Журналістика”

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Укладачі:

Дякун К.О. старший викладач кафедри лінгводидактики та іноземних мов Державного університету інтелектуальних технологій і зв'язку

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Дякун К.О., Радіус О.А. Методичні рекомендації та завдання для аудиторної та самостійної роботи з англійської мови для здобувачів першого (бакалаврський) рівня вищої освіти спеціальності С7 “Журналістика”, Одеса. 2025. 71с.

Методичні рекомендації та завдання для аудиторної та самостійної роботи з англійської мови для здобувачів першого (бакалаврський) рівня вищої освіти спеціальності С7 “Журналістика” рекомендовано для самостійної та аудиторної роботи. Дані методичні рекомендації мають на меті покращити та вдосконалити практичні знання здобувачів з англійської мови з урахуванням професійної спрямованості навчання та потреб майбутніх фахівців у галузі масової комунікації.

ПЕРЕДМОВА

Методичні рекомендації з англійської мови для здобувачів вищої освіти спеціальності С7 “Журналістика” розроблені з урахуванням професійної спрямованості навчання та потреб майбутніх фахівців у галузі журналістики. Метою методичних рекомендацій є формування та розвиток комунікативної компетентності здобувачів, зокрема вдосконалення навичок читання, письма, усного мовлення в межах тем, пов’язаних із сучасними ЗМІ, журналістською етикою, міжнародною комунікацією, тощо.

Методичні рекомендації складаються з 9 уроків, які включають автентичні та адаптовані тексти, лексико-граматичні вправи, завдання для дискусій та презентацій, письмові роботи, а також матеріали для самостійної підготовки. Особлива увага приділяється професійній лексиці, що використовується в спеціальності С7 “Журналістика” та розвитку критичного мислення та аналітичних здібностей майбутніх фахівців.

Структура методичних рекомендацій дає здобувачеві змогу самостійно або з викладачем опанувати матеріал. Данні методичні рекомендації сприятимуть підвищенню рівня володіння англійською мовою та підготовці кваліфікованих, мобільних і конкурентоспроможних фахівців у сфері журналістики. Дані рекомендації відповідають рівню B1 Intermediate.

CONTENTS

UNIT 1. PUBLIC RELATIONS	
<i>Lesson 1. Role of Public Relations</i>	6
<i>Lesson 2. Types of Public Relations</i>	11
<i>Lesson 3. Skills of a Public Relations Professional</i>	19
UNIT 2. COMMUNICATION	
<i>Lesson 1. What is Communication</i>	26
<i>Lesson 2. Persuasion</i>	35
<i>Lesson 3. Influencing Public Opinion</i>	40
UNIT 3. MASS MEDIA	
<i>Lesson 1. Traditional Media</i>	48
<i>Lesson 2. New Media</i>	55
<i>Lesson 3. News. Types of news. Inverted pyramid</i>	63
References	70

UNIT 1. PUBLIC RELATIONS

Lesson 1. Role of Public Relations

VOCABULARY BANK

1. Public Relations (PR)	зв'язки з громадськістю
2. reputation	репутація
3. strategic	стратегічний
4. communication	комунікація
5. stakeholder	зацікавлена сторона
6. press release	пресреліз
7. crisis communication	антикризова комунікація
8. perception	сприйняття
9. transparency	прозорість
10. media relations	взаємодія із засобами масової інформації
11. credibility	достовірність / авторитетність
12. message	повідомлення
13. trust	довіра

Exercise 1. Read and translate the text. Think about the title.

Public relations (PR) is a field dedicated to creating and maintaining a mutually beneficial relationship between an organisation and its audience. Public relations (PR) is an important part of modern journalism. It helps journalists get access to news, information, and expert opinions. PR professionals work for companies, governments, or organizations. Their job is to create and share a positive image of their clients.

For journalists, public relations can be a useful source of news. PR teams send press releases, organize press conferences, and offer interviews with key people. This helps journalists find stories quickly and easily. For example, when a new product is released, the PR department will send a press release with all the details. Journalists can use this information to write articles or news reports.

However, journalists must be careful. PR materials often show only the positive side of a story. It is important for journalists to check facts and look for different opinions. A good journalist does not just repeat what the PR team says. Instead, they ask questions, do research, and give a balanced report.

Public relations and journalism are connected, but they have different goals. PR wants to promote something, while journalism wants to inform the public in an honest and fair way. When journalists and PR professionals work together carefully, they can help the public understand important news and events.

Exercise 2. Read the text again. Mark the following statements as true (T) or false (F).

1. Public relations tries to create a negative image.
2. Journalists should only use PR materials without checking facts.
3. A press release is a short document sent to the media.
4. Journalists and PR professionals always have the same goals.
5. A balanced report includes different opinions.
6. PR teams often organize interviews and press events.

7. A journalist's job is to promote companies and products.
8. Fact-checking is not necessary if the source is trusted.
9. PR professionals help provide useful information to journalists.
10. Good journalists must do research and ask questions.

Exercise 3. Match the words or phrases (1-10) with the definitions (a-j).

1. Reputation	a) Any person or group affected by the actions of an organization.
2. Strategic	b) Interactions with journalists and news outlets to share information.
3. Transparency	c) Managing communication during emergencies or negative events.
4. Crisis communication	d) Being open and honest in communication.
5. Stakeholder	e) The way something is understood or interpreted.
6. Media relations	f) An official statement given to media for public distribution.
7. Perception	g) Planned carefully to achieve a specific goal.
8. Credibility	h) The beliefs or opinions that are generally held about someone or something.
9. Press release	i) The quality of being trusted and believed in.
10. mutually beneficial	j) good for both groups involved in something

Exercise 4. Choose the correct word to complete the sentence:

1. PR teams often send (press release / balanced report) to journalists.
2. Journalists must (inform / promote) the public honestly.
3. A (source / conference) of news can be a government agency.
4. PR wants to create a (positive / balanced) image.
5. A good journalist does not (repeat / research) PR messages without checking.

Exercise 5. Transform the verb into a noun and complete the table:

Verb	Noun
promote	
organize	
inform	
research	
translate	

Exercise 6. Finish each sentence logically using your own words:

1. Public relations is useful because...
2. A balanced report should include...
3. Press conferences are organized when...
4. Journalists must be careful with PR because...
5. A positive image helps companies...

Exercise 7. Use the correct word from the box to complete each sentence. Use each word once.

journalist public relations press release press conference source balanced
report fact-checking positive image promote expert opinion

1. Before publishing the article, the editor asked the reporter to do proper _____ to avoid spreading misinformation.
2. The company hired a _____ specialist to improve how the public sees their brand.
3. The scientist gave an _____ during the interview to explain how the new vaccine works.
4. A professional _____ should be objective and never take sides in political stories.
5. The news agency received a _____ from the mayor's office announcing the new policy.
6. It's important for journalists to use more than one _____ to ensure accuracy and reliability in their work.
7. The sports team held a _____ to answer questions after their unexpected loss.
8. One goal of advertising is to _____ new products and increase sales.
9. The article was praised because it presented a _____, showing opinions from both supporters and critics.
10. By sharing stories of community support and success, the hospital was able to create a more _____ in the media.

Exercise 8. Writing.

Write 10 sentences about how journalists use PR in their work. Use 5-7 words from the vocabulary bank.

Lesson 2. Types of Public Relations

Vocabulary bank

1. media coverage	висвітлення у ЗМІ
2. community relations	зв'язки з громадськістю на місцевому рівні
3. internal communications	внутрішні комунікації
4. government relations / lobbying	зв'язки з урядом / лобіювання
5. investor relations	зв'язки з інвесторами
6. build trust	будувати довіру
7. public policy	державна політика

Exercise 1. Read and translate the text.

Public relations (PR) is not just about promoting a company or a product. It includes many different activities that help build relationships between an organization and its audience. There are several types of PR, each with its own goals and strategies.

1. Media Relations

This is one of the most common types of PR. It focuses on building good relationships with journalists and media outlets. PR professionals provide newsworthy information, press releases, and arrange interviews to help their organization gain positive media coverage.

2. Community Relations

Organizations often work to create strong connections with the local community. This can include sponsoring events, supporting charities, or organizing public meetings. The goal is to build trust and show that the organization cares about the people around it.

3. Crisis Communication

Sometimes, companies face serious problems, such as scandals, accidents, or negative publicity. Crisis communication is a type of PR that helps protect an organization's reputation during difficult times. PR experts prepare statements, answer media questions, and work to reduce damage.

