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сопровождения иноязычной профессиональной  
коммуникации

## TESTS TO PUBLIC RELATIONS ISSUES (Part I)

Сборник контрольно-измерительных материалов  
к учебно-методическому пособию  
«Public Relations Issues (Part I)»



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Сборник предназначен для студентов направления подготовки бакалавриата «Реклама и связи с общественностью» для изучения дисциплины «Иностранный язык профессионального общения». Он включает в себя проверочные задания для контроля изученного материала и является дополнением к учебно-методическому пособию «Public Relations Issues (Part I)». Данный сборник может быть использован для проведения промежуточного, рубежного и итогового контроля, а также для самостоятельной работы студентов.

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## СОДЕРЖАНИЕ

ВВЕДЕНИЕ.....	4
UNIT I. Part 1. Stop and check.....	6
UNIT I. Part 2. Stop and check.....	8
UNIT I. General revision.....	10
UNIT II. Part 1. Stop and check.....	14
UNIT II. Part 2. Stop and check.....	17
UNIT II. Part 3. Stop and check.....	20
UNIT II. General revision.....	22
UNIT III. Part 1. Stop and check.....	26
UNIT III. Part 2. Stop and check.....	28
UNIT III. Part 3. Stop and check.....	32
UNIT III. Part 4. Stop and check .....	39
UNIT III. General revision.....	42
Final paper.....	44
ЛИТЕРАТУРА .....	48

## ВВЕДЕНИЕ

Сборник контрольно-измерительных материалов к учебно-методическому пособию «Public Relations Issues (Part I)» предназначен для студентов, получающих образование по направлению подготовки бакалавриата «Реклама и связи с общественностью». Он включает в себя проверочные задания для контроля уровня усвоения изученного материала и является дополнением к учебно-методическому пособию «Public Relations Issues (Part I)».

Тематический принцип построения учебно-методического пособия «Public Relations Issues (Part I)» находит свое отражение и в предлагаемом сборнике контрольно-измерительных материалов, где последовательность проверочных заданий и их лексико-грамматическое наполнение находятся в строгом соответствии с последовательностью изучаемых тем и рассматриваемых в них языковых аспектов. Сборник содержит проверочные задания к каждой части учебно-методического пособия «Public Relations Issues (Part I)», обобщающие задания к каждому разделу, а также итоговое задание. Вследствие чего, данный сборник удобно использовать для проведения всех основных видов учебного контроля: промежуточного, рубежного и итогового.

Предлагаемые задания включают в себя поиск эквивалентов, перевод с русского языка на английский и с английского на русский с использованием изученных лексико-грамматических аспектов. Это позволяет реализовать основную цель создания сборника – проверить уровень усвоения студентами специальной

профессиональной лексики и сформированность навыков и умений перевода текстов профессионального характера с английского языка на русский, а также с русского языка на английский.

Представленный в сборнике измерительный инструментарий дает возможность проводить проверку знаний не только в аудиторных условиях, но и позволяет студенту осуществлять самоконтроль уровня своей успеваемости. При наличии ошибок студент имеет возможность еще раз обратиться к изученной в учебно-методическом пособии «Public Relations Issues (Part I)» теме, сделать работу над ошибками, обратив особое внимание на те лексико-грамматические аспекты, которые вызвали у него затруднение.

## UNIT I. Part 1. Stop and check.

### I. Give the Russian for:

- |                           |                              |
|---------------------------|------------------------------|
| 1. to accredit            | 19. in one way or another    |
| 2. advertising            | 20. to keep abreast of       |
| 3. professional stature   | 21. a warning system         |
| 4. prominence             | 22. to license               |
| 5. to anticipate trends   | 23. to maintain              |
| 6. broad background       | 24. communication skills     |
| 7. viewpoint              | 25. an objective             |
| 8. CEO                    | 26. paid means               |
| 9. scope of activities    | 27. ethical responsibilities |
| 10. credibility           | 28. public relations event   |
| 11. to encompass          | 29. self-styled              |
| 12. an accounting         | 30. an encounter             |
| 13. ethical judgement     | 31. standardized             |
| 14. to exhort             | examination                  |
| 15. firsthand knowledge   | 32. to supervise             |
| 16. sound                 | 33. unfamiliar angle         |
| 17. fraud                 | 34. code of standards        |
| 18. to hang out a shingle | 35. vulnerable               |

### II. Translate from Russian into English using the vocabulary from Part 1:

1. Он решил заняться частной практикой в области ПР.
2. Он призвал студентов посмотреть на это дело под другим углом.
3. Чтобы работать в области ПР, необходимо получить лицензию.
4. ПР – это функция менеджмента по установлению и поддержанию коммуникаций между организацией и ее общественностью.
5. Поле деятельности ПР специалиста безгранично.

**III. Complete the dialogue by using the correct form of the verbs in brackets and any other words given. Use the Present Simple, Present Continuous, Present Perfect Simple or Present Perfect Continuous.**

Student advisor: Why **(1)** ..... (you want) to study biology at university?

Student: I **(2)** ..... (be) interested in science since I was a child and I **(3)** ..... (do) experiments in my dad's garage for years.

Student advisor: I see. **(4)** ..... (you ever work) in a proper laboratory?

Student: Yes. I **(5)** ..... (have) two different summer jobs at a local pharmaceutical company.

Student advisor: **(6)** ..... (you decide) which universities to apply to yet?

Student: Well, I **(7)** ..... (think) of applying to Warwick. They **(8)** (have) an excellent biology department.

Student advisor: Good. Two of last year's school leavers **(9)** ..... (now study) biochemistry there – Peter Waites and Carol Baker. **(10)** ..... (you know) them?

Student: Actually, I **(11)** ..... (speak) to Carol two or three times a week on Skype. She **(12)** ..... (appear) to be very happy there.

Student advisor: Good. I'm sure you will be, too.

**IV. Complete the letter by using the correct form of the verbs in brackets and any other words given. Use the Past Simple, Past Continuous, Past Perfect Simple or Past Perfect Continuous.**

Dear Marie,

It's a real pity that you **(1)** ..... (miss) Christina's wedding, which will probably be remembered more for her sister's appearance than the event itself.

Apparently, Janine **(2)** ..... (lie) on the beach the whole afternoon before the big day and by the time she **(3)** ..... (stop) sunbathing, her face, arms and legs **(4)** ..... (turn) bright red. Because of her sunburn, she **(5)** ..... (not want) to be a bridesmaid, but eventually, after much persuading, she **(6)** ..... (change) her mind. Unfortunately, this **(7)** ..... (not turn out) to be such a good idea because while she **(8)** ..... (walk) behind the bride, everyone **(9)** ..... (stare) at her and not her sister!

Then, at the reception afterwards, someone **(10)** ..... (make) a joke about Janine by saying she gave a whole new meaning to the phrase 'strawberry blonde'. She **(11)** ..... (hear) the joke and **(12)** ..... (leave) in tears. Poor Janine!

