

Ministry of Education and Science of Ukraine  
V. N. Karazin Kharkiv National University

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**PUBLIC COMMUNICATIONS:  
A PRACTICAL COURSE**

Instruction and Training Manual  
for the students  
of the School of Foreign Languages

*Electronic resource*

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This manual was developed for students of V. N. Karazin Kharkiv National University majoring in English Philology. It is intended to support the development of language competence through the exploration of key concepts in public communication and public relations. Designed for learners at B2-C1 levels, the manual integrates language practice with career-oriented communication tasks.

The course materials aim to build students' competences in using English for strategic, ethical, and inclusive communication in professional contexts. Particular emphasis is placed on the role of linguistic choices in shaping public discourse.

All units are structured around case studies followed with collaborative tasks that reflect real-life scenarios in PR. Students are invited to work in teams, take on professional roles, and develop communication products using different media and platforms, improving their digital literacy.

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## FOREWORD

This manual was designed to help students of the School of Foreign Language majoring in Philology develop core professional skills in public communications that will prepare them for a career in PR or media.

*Public Communications: A Practical Course* supports the elective “English Communication Practice for PR Discourse” and offers a CLIL (Content and Language Integrated Learning) pathway into the world of public communications and PR. Throughout the course, students explore concepts such as PR strategy, target audience, corporate messaging, crisis communication, inclusive language, discourse ethics, copyright, and multimodality, while practicing English in task-based scenarios.

Each unit includes activities aimed at specialized vocabulary building, reading, discussion, and production tasks. All units include brief theoretical summaries, case-studies or reflection material for discussion and analysis, and practical communications scenarios for collaborative task-based learning.

The topic focusing on general PR concepts offers students mock scenarios to practice real-life professional communication tasks. Students are placed into small “teams” that simulate actual professional roles such as media strategist, speechwriter, ethics advisor, or brand voice specialist. In these roles, they produce press releases, social media posts, blog entries, speeches, and newsletters in response to case studies modeled on real public events or controversies. This encourages active language use while planning and decision-making in a team.

The section dedicated to ethical public communication and inclusive language offers the students practical exercises as well, such as problematic texts to edit for bias and translate ethically sensitive content between English and Ukrainian using up-to-date guides and national standards. The course promotes peer support, collaborative problem-solving, and reflective thinking. Above all, this manual prepares future professionals to engage with communication as a socially responsible practice.

Finally, the manual introduces students to media literacy and the multimodal nature of modern public discourse. Students analyze the functioning of multimodal components in PR campaigns and use digital tools like Canva, Genially, and AI-supported video creation instruments. Their copyright awareness is also covered in practice.

The manual follows the curriculum of the elective course “English Communication Practice for PR Discourse,” developed within the educational and professional program for the first (bachelor’s) level of higher education in B11 Philology at the Department of English Philology and Teaching Methodology, School of Foreign Languages, V. N. Karazin Kharkiv National University.

## Topic 1. PR and Communications

### Unit 1.1. Public relations and communications: key definitions

**Public relations (PR)** and **communications** are essential tools for organizations to establish and maintain relationships with their audiences. **PR** involves strategic communication processes that build relationships between organizations and the public, including communications with media and management of social media accounts. Best PR practices focus on **transparency**, **credibility**, and trust. In turn, the term “communications” is broader and involves not only external PR strategy but also internal channels such as employee communications to align the organization.

Communication genres in PR include press releases, speeches, newsletters, blogs, and social media posts, each tailored to specific audiences and objectives within a chosen PR strategy. The ability to adapt communication styles and select appropriate channels for different audiences and contexts is key to a successful PR strategy.

#### Glossary

**Public Relations (PR)** – strategic communication process that builds mutually beneficial relationships between organizations and their audiences.

**Stakeholders** – individuals or groups affected by an organization’s actions, such as customers, employees, and investors.

**Press release** – a written statement issued to media outlets to announce something newsworthy.

**Media relations** – the practice of working with journalists and media outlets to promote an organization.

**Internal communications** – flows of information within an organization to ensure employees are informed and aligned with goals.

**Transparency** – openness and honesty in communication to build trust and credibility.

**Credibility** – the quality of being trusted, believed, and perceived as reliable or authoritative.

#### Case Study

##### Reimagining the Iconic Earth Hour Campaign (WWF x EPAM)

Link: <https://www.epam.com/services/client-work/reimagining-the-iconic-earth-hour-campaign-with-wwf>

Working in small groups, follow the link and analyze the case study by answering the guiding questions:

1. Who are the stakeholders?
2. What is the aim of the campaign?

3. Who is the target audience of the campaign?
4. What exactly did they do?
5. What were the key steps in building and implementing the strategy?
6. What principles did they adhere to?

### **Further Reading**

Wilcox, D. L., Cameron, G. T., & Reber, B. H. (2015). *Public Relations: Strategies and Tactics*. Pearson. Chapter 1.

### **Mock Scenario**

A new non-profit organization, Green Future Initiative, has been launched to promote environmental awareness in Ukraine. Your team has been hired as their public relations consultants to develop an introductory communication strategy and familiarize the organization with key PR concepts.

<b>Roles</b>	<b>Tasks</b>	<b>Deliverables</b>
Market and PR Researcher	Research the market and build the vision of the company	A paragraph characterizing the market (100 words) and 10 keywords that conceptualize the organization's mission to stand out in this market
Media Relations Strategist	Analyze the target audience and their preferences of media channels	A list of 5 main media channels (media outlets, social media, TV etc.) to reach out to different demographics
Stakeholder Engagement Coordinator	Identify key stakeholders and appropriate communication strategies for each group	List of stakeholders with communication channels and strategies
Internal Communications Officer	Define internal communication channels to make sure the employees are aligned with the company's values and mission	List of internal communication channels and specific measures to keep employees aligned
Content Writer	Draft a short press release announcing the organization's mission	A short (100 words) press release announcing the initiative launch to the general public
Ethics Advisor	Discuss how transparency and credibility can influence the organization's public image	A list of 5 ethical principles to which the organization will adhere

## Unit 1.2. Strategic communication and corporate image/branding

**Strategic communication** involves the deliberate planning of messages to achieve specific organizational goals, such as shaping a positive reputation and building relationships. Corporate branding plays a key role in this process, establishing a unique **brand identity** and emotional connection with stakeholders. A successful brand communicates a clear message, maintains consistency across channels, and aligns with the organization's values and mission. **Corporate image**, on the other hand, refers to how stakeholders perceive the organization based on its communication efforts, actions, and public engagement.