4. Internal Communications

Public relations is also important inside the organization. Internal communications focuses on keeping employees informed, motivated, and involved. This may include newsletters, internal social media, or staff meetings. Good internal PR improves teamwork and company culture.

5. Government Relations

Also known as lobbying, this type of PR is about building relationships with government officials and influencing public policy. Large companies and organizations often need to work with lawmakers to explain their position on important issues.

6. Investor Relations

Companies that are listed on the stock exchange must keep investors informed. Investor relations includes sharing financial information, organizing shareholder meetings, and publishing reports. This helps build trust and maintain a strong financial image.

Each type of public relations plays a key role in helping organizations communicate effectively with different groups. A successful PR strategy often includes a mix of these areas, depending on the organization's needs and goals.

Exercise 2. Read the text again and choose the correct option (A-D).

1. What is the main purpose of community relations?

- A. To gain positive media coverage
- B. To build trust with the local community
- C. To influence government policy
- D. To keep employees informed

2. Which type of PR would be most important during a company scandal?

- A. Media relations
- B. Internal communications
- C. Crisis communication
- D. Investor relations

3. According to the text, what is another term for government relations?

- A. Public policy
- B. Lobbying
- C. Community outreach
- D. Political communications

4. Which of the following is NOT mentioned as a goal or activity of internal communications?

- A. Keeping employees informed
- B. Improving company culture
- C. Organising staff meetings
- D. Arranging press conferences

5. What can be inferred about a successful PR strategy from the text?

- A. It should focus primarily on media relations
- B. It typically combines different types of PR
- C. It must always include investor relations
- D. It is most effective when led by government officials

6. Which type of public relations is specifically concerned with financial image?

- A. Media relations
- B. Crisis communication
- C. Community relations
- D. Investor relations

Exercise 3. Match the words and word-combinations (1-10) with their definitions (a-j).

1. <i>community relations</i>	a. the sharing of information within an organisation to ensure everyone is informed and aligned.
2. <i>media coverage</i>	b. the strategic communication process that builds mutually beneficial relationships between organisations and the public.
3. <i>build trust</i>	c. to create a feeling of confidence and reliability between individuals or groups over time.
4. <i>reputation</i>	d. the practice of managing interactions and communications between an organisation and governmental bodies.
5. <i>government relations</i>	e. the management of communication between a company and its shareholders or potential investors.
6. <i>public policy</i>	f. a set of decisions made by the government to address issues affecting society.
7. <i>investor relations</i>	g. the efforts made by an organisation to connect and engage with local residents and groups.
8. <i>public relations</i>	h. the reporting of news and events by newspapers, television, or online platforms.
9. <i>internal communications</i>	i. the opinion that people have about someone or something based on past actions or qualities.
10. <i>crisis communication</i>	j. the approach taken to communicate effectively during emergencies or unexpected negative events.

Exercise 4. Use the words and phrases from Ex. 3 to complete the sentences:

1. The charity event received wide _____, appearing in both newspapers and online news.
2. Good _____ helps a company stay connected with local people and earn their support.
3. A company's _____ can be damaged quickly during a crisis if communication is poor.
4. Organizations may try to influence _____ to support their business goals.
5. _____ involves keeping shareholders informed about the company's financial performance.
6. Strong _____ within a company can improve employee motivation and engagement.
7. During a scandal, _____ is needed to protect the company's image and respond quickly.
8. _____ teams often prepare press releases and work with journalists.
9. To _____ with clients, companies must be honest and transparent.
10. _____ is essential for maintaining contact with lawmakers and decision-makers.

Exercise 5. Complete the Sentences with the Correct Form of the Verb + Collocation.

1. The company _____ (face / a reputation crisis) last year.
2. PR managers must know how _____ (handle / the media).
3. The team _____ (issue / a press release) by the time journalists arrived.
4. If we don't act quickly, we _____ (lose / public trust).
5. They are planning _____ (launch / a communication campaign) next month.

Exercise 6. Choose the correct option(A-C) that fits the sentence best.

1. The company worked hard to
 - A) raise reputation
 - B) build trust
 - C) improve the government

2. During a crisis, a PR team must
 - A) respond questions
 - B) handle pressure
 - C) publish opinions

3. Internal communication helps
 - A) spread investors
 - B) motivate employees
 - C) deal with advertising

4. They aim to
 - A) maintain a positive image
 - B) organize trust
 - C) influence newspapers

5. Media relations involve
 - A) working with journalists
 - B) talking opinions
 - C) developing the event

Exercise 7. Translate the following Ukrainian sentences into English.

1. Компанія працює над покращенням своєї репутації.
2. Під час кризи важливо мати чітку комунікаційну стратегію.
3. Внутрішні комунікації допомагають мотивувати працівників.
4. Ми повинні будувати довіру з нашими клієнтами та інвесторами.
5. Лобіювання може впливати на державну політику.
6. Під час кризи важливо швидко реагувати і захищати репутацію компанії.
7. Через добрі стосунки з місцевою громадою компанія здобула підтримку населення.
8. PR-відділ готує пресрелізи та організовує інтерв'ю.
9. Успішна PR-кампанія поєднує різні типи комунікації.
10. Побудова довіри — ключова мета зв'язків з громадськістю.

Exercise 8. Answer the questions. Compare your ideas with a partner.

1. How do you think public relations can influence the way people perceive a company or organisation?
2. In your opinion, how important is it for companies to maintain good internal communications with their employees?
3. Do you think government relations are essential for all types of organisations? Why or why not?
4. How can organisations build trust within their communities through public relations activities?
5. What strategies do you think are most effective for managing negative publicity?
6. How does investor relations impact a company's reputation among its stakeholders?

Exercise 9. Read these quotes and choose one that you agree with the most!

1. *"There are four types of PR: press agency, public information, two-way asymmetric and two-way symmetric."* - James E. Grunig

2. *"The best PR is invisible. It's when people don't realise they're being influenced."* - Stuart Ewen

3. *"PR is a mix of journalism, psychology, and lawyering - it's an ever-changing and always interesting landscape."* - Ronn Torossian

4. *"There are only two types of PR: good PR and bad PR. And sometimes bad PR is good PR."* - Richard Branson

5. *"The three main elements of public relations are practically as old as society: informing people, persuading people, or integrating people with people."* - Edward Bernays

Exercise 10. Choose the topic from the list and write an essay (120-150 words).

1. Public relations are often seen as manipulative and deceptive. To what extent do you agree or disagree with this opinion?
2. Some argue that effective public relations can enhance a company's reputation significantly. Is this a positive or negative development?
3. Many believe that the rise of social media has changed the landscape of public relations forever. To what extent do you think this change is beneficial?
4. It is often said that transparency in public relations is crucial for building trust. How important do you think transparency is in PR practices?
5. The increasing reliance on digital platforms for public relations strategies raises concerns about authenticity. Is this a positive or negative trend?

Lesson 3. Skills of a Public Relations Professional

Vocabulary Bank

1. business sense	ділова кмітливість / підприємницьке чуття
2. tech-savvy	добре обізнаний у технологіях / технічно підкований
3. broad cultural literacy	широка культурна обізнаність
4. conflict resolution	вирішення конфліктів
5. multi-tasking	здатність виконувати кілька завдань одночасно
6. diverse audience	різноманітна аудиторія
7. persuasive style	переконливий стиль (спілкування/написання)
8. problem-solving	вирішення проблем
9. crisis management	антикризове управління / управління кризовими ситуаціями
10. meeting deadlines	дотримання строків / виконання вчасно

Exercise 1. Read the webpage. Then, complete the table.

So, you're interested in becoming a publicist. What qualities and skills do you need?

Business Skills

Clients often hire publicists to attract customers and improve sales. Clients also expect a PR team to use their money effectively. That's why publicists need good business sense.

Furthermore, publicists must be organized. Their jobs are fast-paced, and require constant multi-tasking. What happens when there's a miscommunication or a scheduling conflict? A publicist with good problem-solving skills knows what to do!

People Skills

Professional relationships are the foundation of a PR career Publicists must use every available resource, especially the Internet, for networking. So being tech-savvy is part of the job, too,

Additionally, publicists encounter a broad range of people. Correct behavior is very different from one culture to another. So productive interactions depend on strong cultural literacy.

Communicational skills

Many people think of clarity as the key to good communication. And it is important. But expressing ideas clearly isn't the only goal of PR. A publicist's job is often to change someone's view. This requires strong skills in conflict resolution. Only a persuasive style can change dislike into approval.