I'll send some photos, including ones with Janine in.  
Best wishes,  
Danielle

## **UNIT I. Part 2. Stop and check.**

### **I. Give the Russian for:**

- |                             |                        |
|-----------------------------|------------------------|
| 1. internal/external public | 12. electoral defeat   |
| 2. candidly                 | 13. electorate         |
| 3. a flip side of the coin  | 14. to interpret       |
| 4. primary public           | 15. interrelationships |
| 5. to overlap               | 16. an access to       |
| 6. a rationale              | 17. to accomplish smth |
| 7. target public            | 18. to convey          |
| 8. marginal public          | 19. to counsel smb     |
| 9. mediocre intellect       | 20. secondary public   |
| 10. profit-making           | 21. the uncommitted    |
| 11. crucial                 | 22. a proponent        |



- 23. public interest
- 24. savvy

- 25. nonprofit-making
- 26. skilled communicator

## **II. Translate from Russian into English using the vocabulary from Unit I:**

1. Чтобы успешно выполнить эту задачу, ПР-специалисту нужно иметь доступ к руководству компании.
2. Это была некоммерческая организация.
3. Джордж Буш оказался не таким умелым коммуникатором.
4. ПР-специалист должен знать непосредственно от руководства компании причину того или иного решения.
5. ПР-специалист должен знать мнение избирателей.
6. Многие считали, что он был человеком посредственного ума.

## **III. Complete the e-mail by using the correct form of the verbs in brackets. Use the Future Simple, Future Continuous, 'be going to', Future Perfect Simple, Future Perfect Continuous and Present Simple.**

Hi,

I'm so glad that we (1) ..... (work) together this summer. I'm sure you (2) ..... (find) both the job and your accommodation to your liking and it (3) ..... (be) a great experience for you.

As we arranged, you (4) ..... (assist) our chef, Marios, in the hotel kitchen for the first month. He's very knowledgeable and (5) ..... (be able to) teach you everything you need to know. After all, by the end of this summer, he (6) ..... (cook) professionally for thirty years, so you (7) ..... (be) in good hands.

By the end of the first month you (8) ..... (learn) enough to take up a sous chef's position at our restaurant in town. We (9) ..... (put) some Greek dishes on the menu this summer, so you (10) ..... (have to) do a little teaching yourself.

Hopefully, we (11) ..... (earn) enough by the end of the second month to hire a car and tour Scotland for ten days. By the way, let me know your travel plans as soon as you (12) ..... (have) them so that I can make arrangements to pick you up.

Best wishes,  
Wayne

## **UNIT I. GENERAL REVISION.**

### **I. Translate the following text into Russian:**

Public Relations is a management function that creates, develops, and carries out policies and programs to influence public opinion or public reaction about an idea, a product, or an organization. The field of public relations has become an important part of the economic, social, and political pattern of life in many nations. That field includes advertising, publicity, promotional activities, and press contact. Public relations also coexists in business with marketing and merchandising to create the climate in which all selling functions occur.

#### Activities and Methods

Public relations activities in the modern world help institutions to cope successfully with many problems, to build prestige for an individual or a group, to promote products, and to win elections or legislative battles. The majority of public relations workers are staff employees working within a

corporate or institutional framework. Others operate in public relations firms.

In industry, public relations personnel keep management informed of changes in the opinions of various publics (that is, the groups of people whose support is needed): employees, stockholders, customers, suppliers, dealers, the community, and government. These professionals advise management on the impact of any action—or lack of action—on the behavior of the target audiences. Once an organizational decision has been made, the public relations professional has the task of communicating this information to the public using methods that foster understanding, consent, and desired behavior. For example, a hospital merger, an industrial plant closing, or the introduction of a new product all require public relations planning and skill.

## **II. Give a summary of the text in English using the active vocabulary of Unit I.**

Что такое связи с общественностью?

Эффективные связи с общественностью – это намного большее, чем просто контакты: это нечто более фундаментальное для организации. Связи с общественностью должны начинаться перед стадией принятия решений, – когда менеджмент вырабатывает подходы к решению проблем, и формулируются стратегии.

Хорошие связи с общественностью нуждаются в обдумывании, планировании и организации. Менеджер не должен рассчитывать на то, что имеет ПРИРОДНЫЙ талант в связях с общественностью. Те, кто заявляют об этом, редко его имеют. Обязанность специалиста по связям с общественностью – убеждать, что компания ведет себя достойным образом.

В некоторых организациях обсуждается, должны ли они иметь связи с общественностью или нет. Но организации, фактически, не имеют выбора. Все организации контактируют со всеми аудиториями, важными для них, нравится это им или нет. Все должны прислушиваться (хотя некоторые могут и не прислушиваться) к реакции ключевых общественных групп на их деятельность. Решение заключается не в том, иметь связи с общественностью или нет, а будут ли эти связи планируемыми, организуемыми или в них будут допущены случайность, беспорядок и, возможно, непоследовательность. Организация воспринимается так, как она говорит о себе или какой она себя показывает.

### **III. Translate the following sentences into English concentrating on the use of verb forms:**

1. Она заперлась и не спустится вниз, пока они не уйдут.
2. Я понял, что момент, которого он ждал, наступил.
3. Он взял котенка и осторожно положил его туда, где мы его нашли.
4. Привет, Джек. Где ты был и что ты делал все это время?
5. Пока он ждал, он слышал голоса детей, играющих внизу в саду.
6. Я знаю имена всех в деревне. Я живу здесь всю жизнь.
7. Она совсем не была робкой: она попросила меня называть ее Сэлли, когда мы еще не были знакомы и десять минут.
8. Я решил не поступать в Кэмбридж. В течение шести месяцев я почти не заглядывал ни в одну книгу по математике.
9. Я не пробыл на борту и часа, как он пригласил меня на ланч.
10. Рой много работал и плохо спал все это время, и вид у него был очень усталый.

11. Я почти закончил книгу.
12. Я еще ни разу не поел как следует, с тех пор как приехал в Англию.
13. Он не придет. Я только что разговаривала с ним по телефону.
14. «Что ты собираешься делать в воскресенье?» – «Я еще не знаю».
15. Филипп отнес свой чемодан в вагон и теперь курил на перроне.
16. Я видел твою сестру в театре.
17. Как, ты еще не готова? Что же ты делала?
18. В течение двух лет она была лучшей ученицей в классе.
19. Она уже два года лучшая ученица в классе.
20. Ты ведь знаешь, что в следующем семестре профессор Леннон будет читать курс по Ренессансу.
21. Куда я положил свою зажигалку?
22. Я получил большое удовольствие от балета. Почему ты не пошел с нами?
23. Почему ты пришел так поздно?
24. Поезд отправляется без четверти два. Если мы сейчас же не отправимся на вокзал, мы опоздаем.
25. Мы прожили в деревне два месяца, когда мой брат приехал навестить нас.
26. Мы прожили у Смитов два дня и вернулись в Лондон поездом.
27. Когда я встал, я подошел к окну. Хотя дождя уже не было, везде стояли большие лужи.
28. Джон проверил сочинения своих учеников и теперь читал книгу, которую он купил утром по дороге в школу.
29. Как она добралась сюда в такую погоду?
30. Завтра я уезжаю за город на две недели.
31. После ланча я обычно занимаюсь в библиотеке часа два.
32. Не успел я дойти до угла, как услышал чьи-то шаги сзади.

