

Public Relations and Media Strategy Discussion

1. Role-Play Dialogue (Approximately 10 minutes)

Characters:

- **PR Manager**
- **Marketing Director**

Scenario: The head of public relations (PR Manager) and the marketing director (Marketing Director) discuss media strategy in a business meeting.

PR Manager: Thank you for joining me today. I wanted to discuss our media strategy moving forward. If we engage with the media proactively, then we might boost our brand image significantly.

Marketing Director: I completely agree. We need to build stronger relationships with key journalists and influencers. If we strengthen these connections, our messaging will reach a wider audience.

PR Manager: Exactly. We should also focus on crisis management. If a negative story surfaces, we must respond swiftly and transparently.

Marketing Director: That's a good point. Perhaps we should draft a crisis response plan. If we have predefined responses, we will be better prepared to manage any situation.

PR Manager: That sounds like a solid strategy. Additionally, we could arrange media training for our executives. If they communicate clearly and confidently, the company's reputation will benefit.

Marketing Director: Absolutely. And we should explore more proactive PR campaigns. If we highlight our corporate social responsibility initiatives, it will enhance our brand image.

PR Manager: That's an excellent idea. Let's outline a detailed action plan and present it to the executive team next week.

Marketing Director: Agreed. I'll start drafting the proposal. Thanks for this discussion!

2. Comprehension Questions and Sample Answers (Approximately 5 minutes)

1. What is the primary goal of their media strategy discussion?

Sample Answer: The primary goal is to proactively engage with the media to enhance brand image and manage crises effectively.

2. Why does the PR Manager suggest media training for executives?

Sample Answer: The PR Manager believes that if executives communicate clearly and confidently, the company's reputation will improve.

3. What does the Marketing Director propose regarding crisis management?

Sample Answer: The Marketing Director suggests drafting a crisis response plan to ensure the company is prepared to handle negative stories.

4. How can corporate social responsibility initiatives benefit the company?

Sample Answer: If the company highlights its corporate social responsibility initiatives, it can enhance its brand image and gain positive media coverage.

3. Teacher's Lesson Points (Concise Version)

Pre-Class Preparation

- Review the dialogue, key vocabulary, and grammar points (modal verbs and conditionals).
- Prepare explanations for key business terms like public relations, media strategy, and brand image.

Introduction (2–3 minutes)

- Warm up with a short discussion: “How does media influence a company’s reputation?”
- Introduce lesson objectives: Improving business communication through media-related discussions.

Reading & Analysis (10 minutes)

- Have the student read the dialogue aloud.
- Focus on pronunciation, intonation, and natural flow.
- Pause to highlight grammar structures (e.g., conditional sentences, modal verbs).

Comprehension Check (5 minutes)

- Ask the comprehension questions.
- Provide immediate feedback and encourage discussion.

Role-Play Practice (Remaining Time)

- Conduct a role-play session, with the teacher playing one role and the student the other.
- Encourage the student to incorporate key vocabulary and grammar structures.

Wrap-Up (2–3 minutes)

- Summarize key vocabulary and grammar points.
- Assign a homework task: Prepare a short media strategy proposal using modal verbs and conditionals.