(Virginia Evans, Jenny Dooley, Max Bloom. Career Paths: Public Relations. Express Publishing, 2016. – 119p.)

Skill	Benefit
Good Business Sense	1 Publicists must attract _____ and improve , as well as use clients’ _____ effectively.
2 _____ Literacy	Publicists will know how to interact with a range of people.
A Persuasive Style	3 A persuasive style can change _____ into _____.

Exercise 2. Read the text again. Mark the statements as true (T) or false (F).

1. A publicist's effectiveness is partly judged by how well they manage a client's financial resources.
2. Publicists only need to focus on organizing their own time, not coordinating with others.
3. The fast-paced nature of PR work makes flexibility and quick thinking essential.
4. Problem-solving in PR mostly relates to writing creative advertising slogans.
5. Being tech-savvy helps publicists maintain and expand their professional connections.
6. Understanding cultural differences can improve the quality of a publicist's interactions.
7. Cultural literacy is less important in PR if a publicist works only within one country.
8. Clear communication in PR is enough to influence public opinion.
9. Conflict resolution skills are useful when a publicist has to defend a controversial client.
10. Using a persuasive communication style is vital when attempting to reshape public perception.

Exercise 3. Fill the gaps with the words from the box.

business sense multi-tasking problem-solving tech-savvy
broad cultural literacy conflict resolution persuasive style
diverse audience crisis management meeting deadlines

1. A successful journalist must be skilled at _____, especially when covering urgent stories.
2. The PR specialist showed excellent _____ during the company scandal.
3. If you work with international media, you need _____ to understand different perspectives.
4. Our new social media manager is very _____ and uses the latest tools.
5. One of the key qualities of a PR expert is the ability to speak to a _____.
6. He solved the issue with the client calmly, using his _____ skills.
7. A good campaign requires someone with strong _____ to attract public attention.
8. In journalism, _____ is vital when you have to report and edit at the same time.
9. She always demonstrates great _____ — she understands strategy and finances.
10. The team is very professional when it comes to _____, even under pressure.

Exercise 4. Open the brackets. Use Present Simple, Present Continuous or Present Perfect.

1. A journalist usually _____ (write) articles about current events.
2. Right now, our PR manager _____ (prepare) a press release for the media.
3. We _____ (already / send) the invitation to the press conference.
4. The company often _____ (cooperate) with local media channels.
5. Look! He _____ (talk) to a journalist about the new project.

6. I _____ (not / finish) the article yet — I need 10 more minutes.
7. She _____ (work) in the PR industry for five years.
8. They _____ (usually / hold) two media events a month.
9. The editor _____ (read) your draft at the moment.
10. Our team _____ (recently / create) a new media strategy.

Exercise 5. Translate the text.

A public relations professional must possess strong communication skills, both written and verbal, to craft compelling messages and engage effectively with diverse audiences. They need excellent interpersonal abilities to build and maintain relationships with media, clients, and the public. Strategic thinking and creativity are essential for developing campaigns and managing a brand's image. PR professionals should also be adept at crisis management, media relations, and social media, with a keen understanding of current trends and public sentiment. Organizational and multitasking skills are crucial for handling multiple projects and meeting deadlines.

Exercise 6. Complete the conversation with the phrases given:

- *That's right. I'd really like to be a publicist.*
- *I guess there's more to being a publicist than I realized.*
- *I'm already good at multi-tasking.*
- *I get it. I need to be persuasive.*
- *That sounds great!*

A: Have a seat. So, you decided to major in communications.

B: _____

A: That's a rewarding career. But it's tough too. It requires a lot of different skills.

B: _____ And I'm also organized.

A: Great. But you need some conflict resolution skills, too. After all, you may need to calm down people who are angry with your client.

B: _____

A: Exactly. And that often requires strong people and communications skills. Sometimes you have to make people like you before they will listen to your message.

B: _____

A: How about this? One of your first courses can be “Persuasive Speaking.”

B: _____

Exercise 7. Use the webpage from exercise 1 to complete the career description.

Career Now - Career Skills

Position: Publicist

Description: Publicists require good _____ skills. This is because the job involves creating and sharing a clear _____. It is important to be _____ - _____, too. That's because technology is a key way to reach an audience. Furthermore, good publicists need a _____ manner. This helps them with _____ resolution. It also makes their message more effective.

Exercise 8. Writing. Imagine you are a PR manager, and you need to hire a new employee for your team.

Write a short job advertisement (100-120 words), using at least 6 of the 10 words from the vocabulary bank.

<p>Tip: Use phrases like: “<i>We are looking for...</i>”, “<i>Candidates should have...</i>”, “<i>The ideal applicant must be able to...</i>”</p>
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Exercise 9. Finish the sentences using information related to skills and qualities in the field of PR. Try to use your own words or phrases from the topic.

1. A good publicist always needs to be organized because _____.
2. When there is a crisis, a PR specialist must _____.
3. Being tech-savvy helps publicists _____.
4. Multi-tasking is important in PR because _____.
5. A persuasive communication style can _____.
6. Understanding cultural differences is necessary because _____.
7. Problem-solving skills allow publicists to _____.
8. Meeting deadlines is crucial for publicists because _____.
9. Public relations professionals often work with a diverse audience, which means _____.
10. Good business sense helps publicists _____.

UNIT 2 COMMUNICATION

Lesson 1. What is communication?

Vocabulary Bank

1. target audience	цільова аудиторія
2. public statement	публічна заява
3. brand image	імідж бренду
4. feedback	зворотний зв'язок
5. spokesperson	речник
6. non-verbal communication	невербальне спілкування
7. two-way communication	двостороннє спілкування
8. clear messaging	чітке формулювання повідомлення
9. public perception	громадська думка / громадське сприйняття

Exercise 1. Read and translate the text.

Communication in Public Relations

In the field of public relations, effective communication is the most essential skill. Publicists and PR managers must carefully plan and deliver messages that support the image and goals of their clients. Whether working with a large corporation, a non-profit organization, or an individual, communication shapes public perception and builds trust. One of the most important aspects of PR communication is identifying the target audience. A well-defined audience allows PR professionals to adjust their tone, language, and content in a way that speaks directly to the people they are trying to reach. This is especially important in persuasive communication, where the goal is not only to inform, but also to influence opinions and behaviors. In addition to verbal and written skills, non-verbal communication also plays a key role. A spokesperson's body

language, facial expressions, and even their clothing can affect how a message is received. Consistency between verbal and non-verbal messages strengthens credibility. Another critical component is two-way communication. PR is not just about sending out information—it is also about listening. Gathering feedback from the public and media helps PR teams understand how their message is being interpreted and allows them to make necessary adjustments. Crisis communication is a special area that requires calm, strategic messaging under pressure. In such moments, clear, honest communication can protect a brand's reputation. Finally, strong media relations help ensure positive media coverage and build long-term partnerships with journalists. In short, communication in PR is about more than just talking—it's about understanding the audience, choosing the right words and channels, and responding quickly and effectively when needed.

Exercise 2. Read the text again and choose the correct answer (A-D).

1. According to the text, what is the most essential skill in public relations?

- A. Strategic planning
- B. Media relations
- C. Effective communication
- D. Crisis management

2. Why is identifying the target audience important in PR communication?

- A. It helps PR professionals adjust their tone and content appropriately
- B. It reduces the cost of PR campaigns
- C. It eliminates the need for non-verbal communication
- D. It makes crisis communication unnecessary

3. What does the text suggest about the relationship between verbal and non-verbal communication?

- A. Verbal communication is always more important than non-verbal
- B. Non-verbal communication is irrelevant in digital PR
- C. Consistency between the two strengthens credibility
- D. They should be used in different contexts

4. Which of the following best describes the concept of two-way communication in PR?

- A. Communicating with two different audiences simultaneously
- B. Both sending information and gathering feedback
- C. Using two different media channels
- D. Having two spokespersons deliver the same message

5. In the context of the passage, what characterises effective crisis communication?

- A. Avoiding all media contact until the crisis is resolved
- B. Delegating communication to junior team members
- C. Providing minimal information to protect the organisation
- D. Clear, honest messaging delivered strategically

Exercise 3. Match the words (1-12) with their definitions (a-i). There are 3 extra words.

1. <i>public perception</i>	a. an official announcement made to inform the general public about something important.
2. <i>non-verbal communication</i>	b. a person who speaks on behalf of a group or organisation, representing their views and messages.

