

Код УГПС – 42.00.00

Средства массовой информации и информационно-библиотечное дело

Тема 7. Роль делового общения.

Read the text.

The Role of Business Communication in the Media

Business communication plays a crucial role in the media industry. It serves as the basis for effective information exchange for employees, customers, investors and the general public.

In today's digital age, where media platforms have expanded, the need for clear and proper communication has become essential. Businesses rely on media outlets to disseminate their messages to a wider audience and build their brand reputation. On the other hand, media organizations depend on businesses for advertising income and a constant flow of newsworthy content.

Effective business communication in the media is characterized by professionalism, accuracy, and transparency. It involves crafting attractive press releases, engaging in interviews, and managing social media accounts to maintain open lines of communication with the public. Clear and concise language is crucial to ensure that messages are easily understood and interpreted correctly by the audience.

Moreover, business communication in the media contributes to the development of public opinion. Through responsible reporting and unbiased journalism, media outlets shape public perception of various businesses and industries. This, in turn, influences consumer behavior and can impact the success or failure of a business.

In conclusion, the role of business communication in the media cannot be underestimated. It is important for businesses to establish their brand and engage with their target audience. Effective business communication contributes to the overall success of both businesses and the media industry as a whole.

Key words

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| 1. crucial role – решающая роль | 4. concise language – лаконичный язык |
| 2. digital age – цифровая эпоха | 5. contributes to – способствовать чему-то |
| 3. accuracy and transparency – точность и прозрачность | 6. underestimate – недооценивать |

PROJECT

Choose one of the topics and present the results in your group.

1. Research and analyze the negative impact of the media on public opinion. Describe how it happens and provide examples.
2. Analyze how the same information guide affects different age groups and which types of media people trust the most. Illustrate with examples from personal experience, summaries from the media, etc.
3. Analyze how often people encounter fraud in the media, how to recognize it and how to avoid it.

DISCUSSION

Discuss in pairs

1. How is effective business communication in the media characterized?
2. How do the media influence public opinion?