33. Погода в тот день была мрачная. Холодный ветер, дувший с утра, прекратился, но дождь все еще моросил.
34. Едва я успел попрощаться с ними, как поезд тронулся.
35. Перед войной она преподавала географию в течение недолгого времени.
36. Анна сложила свои вещи и теперь ждала такси.
37. Я скажу ему, чтобы он вернул ключ, когда осмотрит дом.
38. Мы ехали около часа и потом увидели небольшое озеро.
39. Мы ехали часа два, когда наконец мы увидели озеро.
40. Я бродил по лесу около часа, когда увидел маленький домик. Так как я никогда не бывал в этих местах, то я не знал, кто в нем живет. Дом стоял среди деревьев, и к нему вела тропинка, по которой я шел.

## **UNIT II. Part 1. Stop and check.**

### **I. Give the Russian for:**

- |                                 |                            |
|---------------------------------|----------------------------|
| 1. to share a common interest   | 12. political partisanship |
| 2. an aggregate                 | 13. to crystallize         |
| 3. mass media appeals           | 14. evaluation             |
| 4. stockholders                 | 15. formation of attitudes |
| 5. to tailor a message          | 16. a host of              |
| 6. an attitude                  | 17. in question            |
| 7. biases                       | 18. mercurial              |
| 8. legislation                  | 19. public opinion         |
| 9. a concept                    | 20. to reinforce           |
| 10. uninformed opinion          | 21. a consensus            |
| 11. to shape people's attitudes | 22. sophisticated          |
|                                 | 23. a surface              |
|                                 | 24. undeveloped opinion    |

## **II. Translate from Russian into English using the vocabulary from Part 1:**

1. ПР-специалист должен уметь работать с аудиторией, у которой нет сформировавшегося мнения по какому-то вопросу.
2. Я не думаю, что мы должны изменить наше мнение по этому вопросу.
3. Общество представляет собой группу людей, имеющих общий интерес в какой-то определённой области.
4. ПР-специалист должен уметь адаптировать сообщение даже для самой искушенной аудитории.
5. Общество может одобрять действия компании в одной ситуации и выражать бурный протест по поводу ее действий в другой.
6. Вхождение человека на рынок труда может резко изменить его отношение ко многим вопросам.
7. Личностные, культурные, образовательные и другие факторы влияют на мнение людей по определенным вопросам.
8. Устоявшееся мнение общественности по определенному вопросу трудно изменить.
9. Общественное мнение – это точки зрения различных групп людей по определенным вопросам.
10. ПР-специалист должен знать факторы, которые помогают влиять на общественное мнение.

## **III. Put negative prefixes to form the opposite of these words:**

... happy	... patient	... polite	... legal
... correct	... regular	... visible	... possible
... legible	... friendly	... employed	... honest
... pack	... lock	... agree	... like

**IV. Agree with these statements, using the words with negative prefixes which have the same meaning as the underlined words:**

**Example:** A: He doesn't have a job, does he?

B: No, he's unemployed.

1. It's against the law, isn't it?  
Oh yes, .....
2. His room is always in a mess, isn't it?  
Yes, .....
3. He took off his clothes!  
Yes, .....
4. This handwriting is impossible to read.  
Yes, I know, .....
5. She can never wait for five minutes, can she?  
No, .....
6. I thought it was rude, didn't you?  
Yes, it was very .....

**V. Complete the verbs in these sentences:**

1. I'm sorry, I mis..... her message completely.
2. We un..... as soon as we got to the hotel, then went out for a walk.
3. She was here a minute ago, but then she dis..... I'm afraid I don't know where she is now.
4. We normally have similar opinions but I dis..... with him totally on the subject of drugs.
5. My homework was so bad that I'll have to re..... it.
6. Apparently her alarm clock didn't ring and she over.....
7. She finally managed to un..... the door and we were able to go inside.
8. I dis..... the film, but the others enjoyed it.
9. I don't think I'll pass the exam, but I can always re..... it in September.



10. The post office shuts for lunch but it should re..... at 2.00 p.m.
11. She's over..... at the moment. She really needs a holiday and a complete break from her job.
12. My sister wrapped up my present so well that it took me about five minutes to un..... it.

## **UNIT II. Part 2. Stop and check.**

### **I. Give the Russian for:**

- |                                 |                                |
|---------------------------------|--------------------------------|
| 1. a precept                    | opposition                     |
| 2. drives and needs             | 21. a hierarchy                |
| 3. an attitude                  | 22. to express strong support  |
| 4. the swing vote               | 23. the silent majority        |
| 5. to capitalize on             | 24. graphic images             |
| 6. politically undecided voters | 25. postulate                  |
| 7. to cast doubt on             | 26. smack in the middle        |
| 8. to run the risk of           | 27. to hold the key to success |
| 9. to alienate                  | 28. in favour of               |
| 10. cognitive dissonance        | 29. latent state               |
| 11. consonant with              | 30. main stream                |
| 12. a delineator                | 31. motivation                 |
| 13. self-fulfillment            | 32. persuasive communication   |
| 14. dissonant to                | 33. public goodwill            |
| 15. to draw in                  | 34. self-actualization         |
| 16. to push away                | 35. staunchly opposed to       |
| 17. to dub                      | 36. whole-heartedly            |
| 18. esteem                      |                                |
| 19. to intimate                 |                                |
| 20. to express strong           |                                |

## **II. Translate from Russian into English using the vocabulary from Part 2:**

1. Будущее многих политических кампаний зависит от группы людей, которых называют неопределившимися.
2. На некоторые группы общественности легко оказывать влияние.
3. Люди подвержены действию разнообразных мотивов и потребностей.
4. Людей, которые равнодушны к тому, что происходит вокруг них, называют молчаливым большинством.
5. Каждый элемент ПР-кампании должен быть тщательно продуман.
6. Не каждый человек осознаёт, чего именно он хочет и кого именно он готов поддержать.
7. ПР-специалист должен иметь представление о теории когнитивного диссонанса.
8. Поведение человека определяют различные факторы.
9. В ПР-обращении важно использовать не только словесные, но и графические образы.
10. Нельзя обижать людей, в лице которых вы ищете поддержку.

## **III. Complete the sentences by using the correct passive form of the verbs in brackets:**

1. She (give) her next assignment right now.
2. We (show) around the studio after our interviews.
3. News of the accident (send) to all the news agencies.
4. Kathy wants (offer) the chance to work in the New York office.
5. While the last articles (check), the owner arrived.
6. Journalists enjoy (tell) that their columns are very popular.
7. The articles (hand in) to the editor before 6 pm every day.
8. By the time they noticed the mistake, the magazine (print) the article.

9. She has promised that all the journalists who lose their jobs (find) new ones.
10. By this time tomorrow the story (read) by millions of people.

**IV. Use between two and five words, including the word given, to complete the second sentence so that it has a similar meaning to the first sentence.**

1. We had to check the information before we ran the story.  
The information ..... before we ran the story. (BE)
2. It's the first time such a young woman has presented the main news bulletin.  
It's the first time the main news bulletin ..... such a young woman. (HAS)
3. They won't let you in without a press pass.  
You ..... in without a press pass. (NOT)
4. I'm sure he made that story up.  
That story ..... up. (MUST)
5. As far as I know, that company has never advertised its cars on national television.  
As far as I know, that company's cars ..... on national television. (BEEN)
6. The newspaper pays freelance journalists according to the number of their articles it publishes.  
Freelance journalists ..... the newspaper according to the number of their articles that are published. (BY)
7. They hadn't finished designing the cover when I phoned the office.  
The cover ..... when I phoned the office. (STILL)
8. They should give the person who created the advertisement an award for originality.  
An award for originality ..... the person who created the advertisement. (TO).