3. <i>message</i>	c. the specific group of people that a product or message is aimed at.
4. <i>crisis communication</i>	d. how the general population views or understands a person, brand, or issue based on available information.
5. <i>brand image</i>	e. information given in response to someone's work or performance, often used for improvement.
6. <i>two-way communication</i>	f. a type of exchange where both parties can send and receive messages, allowing for interaction.
7. <i>feedback</i>	g. delivering information in a straightforward manner so that it is easily understood by the audience.
8. <i>press release</i>	h. the way a company or product is perceived by consumers based on its reputation and marketing.
9. <i>target audience</i>	i. conveying messages without words, using body language, gestures, and facial expressions instead.
10. <i>public statement</i>	a. an official announcement made to inform the general public about something important.
11. <i>clear messaging</i>	b. a person who speaks on behalf of a group or organisation, representing their views and messages.
12. <i>spokesperson</i>	c. the specific group of people that a product or message is aimed at.

Exercise 4. Use the words from exercise 3 to complete the sentences:

1. Good _____ helps the company maintain strong contacts with journalists.
2. In PR, _____ means both sides actively exchange ideas and information.
3. Companies often invest in _____ to influence how people view their products.
4. _____ is essential when trying to change someone's opinion or behavior.
5. Without _____, the campaign failed to reach the public.
6. You need to know your _____ in order to create an effective message.
7. _____ helps ensure that people understand the main point without confusion.
8. A brand's _____ can change quickly depending on social media trends.

Exercise 5. Match the verbs in column A with a noun in column B to create the collocations. Then, complete the sentences with an appropriate word combination:

<i>A</i>	<i>B</i>	<i>C</i>
1. build	a) reputation	
2. give	b) trust	
3. handle	c) a strategy	
4. receive	d) a press release	
5. deliver	e) a speech	
6. create	f) a crisis	
7. develop	g) public support	

8. gain	h) a meeting	
9. hold	i) feedback	
10. maintain	j) a message	

1. The company must _____ to explain its position.
2. Our goal is to _____ through honest communication.
3. The PR team managed to _____ effectively during the scandal.
4. It's important to _____ from the media and the audience.
5. A good publicist knows how to _____ with confidence and clarity.
6. They decided to _____ to inform the public about the update.
7. We need to _____ before the new product is launched.
8. The politician tried to _____ before the upcoming elections.
9. Journalists were invited to _____ with the CEO.
10. PR professionals must work hard to _____ in a competitive market.

Exercise 6. Put an appropriate preposition into each sentence.

to – with – for – on – in – by – about – at – from – of

1. The PR team is responsible ___ managing the company's reputation.
2. He gave a speech ___ the importance of honest communication.
3. We received positive feedback ___ journalists after the press conference.
4. She specializes ___ crisis communication and brand image.
5. The spokesperson answered all questions ___ confidence.
6. That comment was not appropriate ___ a public event.

7. They are working ___ a new campaign for international markets.
8. Our success depends ___ clear messaging and consistent tone.
9. I heard ___ the issue from a media source.
10. They apologized ___ the misunderstanding during the interview.

Exercise 7. Complete the sentences logically, using your knowledge and vocabulary from the topic.

1. A good spokesperson must be able to
2. During a crisis, PR teams often
3. Public relations specialists collect feedback in order to
4. A press release is useful when a company wants to
5. Cultural awareness is important in PR because

Exercise 8. Read and discuss these opinions in your group. Which one do you agree with the most and why?

Sophie: "I really think communication in PR is super important! When I worked at a small charity, we got so much support just by sharing our stories online. It was amazing to see how people connected with our message and wanted to help out. Good communication can literally change lives, you know?"

Tom: "Honestly, I don't see the big deal about communication in PR. I mean, I've seen campaigns that looked flashy but didn't make any sense. Once, my mate promoted an event but forgot to include key details like where it was. It just goes to show you that good talk doesn't replace planning."

Lucy: "I'm really on the fence about this whole communication in PR thing. Sometimes I feel it's vital for getting your message out there, like when I had to spread the word for a local festival. But other times, it seems a bit overhyped, especially when things get lost in translation. I just don't know what to believe!"

James: "This topic really hits home for me. I remember when I ran a fundraiser for my uncle who was ill, and I struggled to convey how serious it was. People didn't really engage until I shared my personal story. It broke my heart, but being open made them listen, and we managed to raise more than we thought. Communication can be everything."

Exercise 9. Choose the topic from the given and write an essay (150-180 words) or create a presentation (5-7 slides)

1. In today's world, effective communication is more important than ever in public relations. To what extent do you agree or disagree with this statement?
2. Some people argue that social media has transformed public relations for the better. Is this a positive or negative development?
3. Many believe that traditional media is losing its relevance due to the rise of digital communication in PR. To what extent do you agree with this opinion?
4. It is often said that transparency in communication is crucial for success in public relations. How far do you agree with this assertion?
5. The use of persuasive communication techniques in PR can sometimes lead to misinformation. Is this a positive or negative consequence?

Lesson 2. Persuasion

Vocabulary Bank

1. emotional appeal	емоційне звернення
2. rhetorical question	риторичне запитання
3. bias	упередженість
4. ethical journalism	етична журналістика
5. influence (v.)	впливати
6. tone	тон
7. manipulate (data)	маніпулювати (даними)
8. opinion piece	авторська стаття
9. fact-based argument	аргумент, заснований на фактах
10. misinformation	дезінформація

Exercise 1. Read and translate the article. Think about the title.

In the world of journalism, the art of persuasion plays a crucial role, especially in opinion pieces. The primary aim of such articles is not merely to inform but to sway the readers' views. To achieve this, writers often employ a variety of strategies. One of the foremost is establishing credibility. Without it, audiences are unlikely to trust the arguments presented. A respected journalist, by presenting well-researched facts, can wield significant influence over their readership.

A successful opinion piece often utilises a balanced tone. Too aggressive, and it may alienate readers; too passive, and it might fail to engage them. The writer must

also be wary of bias. While some degree of bias is inevitable, excessive reliance on it could undermine the article's effectiveness and lead to misinformation. Experienced journalists navigate these potential pitfalls with care, ensuring that their arguments are both convincing and fair.

Another tool in the journalist's arsenal is the use of rhetorical devices. These include analogies, metaphors, and the infamous emotional appeal, all designed to connect with readers on a deeper level. However, these should be used judiciously to prevent the spread of misinformation.

It's essential for readers to maintain a critical mind when encountering persuasive journalism. By analysing the tone, checking for bias, and questioning the credibility of the sources, readers can better evaluate the information presented. Ultimately, while persuasion is a powerful tool in journalism, it remains the responsibility of both the writer and the reader to engage with the material thoughtfully and ethically.

Exercise 2. Read the article again and mark the statements as true (T) or false (F)

1. The main purpose of opinion pieces is to present facts.
2. Credibility is important if a journalist wants to persuade readers.
3. An aggressive tone always makes an opinion piece more effective.
4. Journalists should avoid using any rhetorical devices in persuasive writing.
5. Emotional appeal can be a useful tool if used carefully.
6. Excessive bias can weaken the effectiveness of an article.
7. Readers should analyse the tone and sources of persuasive journalism critically.
8. A well-researched article can increase a journalist's influence.
9. Passive tone in writing may fail to capture the reader's interest.
10. It is only the journalist's responsibility to evaluate the truth of persuasive content.

Exercise 3. Match the words (1-10) with their definitions (a-j)

1. <i>tone</i>	a. a way of persuading someone by using feelings rather than facts.
2. <i>manipulate (data)</i>	b. incorrect or misleading information that is spread, regardless of intent.
3. <i>bias</i>	c. a tendency to favour one side or opinion over another, often unfairly.
4. <i>emotional appeal</i>	d. to change information in a way that can mislead or distort its meaning.
5. <i>fact-based argument</i>	e. a question asked to make a point rather than to get an answer.
6. <i>ethical journalism</i>	f. the attitude or feeling expressed in writing or speech.
7. <i>misinformation</i>	g. an article that expresses the writer's personal views on a particular topic.
8. <i>opinion piece</i>	h. to have an effect on someone's thoughts or actions.
9. <i>rhetorical question</i>	i. reporting that is honest and responsible, following moral principles.
10. <i>influence (v.)</i>	j. a reasoning that relies on verified information and evidence to support a claim.

Exercise 4. Complete the sentences with the correct verb form or structure (e.g. Present Simple, Present Perfect, Passive Voice, Infinitives/Gerunds, etc.).

