

26.1

Correct the underlined mistakes in the collocations in these sentences. Write the correct words in the space.

- 1 To develop a good PR strategy, we need to decide who we want to talk to – our target life.
.....
- 2 We try to avoid mass audiences. Instead, we identify our customers and build relationships with them.
.....
- 3 It is important to build and maintain impact, and then ensure that they are sustained.
.....
- 4 The shelf relationship of PR is longer when a slow and gradual approach is adopted.
.....
- 5 Ethics definitely includes considerations of environmental marketing.

26.2

Match the words (A-G) with the definitions (1-7). Write the letter of your answer in the box at the end of the sentence.

- A ethical B accountable C maintain D stakeholder
E integrity F transparency G sustain

1 To cause or allow something to continue for a period of time.	
2 When something is clear and easy to understand.	
3 When you are completely responsible for your action and can give a satisfactory reason for it.	
4 When something is controlled by a system of accepted moral beliefs.	
5 A person or group of people who own a share in a business.	
6 To keep something in good condition.	
7 Maintaining strong moral principles and being honest.	

26.3

Decide which of the alternatives (A-E) each phrase or sentence is used for. You will need to use some of the alternatives more than once. Write the letter of your answer in the box at the end of the sentence.

1 Please get in touch if you need any more information.	
2 So the main point is this ...	
3 We've agreed that the maintenance support will stay the same.	
4 I think time's running out.	
5 Any other points anyone wants to make?	
6 This has been a really useful session.	
7 I think we should fix a date for next time.	
8 The next step will be to progress with the advertising.	

- A Indicating the end of a meeting B Asking for questions C Giving a positive message
D Summarising E Looking ahead

Test mark	/20
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