9. They are going to hold the interview in the film star's hotel suite.  
The interview ..... in the film star's hotel suite. (IS)
10. They didn't throw the old newspapers away, did they?  
The old newspapers ..... ? (THROWN).

## **UNIT II. Part 3. Stop and check.**

### **I. Give the Russian for:**

- |                              |                            |
|------------------------------|----------------------------|
| 1. persuasive tools          | 9. charismatic             |
| 2. indisputable              | 10. empirical data         |
| 3. advertising               | 11. get one's ideas across |
| 4. to crusade                | to smb                     |
| 5. ordering                  | 12. to hammer home         |
| 6. arm twisting              | 13. persuasiveness         |
| 7. a principle of persuasion | 14. a reason               |
| 8. an attitudinal change     |                            |

### **II. Give the English for:**

принцип убеждения; метод “выкручивания рук”, средство убеждения; цель большинства ПР-программ; без сомнения; уделять внимание чему-либо; совпадать с чем-либо; растолковать что-либо; ниже чьего-либо достоинства; тем не менее.

### **III. Use the gerund, infinitive or bare infinitive form of the verbs in brackets to complete the sentences:**

1. I haven't got used to (live) on the twelfth floor yet.
2. They won't let you (build) a shed in the garden without permission.
3. His ideas weren't accepted at first, but he went on (become) a world-famous architect.

4. We had to move again just as I was starting (settle into) our new home.
5. Both Janet and Ron are good at (do) small repairs in the house.
6. We'd love (convert) the loft into an extra bedroom.
7. I saw him (clean) his pool, but I don't know whether he finished before nightfall.
8. He's always had difficulty (get on) with his neighbors.
9. They planted those flowers (make) their garden look more attractive.
10. I never feel like (tidy up) after a hard day at work.

**IV. Use between two and five words, including the word given, to complete the second sentence so that it has a similar meaning to the first sentence.**

1. It wouldn't be a good idea for them to start renovation until they can afford it.  
They ..... start renovating until they can afford it.  
(BETTER)
2. I know nothing about fixing plumbing units, so call a plumber.  
As I ..... fix plumbing units, call a plumber. (HOW)
3. They can't see any reason why they should spend money on a swimming pool.  
They don't think ..... money on a swimming pool.  
(WORTH)
4. Our next door neighbors are not going to remove that awful fence they put up.  
Our next door neighbors ..... that awful fence they put up. (INTENTION)
5. It won't be a problem for them to keep an eye on our house while we're away.  
They ..... an eye on our house while we're away.  
(MIND)

6. The interior decorator failed to persuade the couple to hire her.  
The interior decorator ..... the couple to hire her.  
(SUCCEED)
7. Making friends with our new neighbors wasn't easy because we were considered outsiders.  
We found ..... friends with our new neighbors because we were considered outsiders. (DIFFICULT)
8. They weren't enthusiastic about moving to a new neighborhood.  
They were ..... their old neighborhood. (FORWARD)
9. You won't be able to extend your garage unless you make your garden smaller.  
Extending your garage ..... the size of your garden.  
(INVOLVE)
10. They won't want to live right next to a main road.  
They ..... right next to a main road. (OBJECT)

## **UNIT II. GENERAL REVISION.**

### **I. Translate into Russian without using a dictionary:**

#### **Public opinion**

In spite of voluminous discussions of the subject, scholars still do not agree on a definition of public opinion. Members of a roundtable of the American Political Science Association that met in 1925 divided into three groups: those who did not believe that there was such a thing as public opinion; those who accepted its existence but doubted their ability to define it precisely; and those who could offer a definition. This last group could not, however, agree on the definition to be adopted. Although few scholars now question the existence of such a phenomenon as public opinion, differences in defining it have persisted to the present day.

Those who are primarily engaged in the manipulation of public opinion, notably professional politicians and public relations men, rarely stop to define it. Public relations practitioners have concerned themselves less with public opinion in general than with the opinions of specified "publics" that may affect the fortunes of a client: employees, stockholders, government officials, suppliers, and potential buyers, for example. Both politicians and public relations men are interested in influencing behavior and thus in determining any attitudes and opinions that may affect that behavior, whatever they may be called.

Nearly all scholars and manipulators of public opinion, regardless of the way they may define it, agree that at least four factors are involved in public opinion: there must be an issue; there must be a significant number of individuals who express opinions on the issue; there must be some kind of a consensus among at least some of these opinions; and this consensus must directly or indirectly exert influence.

## **II. Grammar and vocabulary test. Choose the correct variant:**

1. This PR programme is designed to ..... undeveloped opinions.

- |                |             |
|----------------|-------------|
| A) crystallize | C) persuade |
| B) reinforce   | D) change   |

2. Public opinion is ..... of many individual opinions.

- |                 |                      |
|-----------------|----------------------|
| A) a group      | C) a great amount of |
| B) an aggregate | D) a sum             |

3. The government's attempt to redress the .....between rich and poor failed.

- |              |               |
|--------------|---------------|
| A) imbalance | C) disbalance |
| B) unbalance | D) misbalance |

4. Moving a person from a .... state of attitude formation to a more aware state is a matter of motivation.

- A) latent
- B) indifferent
- C) silent
- D) active

5. Molding public opinion means ..... people ....in a certain way.

- A) make, think
- B) making, think
- C) making, to think
- D) making, thinking

6. He regretted .....her about his plans.

- A) telling
- B) to tell
- C) had told
- D) tell

7. The press-release was boring, so he stopped ..... it after a while.

- A) to read
- B) reading
- C) to have read
- D) having read

8. By the time he got to the office the briefing ..... .

- A) has begun
- B) had begun
- C) had began
- D) was begun

9. His statement had little effect .....the audience.

- A) on
- B) with
- C) among
- D) to

10. With all the publicity surrounding the case, it's going to be hard to find ..... jury.

- A) an unbiased
- B) an inbiased
- C) an indifferent
- D) a neutral



### **III. Translate the following sentences into English using passive constructions:**

1. Ниже на этой улице строится новый жилой массив.
2. Его еще никогда не принимали за англичанина.
3. В твоей комнате ничего не трогали с тех пор, как тебя послали в санаторий.
4. Представляет ли для тебя интерес работа, которую тебе предложили?
5. Вас когда-нибудь учили, как надо вести себя?
6. Его пришлось оперировать.
7. Детей угостили мороженым.
8. У меня украли коллекцию марок.
9. Со мной так никогда не разговаривали.
10. Надо что-то сделать для этих людей.
11. В футбол играют во всем мире.
12. На день рождения ей подарили коробку шоколадных конфет.
13. О его приятеле хорошо отзываются.
14. Студентам велели подождать за дверью.
15. Постороннего попросили уйти с собрания.
16. Тебе скажут, когда отправляется поезд.
17. Она чувствовала, что от нее что-то скрывают.
18. Там будет так темно, что вас совсем не будет видно.
19. Я почувствовал, что ему уже задавали этот вопрос раньше.
20. Меня отослали спать.
21. Он не слышал, о чем говорили.
22. Ему дали первоклассное образование.
23. Что-нибудь делается, чтобы восстановить это здание?
24. Говорят, что его не видно уже три месяца.
25. Я не знал, кому меня представляют.