1. Journalists often _____ (use) emotional appeal to connect with readers.
2. A persuasive article _____ (should / support) by facts and reliable data.
3. The editor _____ (review) the article before it was published.
4. Readers _____ (influence) by strong language and confident tone.
5. He admitted _____ (manipulate) the statistics in his last opinion piece.
6. A good journalist avoids _____ (express) bias too strongly.
7. The public _____ (already / react) to the controversial editorial.
8. Many readers expect journalists _____ (remain) objective, even in persuasive writing.
9. The purpose of a rhetorical question is _____ (make) readers think.
10. They _____ (work) on a persuasive feature story for several weeks.

Exercise 5. Fill in the blanks using the following words from the box. Use each word only once. Translate the sentences into Ukrainian.

Persuasive ethics emotional statistics bias influence opinion
rhetorical responsible empathy

1. The journalist wrote a very _____ article about climate change.
2. Using _____ appeal helps connect with the readers' feelings.
3. Every reporter must follow strict _____ in their writing.
4. He used _____ questions to make the audience reflect.
5. It's important to avoid personal _____ when reporting facts.
6. The speaker tried to _____ the public's opinion on the issue.
7. Presenting accurate _____ supports the argument's credibility.
8. Good writers can express their _____ without being offensive.
9. A journalist must show _____ when telling emotional stories.
10. Being _____ for your words is part of professional journalism.

Exercise 6. Rearrange the words to make correct and meaningful sentences.

1. credibility / their / to / journalists / need / build
2. tone / aggressive / too / can / readers / alienate
3. appeal / used / carefully / should / emotional / be
4. is / journalism / persuasion / part / of / important / an
5. rely / too / don't / bias / much / on

Exercise 7. Complete the sentences with the words from the lesson.

1. One way journalists persuade readers is by using _____.
2. Emotional appeal often involves _____.
3. Strong arguments should be supported by _____.
4. Journalists must be careful not to _____ data.
5. Ethical journalism encourages _____.

Exercise 8. Discuss the following questions with your partner or in group. Compare your thoughts.

1. Some people argue that persuasion is an essential skill for success in life, while others believe it can lead to manipulation. Do you agree or disagree with this opinion?
2. In today's world, the ability to persuade others is often seen as more valuable than honesty. Is this a positive or negative development?
3. Many believe that advertising relies heavily on persuasion to influence consumer behaviour. Does this reflect a lack of integrity in marketing practices?

Exercise 9. Write a persuasive message (80-100 words).

Situation:

Imagine you are a journalist writing a short social media post to persuade people to take part in a charity campaign.

Task:

- Use emotional appeal
- Add (fictional) facts
- Address the audience directly

Lesson 3. Influencing Public Opinion

Vocabulary Bank

1. clout	вплив, авторитет
2. digital age	цифрова ера
3. public discourse	громадський дискурс
4. social influence	соціальний вплив
5. to fit in	бути / почуватися частиною групи
6. formal opinion leader	офіційний лідер думок
7. early adopter	перший користувач/ ранній послідовник
8. catalyst	каталізатор/стимул
9. peer pressure	соціальний тиск
10. informed	поінформований
11. meaningful	значущий, змістовний
12. responsibility	відповідальність
13. innovation	інновація

Exercise 1. Read and translate the article.

How Influence Shapes Public Behavior

In the digital age, people are constantly bombarded with information. While this makes it easier to stay informed, it also increases the influence of both personal and public voices. From social media influencers to politicians and journalists, the power to shape public behavior lies in the hands of a few key figures.

One powerful factor is peer pressure. Individuals often adjust their opinions or behaviors to fit those of a group—sometimes without questioning the facts. This social

influence is especially strong among young people, who may feel a need to follow trends or support popular causes just to fit in.

However, not all influence is negative. An early adopter, someone who quickly embraces new ideas or technologies, can act as a catalyst for broader change. Their willingness to take risks often sets the stage for innovation in fields such as technology, fashion, and environmental activism.

Meanwhile, a formal opinion leader—such as a well-known journalist, academic, or public figure—uses their expertise to influence public discourse. These individuals often have significant clout, meaning their opinions are taken seriously and can impact how policies are formed or how public debates are shaped.

In the end, influence is not just about power—it's about responsibility. Whether you're an early adopter, a respected voice, or simply sharing a post online, your actions can shape how others think. Staying informed, thinking critically, and using your voice wisely are key to promoting meaningful and ethical influence.

Exercise 2. Read the article again. Choose the correct option (A-D) according to the text.

1. What does the text suggest is the relationship between influence and responsibility?

- A. Influence inherently corrupts those who wield it
- B. Responsibility is a prerequisite for gaining influence
- C. Those with influence bear a moral obligation in how they use it
- D. Responsibility diminishes as one's influence grows

2. According to the text, which phenomenon most strongly affects young people's behaviour?

- A. The opinions of formal opinion leaders
- B. The influence of early adopters
- C. Social pressure to conform to group norms
- D. The bombardment of information in the digital age

3. The text implicitly suggests that critical thinking serves primarily as:

- A. A mechanism for becoming an influential early adopter
- B. A safeguard against unquestioning acceptance of peer influence
- C. A requirement for becoming a formal opinion leader
- D. A tool used exclusively by academics and journalists

4. Which of the following best captures the nuanced portrayal of influence in the text?

- A. A predominantly detrimental force in modern society
- B. A neutral force that can be wielded for various purposes
- C. A complex phenomenon with both constructive and destructive potential
- D. An unavoidable consequence of technological advancement

5. The author's reference to "clout" in relation to formal opinion leaders most precisely connotes:

- A. The ability to manipulate public perception through deception
- B. The capacity to shape discourse through recognised authority
- C. The tendency to silence opposing viewpoints through intimidation
- D. The privilege of accessing exclusive information channels

6. The text's structure progresses from:

- A. Specific examples to general principles
- B. Problem identification to proposed solutions
- C. Historical context to contemporary applications
- D. Contextual framing to increasingly nuanced analysis of influence types

Exercise 3. Match the words given (1-13) with their definitions (a-m).

1. <i>clout</i>	a. Having accurate knowledge or information
2. <i>digital age</i>	b. The introduction of new ideas, methods, or devices
3. <i>public discourse</i>	c. The state of being accountable or in control of something
4. <i>social influence</i>	d. To feel accepted within a group
5. <i>to fit in</i>	e. Having purpose or value
6. <i>formal opinion leader</i>	f. Influence from members of one's social group to behave in a certain way
7. <i>early adopter</i>	g. Influence or power, especially in politics or media
8. <i>catalyst</i>	h. The way individuals change their behavior to meet the demands of a social environment
9. <i>peer pressure</i>	i. A person or thing that causes change or action
10. <i>informed</i>	j. Public discussion and debate, especially about social or political topics
11. <i>meaningful</i>	k. The present time period is characterized by widespread use of digital technologies
12. <i>responsibility</i>	l. An expert or authority figure whose views influence others
13. <i>innovation</i>	m. Someone who begins using a product, idea, or trend before most others

Exercise 4. Choose the best word to complete each sentence.

1. A _____ helps speed up change in a system or society.
2. A person who influences others and has recognized authority is a _____.

3. People need to stay _____ to make wise choices.
4. _____ is often what drives people to follow trends.
5. She had enough _____ to convince the board to approve the campaign.
6. He became an _____ of virtual reality technology years before it became mainstream.
7. In a democracy, citizens should engage in _____ about public policy.
8. A scientist is often seen as a _____ in public health matters.
9. The new recycling method was praised as a major _____ in waste management.
10. With great influence comes great _____.

Exercise 5. Complete the sentences with the appropriate relative pronoun (Who, Whose, That, Which, ect...).

1. The journalist _____ wrote the article won an award.
2. I don't know _____ you're talking about.
3. The campaign _____ was launched last week has gained a lot of attention.
4. She is the editor _____ ideas have improved the magazine.
5. This is the organization _____ supports local charities.
6. The report _____ contains important data will be published tomorrow.
7. He's the publicist _____ clients include famous celebrities.
8. Can you explain _____ happened at the press conference?
9. The documentary _____ I watched yesterday was very informative.
10. We need a team _____ can handle crisis management effectively.

Exercise 6. Write a word or phrase that is similar in meaning to the underlined part.

1. The publicist contacted a popular celebrity who was a person with social influence over his or her peers.

2. The lobbyist affected the politician's vote.
3. The celebrity has a history of lying, so it's hard to make her appear trustworthy and believable.
4. When a client is able to talk easily and clearly, a publicist's job is much easier.
5. Changing the company's image is challenging because most people's attitude about it is so negative.

