

LISTEN A MINUTE.com

Public Relations

http://www.listenAminute.com/p/public_relations.html



One minute a day is all you need to improve your listening skills.
Focus on new words, grammar and pronunciation in this short text.
Doing the online activities, discussion, survey and writing will help.
Listen many times.

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THE LISTENING TAPESCRIPT

From: http://www.listenAminute.com/p/public_relations.html

Public relations is becoming a more and more important part of every company. The PR department in some companies is huge. People in PR have to work hard in getting the company's name out there. I guess sometimes they have to lie. I'm not sure if a lot of PR staff actually believe the advertising of their company. Public relations is also now a huge part of government. The PR of presidents and prime ministers is carefully managed. A lot of taxpayers money is spent on making sure the leader always looks and sounds good. They must always say the right thing and have the perfect image. What a waste of money. When something goes wrong, it's called a public relations disaster. That means most governments are public relations disasters.



LISTENING GAP FILL

From: http://www.listenAminute.com/p/public_relations.html

Public relations _____ more important part of every company. The PR department in some companies is huge. People _____ in getting the company's name out there. I guess _____ to lie. I'm not sure if a lot of PR _____ the advertising of their company. Public relations is also now a huge part of government. The PR of presidents and prime ministers _____. A lot of taxpayers money is spent on making sure the leader _____ good. They must always say the right thing and _____. What a waste of money. When _____, it's called a public relations disaster. That means most governments are public relations disasters.



CORRECT THE SPELLING

From: http://www.listenAminute.com/p/public_relations.html

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most public governments relations are disasters.

 **DISCUSSION** (Write your own questions)

STUDENT A's QUESTIONS (Do not show these to student B)

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____

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 **DISCUSSION** (Write your own questions)

STUDENT B's QUESTIONS (Do not show these to student A)

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____

STUDENT PUBLIC RELATIONS SURVEY

From: http://www.listenAminute.com/p/public_relations.html

Write five GOOD questions about public_relations in the table. Do this in pairs. Each student must write the questions on his / her own paper. When you have finished, interview other students. Write down their answers.

	STUDENT 1 _____	STUDENT 2 _____	STUDENT 3 _____
Q.1.			
Q.2.			
Q.3.			
Q.4.			
Q.5.			

- Now return to your original partner and share and talk about what you found out. Change partners often.
- Make mini-presentations to other groups on your findings.

HOMEWORK

1. VOCABULARY EXTENSION: Choose several of the words from the text. Use a dictionary or Google's search field (or another search engine) to build up more associations / collocations of each word.

2. INTERNET INFO: Search the Internet and find more information about public_relations. Talk about what you discover with your partner(s) in the next lesson.

3. MAGAZINE ARTICLE: Write a magazine article about public_relations. Read what you wrote to your classmates in the next lesson. Give each other feedback on your articles.

4. PUBLIC RELATIONS POSTER Make a poster about public_relations. Show it to your classmates in the next lesson. Give each other feedback on your posters.

5. MY PUBLIC RELATIONS LESSON: Make your own English lesson on public_relations. Make sure there is a good mix of things to do. Find some good online activities. Teach the class / another group when you have finished.

6. ONLINE SHARING: Use your blog, wiki, Facebook page, MySpace page, Twitter stream, Del-icio-us / StumbleUpon account, or any other social media tool to get opinions on public_relations. Share your findings with the class.