## UNIT III. Part 1. Stop and check.

### I. Give the Russian for:

- |                                   |                               |
|-----------------------------------|-------------------------------|
| 1. to meet smb head on            | 16. to lower one's            |
| 2. channels of communication      | standards                     |
| 3. awesome                        | 17. power abuses              |
| 4. coverage                       | 18. publicity                 |
| 5. to be hard-edged               | 19. questionable practices    |
| 6. legitimate media               | 20. to secure publicity       |
| 7. to take aim at                 | 21. credible                  |
| 8. to be inextricably intertwined | 22. to succumb to             |
| 9. to become strained             | 23. the first line of defense |
| 10. career specialty              | 24. a crowning achievement    |
| 11. a gossip columnist            | 25. tattletale journalism     |
| 12. communication vehicles        | 26. to go to bat for          |
| 13. to cut smth short             | 27. titillation               |
| 14. to gain a solid foothold      | 28. to expose fraud           |
| 15. to get to the bottom of       | 29. tabloid journalism        |
|                                   | 30. vigilance                 |

### II. Give the English for:

позитивное освещение событий в прессе; быть очень резким, критичным; напряженные отношения; встретить кого-либо лицом к лицу (лоб в лоб); заступаться за кого-либо, помогать кому-либо; преждевременно оборвать чью-либо карьеру; разоблачать мошенничество; злоупотребление властью; предвзятость; честные (правдивые) СМИ; высшее достижение; добратся до самой сути; получить твердую опору; желтая пресса; снизить (понизить) уровень; заслуживающий доверия доклад; доверчивый (легковерный) читатель;

междугородний телефонный разговор; первая линия обороны; играть на низменных чувствах.

**III. Change the structure of the following sentences, but without changing their meaning. Use *as ... as* or *not as/so ... as*. Each sentence has been begun for you.**

1. Our children behave much better than theirs.  
Their children .....
2. Their house has a larger garden than ours.  
Our garden .....
3. What I earn in a month, he earns in a week.  
He earns .....
4. I expected the food they served to be nicer than it was.  
The food .....
5. Henry had more champagne than me.  
I .....
6. But I had more mussels than anybody else.  
Nobody had .....
7. The party ended earlier than I thought it would.  
The party didn't go on .....
8. Fewer people came to the party than he anticipated.  
There weren't .....
9. Sheila usually behaves dreadfully, but she didn't this time.  
Sheila didn't .....
10. She usually wears a lot of jewelry, but she didn't tonight.  
She didn't .....
11. I see less of her than I used to.  
I don't see .....
12. We enjoyed the evening more than the children.  
The children .....

**IV. Constructions with the ‘as . . . as’ pattern. Complete the following sentences in an appropriate way.**

1. Reports are coming into the news desk of a train crash in southern Scotland. As many as .....
2. Some restaurants have a fixed price, no matter how much you have to eat. At ‘The Carvery’, for instance, you can ..... for just £7.50.
3. I used to be able to get to work in an hour. Now it takes me two hours. So it takes me twice .....
4. David’s got more money than sense. As well as his house in London, .....
5. The city is a bit dangerous at night, but you’ll be perfectly safe as long as .....
6. Yes, I think Wednesday would be a good day for you to come. As far as I remember, .....

**UNIT III. Part 2. Stop and check.**

**I. Give the Russian for:**

- |                                |                            |
|--------------------------------|----------------------------|
| 1. to convey information       | 12. credibility            |
| 2. to be kept aware of         | 13. a rebuttal             |
| 3. to become a “media fact”    | 14. to be an advocate for  |
| 4. to blast smth               | 15. media relations policy |
| 5. court of public opinion     | 16. counterproductive      |
| 6. to demand a correction      | 17. to remain flexible     |
| 7. to keep smb at arm’s length | 18. to stick to            |
| 8. to manipulate               | 19. court of law           |
| 9. merit                       | 20. a top person           |
| 10. to orchestrate             | 21. case-by-case basis     |
| 11. to print inaccuracies      | 22. a trained spokesperson |
|                                | 23. to make restitution    |
|                                | 24. unfounded accusations  |

## **II. Translate from Russian into English using the vocabulary from Part 2:**

1. Руководителю организации не следует представлять ее на встречах со СМИ.
2. Ваша организация должна выработать четкий план мероприятий по общению со СМИ.
3. Не может быть, чтобы эта непроверенная информация появилась в прессе.
4. Вам следовало бы выступить с опровержением в печати.
5. Если СМИ допустили неточности, вам следует позвонить редактору и потребовать их немедленного исправления.
6. Нам придется признать, что мы совершили ошибку и возместить убытки.
7. Политика организации должна быть гибкой.
8. Работа PR - специалиста заключается в защите интересов организации.
9. PR-специалисты должны управлять взаимоотношениями между организацией, которую они представляют и СМИ.
10. Не может быть, чтобы он действовал в интересах нашей организации.

## **III. Complete each sentence by choosing the correct alternative:**

1. *Were you able to/Could you* repair your DVD player when it broke down last week?
2. *Would/May* you explain how this program works, please?
3. You *may/might* come into work late tomorrow if you have a doctor's appointment early in the morning.
4. Sue's looking for the battery charger, but she *couldn't/hasn't been able to* find it yet.
5. They *couldn't/wouldn't* understand why the experiment had failed.

6. You *can't/aren't be able to* use that laptop, it's not yours!
7. *Are you able to/Could you* get me some ink for my printer, please?
8. *Could/Would* you mind lending me your mobile for a moment?
9. George was happy because he *had been able to/could* get a discount on his new 42" television.
10. *Might/May* I have a look at your video camera, Paul?

**IV. Complete each short dialogue by choosing the correct alternative:**

1. Jennie: Jeremy's upstairs reading his electronics magazine.  
Wendy: He *can/must* be really interested in technology if he prefers to stay in on such a lovely day.
2. Dave: What was Mike doing yesterday afternoon?  
Simon: Well, he *mustn't/can't* have been using his computer because it's still being repaired.
3. Mark: When is Debbie going to help me organize my files?  
Stephen: She *might/must* have some time tomorrow evening, but I'm not sure.
4. Ray: Why did Erica spend all morning in the laboratory?  
Stephanie: She *can/must* have been completing the experiment she started the day before.
5. Ron: Here are the results from the tests we did.  
Professor: These *can't/mustn't* be right. Are you sure you used the correct sample?

**V. Use between two and five words, including the word given to complete the second sentence so that it has a similar meaning to the first sentence:**

1. It's possible that you won't be able to watch the programme on free internet television.

- You ..... watch the programme on free internet television. (MIGHT)
2. I'm certain they were doing research into genetics at that time.  
They ..... research into genetics at that time. (HAVE)
3. There is a possibility that some scientists didn't understand the consequences of the discovery.  
Some scientists ..... the consequences of the discovery. (MAY)
4. I'm sure they aren't thinking of ending the space programme.  
They ..... of ending the space programme. (BE)
5. There's no doubt that she was able to gain access to top secret files.  
She ..... to gain access to top secret files. (MUST)

**VI. Complete each sentence by choosing the correct alternative(s):**

1. They *had to/must* delay their research when the engineers came up against a technical problem.
2. You should *buy/have bought* a better telescope with the money you got on your birthday. This one isn't very good.
3. We *should/had* better *check/to check* the modem.
4. You *need/should* have passed your biology exam. Why didn't you?
5. You *needn't have got/needn't get* a new screen, your old one was perfectly adequate.
6. They *should/must* have asked for help when they couldn't find the file. Why didn't they?
7. Lee *wasn't supposed/ought not* to work in the lab while his boss was away.
8. He *ought to/supposed to* have fixed the phone by now, so let's give him a ring.
9. The company *mustn't/doesn't have to* do any more trials on the vaccine because it has been declared safe.