Exercise 7. Do the role play.

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

- an opinion leader who agreed to participate in your campaign
- the opinion leader's credentials
- how the opinion leader will help to influence people

Student B: You are a publicist. Talk to **Student A** about how an opinion leader can help a campaign.

USE LANGUAGE SUCH AS: “So you know” ... ”That's really exciting”.

“He/She often talks about ... ”In my opinion”

Exercise 8. Translate the sentences into Ukrainian.

1. Many celebrities can influence the choices people make regarding social issues.
2. A lively discussion about climate change can help raise awareness in the community.
3. Citizens have a duty to stay informed and participate in their local elections.
4. The public opinion effect of recent protests has been significant in shaping policy debates.
5. Influential figures in society, known for their clout, can shape the narrative around important issues.
6. Early adopters of technology play a critical role in setting trends within society.

7. A catalyst for change often comes from unexpected sources, sparking new conversations.
8. An influencer can sway public opinion due to their established credibility and reach.
9. As a key figure in the environmental movement, he has gained significant recognition.
10. Being well-informed allows individuals to contribute more effectively to public debates.
11. It is essential to be aware of various viewpoints when discussing controversial topics.
12. Innovation in communication technology has transformed how we share information and ideas.

Exercise 9. Choose one of the topics and write an essay (150-180 words) or make a presentation (5-7 slides)

1. The Role of Social Media in Shaping Public Opinion
2. How Journalists Influence Society Through Persuasion
3. The Power of a Public Figure: Clout and Responsibility
4. The Psychology Behind Peer Pressure in Media
5. Early Adopters and Innovations: Who Leads the Trends?
6. How PR Campaigns Use Emotion to Change Minds
7. Ethics in Journalism and Public Relations
8. How Cultural Literacy Helps in Global Communication

UNIT 3 MASS MEDIA

Lesson 1. Traditional Media

Vocabulary Bank

1. traditional media	традиційні медіа
2. wire service	інформаційне агентство (дротова служба)
3. distribute	поширювати
4. hard copy	друкована копія
5. mailer	поштова реклама / листівка
6. postcard	поштова листівка
7. noticeable	помітний
8. ignore	ігнорувати
9. brochure	буклет / брошура
10. telephone outreach	телефонний контакт
11. personal connection	особистий зв'язок
12. consumer	споживач
13. fax	факс
14. communication tool	засіб комунікації
15. advertising cost	витрати на рекламу

Exercise 1. Read and translate the article.

PR Central > Traditional Media

The Advantages of Traditional Media

Nowadays, almost everyone uses the Internet to communicate and access information. It's a great way for businesses to connect with the public. However, the Internet isn't the only way to reach the public. Traditional media is still very powerful.

A wire service is one key tool of traditional media. This service lets an organization distribute information without the cost of advertising. It allows content to reach many newspapers and magazines simultaneously.

Distributing hard copies is another traditional approach that remains popular. A mailer or a postcard is more noticeable than an email. These materials often remain on people's desks, or in their cars. As a result, they're difficult to ignore.

Finally, organizations should not underestimate the power of a personal connection. To form this connection, organization representatives might personally hand out brochures. Or they might reach the audience by telephone. These approaches capture the consumer's attention. Likewise, so does using less common means of communication, such as fax.

Exercise 2. Read the article again. Mark the statements as true (T) or false (F)

1. The text asserts that traditional media is no longer effective in reaching the public.
2. A wire service is described as a cost-effective method for disseminating information to multiple publications.
3. The author suggests that hard copies of promotional materials are often overlooked by recipients.
4. Personal connections are highlighted as a significant factor in capturing consumer attention.
5. The text indicates that email communication is more effective than traditional mailers.

6. Fax communication is mentioned as an uncommon yet effective means of reaching an audience.
7. The author believes that traditional media should be completely replaced by digital platforms.
8. Using telephone outreach is one way to create a direct bond with a customer.

Exercise 3. Match the words and word combinations with their definitions.

1. <i>hard copy</i>	a. a physical printed version of a document or publication, as opposed to a digital format.
2. <i>mailer</i>	b. a news agency that provides articles and reports to various media outlets for publication or broadcast.
4. <i>traditional media</i>	c. any medium or instrument used to convey information or facilitate interaction between people.
5. <i>communication tool</i>	d. to spread or deliver something across a wide area or to multiple recipients.
6. <i>brochure</i>	e. a device that transmits scanned documents over telephone lines, producing a printed copy at the receiving end.
7. <i>advertising cost</i>	f. forms of communication that have been widely used for many years, such as newspapers, television, and radio.
8. <i>distribute</i>	g. the expenses incurred in promoting a product or service through various marketing channels.
9. <i>wire service</i>	h. a method of contacting individuals or groups via phone calls to provide information or solicit responses.

<i>10. fax</i>	i. an individual who purchases goods or services for personal use rather than for resale.
<i>11. postcard</i>	j. a promotional piece sent through the post, often containing advertisements or information about products and services.
<i>12. personal connection</i>	k. to deliberately pay no attention to something or someone, often dismissing it as unimportant.
<i>13. ignore</i>	l. a relationship established between individuals based on mutual understanding, trust, and shared experiences.

Exercise 4. Fill in the gaps with the words from the box. Translate the sentences into Ukrainian.

*distribute wire service noticeable postcard hard copy brochure fax
traditional media consumer personal connection*

1. Many companies still use _____ to send press releases to various newspapers.
2. A colorful _____ can attract more attention than a black-and-white flyer.
3. A _____ is often more _____ than a quick email.
4. Our team decided to _____ our newsletter through both email and mail.
5. She kept the company's _____ on her desk for several days.
6. Using a _____ helped them reach older audiences who don't use email.
7. He sent the document by _____ because the recipient didn't use email.
8. Some people prefer _____ like newspapers and radio over online platforms.
9. A salesperson creates a _____ by visiting the customer in person.
10. The _____ is more likely to respond to a personal call than to an ad.

Exercise 5. Complete the sentences using the correct form of the adjectives (-ed, -ing) in brackets. Transform the sentences into interrogatives.

1. I was really _____ by the article about traditional media. (interest)
2. The journalist gave a very _____ speech about press freedom. (inspire)
3. I find writing postcards quite _____, especially when reaching older audiences. (satisfy)
4. She looked _____ when she saw her quote printed in the newspaper. (surprise)
5. The news report was so _____ that I couldn't stop watching. (fascinate)
6. The editor felt _____ with the number of errors in the brochure. (frustrate)
7. It's sometimes _____ to read long articles without visuals. (bore)
8. He was completely _____ by how effective the fax campaign was. (shock)
9. The advertisement was very _____, and it caught everyone's attention. (convince)
10. We were all _____ after reading about the positive effects of traditional media. (encourage)

Exercise 6. Complete the sentences logically using adjectives ending in -ed or -ing (e.g., bored / boring).

1. I was really _____ after watching the documentary about crisis communication.
2. Covering breaking news can be incredibly _____ for young journalists.
3. She felt _____ when her story wasn't accepted for publication.
4. The new podcast on ethical journalism is both _____ and informative.
5. After writing articles for hours, the reporter looked totally _____.
6. It's often _____ to work under tight deadlines in PR.
7. The editor was clearly _____ with the low-quality press release.
8. Many readers find hard-copy newspapers more _____ than online news.
9. He seemed _____ by the media's role in shaping public opinion.
10. The feedback from the audience was very _____ and helpful.

Exercise 7. Complete the dialogue. Act it with a partner.

- *Let's move forward with your plan.*
- *What about email?*
- *What do you have in mind?*
- *What's so great about that approach?*
- *I guess that's true.*

A: I put together a plan for your campaign.

B: _____

A: I'd like to start by creating some postcards and brochures.

B: Wait, I don't get why we're focusing so much on printed information.

A: Email can be a good tool. But don't underestimate the advantages of printed material.

B: Really? _____

A: I think the biggest advantage is that it gets people's attention.

B: _____. A lot of times I just delete emails without reading them.

A: Exactly. In comparison, people read and hold on to brochures and mailers.

B: That's a good point. _____

A: You won't regret it.

Exercise 8. Translate the text into English.

Попри розвиток цифрових технологій, традиційні медіа залишаються важливими каналами зв'язку для сучасних PR-фахівців. Інформаційні агентства, зокрема дротові служби, допомагають швидко передавати новини без необхідності вкладати кошти у рекламу.

