

## Аннотация к рабочей программе дисциплины

«Профессиональные коммуникации (на иностранном языке)»

**Направление подготовки:** «Реклама и связи с общественностью»

**Направленность:** «Реклама и связи с общественностью в коммерческой сфере»

**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:** 216 часов (6 З.Е.)

**Семестр:** 7

**Краткое содержание основных разделов дисциплины:**

№ п/п раздела	Основные разделы дисциплины	Краткое содержание разделов дисциплины
1	Public Relations	Ways of interaction between PR and the Media. Reasons of adversarial atmosphere. Trust and credibility. processing and gathering information. Sources of information. Name-calling. Hype and promotion
2	Advantages and Disadvantages of Advertising	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
3	Effective media relations	Dealing with the Media. Media Etiquette. Guidelines – sending newsworthy information, avoiding gimmicks, availability, truthfulness, answering your own phone, etc.
4	Tips and background materials	Pitch Letters. Requirements to a pitch letter. Media Advisories. A typical one-page advisory. Fact Sheets. Organizational fact sheets. Position Papers. Backgrounders. Press Kits.
5	Meeting the press	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.
6	Getting on the Editorial Page	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.
7	Types of Public Relations Advertising	Types of PR advertising. Image Building. Investor and Financial Relations. Public Service. Advocacy. Announcement. The largest percentage of PR advertising.
8	Crisis communication. Media relations in times of crises	Guidelines of Crisis Communication. Samplings of major crises. What constitutes crises. Consequences of failed crisis communication. The key to successful crisis communication.
9	The Basics of a Print AD	Key elements of a Print Advertisement. Types of a Print

		Advertisement. Using an Advertising Agency. Other Advertising Channels. Posters. Sponsored Books. T-Shirts and Buttons. Hot Lines and Toll-Free Numbers.
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**Форма промежуточной аттестации: экзамен**