

**Аннотация к рабочей программе**  
**дисциплины Б1.В.ДЭ.01.01.05 профессиональные коммуникации**  
*(заполняется в соответствии с учебным планом и рабочей программой дисциплины)*

**Направление подготовки:** 42.03.01 Реклама и связи с общественностью

**Направленность (профиль):**

**Квалификация выпускника:** бакалавр

**Цель освоения дисциплины:** приобретение студентами коммуникативной компетенции, позволяющей использовать иностранные языки в предметной области рекламы и связей с общественностью и в ситуациях погружения в естественную языковую среду.

**Объем дисциплины:** 6 (216 час.)

**Семестр:** 7, 8

**Краткое содержание основных разделов дисциплины:**

Раздел 1. Public Relations

Тема 1.1. Media Dependence on Public Relations and Public Relations Dependence on the Media. Ways of interaction between PR and the Media. Reasons of adversarial atmosphere.

Тема 1.2. Advantages and Disadvantages of Advertising. Trust and credibility. processing and gathering information. Sources of information. Name-calling. Hype and promotion.

Раздел 2. Advertising

Тема 2.1. Effective Media Relations. Dealing with the Media. Media Etiquette. Guidelines – sending newsworthy information, avoiding gimmicks, availability, truthfulness, answering your own phone, etc.

Тема 2.2. Tips and Background Materials. Guidelines of Crisis Communication. Samplings of major crises. What constitutes crises. Consequences of failed crisis communication. The key to successful crisis communication.

Раздел 3. Meeting the Press

Тема 3.1. Rules and Guidelines. Newsletter. Pitch Letters. Requirements to a pitch letter. Media Advisories. A typical one-page advisory. Fact Sheets. Organizational fact sheets. Position Papers. Backgrounders. Press Kits.

Тема 3.2. Getting on the Editorial Page. Individual Interviews, basic tips. Danger of a telephone interview. News Conferences. Scheduling a News Conference. Selecting a Location. Invitations. Handling the Conference. After the Conference. Media Tours.

Раздел 4. Types of Public Relations Advertising

Тема 4.1. Key elements of a Print Advertisement. Editorial Boards. Editorial policy. Op-ed Articles. Requirements to the Op-ed article. Content. Procedures. Opportunities. Letter to the Editor. Trade editors. Letter columns. A basic format of the letter to the editor.

Тема 4.2. Using an Advertising Agency. Advertising as a Tool of Marketing. Advantages of Advertising. Control of the Message. Control of Impact. Control of Timing. Disadvantages of Advertising. Timing and Context

#### Раздел 5. Ethics and professionalism in PR

Тема 5.1. The history of ethics and professionalism in PR. Types of PR advertising. Image Building. Investor and Financial Relations. Public Service. Advocacy. Announcement. The largest percentage of PR advertising.

Тема 5.2. Ethical Guardian. Key elements of a Print Advertisement. Types of a Print Advertisement. Using an Advertising Agency. Other Advertising Channels. Posters.

#### Раздел 6. Internal Public Relations

Тема 6.1. PR versus CSR. Researching Audience and Speaker. Types of speeches. Writing the Speech. Parts of a speech. Hot Lines and Toll-Free Numbers.

Тема 6.2. Internal communications. Drafts. Helping the Speaker. Tips for a successful public speech. The role of a speech-writer. Sponsored Books. T-Shirts and Buttons.

**Форма промежуточной аттестации:** экзамен, зачет.