Такі друковані матеріали, як листівки чи поштова реклама, досі мають високу ефективність, оскільки вони добре запам'ятовуються та є більш помітними, ніж цифрові повідомлення.

Додатково, компанії активно використовують брошури та буклети, які роздають особисто або надсилають поштою. Такий підхід формує особистий контакт зі споживачем, особливо якщо комунікація підтримується через дзвінки телефоном.

У деяких випадках бренди звертаються навіть до факсу, щоб виділитися серед потоку електронної інформації. Такий спосіб зв'язку може бути незвичним, але саме тому — ефективним.

Таким чином, традиційні методи продовжують бути потужним інструментом взаємодії зі споживачами і доповнюють цифрові стратегії у сфері зв'язків з громадськістю.

Exercise 9. Complete the proposal using the words from the lesson.

Traditional Media Publicity Strategies

We propose using the following types of traditional media:

1. _____
2. Mailers
3. _____ calls

The advantages of these types of traditional media are:

Brochures and _____ will _____ people`s _____. People will _____ on to these materials and refer to them in the future. Telephone _____ will allow you to build a personal connection with the _____.

Lesson 2. New Media

Vocabulary bank

1. blog	блог
2. RSS (Really Simple Syndication)	RSS-стрічка (новинна підписка)
3. brochureware	інформативний, але не інтерактивний вебсайт
4. interact	взаємодіяти
5. subscribe	підписуватись
6. update	оновлення
7. platform	платформа
8. podcast	подкаст
9. social media	соціальні медіа
10. digital	цифровий
11. multimedia	мультимедійний
12. mobile	мобільний (пристрій/технологія)
13. Email	електронна пошта
14. media gatekeepers	охоронці інформаційного потоку

Exercise 1. Read and translate the article. Underline linking words. Think about the title.

The growing importance of new media is shaping the future of journalism in today's dynamic world. Traditional news outlets are swiftly being complemented, if

not replaced, by modern-day platforms that use the latest digital technologies to deliver more dynamic content. One standout feature of this transformation is the rise of the blog, a form of journalism where anyone can publish their thoughts or news to a vast audience without the need for traditional media gatekeepers.

Journalists now often employ RSS feeds to keep their audiences consistently informed. This tool allows readers to automatically subscribe to updates, keeping them constantly informed without the need to visit each site individually. This evolution of content delivery goes beyond mere brochureware, which typically involves static web pages that don't interact with the user. Instead, new media engages the audience, making them part of the conversation.

Moreover, the emergence of podcasts and other forms of multimedia content has revolutionised the way people consume news. Journalists can now produce audio content that listeners can enjoy on-the-go using their mobile devices. This has added a new layer of accessibility, making news available in different formats suited to individual preferences.

With the surge of social media, information spreads faster than ever before. Journalists can quickly update stories as they develop and engage with their audience directly in real time. These platforms also enable the sharing of articles, podcasts, and videos, creating a networked community of information.

Furthermore, the rise of innovative digital tools allows better data visualisation and storytelling. Journalists can use animated graphics or interactive maps right within their articles, enhancing the reader's experience.

In conclusion, the new era of media in journalism is a land of vast opportunities. Whether it's receiving an email alert with breaking news or tuning into the latest episode of a favourite podcast, the connectedness these platforms provide is unparalleled. Embracing these tools ensures that news is not only timely and informative but also engaging and interactive.

Exercise 2. Choose the correct option (a-d) to answer the questions (1-6).

1. What is described as a standout feature of the transformation in journalism?

- A. The rise of traditional media gatekeepers
- B. The emergence of RSS feeds
- C. The development of blogs
- D. The creation of static web pages

2. According to the text, what advantage do RSS feeds offer to readers?

- A. They allow readers to receive updates without visiting individual sites
- B. They enable readers to create their own news content
- C. They provide a platform for readers to engage with journalists directly
- D. They transform static web pages into interactive content

3. The term 'brochureware' in the text refers to:

- A. A new form of digital journalism
- B. Interactive web pages that engage users
- C. Static web pages with limited user interaction
- D. A tool for delivering multimedia content

4. Which of the following best describes how social media has impacted journalism?

- A. It has completely replaced traditional news outlets
- B. It has slowed down the spread of information
- C. It has enabled faster information sharing and real-time updates
- D. It has reduced audience engagement with news content

5. What can be inferred about the relationship between new media and traditional journalism?

- A. New media is entirely replacing traditional journalism
- B. Traditional journalism is resisting the integration of new media
- C. New media is complementing and sometimes replacing traditional formats
- D. Traditional journalism remains the primary source of news for most people

6. The text suggests that modern journalism is becoming more:

- A. Exclusive and difficult to access
- B. Interactive and engaging for audiences
- C. Focused on print media formats
- D. Restricted to professional journalists only

Exercise 3. Match the words (1-11) with their definitions (a-k).

1. <i>interact</i>	a. a technology that allows users to receive updates from websites in a standard format without visiting them directly.
2. <i>rss (really simple syndication)</i>	b. to sign up for regular updates or access to content, usually by providing your email address.
3. <i>multimedia</i>	c. to make something more current or to provide new information about a subject.
4. <i>brochureware</i>	d. relating to technology that uses electronic devices and the internet to store and transmit information.

5. <i>blog</i>	e. a digital audio programme that can be downloaded or streamed, covering various topics and episodes.
6. <i>update</i>	f. to communicate or engage with others, often through conversation or activities.
7. <i>mobile</i>	g. a website where someone regularly writes about their thoughts, experiences or topics of interest.
8. <i>podcast</i>	h. individuals or organisations that control what information is shared with the public through various channels.
9. <i>digital</i>	i. the use of different forms of content such as text, images, audio, and video together.
10. <i>subscribe</i>	j. designed for use on portable devices like smartphones and tablets, allowing access anywhere.
11. <i>media gatekeepers</i>	k. a type of website that mainly provides information about a company or product but lacks interactive features.

Exercise 4. Using the words and word combinations from the list, complete each sentence. There are two extra words. Then, translate the sentences into Ukrainian.

<i>podcast</i>	<i>digital</i>	<i>brochureware</i>	<i>subscribe</i>	<i>email</i>	<i>platform</i>	<i>media</i>
<i>gatekeepers</i>	<i>blog</i>	<i>mobile</i>	<i>update</i>	<i>social media</i>	<i>interact</i>	
		<i>RSS</i>	<i>multimedia</i>			

1. Journalists often _____ with their audience through comment sections and live chats.
2. An _____ feed helps readers get the latest headlines from different sources in one place.
3. News websites use _____ elements like videos, images, and audio to make stories more engaging.
4. Old-fashioned corporate websites that offer no interaction are sometimes called _____.
5. She writes a popular _____ where she shares behind-the-scenes news stories.
6. Politicians use _____ to influence public opinion and connect with voters.
7. TikTok has become a major _____ for sharing video-based news content.
8. You should _____ your content regularly to keep readers interested.
9. He listens to a _____ every morning to catch up on global events.
10. Traditional newspapers now offer _____ editions to reach more users.
11. I always _____ to journalism newsletters to stay informed.
12. _____ play a powerful role in deciding which news stories are shared with the public.

Exercise 5. Complete each sentence with the correct form of the verb in brackets.

Use an appropriate conditional type (1, 2, 3).

1. If a journalist _____ (not verify) facts, the article may be misleading.
2. If you _____ (subscribe) to the RSS feed, you'll receive daily updates.
3. People _____ (trust) the blog more if the design were more professional.
4. If I had remembered to check the podcast platform, I _____ (not miss) the new episode.
5. If users _____ (interact) with the post, the algorithm boosts its visibility.

6. We would get more engagement if we _____ (post) more multimedia content.
7. If the editor had read the email carefully, he _____ (notice) the error.
8. If journalists report responsibly, the public _____ (stay) informed.
9. I would have written the article myself if I _____ (have) more time.
10. If this blog post goes viral, it _____ (bring) a lot of traffic to the platform.

Exercise 6. Write 3 conditional sentences related to media or journalism using any of these starters:

- *If I were a social media manager, I would...*
- *If the news hadn't been posted so late,...*
- *If people don't fact-check information,...*

Exercise 7. Rearrange the words to make correct and meaningful sentences.