10. You *mustn't/needn't* use dangerous chemicals without wearing gloves and safety glasses.

### **UNIT III. Part 3. Stop and check.**

#### **I. Give the Russian for:**

- |                                     |                                 |
|-------------------------------------|---------------------------------|
| 1. deadlines                        | 16. to monitor round the clock  |
| 2. electronic media                 | 17. an overall newspaper policy |
| 3. to alienate smb                  | 18. to place a story            |
| 4. to badger                        | 19. press clipping bureaus      |
| 5. broadcast transcription services | 20. print media                 |
| 6. content analysis services        | 21. puffery                     |
| 7. to discard                       | 22. to have an advantage over   |
| 8. target                           | 23. residual dividends          |
| 9. a sophisticated analysis         | 24. to monitor local news       |
| 10. diversity                       | 25. exclusive(s)                |
| 11. section editors                 | 26. to run a story              |
| 12. to follow up on the story       | 27. scoop                       |
| 13. follow-up calls                 | 28. a note of commendation      |
| 14. key contacts                    | 29. a vehicle                   |
| 15. media results                   |                                 |

#### **II. Translate from Russian into English using the vocabulary from Part 3:**

1. Несмотря на то, что электронные СМИ приобретают все большую значимость, газета по-прежнему остается главным средством формирования общественного мнения.
2. Одна из обязанностей ПР-специалиста – знать крайние сроки подачи материалов в газеты и журналы.



3. Я не знаю, кто в этой газете курирует все финансовые новости.
4. Наша фирма предлагает услуги по проведению круглосуточного мониторинга всех основных радиостанций.
5. Если вы хотите отследить и проанализировать результаты публикаций в СМИ, вам следует обратиться в пресс-клиппинг бюро.
6. Он писал официальное опровержение, тщательно выбирая слова.
7. Пресс-релиз, адресованный редактору финансовых новостей, был опубликован.
8. Просматривая вечернюю почту, она наткнулась на статью, содержащую негативную информацию об ее фирме.
9. Проведя контент-анализ материалов опубликованных в СМИ, они пришли к выводу, что им нужно менять политику компании.
10. Установив личный контакт с главным редактором, он надеялся, что его материал будет опубликован.

### **III. Use the correct form of Participle I:**

#### **A. Simple or Perfect:**

1. (see) my expression she came over and explained everything.
2. (arrive) in St. Petersburg we went to the Hermitage at once.
3. (return) home late in the evening she found that several pieces of jewelry were missing.
4. Patrick withdrew (close) the door again.
5. They had driven down the (wind) road, (leave) the Schloss high above them.
6. (save) enough money he bought the desired book.
7. (have) enough time before classes I looked through my Math homework.

8. (find) a ten-pound note by chance, I wondered what I could do with it.
9. While (paint) his car he thought of the impression it would make on his friend.
10. It was so foggy that we had to stop several times (drive) home.

**B. Active or Passive:**

1. (hear) the bell she rushed to open the door.
2. (keep) in cages the animals look miserable.
3. He entered the room and saw a letter (lie) on the table.
4. (frighten) the girl could hardly answer our questions.
5. The house looked deserted not (live) in.
6. He injured his leg (play) football.
7. (describe) what had happened the witness left out one fact.
8. The house (build) in this street is going to be a post office.
9. (close) the factory they caused many problems for the employees.
10. I agreed to take a lift (warn) him not to drive too fast.

**IV. Translate into English what is given in brackets using Participle I in the appropriate form:**

1. (протягивая) out my arm I upset the glass.
2. The boys watched the elephants (стоящих) nearby.
3. (поднявшись) to the 5th floor he remembered that he'd forgotten to take the key from the porter.
4. (сдав) all his exams he decided to hold a party.
5. The door (ведущая) to the bedroom was closed.
6. Don't forget to stick a stamp when (отправляя) the letter.
7. (дав) a promise he couldn't fail us.
8. He didn't look through the papers (подписывая) them.
9. (выглянув) out of the window she saw a man (стоящего) at the corner.
10. (проведя) a sleepless night he felt exhausted.

11. (наблюдая) the (танцующие) school children she remembered her own youth.
12. (прибыв) at the airport we went to register our luggage.
13. (починив) his bicycle the boy was very proud of himself.
14. The (лающая) dog never bites.
15. (услышав) an unfamiliar voice I understood that I had dialed the wrong number.
16. He walked up the stairs (насвистывая) his favorite tune.
17. (завернув) round the corner the car disappeared.
18. Have you ever watched the (восходящее) sun?
19. (проехав) fifty miles we stopped to have lunch at a small inn (стоящей) by the road.
20. He did it not (думая) of the consequences.

#### **V. Use Present or Past Participle of the given verbs:**

1. The picture was ..... We were ..... (frighten).
2. It was ..... work. He was ..... (exhaust).
3. The students were ..... The news was ..... (surprise).
4. The film was so ..... Everybody was ..... by it (excite).
5. It was such a ..... problem. We were all ..... by it. (confuse)
6. I'm ..... The film is ..... (bore).
7. It's ..... news. They are ..... by it (shock).
8. She is ..... This exercise is so ..... (tire).
9. Those who do not study are only cattle ..... in man's clothes (dress up).
10. Even a ..... clock is right twice a day (break).

#### **VI. Translate what is given in brackets by Present or Past Participles:**

1. Her portrait (нарисованный) by a great artist in Montmartre was hung in the sitting room.

2. We had a farewell class party in a new riverside restaurant (открытом) last month.
3. The person (писавший) this letter was very excited.
4. Mr. Adams gave us a (удивленный) look.
5. Customers (покупающие) things at their shop today are given small gifts.
6. They were sitting around the fire telling (устрашающие) stories about ghosts and monsters.
7. Things (оставленные) outside are not taken care of.
8. The man (показывающий) the road looks like the robber the police is searching.
9. Without speaking she struck both the attackers a (удивительный) blow on the head with her handbag and walked away.
10. He didn't very much like his work at the agency (рекламирующем) cigarettes.
11. Most of the films (показываемые) on TV leave much to be desired.
12. Things (купленные) in the open air market places can't be returned or exchanged.
13. The chairman (открывающий) the conference said a few words of greeting.
14. The artist (рисующий) this portrait didn't know it was to be a recognized masterpiece.
15. Do you believe that (рекламируемые) goods are in demand?
16. All passengers (проводящие) the night at the airport through the fault of the Company will be provided with sleeping facilities.
17. This article (написанная) ten years ago hasn't lost its significance.
18. The girl (оставляющая) the message said it was urgent.
19. The (испуганный) kitten climbed up the tree and couldn't get down.

