

Transcript “Mehr Schein als Sein“

Interviewer Hazel, you work in a PR agency, is that right?

Hazel That's right, yeah.

Interviewer Can you tell me what a PR agency does?

Hazel Sure. Um, well, every company needs PR to some extent. Public Relations (PR for short) is a method of presenting a company and its products in a good light: creating and maintaining good relations with the public.

Interviewer You mean, the customers?

Hazel Not only the customers – a company's public can also be its employees, shareholders, pressure groups, the government, as well as the consumers, the 'general' public. The role of PR is to identify the 'publics' and then work out how to communicate with them, how to influence them.

Interviewer Do most companies use an agency to do this?

Hazel No, a lot of companies have in-house PR departments, but they'll often use agencies if they have a big campaign or a problematic situation to deal with – it's pretty hard for an average company to get national coverage on TV or in newspapers, for example, but that's something an agency could arrange. But of course, that's expensive.

Interviewer So what does the daily work of a public relations expert consist of?

Hazel Um, many things really, depending on what area you work in – if you're doing consumer communication, then press releases, newspaper and trade journal articles, etc. If you're working on internal communication then company newsletters, intranet, that sort of thing. Um, business communication involves exhibitions, websites and so on ...

Worksheet for “Mehr Schein als Sein“

Vocabulary:	
Public Relations (PR)	Öffentlichkeitsarbeit
public, 'publics'	Öffentlichkeit, Teilöffentlichkeiten
customer	Kunde/Kundin
agency	Agentur
company	Firma, Unternehmen
to some extent	bis zu einem gewissen Grad
to maintain	aufrechterhalten
employee	Angestellter/Angestellte
shareholder	Aktionär/Aktionärin, Anteilseigner/in
the government	die Regierung
consumer	Konsument
to work out	herausarbeiten
to influence	beeinflussen
in-house PR departments	Interne PR Abteilung
to deal with	sich mit etwas befassen
pretty hard	ziemlich schwer/schwierig
average	durchschnittlich
to get national coverage on TV	nationale Berichterstattung im Fernsehen
or in newspapers	oder in Zeitungen bekommen
to consist of	aus etwas bestehen
depending on	je nachdem
consumer communication	Kundenkommunikation
press release	Pressemitteilung, Presseverlautbarung
trade journal	Wirtschaftsmagazin
internal communication	interne Kommunikation
company newsletter	Firmen Newsletter
business communication	Unternehmenskommunikation
exhibition	Ausstellung

Excercises**1. What does a PR agency do?**

- a) a PR agency deals with several publics and tries to influence them in a certain way
- b) a PR agency assists in-house PR departments of great companies in dealing with difficult situations
- c) a PR agency gets national coverage on TV and in newspapers
- d) a PR agency works out campaigns for its customers

2. A company's public can be:

- a) consumers b) pressure groups c) employees d) agency e) shareholders
- f) TV station g) the government

3. A company's 'general public' are:

- a) its employees b) its customers

4. Consumer communication deals with:

- a) trade journal articles b) press releases c) intranet d) newspapers

5. Internal communication deals with:

- a) press releases b) company newsletters c) websites d) intranet

6. Business communication deals with:

- a) exhibitions b) newspapers c) websites d) trade journal articles

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