1. social / play / important / role / media / an / today / in / communication
2. update / we / blog / new / daily / our / posts / with / content
3. subscribed / the / has / she / channel / to / podcast
4. platforms / media / are / useful / connecting / tools / for / audiences / with
5. bloggers / some / influence / have / a / lot / of / clout / online
6. a / that / is / which / article / went / viral / yesterday
7. newsroom / reporters / the / in / are / working / breaking / on / story / a
8. can / digital / campaigns / be / marketing / through / effective / social media
9. messages / companies / positive / send / often / to / public / the
10. editor / the / article / revised / the / before / publishing / final

Exercise 8. Fill in the blanks by choosing the correct linking word from the brackets.

Explain your choice.

1. The journalist checked all the facts, _____ the report was accurate. (although / so / but)
2. Social media is popular; _____, not everyone trusts it as a news source. (for example / however / because)
3. The editor revised the article, _____ it could be published on time. (because / so that / unless)
4. The information must be verified, _____ it may spread false news. (or / because / and)
5. He recorded a podcast, _____ he also wrote a blog post on the topic. (so / but / and)
6. _____ the platform crashed, the video interview couldn't go live. (Even though / As/ If)
7. The news went viral _____ it was shared on multiple platforms.
(because / although / unless)
8. _____ journalists check their sources, they maintain credibility.
(If / Although / Because)
9. We published the press release _____ we had the official confirmation. (after / while / so that)
10. The headline was catchy, _____ the article itself lacked depth. (but / because / so)

Exercise 9. Writing

Write a paragraph (100-120 words):

Do you think new media is more effective than traditional media for communication today? Why or why not? Use linking words from exercise 8.

Lesson 3. News. Types of news. Inverted pyramid

Vocabulary Bank

1. hard news	гарячі новини
2. objective	об'єктивний
3. time-sensitive	обмежений у часі
4. in-depth	глибинний/грунтовний
5. human-interest story	емоційна історія
6. context	контекст
7. feature story	тематична стаття
8. broadcast	трансляція / транслювати
9. analysis	аналіз
10. background	передумови
11. editorial	редакційна стаття
12. investigative journalism	журналістське розслідування
13. opinion piece	стаття з думкою автора
14. soft news	розважальні /”м'які” новини
15. accountability	відповідальність
16. current affairs	поточні події

Exercise 1. Read and translate the text.

Types of News

News can be classified into different types based on content, purpose, and audience. Understanding these types is essential for any aspiring journalist, as each serves a unique function in society.

Hard news refers to serious topics such as politics, economics, international affairs, and natural disasters. These stories are time-sensitive and require accurate, objective reporting. They are often featured on the front page or at the beginning of a news broadcast.

Soft news, on the other hand, includes entertainment, lifestyle, and human-interest stories. While not always urgent, these reports appeal to emotions and aim to engage or amuse the audience.

Investigative journalism is another crucial type of news. These stories involve in-depth research and uncover issues like corruption or injustice. Investigative reports often take weeks or even months to complete, and they play a vital role in holding powerful individuals and institutions accountable.

Feature stories combine facts with storytelling. These articles are usually longer and provide background, context, and personal insights into events or people. Although they may be about current events, the focus is less on breaking news and more on analysis.

Lastly, **opinion pieces** or editorials allow journalists and guest writers to express views on current issues. While subjective, these texts help spark discussion and debate.

A well-informed journalist should be able to write across all news types, choosing the right tone, structure, and style depending on the story and its purpose.

Exercise 2. Read the text again. Mark the statements as true (T) or false (F)

1. Hard news typically covers urgent topics that require precise and impartial reporting.
2. Soft news is primarily focused on serious issues such as politics and economics.
3. Investigative journalism is characterised by thorough research aimed at revealing corruption or injustice.
4. Feature stories are generally shorter and focus solely on current events without providing context.
5. Opinion pieces are designed to present subjective views and encourage public discourse.
6. A journalist should specialise in only one type of news to maintain a clear writing style.

Exercise 3. Match the words (1-16) with the definitions (a-p)

1. <i>hard news</i>	a) A. a news story that includes emotional or personal elements to appeal to readers.
2. <i>objective</i>	b) B. important news that reports current and serious events such as politics or crime.
3. <i>time-sensitive</i>	c) C. neutral, unbiased reporting that avoids personal opinions.
4. <i>in-depth</i>	d) D. information about recent political or social events happening nationally or globally.
5. <i>human-interest story</i>	e) E. a type of article that explores a topic with detail and depth, often longer than news reports.
6. <i>context</i>	f) F. commentary or argument usually expressing the official opinion of the

	publication.
7. <i>feature story</i>	g) G. journalism that uncovers hidden information, often requiring extensive research.
8. <i>broadcast</i>	h) H. stories that are not urgent and may focus on entertainment or lifestyle topics.
9. <i>analysis</i>	i) I. broadcasting content to a wide audience via radio, TV, or online media.
10. <i>background</i>	j) J. the responsibility of individuals or organizations to explain their actions.
11. <i>editorial</i>	k) K. the circumstances or facts that help explain a situation more clearly.
12. <i>investigative journalism</i>	l) L. stories that must be published quickly to remain relevant.
13. <i>opinion piece</i>	m) M. a personal view or argument on a subject, often written by a columnist.
14. <i>soft news</i>	n) N. a detailed examination of a situation or subject to understand it better.
15. <i>accountability</i>	o) O. the history or prior events that relate to the topic being reported.
16. <i>current affairs</i>	p) P. reporting that covers a subject thoroughly, offering a complete understanding.

Exercise 4. Use the words from the vocabulary bank to complete the sentences.

1. The editor insisted on an _____ article to ensure the facts were not distorted.
2. We watched a live _____ of the breaking news from the scene.
3. That article was not just a report—it was an _____ that challenged government policy.
4. The journalist wrote a powerful _____ about a single mother raising five children.
5. _____ stories are typically more relaxed and less urgent than hard news.
6. Reporters must often work quickly to meet _____ deadlines.
7. The scandal was uncovered through months of _____.
8. _____ is a key principle in democracy, especially for those in power.
9. This news program includes daily updates on _____ from around the world.
10. The magazine included a beautiful _____ on the history of photojournalism.

Exercise 5. Write a word or phrase that has a similar meaning to the underlined part.

1. Always conduct accurate careful examination when preparing a news story. _____
2. The radio station ran immediately and constantly updated coverage as the fire was happening. _____
3. The show about ongoing developments in manufacturing predicted slow economic growth. _____
4. The journalist wrote a story from an interesting perspective. _____

Exercise 6. Translate the phrases into English. Use them in your own sentences.

Відповідальність за інформацію, поточні події у світі, стаття з думкою автора, журналістське розслідування, передача новин по радіо, особиста історія з життя, контекст новини, глибоке інтерв'ю, об'єктивне висвітлення подій

Exercise 7. Use the correct form of the word in brackets.

1. The journalist presented an _____ (analyse) of the new education policy.
2. The mayor was praised for her _____ (accountable) during the crisis.
3. Viewers enjoyed the _____ (broad) of the award ceremony.
4. The story was so _____ (emotion) it moved many readers to tears.
5. The article was too _____ (subject) and lacked solid facts.
6. A good reporter remains _____ (object) even under pressure.
7. This app provides real-time updates on all major _____ (current) around the globe.
8. A good editor values deep, _____ (depth) reporting.
9. The piece was clearly an _____ (opinion), not based on verified sources.
10. Some journalists prefer writing _____ (feature) articles that explore unique themes.

Exercise 8. Write an essay (150–180 words) on the topic:

"The Role of Different Types of News in Modern Journalism"

Include the following points in your writing:

- Describe the difference between hard news and soft news.
- Explain why both objective reporting and opinion pieces are important.
- Give examples of where readers might see investigative journalism, editorials, or feature stories.
- Share your opinion: Which type of news do you prefer and why?

Study the table about News Writing. Answer the questions.

*News writing follows a specific structure known as the **inverted pyramid**. The most important information — **who, what, when, where, why, and how** — comes **first**. Then, **less critical details** follow. This format allows readers to **quickly grasp** the essential facts. Journalists must be **clear, concise, and objective**. Quotes and verified sources make reports more **credible**. Good reporters write **headlines** that grab attention but stay truthful.*

1. What is the inverted pyramid style?
2. Why do journalists use it?
3. What are some key elements of good news writing?
4. How does the use of quotes improve a news article?

6. Write a 150-word news report using the inverted pyramid style:

Headline: “*The City Launches New Volunteering Program*”

Include the following:

- Who started it
- When and where it was announced
- Why the program was created
- Quotes from an official or citizen
- Additional background details

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для аудиторної та самостійної роботи з англійської мови
для здобувачів першого (бакалаврський) рівня вищої освіти
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