20. Alice said she would never forget the wonderful holiday (проведенный) in Spain.

## **VII. Use correct form of Participle I or Participle II.**

Jack's father wondered why he took his (fish) rod with him, because he knew Jack liked to watch the trees around him and to hear the birds (sing) whenever he went fishing.

But Jack continued to fish.

Then he married Kate. (Be) his neighbor since they were children she knew all about his hobby. Kate didn't know how to fish, but (marry) Jack she soon found herself (leave) alone every weekend. So she decided to join him. Jack gave her some lessons, but (teach) to fish she never caught anything, and she felt cold (stand) still for hours beside the river. (Discourage) by this she didn't often go with him on his (fish) trips.

Then there was a big (fish) competition, (organize) by the (fish) club, and Jack was one of the people (organize) the event. There was a prize of 100 pounds for the biggest fish (catch) that weekend, and other smaller prizes for the largest total weight of fish (catch). Kate wanted to take part in it.

Jack was doubtful at first, but (look) at the rules he discovered that she would be (allow) to take part in the competition provided that she joined the (fish) club at once.

The great day came, and the fishermen drew lots for positions on the river banks. (Draw) one of the very best, Jack was very (please), but Kate's was by far the worst. (Take) one of Jack's older rods, she went off along the path to her position.

A few minutes before the end of the competition and (flank) by the best fishermen in the country Kate caught the biggest fish that had ever been (see) in that river. She took it along to Jack at once (hope) he would praise her. (Approach) him she saw that he had caught four or five very small fish. Jack looked (disappoint). (Show) her fish to Jack, Kate was (surprise) to hear him say: «You only caught one, didn't you?»

## **VIII. Translate into English using Participle I in the correct form or Participle II:**

1. Я чувствовал себя одиноко, будучи посторонним, поэтому вступил в спортклуб.
2. Она отвернулась, слегка покраснев.
3. Этот дом, дом, упоминаемый в объявлении, – их дом.
4. Джеральд Мартин, обладавший большим капиталом, не имел к нему доступа.
5. Том обучал меня дизайну, безжалостно исправляя мои ошибки.
6. Принимая во внимание неожиданные обстоятельства, можно сказать, что она сдала экзамен хорошо.
7. Если держать этот продукт в прохладном темном месте, он долго сохраняет свои свойства.
8. Автомобиль, поврежденный в аварии, стоял в гараже и ждал ремонта.
9. Пуаро никогда ничего не оставлял непроверенным.
10. Билли появился через три года, перепробовав множество разных работ и сыграв множество ролей в разных театрах.
11. Отремонтировав автомобиль, мы ехали на огромной скорости, забыв о разбитом стекле.
12. Они невольно улыбнулись, увидев его обиженный вид.
13. Я читаю все статьи, публикуемые в этой газете.
14. Когда его спросили, он сказал правду.
15. Горящий камин и зажженные свечи создавали атмосферу домашнего уюта.
16. Помешивая свой кофе, Джейн пыталась превратить все в шутку.
17. Там висели полдюжины пальто, оставленных разными людьми в разное время.
18. Шокированный известием, Эндрю ходил по холму взад-вперед, пытаясь собраться с мыслями.

19. Прожив в Англии много лет, он так и не научился говорить без акцента.
20. Она стояла и смотрела на картину, как зачарованная.

### **UNIT III. Part 4. Stop and check.**

#### **I. Give the Russian for:**

- |                              |                              |
|------------------------------|------------------------------|
| 1. to be evasive             | footing                      |
| 2. in the long run           | 18. broadcast media          |
| 3. be put on the spot        | 19. a lucrative profession   |
| 4. bluff                     | 20. a mouthpiece             |
| 5. an interviewee            | 21. off the record           |
| 6. to convey key messages    | 22. to be thoroughly briefed |
| 7. to coordinate interviews  | 23. to be to the point       |
| 8. to detect a fraud         | 24. one-on-one interview     |
| 9. to disseminate smth       | 25. to cover up              |
| 10. to flop                  | 26. to play favorites        |
| 11. for one thing            | 27. to be on the line        |
| 12. generalities             | 28. press kit                |
| 13. to grant smth            | 29. a rapport                |
| 14. back-up                  | 30. searching questions      |
| 15. in advance               | 31. ominous                  |
| 16. an in-house practitioner | 32. specifics                |
| 17. to keep smb on equal     |                              |

#### **II. Translate from Russian into English using the vocabulary from Part 4:**

1. Консультирование первых лиц организации по поводу предстоящего интервью является задачей стратегического значения для корпоративного ПР-специалиста.

2. Большинство руководителей компаний не знакомы с ситуацией предоставления интервью и, как правило, чувствуют себя дискомфортно в ней.
3. PR-специалисты организуют интервью как для печатных, так и для электронных СМИ.
4. При ответах следует использовать факты и примеры, которые обеспечивают информационную поддержку.
5. Во время интервью нужно избегать фразы «не для печати». Если вы не хотите видеть что-то в печати, не произносите это.
6. Журналисты часто задают много любопытных и дерзких вопросов.
7. Если информация может быть передана в СМИ пресс-релизом, то пресс конференцию проводить не стоит.
8. СМИ следует извещать о предстоящей пресс-конференции заранее, сначала почтой, а затем по телефону.
9. Репортерам следует предоставить равную возможность контакта с докладчиком.
10. Не следует выказывать предпочтение какому-то одному изданию; приглашать нужно представителей всех основных организаций, передающих новости.

### **III. Complete the sentences with both/neither/either. Use *of* where necessary.**

1. "Do you want tea or coffee?" " ..... . I really don't mind."
2. "What day is it today - the 18th or the 19th?" " ..... . It's the 20th."
3. "There are two sandwiches here. Do you mind which I take?" "No, take ..... ."
4. A: Where did you go for your holidays - Scotland or Ireland?



B: We went to ..... . A week in Scotland and a week in Ireland.

5. "When shall I phone you, morning or afternoon?" " .....  
I'll be in all day."
6. "Where's Kate? Is she at work or at home?" " .....  
She's away on holiday."
7. .... my parents are from London.
8. To get to the town center, you can go along the footpath by  
the river or you can go along the road. You can go .....  
way.
9. I tried twice to phone George but ..... times he was out.
10. .... Tom's parents is English. His father is Polish and  
his mother is Italian.
11. I saw an accident this morning. One car drove into the back  
of another. Fortunately ..... driver was injured but  
..... cars were quite badly damaged.
12. I've got two sisters and a brother. My brother is working  
but ..... my sisters are still at school.

#### **IV. Write sentences with both...and... / neither...nor... / either...or... :**

1. Tom was late. So was Ann. **Both Tom and Ann were late.**
2. She didn't write and she didn't phone. ....
3. Jim is on holiday and so is Carol. Both.....
4. George doesn't smoke and he doesn't drink. ....
5. Jim hasn't got a car. Carol hasn't got a car either. ....
6. It was a very boring film. It was very long too. The film  
.....
7. Is that man's name Richard? Or is it Robert? It's one of the  
two. That man's name .....
8. I haven't got time to go on holiday. And I haven't got the  
money. I've got .....
9. We can leave today or we can leave tomorrow - whichever  
you prefer. We .....

