

Код УГПС: 42.02.01

Тематика модуля - Тема 6. Выдающиеся люди родной страны и страны/стран изучаемого языка и их вклад в науку и мировую культуру

1. READING Advertising and PR pioneers

- a) Discuss with your classmates how many outstanding specialists in your field of study you can name.
- b) Read the article about pioneers of advertising and PR.

Founder — основатель

Customer — покупатель, заказчик

Independence — независимость

Advertising — реклама

To contribute to — вносить вклад

Respected — уважаемый, признанный

Ivy Lee is known as one of the founders of modern PR. He believed that brands should tell only the truth and build communication with their customers and society. In 1906, Lee released the ‘Declaration of principles’ and said that public relations should be based on facts, not on manipulation. Moreover, he helped John Rockefeller to change his bad reputation and became the pioneer in making a positive image of business.

Matilde C. Weil was born in Germany but emigrated to New York City to become a journalist and translator. She saw the potential of advertising and founded the first advertising agency in the US in 1880. The agency specialised in medical ads, but worked with different businesses. This project stopped existing with the death of its founder in 1903 and became the first model of a real advertising agency in the world.

Basil Clarke was a British journalist, who founded the first PR-agency in Great Britain. He believed that society deserves to know the truth, especially in hard times. During the Irish War of Independence, he developed a strategy named “propaganda by news” which allowed the government to communicate with people in a possibly neutral language and win their sympathy. Basil Clarke contributed to the development of the PR code of ethics and made PR a respected field of activity.

c) Discuss in pairs

- Do you agree with Basil Clarke's opinion? Why or why not?
- How do you think, is it hard to change public's opinion of a questionable person like Rockefeller?
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2. SKILLS Profile cases

Do the tasks according to your field of studies

Для всех профилей: Choose one personality who contributed to your field of studies and prepare a short presentation about them (1.5 min).