Book map

Unit	Topics	
1 What is public relations? **Listening · Speaking**	• definition of public relations • functions of public relations: communication · research · planning · evaluation • components of PR: identifying target audiences · fostering media relationships	
2 Public relations practice **Reading · Writing**	• PR practitioner activities: press agentry, publicity, promotion, lobbying, etc. • differentiating between various PR activities	
3 Public relations research **Listening · Speaking**	• data collection methods • Grunig and Hunt's four models of public relations practice • link between theory and research	
4 Researching PR careers using technology **Reading · Writing**	• using computers for research • using the Internet to search for jobs • new communication tools and media channels used in PR	
5 PR for non-profit organizations **Listening · Speaking**	• defining non-profit organizations • types of non-profit organizations • changes in non-profit organizations • role of PR in non-profit organizations	
6 Crisis communication **Reading · Writing**	• broad types of crisis • the phases in managing a crisis • a crisis management plan • case study: implementing a crisis management plan to resolve a crisis	
7 External influences on public relations **Listening · Speaking**	• PR in a global economy • external factors: technology · economic factors · globalization • measuring corporate performance • challenges facing global PR in the 21st century	
8 Public relations marketing **Reading · Writing**	• changes in PR marketing • changes in the communication environment • niche marketing • integrated marketing	
9 Corporate social responsibility **Listening · Speaking**	• defining corporate social responsibility • sustainability • understanding useful terms: statutory obligation, voluntary action, etc.	
10 Investor relations **Reading · Writing**	• defining investor relations • the role of Investor Relations Officers (IROs) • changes influencing investor relations • challenges for investor relations	
11 Public relations regulation **Listening · Speaking**	• informal regulations (ethics) • formal regulations (laws) • codes of ethics/practice/conduct • civil law and criminal law • effects of globalization on regulation	
12 Communication and technological change **Reading · Writing**	• communication methods • use of online resources and social media for communication • information strategy and change • communication theories • communication and technology	

Vocabulary focus	Skills focus		Unit
• words from general English with a special meaning in public relations • prefixes and suffixes	Listening	• preparing for a lecture • predicting lecture content from the introduction • understanding lecture organization • choosing an appropriate form of notes • making lecture notes	**1**
	Speaking	• speaking from notes	
• English–English dictionaries: headwords · definitions · parts of speech · phonemes · stress markers · countable/uncountable · transitive/intransitive	Reading	• using research questions to focus on relevant information in a text • using topic sentences to get an overview of the text • identifying paragraph structure	**2**
	Writing	• writing topic sentences • summarizing a text	
• stress patterns in multi-syllable words • two-word phrases	Listening	• preparing for a lecture • predicting lecture content • making lecture notes • using different information sources	**3**
	Speaking	• reporting research findings • asking for information • formulating questions	
• computer jargon • abbreviations and acronyms • discourse and stance markers • verb and noun suffixes	Reading	• identifying topic development within a paragraph • using the Internet effectively • evaluating Internet search results	**4**
	Writing	• reporting research findings	
• synonyms, antonyms, etc. • the language of trends • common lecture language	Listening	• understanding 'signpost language' in lectures • using symbols and abbreviations in note-taking	**5**
	Speaking	• making effective contributions to a seminar	
• synonyms, replacement subjects, etc., for sentence-level paraphrasing	Reading	• locating key information in complex sentences	**6**
	Writing	• reporting findings from other sources: paraphrasing • writing complex sentences	
• compound nouns • fixed phrases from public relations • fixed phrases from academic English • common lecture language	Listening	• understanding speaker emphasis	**7**
	Speaking	• asking for clarification • responding to queries and requests for clarification	
• synonyms • nouns from verbs • definitions • common 'direction' verbs in essay titles (discuss, analyze, evaluate, etc.)	Reading	• understanding dependent clauses with passives	**8**
	Writing	• paraphrasing • expanding notes into complex sentences • recognizing different essay types/structures: descriptive · analytical ·comparison/evaluation · argument • writing essay plans and writing essays	
• fixed phrases from public relations • fixed phrases from academic English	Listening	• using the Cornell note-taking system • recognizing digressions in lectures	**9**
	Speaking	• making effective contributions to a seminar • referring to other people's ideas in a seminar	
• 'neutral' and 'marked' words • fixed phrases from public relations and finance • fixed phrases from academic English	Reading	• recognizing the writer's stance and level of confidence or tentativeness • inferring implicit ideas	**10**
	Writing	• writing situation–problem–solution–evaluation essays • using direct quotations • compiling a bibliography/reference list	
• words/phrases used to link ideas (*moreover*, *as a result*, etc.) • stress patterns in noun phrases and compounds • fixed phrases from academic English • words/phrases related to PR regulatory issues	Listening	• recognizing the speaker's stance • writing up notes in full	**11**
	Speaking	• building an argument in a seminar • agreeing/disagreeing	
• verbs used to introduce ideas from other sources (*X contends/suggests/asserts that* …) • linking words/phrases conveying contrast (*whereas*), result (*consequently*), reasons (*due to*), etc. • words for quantities (*a significant minority*)	Reading	• understanding how ideas in a text are linked	**12**
	Writing	• deciding whether to use direct quotation or paraphrase • incorporating quotations • writing research reports • writing effective introductions/conclusions	