**Brand voice**, or **discursive identity**, addresses the perceptions of the brand that emerge through communication and interaction with audiences. These identities are constructed through consistent narratives, visual elements, and messaging strategies that align with cultural and social expectations. Organizations carefully craft their discourse to reinforce their values, differentiate from competitors, and build trust.

### Glossary

**Strategic communication** – the planned use of messages addressed to the stakeholders to achieve organizational goals.

**Corporate branding** – the process of establishing and promoting a company's identity.

**Corporate image** – the perception of an organization by its stakeholders.

**Brand voice/discursive identity** – is the unique personality that your brand presents to the world.

**Brand identity** – the conceptual elements of a brand that distinguish it from competitors.

**Message framing** – the way a message is structured to influence audience perception.

**Brand storytelling** – a narrative-driven communication strategy that connects an organization's mission, values, and achievements with its audience on an emotional level.

### Case Study

#### **Brand Identity: The Visual and Verbal Language of Dove**

Link: <https://brandingtheblog.wordpress.com/2018/10/23/brand-identity-the-visual-and-verbal-language-of-dove/>

Working in small groups, follow the link and analyze the case study by answering the guiding questions:

1. How does Dove's logo, color scheme, and brand symbol contribute to its brand identity?
2. How does Dove's visual identity reflect its core brand values?



3. How would you describe Dove's tone of voice? Provide examples.
4. How does Dove's choice of simple, clear language support its inclusivity goal?
5. In what ways does Dove's messaging create an emotional connection with consumers?
6. What are the key points of the "Real Beauty" campaign? How does Dove's focus on real, unedited women impact its brand perception?
7. What is Dove's brand story?
8. Could there be any risks associated with Dove's branding strategy? What are they?

### Further Reading

Wheeler, A. (2017). Designing brand identity: an essential guide for the whole branding team. John Wiley & Sons. (Brand Basics and Brand Ideals, pp. 1-53)

### Mock Scenario

A group of young Ukrainian designers has launched a fashion brand, "Tvoya Vesna Wear." Their vision is to balance eco-friendly fabrics/ethical production with competitive prices. They aim to introduce their brand to the European market. Your team needs to craft a compelling brand identity that aligns with the brand's vision and will appealing to European consumers.

Roles	Tasks	Deliverables
Brand Strategist 1	Define the core values of the company by analyzing its mission, vision, and its unique competitive edge	A list of 10 keywords and five sentences that summarize the company's values and definitions of the company's mission and vision

Brand Strategist 2	Craft a compelling brand narrative that aligns with company values and target audience expectations	A narrative of the brand (its background and values) in 5 bullet points
Brand Strategist 3	Develop the brand's unique voice that aligns with the desired brand image	A brand voice guide consisting of 5 bullet points with dos and don'ts and shared vocabulary
Ethics and Sustainability Consultant	Develop key ethics and sustainability messaging to appeal to consumers	A list of 3 ethical, inclusive, or sustainability selling points (full sentences)

### Unit 1.3. Public communication genres

Public communication may come in a wide range of formats depending on the objectives and context/channel. Key genres include **press releases, public speeches, social media content, newsletters, blogs, op-eds, white papers, and corporate reports**. All these pieces require focusing on the intended strategic message to effectively convey information and engage audiences.

The selection of an appropriate genre depends on the target audience, communication objectives, and situational context. Objectives also inform the choice of the appropriate platform for the message, its modality (visual, textual etc.) and channel. For example, a corporate report provides detailed and data-driven insights suitable for investors and regulatory bodies, while a social media post aims to engage a broader audience with concise, visually appealing content.

In turn, some of these items, such as a report or a blog post, may be intended for the employees, being part of internal communications, or be addressed to the external stakeholders (the public, investors, customers etc.), being part of the external PR strategy.

#### Glossary

**Press release** – an official written statement distributed to media outlets to announce newsworthy developments, such as product launches, company milestones, new hires, started campaigns, or crisis responses.

**Media advisory, or media alert** – a brief invitation sent to journalists and media representatives to invite them to an upcoming event and encourage coverage.

**Social media content** – digital content created for platforms such as Twitter, LinkedIn, or Instagram, designed to engage audiences, promote brand identity, and build online communities.

**Speechwriting** – the creation of speeches or public statements for executives, spokespersons, or public figures.

**Internal communication memo** – a written document shared with the employees within an organization to inform them about new policies, updates, or organizational changes.

**White paper** – a detailed report on a particular issue, product, or service, often used to inform and influence stakeholders.

**Op-Ed (Opinion Editorial)** – a persuasive article written by an organization or representative, published in a media outlet to express opinions, influence public perception, or position the organization as a thought leader.

**Newsletter** – a regularly distributed publication aimed at keeping stakeholders informed about an organization's activities, achievements, and future plans.

**Press kit, or media kit** (the recent trend **newsrooms**) – a pre-packaged collection of promotional materials, including press releases, background, and key messages, provided to journalists to facilitate media coverage and promote a company or a public figure.

