

CONTENTS

PART I

Unit 1. A GLIMPSE OF PR HISTORY. AMERICAN AND RUSSIAN PR	4
Unit 2. WHAT IS A PR SPECIALIST?	7
Unit 3. OBJECTIVES OF THE PR SPECIALIST'S ACTIVITIES	10
Unit 4. PUBLIC OPINION AND ATTITUDES	14
Unit 5. PR-STRATEGIES	16
Unit 6. PR AND MASS MEDIA	22
Unit 7. SPONSORSHIP	29
Unit 8. CORPORATE CULTURE	37
Unit 9. TYPES OF PR WORK IN PROFIT ORGANIZATIONS	44
Unit 10. TYPES OF PR WORK IN NON-PROFIT ORGANIZATIONS	50
Unit 11. PUBLIC RELATIONS TOOLS	56
Unit 12. LOBBYING	60
Unit 13. HOW TO MAKE A PRESENTATION	65
Unit 14. SPEECHWRITING AND SPOKEN TACTICS	74
ANSWER KEY	81
PART II	
TEXT BANK	84
REFERENCES	107