## UNIT III. GENERAL REVISION.

### I. Paraphrase the following using the vocabulary from Unit III.

1. This event has received a lot of attention from the media.
2. The newspaper criticized the CEO severely.
3. He was lucky that the media helped and supported him.
4. A PR practitioner should know how to organize such events.
5. Do you happen to know the date by which we have to complete the task?
6. If I were you, I wouldn't pester the editor about this story.  
It's bad form.
7. Where did you put the article that I'd cut out of yesterday's newspaper?
8. This newspaper is supposed to express the opinion of big business.
9. He's first public speech failed totally.
10. He talked in a very confused way so that we found it difficult to understand him.

### II. Translate from Russian into English using the vocabulary from Unit III:

1. Так как ей не понравилась программа кандидата, она решила не голосовать за него.
2. Что касается меня, я не верю тому, что пишет пресса.
3. На твоём месте я бы не вмешивался, а оставил все как есть.
4. Вам давно следовало бы выработать четкий план мероприятий по общению с прессой.
5. Неужели эта информация появилась в печати?
6. Закончив писать пресс-релиз, он вздохнул с облегчением.

7. Тщательно выбирая слова, он дал понять, что позиция руководства по этому вопросу была ошибочной.
8. Речь оратора не была ни убедительной, ни интересной.
9. Никто из них не был заинтересован в установлении дружеских отношений.
10. Или они напечатают опровержение, или мы подаем на них в суд.

**III. Use between two and five words, including the word given, to complete the second sentence so that it has a similar meaning to the first sentence:**

1. Perhaps they weren't listening to the technician when he gave them the warning.  
They ..... to the technician when he gave them the warning. (MIGHT)
2. The last time we contacted the explorers by satellite phone was three days ago.  
We ..... contact the explorers by satellite phone for three days. (ABLE)
3. Looking directly at a solar eclipse through a telescope is not a good idea.  
You ..... directly at a solar eclipse through a telescope. (BETTER)
4. It was wrong of them to use the machine without asking for permission first.  
They ..... permission before using the machine. (OUGHT)
5. Whose responsibility was it to clean up the spilt chemicals?  
Who ..... the spilt chemicals. (SUPPOSED)
6. It wasn't necessary for them to take notes because the science lecturer gave them a handout at the end.  
They ..... notes because the science lecturer gave them a handout at the end. (NEED)

7. Why did you begin the experiment if you suspected there might be a leak in the cylinder?  
You ..... the experiment if you suspected there might be a leak in the cylinder. (SHOULD)
8. He wouldn't say a word about the research he was doing, so I'm sure it was classified.  
He ..... some classified research because he wouldn't say a word about it. (MUST)
9. There's no way they stopped supplying us with electricity because of an unpaid bill.  
They ..... off our electricity supply because of an unpaid bill. (COULD)
10. I really expected to see an email from them when I switched on my computer.  
They ..... an email by now. (HAVE)

## **FINAL PAPER.**

### **I. Translate the following text into Russian without using a dictionary.**

What makes a practitioner tick

Perre Werker has worked in a major public relations firm for 12 years. He began in the media placement department and rose to vice president/account supervisor last year. He gets along well with his fellow workers. He is creative, self-motivated, has self-esteem, integrity, and the ability to understand people and interpret what they are saying to their key audiences. His pleasure each day is going to work and facing the challenges. He is able to sustain the pressure by leaving time each day to unwind.

Mr. Werker is one of many public relations practitioners whose success is due not only to his skills, but also his

personality. I talked to a number of them about the type of personality needed to become successful in public relations and the types of personalities attracted to the profession. They all agreed a successful public relations practitioner is honest, open-minded, intelligent and self-motivated. I could not get a consensus on whether a person has to be an introvert or extrovert to make it in public relations.

Since much of the work practitioners do promotes other people's ideas, thoughts, products and successes, they become the backroom stars who may or may not get the credit for the end product. Certainly one personality trait they have in common is the sense of self-worth that enables a practitioner to do a good job without getting the glory. As Barbara Kasman of Barbara Kasman Public Relations put it, "There is great satisfaction in knowing your ideas are successful even when others may be getting the recognition".

## **II. Give a summary of the text in English using the active vocabulary.**

### **ПР-профессионал**

Профессия ПР-специалиста появилась очень давно, можно сказать, на заре цивилизации, но сегодня к ней предъявляются более серьезные требования.

Сегодняшние ПР-специалисты должны обладать знаниями в различных областях: психологии, риторике, истории, экономике, политологии и социологии. Кроме этого, специалист по связям с общественностью должен знать иностранные языки, уметь общаться с представителями различных социальных групп, разрешать конфликтные ситуации, а также уметь вести себя и оставаться на высоте в любой ситуации.

Что касается личных качеств ПР-специалиста, то, в первую очередь, он должен обладать определенным магнетизмом, должен уметь привлекать к себе людей. Он

должен быть открытым, сдержанным, честным, иметь гибкий ум. Кроме того, он должен быть готов к тому, что его труд не всегда будет оценен по достоинству и часто его заслуги будут приписаны другим. Человек, который готовится связать свою жизнь с этой профессией, не должен быть тщеславным и амбициозным, так как большая часть его работы будет проходить за кулисами, а не на сцене.

Многие ошибочно считают, что основное занятие ПР-специалиста – это создание различных текстов и полагают, что это очень просто. Но главное, не что сказать, а как. В этом и состоит его основная задача. Поэтому он должен хорошо разбираться в мотивах поведения людей, чтобы уметь ими манипулировать.

Необходимость работать по многу часов в день, иногда в условиях жесточайшего стресса, требует от ПР-специалиста обладания такими качествами как высокая работоспособность, стрессоустойчивость и умение не обращать внимание на различные внешние и внутренние негативные факторы.

Итак, ПР-специалист это – человек-оркестр, без которого не может обойтись ни одна современная организация.

Вы все еще хотите им быть?

### **III. Use the correct form of the Infinitive, Participle I or the Gerund.**

1. She couldn't help (show) her excitement at the news.
2. We noticed a car (slow down) near their house.
3. (look) through the paper closely the professor seemed (hesitate) what to say.
4. (close) her eyes she saw herself (dance) with him.
5. I don't mind (admit) I'm hungry.
6. We all looked forward to (know) the results of the voting.

7. (spend) a few years abroad he returned home.
8. I don't advise you to buy these shoes without (try) them on.
9. She apologized for (be) ten minutes late.
10. She was used to (work) in bursts and nothing could make her (get) rid of that habit.
11. She didn't want her intentions (expose).
12. She seems never (be) to such a big city before.
13. The English assume that anyone from age eighteen is an independent being capable of (make) up his or her own mind, and capable of (look) after himself or herself.
14. Joseph invited Rory (smile) with him and Rory finally succeeded in (do) so.
15. In another minute the window was blocked by a bulky figure which stood there (regard) them and who conveyed, in an odd way, a sense of (dominate) the situation.
16. They didn't even think of watchers, of curtains (hold) aside, of curious eyes.
17. Speak louder if you want (hear). Don't talk much if you want (listen to).
18. Our teacher never misses a chance of (tell) us how wonderful (not smoke) is.
19. Sam asked, «What about (advertise) in the paper?» Dave got angry and advised him (shut up).
20. The (advertise) manager advised him on when (put) the advertisement in.

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