### Case Study

#### Adidas Newsroom

Link: <https://news.adidas.com/>

#### Apple Newsrooms

Link: <https://www.apple.com/newsroom/>

Working in small groups, follow the links and analyze the brands' newsrooms by answering the guiding questions:

1. How are Adidas's and Apple's newsrooms organized? What sections or categories do they include?
2. Compare the tone and style of Adidas's and Apple's newsroom content. How do they align with each brand's identity and public image?
3. Find a recent press release from each newsroom. What key structural elements (headline, lead, quotes, boilerplate, etc.) are present? How do they differ in approach?
4. Who is the primary audience for each newsroom? How do the choice of topics, language, and media formats reflect this?
5. Do the newsrooms encourage media engagement (e.g., press contact details, media kits, downloadable assets)? How accessible are they for journalists?
6. How do Adidas and Apple incorporate multimedia (images, videos, interactive elements) in their newsroom content? How does this enhance PR messaging?
7. How does each brand link its newsroom content to social media platforms?
8. How does each newsroom use storytelling to reinforce brand identity? Provide examples.
9. Based on your analysis, which brand's newsroom do you find more effective in delivering PR messages? Why?

### Further Reading

Wilcox, D. L., Cameron, G. T., & Reber, B. H. (2015). *Public Relations: Strategies and Tactics*. Pearson. Chapters 6-7.

### Mock Scenario

The Ukrainian Ministry of Tourism is rebranding the Carpathian region to attract more international tourists after the long break because of the war and the pandemic. Your team must craft a strategic communication plan for the rebranding campaign (domestic and international market).

<b>Roles</b>	<b>Tasks</b>	<b>Deliverables</b>
Media Strategist	Develop the desired image of the tourist destination in the media	Press release (100 words) announcing the launch of the new tourism destination
Copywriter	Produce materials that adhere to the strategic vision of the initiative and promote the region as a tourist destination	A 100-word op-ed (opinion editorial) for the Europe Tourism digest highlighting the benefits of the region as a tourist destination
Storytelling Strategist	Draft promotional narrative that will focus on the unique aspects of the region	A 100-word travel brochure introduction with narrative (storytelling)
Speech Writer	Prepare a speech for the Minister to give at the European Tourism Forum	A 100-word draft of the speech that would inform the European stakeholders of the initiative
Social Media Marketing Specialist	Set up the influencer outreach campaign	A social media post (50 words) for a chosen influencer/social media
Community Engagement Team	Engage the community of the local tourist businesses of the area	A 100-word newsletter inviting the local businesses to cooperate
Sustainability Advisor	Incorporate eco-tourism elements into the branding.	A 100-word blog post highlighting the sustainability strategy of this tourism destination

## Unit 1.4. Communication strategies and target audiences

**Communication strategies** are structured approaches that organizations use to effectively plan, craft, and deliver messages to their target audiences (TA) and achieve the desired outcomes. The communication strategy includes the **message**, the **medium**, the **audience**, and the **feedback loop**.

Types of communication strategies include **persuasive** communication, **informative** communication, and relationship-building approaches. Each type involves different techniques, such as storytelling, data-driven messaging, and emotional appeals. Understanding the audience (demographics, psychographics, and behavioral insights) is crucial for crafting strategies that resonate and achieve desired outcomes.

### Glossary

**Target audience (TA)** – the specific group an organization aims to reach with its message.

**Brand engagement** – the creation of attachments between consumers and brands (these attachments may be emotional or rational, and ideally, they produce brand loyalty over time).

**Persuasive communication** – messages designed to influence opinions or behavior.

**Informative communication** – providing factual information to educate the audience.

**Web3 (also Web 3.0)** – a new iteration of the World Wide Web which incorporates concepts such as decentralization (including decentralization of user-generated content), blockchain technologies, and token-based economics.

**Brand communities** – people who follow all of your content on social media, who share your products/services and connect with others who enjoy seeing everything your brand does.

**Feedback loop** – mechanisms for receiving audience responses and adapting messages accordingly.

### Case Studies

**Spotify Wrapped: The Whole Story and the Hidden Marketing Behind It**

Link: <https://startuptalky.com/spotify-wrapped-campaign-analysis/>

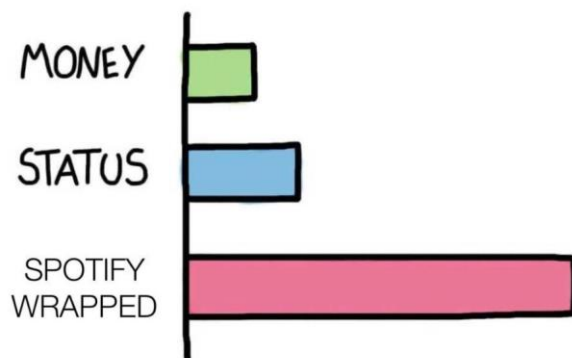
**Tales of Nutella: Consumer Psychology in Social Media Marketing**

Link: <https://lamisazareen.medium.com/tales-of-nutella-consumer-psychology-in-social-media-marketing-f7d9e79e0956>

Working in small groups, follow the links and analyze the ways these brands build relationships with the customers by answering the guiding questions:

1. What is the primary communication goal of each campaign?
2. Who is the target audience and how are they addressed or represented?
3. What communication channels are used and why?
4. Which type(s) of communication strategy are used: persuasive, informative, relationship-building?
5. What emotional or psychological appeals do the campaigns rely on? How do these memes illustrate the power of going viral with the campaign or product?

## WHAT GIVES PEOPLE FEELINGS OF POWER



6. How does storytelling (if any) help shape the message?
7. How is audience participation encouraged?
8. What feedback mechanisms or user-generated content play a role in the campaign?
9. How do these campaigns create or strengthen brand communities?

### Further Reading

Jones, C. M., & Vogl, C. (2020). Building brand communities: How organizations succeed by creating belonging. Berrett-Koehler Publishers.

### Mock Scenario

Your client is a start-up that outsources PR and copywriting services from your team. It is called MemorySip, and they have created a smart water bottle that uses AI to track hydration levels and send reminders to drink via an app or a wearable device like a smartwatch. They also sell fitness trackers comparable with the bottle. The

product targets fitness enthusiasts, busy professionals, and elderly users who often forget to stay hydrated.

A Resource for Social Media Demographics: <https://sproutsocial.com/insights/new-social-media-demographics/>

<b>Roles</b>	<b>Tasks</b>	<b>Deliverables</b>
Social Media Manager	Create 3 posts for 3 different social media (e.g. Instagram, Facebook, TikTok, X (formerly Twitter), LinkedIn, Threads) that will address 3 different demographic groups and will engage feedback	3 social media posts 100 words each with feedback loop potential and a 1-sentence reflection on what TA you plan to reach with each
Tech Blogger	Write a blog post about the science behind hydration and the benefits of MemorySip addressed to the general public (potential buyers and investors)	A short blog post (100 words)

## Unit 1.5. Crisis communications management: 5 C's and 5 R's

Crisis communication management is a crucial aspect of public relations that helps organizations respond effectively to unforeseen events that threaten their reputation.

A public relations (PR) **crisis** refers to an unforeseen event that has the potential to damage public perception of a brand or organization. Such crises may arise from various situations, including a negative customer experience gaining widespread attention on social media, an employee or brand representative engaging in behavior that contradicts the company's values, or a significant operational disruption that impacts customers and the public. While closely related to reactive PR, crisis management specifically addresses scenarios where reputational harm is at stake.

The **5 R's of crisis communication** (**Recognize, Respond, Reassure, Resolve, and Reflect**) guide organizations in identifying crises, taking appropriate action, and learning from the experience. The **5 C's** (**Care, Commitment, Competence, Communication, and Coordination**) emphasize the human and operational aspects of managing crises effectively.

An effective crisis communication strategy requires **transparency, promptness, and consistency** across all communication channels. Organizations must develop contingency plans, designate spokespersons, and establish monitoring systems to address crises proactively and protect their reputation.

### Glossary

**Crisis communication** – the process of planning, managing, and delivering messaging during a public relations crisis.

**A public relations (PR) crisis** – an unforeseen event that has the potential to damage public perception of a brand or organization.

**5 R's of crisis communication**– Recognize, Respond, Reassure, Resolve, and Reflect

**5 C's of crisis communication** – Care, Commitment, Competence, Communication, and Coordination

**Reputation management** – strategies to protect and rebuild a brand's public image.

**Transparency** – open and honest communication during a crisis.

**Spokesperson**– an appointed individual authorized to speak on behalf of an organization.

### Case Studies

#### 1. Prada Blackface Controversy and Press Release

Link: <https://www.nbcnews.com/news/us-news/prada-was-slammed-over-merchandise-deemed-racist-now-it-will-n1131466>

Working in small groups, follow the link and read about the Prada ‘blackface’ scandal and their reaction to it (the crisis management press release they posted). Here are the questions to guide your discussion:

1. What exactly caused the public backlash against Prada’s products?
2. What is the historical significance of blackface, and why is it considered offensive in modern discourse?
3. Analyze Prada’s official press release using the 5 R’s of crisis communication (Recognize, Respond, Reassure, Resolve, Reflect). Which of the 5 R’s were addressed clearly? Which ones were missing or weak?
4. Did Prada’s press release express accountability and understanding of the issue, or did it appear defensive or vague? Support your view with specific examples.
5. What actions did Prada promise to take in response to the controversy?
6. How did the company frame the problem: as a communication failure, a design issue, or a deeper structural problem?
7. Do you think Prada’s response was effective in terms of repairing its brand image? Why or why not?

The crisis management press release Prada posted on Twitter (now X):

## **PRADA**

*press release*

At Prada we are committed to creating products that celebrate the diverse fashion and beauty of cultures around the world. We would like to convey our deep regret and sincere apologies for the Pradamalia products that were offensive. They have been removed from the market and will not be sold.

The resemblance of the products to blackface was by no means intentional, but we recognize that this does not excuse the damage they have caused. Going forward, we pledge to improve our diversity training and will immediately form an Advisory Council to guide our efforts on diversity, inclusion and culture. We will also examine the processes that led to such a product reaching the market in the first place. Everyone at our company, from the creative directors to the store managers work hard to exceed our customers’ expectations every day—which makes this reflection on our company all the more hurtful.

Importantly, we have listened to the public and have decided to donate proceeds from these products to a New York-based organization committed to fighting for racial justice, which is a value that we strongly believe in.

We will learn from this and we will do better.

Source: <https://x.com/Prada/status/1074408250299375621/photo/1>

## **2. KFC Chicken Shortage Crisis**

Link: <https://youtu.be/V6cEM0RvT9Y>

Working in small groups, follow the link and watch the video about the chicken shortage crisis KFC faced and turned into a marketing win.

The questions to guide your discussion:

1. What caused the KFC chicken shortage crisis, and how did it impact the brand in the short term?
2. How did KFC acknowledge the crisis, and what communication channels did they use?
3. How did KFC turn a logistical failure into a brand-strengthening moment?
4. How did KFC use humor in their response, and why did it work? What made the humor effective instead of offensive?
5. In what kinds of PR crises is humor an appropriate strategy– and when is it absolutely not? Compare this to the Prada case or other controversies where humor would have been inappropriate.
6. Identify specific choices that shifted the narrative from failure to clever recovery.



Source: <https://www.campaignlive.co.uk/article/kfc-fcking-clever-campaign/1498912>

### 3. M&Ms “Woke Agenda” Controversy

Link: <https://www.euronews.com/culture/2023/01/24/the-mms-controversy-continues-as-company-retires-its-spokescandies>

Read up on the controversy M&Ms faced. Is it a minor or major crisis? How would you manage it?

#### Further Reading

Wilcox, D. L., Cameron, G. T., & Reber, B. H. (2015). *Public Relations: Strategies and Tactics*. Pearson. Chapter 10.

Fearn-Banks, K. (2016). *Crisis Communications: A Casebook Approach*. Routledge.

**Mock Scenario**

Brownie Bean is an independent coffee shop chain with six locations across Kyiv. The brand has built its reputation on being an “ethically sourced” business, emphasizing fair trade beans and partnerships with regional farmers.

Last night, a former employee posted a TikTok video showing receipts from a bulk discount supplier – one that sells generic, mass-produced coffee beans. The video accuses Brew & Bean of lying about its ethical sourcing while charging premium prices. The post has already racked up over 50,000 views, and customers are mocking the coffee shop across social media.

**Your task:** Write a short (around 100 words) press release to be published on the website and coffee shop’s social media to address the situation.

**Template for group collaboration**

**Brainstorming ideas:**

- 1. ...
- 2. ...
- 3. ...
- 4. ...
- 5. ...

**Reflection:**

- What tone of voice do you plan to use? How can you describe it? What kind of vocabulary does it require?
- Do you plan to implement the 5 R's of crisis communication – Recognize, Respond, Reassure, Resolve, and Reflect?
- What would you as a customer expect from an organization in such situation?

**Press release draft:**

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## Topic 2. Public Discourse Ethics

### Unit 2.1. Public discourse ethics and factchecking

**Ethical communication** practices ensure public discourse contributes to a well-informed and engaged society. Content creators, whether journalists, marketers, social media managers, or public relations professionals, bear a significant ethical responsibility in shaping public perception.

Their **responsibilities** include:

- Recognizing and mitigating implicit biases, fact-checking, and maintaining neutrality when required.
- Identifying and countering **misinformation**, deconstructing emotionally **manipulative** language, and applying critical thinking to detect propaganda techniques.
- Clearly stating sources, acknowledging errors, and maintaining open communication with audiences.
- Avoiding deceptive practices such as “**greenwashing**” (misleading claims about environmental responsibility) and other forms of **reputational whitewashing**.

### Glossary

**Bias** – a preference or inclination that skews objectivity in communication.

**Ethical objectivity** – the pursuit of fair and unbiased communication based on factual evidence.

**Misinformation** – false or misleading information spread without harmful intent.

**Disinformation** – deliberately deceptive information created to manipulate public perception.

**Greenwashing** – the practice of making false or misleading claims about a company’s environmental practices to appear more sustainable than it actually is.

**Reputational whitewashing** – the act of trying to improve a damaged public image through superficial or symbolic gestures instead of addressing the root problem.

### Further Reading

Habermas, J. (1984). *The Theory of Communicative Action*. Boston: Beacon Press.

Lakoff, G. (2004). *Don’t think of an elephant. Know your values and frame the debate*. White River Junction/Chelsea Green.

News Literacy Project. (n.d.). Misinformation Infographic. [https://newslit.org/wp-content/uploads/2025/04/Misinfo\\_infographic\\_FINAL-11x17-2.pdf](https://newslit.org/wp-content/uploads/2025/04/Misinfo_infographic_FINAL-11x17-2.pdf)

News Literacy Project. (n.d.). Detecting Tricks of Context.

<https://newslit.org/educators/resources/detecting-tricks-of-context/>

## Reflection Material

### Jurgen Habermas and the Public Sphere

**Link:** <https://www.youtube.com/watch?v=Luak3kFDmxw&t=2s>

Watch the video and summarize it. Then discuss how, in your opinion, the current state of public discourses (available platforms and rules) shape the responsibilities of content creators in the sphere of public communications.

## Fact Checking Practice

Here's a quiz published by News Literacy Project to assess the students' ability to fact-check and avoid spreading false information. Working in groups, attempt the quiz.

### Fact-checking quiz from The Sift®/Get Smart About News, March 2025

**Question 1:** Review this social media post, then answer the question below.



What aspects of this social media post raise concerns about the claim's validity? Select two that apply.

- A) The post comes from an unfamiliar or unofficial source.
- B) The claim involves an image that is obviously AI-generated.
- C) The claim includes contradictory statements.
- D) The claim is not accompanied by any evidence or a link to a credible news source.

**Question 2:** Consider the social media post from Question 1 again. We've identified that it is suspicious. What should our next steps be to fact-check this claim? Select two that apply.

- A) Like and retweet the content, asking your own followers if it's true.
- B) Click the account's profile to try to get more information about the source.
- C) Plug terms from the post – “Mitch McConnell” and “dead” – into a search engine.
- D) Use a reverse image search to find where the photo came from.

**Question 3:** Review this social media post, then answer the question below.



This AI-generated image shows soccer star Cristiano Ronaldo proposing to his girlfriend. What signs indicate that this image is AI-generated? List all the clues that you see. (You won't be scored on this question.) .....

**Question 4:** While AI-generated content can still be detected through visual clues, it's becoming more challenging as AI tools become more sophisticated. Consider the Ronaldo proposal post again. Aside from a visual inspection, what other ways could you determine that it is fake? Select one that applies.

- A) Look for news reports about this engagement from credible sources.
- B) Check Cristiano Ronaldo's social media feed to see if he announced it.
- C) Use a reverse image search to see if the image has been published elsewhere.
- D) Check the credibility of the account sharing the content.
- E) All of the above.

**Question 5:** Review this social media post, then answer the question below.



What aspects of this social media post raise concerns about the authenticity and validity of its claim? Select three that apply.

- A) The post comes from an unfamiliar or suspicious source.
- B) The post includes a screenshot of a social media post, but it doesn't link to the post.
- C) The post contains a verified symbol and has a lot of engagement.
- D) The post includes partisan and inflammatory claims meant to spark outrage.

**Question 6:** Consider the social media post from Question 5 again. Which of the following steps would help you fact-check it? Select three that apply.

- A) Go to the alleged source, Elon Musk's X account, and search for the post.
- B) Go to a search engine and search for keywords from the alleged post.
- C) Share the post in a quote tweet while asking your followers if it is authentic.
- D) Click the account profile and assess if they are a credible source.

Source : <https://newslit.org/educators/resources/sift-quiz-fact-checking-red-flags/>

Answers: 1 – A, D; 2 – B, C; 3 – hands, ring; 4 – E; 5 – A, B, D; 6 – A, B, D.

## Unit 2.2. Inclusive language: categories

Inclusive language is important because the words we choose shape how people are represented, understood, and valued in society. Using respectful and accurate language helps avoid reinforcing stereotypes, marginalizing groups, or making people feel excluded. It promotes fairness and equity, especially in public communication, education, and media. For professionals, inclusive language is about building trust, showing awareness, and communicating responsibly in a diverse world.

The APA guide for inclusive (bias-free) language offers clear English-language recommendations to help writers avoid biased, outdated, or discriminatory language. It encourages the use of accurate, respectful terms when referring to people's identities, such as gender, race, disability, age, and background. The goal is to write in a way that reflects awareness of diversity and promotes fairness without reinforcing stereotypes.

We are exploring this guide because it is consistent, reputable, and is especially useful for content creators, educators, and communicators who want their messages to be accessible to a broad audience. Published by the American Psychological Association, it is a widely respected resource adopted across academic communities professional organizations.

### Glossary

**Bias** – a tendency to favor or disfavor a group or individual in a way that is unfair or based on stereotypes, often leading to exclusion or discrimination.

**Disability** – a physical, sensory, cognitive, or mental health condition that may affect a person's activities or interactions with their environment. Inclusive language emphasizes individuals rather than defining them by their condition.

**Gender** – a social and cultural concept that includes identities beyond the traditional male and female categories. Inclusive language acknowledges all gender identities and expressions, uses gender-neutral terms in generalizations, and respects individuals' preferred pronouns.

**Sexual orientation** – a person's enduring pattern of emotional, romantic, and/or sexual attraction to others, which may include (but is not limited to) heterosexual, lesbian, gay, bisexual, asexual, and other identities. Inclusive language uses respectful and precise terms when discussing sexual orientation.

**Racial and ethnic identity** – a person's self-identified connection to one or more racial or ethnic groups, shaped by ancestry, culture, and social experiences. Inclusive language respects individuals' preferred terms for their identity and uses specific, accurate, and up-to-date terminology to describe racial and ethnic groups.

**Socioeconomic status** – a person’s economic and social position, typically based on income, education, and occupation. Inclusive language avoids stigmatizing terms that reinforce economic disparities.

**Historical Context** – inclusive language uses terms that accurately reflect historical realities without reinforcing outdated or offensive terminology.

**Age** – inclusive language uses age-neutral terms and avoids words that might imply ageism.

**Intersectionality** – the idea that different aspects of a person’s identity (such as race, gender, disability, and socioeconomic status) interact and create unique experiences of discrimination or privilege. Inclusive language recognizes these overlapping factors.

### Reflection Material

#### APA Bias-Free Language Guide

**Link:** <https://apastyle.apa.org/style-grammar-guidelines/bias-free-language>

Explore the resource and reflect on the questions:

1. How is the guide organized? What main categories does it include?
2. What are some general principles of bias-free language mentioned in the introduction?
3. Are there any suggestions in the guide that surprised you or challenged your previous assumptions?

### Further Reading

APA. (2023). Bias-Free Language. <https://apastyle.apa.org/style-grammar-guidelines/bias-free-language>

Bush, L., & Lindsey, K. (2024). Diversity, Equity, and Inclusion in Strategic Communications: Becoming Culturally Proficient Communicators. Taylor & Francis.

### Inclusive Language Practice: Editing

Working in small groups and discussing your choices, edit the text to make sure it follows the APA guide for inclusive language.

#### Text A.

Welcome to the Kyiv Volunteers’ Hub! We are a dedicated group of men and women who work hard to help the elderly, disabled, and underprivileged. Our mission is to support those who are less fortunate and provide aid to orphans, handicapped individuals, and the poor.

We offer a variety of services, including food assistance, shelter for homeless people, and emotional support for mentally ill individuals. Our volunteers also help troubled youth and drug addicts find a better path in life.

At our center, we believe that people of all races should receive equal care, and we make special efforts to help those from minority backgrounds who struggle due to their ethnic origins. Additionally, we provide assistance to homosexuals who often face discrimination in society.

If you are an able-bodied person willing to lend a hand, we welcome you to join our team! We are especially looking for young and energetic helpers who can take on physically demanding tasks.

Together, we can make a difference in the lives of these unfortunate people and give them the support they need to overcome their struggles.

### **Text B**

Welcome to Bright Future Academy! We believe that every student, no matter his background, deserves a good education. Our school offers special classes for slow learners and handicapped students to help them keep up with their peers. We also provide scholarships for underprivileged children so they can have the same opportunities as normal kids.

Our teachers, both male and female, work tirelessly to ensure that every student, regardless of his race or ethnic background, receives a quality education. We make sure our curriculum reflects a diverse history, but we also prioritize the achievements of Western civilization. Additionally, we have a dedicated support group for female students to help them navigate academic challenges.

We welcome all students who are willing to work hard and respect traditional values. We believe that education is the key to success, and we are committed to guiding our students toward a better future.

Furthermore, we provide specialized career counseling for students based on their skills and potential, ensuring that everyone has access to equal opportunities regardless of his or her background.

## Unit 2.3. Inclusive language: English vs Ukrainian

Translating inclusive language is complex due to linguistic limitations and varying cultural attitudes. Words or expressions common in English may lack equivalents in languages with grammatical gender (like Ukrainian) or less societal acceptance of inclusive discourse.

Translators must stay current with evolving terminology, engage with local communities, and make culturally sensitive decisions. Adopting **gender-neutral alternatives**, **adding context** where needed, and collaborating with **advocacy groups** are essential steps toward inclusive and effective translation.

### Reflection Material

**Ukrainian Resource for Bias-Free Language – Довідник «Без бар’єрів»**

**Link:** <https://bf.in.ua/glossary/>

(More info at <https://www.facebook.com/bbu.org.ua>)

Explore the resource and reflect on the questions:

1. How is the guide organized? What main categories does it include?
2. In what ways is it similar or different from the APA guide?
3. What are some general principles of bias-free language mentioned in the introduction? Are they the same as in English?

### Further Reading

Довідник «Без бар’єрів». (2021). <https://bf.in.ua/glossary/>

Пономаренко, О. О., Чрдилелі, Т. В., & Кожемяченко, Н. В. (2022). Граматичні та соціолінгвістичні аспекти перекладу небінарних займенників з англійської мови українською. Вчені записки ТНУ імені В. І. Вернадського. Серія: Філологія. Журналістика, Том 36 (75). С. 316-321.

### Inclusive Language Practice: Translation

Working in small groups and discussing your choices, translate the text to make sure it follows the Ukrainian recommendations for inclusive language.

#### Text A

In contemporary education, it is essential to create an environment that supports students from all walks of life. Institutions are encouraged to develop inclusive policies that respect the needs of **older students**, **students with learning disabilities**, and those from **historically marginalized racial and ethnic communities**. This includes offering **accessible learning materials**, accommodating different **neurodiverse**

**learning styles**, and providing **financial assistance to students from low-income backgrounds**.

University researchers are now expected to use **bias-free language** when reporting data and writing academic papers. Rather than referring to “the elderly,” scholars are advised to use “**older adults**.” Similarly, the term “**individuals with disabilities**” is preferred over outdated terminology. The aim is to foster a culture of **respect, equity, and representation** in academic discourse.

Gender diversity is also recognized in administrative and classroom practices. Many universities have adopted systems that allow students to **self-identify their gender**, including **nonbinary** and **gender-fluid** identities. Educators are encouraged to use **gender-inclusive pronouns** and to avoid making assumptions about **family structures** or **marital status**.

Through these changes, educational institutions affirm their commitment to inclusion, promoting success for **all learners**, regardless of background or identity.

**Provide Ukrainian translations of the terms in the inclusivity glossary:**

1. Older adults
2. People with disabilities
3. People of color
4. Indigenous peoples
5. Multilingual learners
6. Neurodiverse individuals
7. People experiencing homelessness
8. Persons with mental health conditions
9. Individuals with substance use disorders
10. Non-binary individuals
11. Cisgender
12. Transgender
13. LGBTQ+ people
14. Refugees and asylum seekers
15. Undocumented individuals
16. People living with HIV
17. Survivors of domestic violence
18. Persons with albinism
19. Individuals with learning disabilities
20. Gender identity

### Text B

Public health programs are increasingly prioritizing equitable care by adopting terminology that is **respectful and inclusive of all identities**. Rather than generalizing populations as “the disabled” or “HIV-infected,” service providers now refer to “**people with disabilities**” or “**people living with HIV**.” This person-first language puts the individual before the condition and is a hallmark of bias-free communication.

Health professionals are trained to recognize the specific needs of **transgender individuals, LGBTQ+ youth, and nonbinary people** who may face discrimination in healthcare systems. Clinics have introduced **gender-neutral restrooms** and updated intake forms to allow for **inclusive self-identification**.

Social services also serve **refugees and undocumented individuals**, offering **trauma-informed support** that considers the client’s **immigration experience**.

Mental health professionals promote the use of respectful terminology when speaking about **individuals with depression, anxiety disorders, or substance use disorders**. Similarly, terms like “**plus-size individuals**” or “**people in larger bodies**” are gaining preference in public health to avoid weight stigma.

### **Provide Ukrainian translations of the terms in the inclusivity glossary.**

21. Sexual orientation
22. Socioeconomic status
23. Marginalized groups
24. Ethnic minorities
25. First-generation students
26. Persons with visual impairments
27. People with hearing loss
28. Plus-size individuals
29. People in larger bodies
30. Gender-diverse
31. Intersex
32. Trauma survivors
33. People with mobility impairments
34. Inclusive language
35. Person-first language
36. Accessible materials
37. Child of a single-parent household
38. People with chronic illnesses
39. Communities of faith
40. Individuals with past incarceration

## Unit 2.4. Cancel and call-out culture: discourse implications

**Cancel culture** and **call-out culture** are closely linked practices through which individuals or groups hold others publicly accountable for perceived wrongdoing. **Call-out culture** typically involves naming and challenging problematic behavior to provoke change or awareness, often in public forums. **Cancel culture**, however, goes further by attempting to remove the person or organization from influence or visibility altogether – a form of social exclusion sometimes leading to professional or reputational consequences.

While some view cancel culture as a tool for justice and community empowerment, others argue that it borders on **cyberbullying** – especially when it devolves into harassment, pile-ons, or disproportionate attacks without room for dialogue.

“**Calling in**” culture has been proposed as an alternative. Unlike calling out, calling in emphasizes private, respectful conversation aimed at education and mutual understanding. It encourages correction over punishment, offering individuals a chance to grow rather than be exiled.

### Glossary

**Cancel culture** – a form of collective social boycott used to penalize individuals or organizations perceived to have acted unethically.

**Call-out culture** – the practice of drawing attention to problematic behavior in public forums, usually to provoke awareness or change.

**Calling-in culture** – a compassionate alternative to calling out, where the goal is to educate privately and constructively rather than shame.

**Cyberbullying** – the use of digital platforms to harass, threaten, or humiliate individuals, often under the guise of social justice.

**Deplatforming** – the removal of an individual or organization from access to influential communication platforms.

**Boycott** – an organized withdrawal of support or engagement to exert pressure.

**Public shaming** – a reputational consequence of being called out or cancelled, often driven by online outrage.

**Disproportionate response** – criticism that exceeds the severity of the original offense.

**Social accountability** – the process by which the public holds individuals or entities responsible for their actions.

## Reflection Material

### Why we can't stop fighting about cancel culture by Aja Romano (Vox, 2020)

**Link:** <https://www.vox.com/culture/2019/12/30/20879720/what-is-cancel-culture-explained-history-debate>

1. Read the article and think about other examples of canceling campaigns you can think of. Discuss the questions:
2. How does the article distinguish between call-out culture and cancel culture?
3. What examples in the article show cancel culture being used as a tool for justice?
4. What examples suggest overreach or backlash against cancel culture itself?
5. In what ways do power, privilege, and identity shape how people are “called out” or “cancelled”?
6. What cultural shifts have allowed cancel culture to become so prominent in the digital age?
7. What are the consequences— positive and negative— of cancel culture becoming a dominant form of social commentary?
8. How should organizations or public figures respond to being called out without escalating into full cancellation?
9. Should there be a “path back” from cancellation? What should it look like?

### Is It Time To Replace Cancel Culture With “Call-In” Culture?

**Link:** [https://www.youtube.com/watch?v=ZaJSoO\\_KJ9U&t=3s](https://www.youtube.com/watch?v=ZaJSoO_KJ9U&t=3s)

Watch the video where Prof. Loretta Ross shares her vision of the public discourse that will benefit the communities more than the trending call-out culture. Reflect on her questions:

1. How does call-in culture differ from call-out culture?
2. Can calling in be more effective than canceling someone? Why or why not?
3. How can we balance accountability with compassion in public responses?

## Discussion and Practice

### Cancel Culture – Accountability or Mob Justice?

Work in small groups and develop a set of 5-7 principles that help you to distinguish if a discourse represents cancel culture VS cyberbullying campaign.

## Further Reading

Picarella, L. (2024). Intersections in the digital society: cancel culture, fake news, and contemporary public discourse. *Frontiers in Sociology*, 9, 1376049.

## Topic 3. Public Communications and Technology

### Unit 3.1. Multimodal components of public communication

Public discourses increasingly rely on **multimodal** communication, which integrates text, visuals, sound, and layout to convey meaning more effectively. In modern public messaging, such as political speeches, advertising, and social media posts, different modes work together to influence interpretation. For instance, a news video combines verbal narration, visual footage, on-screen text, and background music to shape how the viewer perceives the story. The **alignment** or **dissonance** between these modes can significantly affect credibility and emotional engagement.

**Multimodality** also requires communicators to design content strategically, choosing specific combinations of modes to support their intended message and values. A protest poster, for example, may use bold typography, striking imagery, and symbolic colors to reinforce urgency and solidarity. In digital environments, multimodal tools such as emojis, gifs, and hyperlinks enhance engagement and interactivity. Understanding these components is essential for decoding how public discourses construct meaning and persuade audiences.

#### Glossary

**Multimodality** – the use of multiple modes (e.g., visual, auditory, textual) in communication.

**Semiotics** – the study of signs and symbols and their use in communication.

**Visual rhetoric** – the persuasive use of images and design elements.

**Alignment** – when different communication modes (like images and text) support and reinforce each other's message.

**Dissonance** – when communication modes clash or send conflicting messages, creating confusion or tension.

**Credibility** – the degree to which a message or source is perceived as trustworthy and believable.

**Emotional engagement** – the extent to which an audience feels emotionally connected or affected by a message.

#### Case Study

**Redesigning the UI for a charity website by Pritpal Brar**

**Link:** <https://medium.com/design-bootcamp/redesigning-the-ui-for-a-charity-website-a8c51bcaac98>

Explore the case study and reflect by answering the following questions:

1. What did the original homepage look like?
2. What usability issues or pain points did Pritpal identify in the original website design?
3. How did the visual layout change in the redesigned version?
4. What colors, fonts, or images are used in the new design, and how do they affect the message or mood?
5. What design principles and visual strategies were applied to improve accessibility, inclusivity, or emotional engagement?
6. In what ways does the redesigned UI better support the charity's goals (e.g., donation conversion, storytelling, trust)?

## Analysis of Visuals vs. Text Alignment

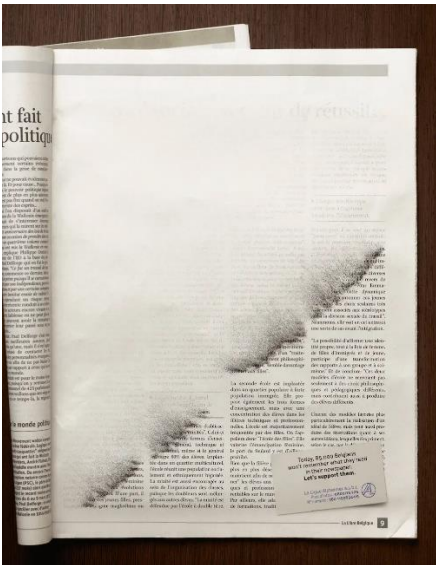
### A. Examples of image doubling the message in the text:



### B. Examples of images complementing the message from the text:



### C. Examples of visual metaphors:



**Further Reading**

Kress, G., & Leeuwen T. van. (2001). *Multimodal Discourse: The Modes and Media of Contemporary Communication*. Bloomsbury Academic.

**Practice: Design a Charity Event Poster in Canva**

Working in small groups, you will design a poster for a fictional charity event using Canva. In this task, you should aim to practice visual communication, design consistency, and purpose-driven messaging.

**Instructions**

1. Select a topic:  
*Run for Hope – A 5K to support cancer research*  
*Books for All – A drive to collect children's books for underfunded schools*  
*Feed the Future – A local food bank fundraising dinner*
2. Log in to [www.canva.com](http://www.canva.com) (or create a free account).
3. Choose a poster template and design a poster that follow the requirements.

**Visual Requirements**

Your poster must include the following visual elements, and they must work together as a unified design:

Element	Description	Design Tips
Image	A large, attention-grabbing image (e.g., runners, children reading, food baskets).	Use free Canva photos. Make sure it fits the tone of the event.
Event Details Box	Include name, date, time, location, and contact info.	Use a bordered or shaded box to separate it visually.

Color Scheme	Use no more than 3 main colors to create a professional look.	Think about the emotions your colors evoke (e.g., warm = welcoming, cool = calm).
Typography	Use two font styles maximum (one for headings, one for body text).	Make sure all text is easy to read at a distance.
Call to Action (CTA)	A phrase encouraging people to join/donate. E.g., “Sign up today!” or “Donate now to make a difference!”	Use a bold font or color to make it stand out.

4. Share your poster with other groups.
5. Give feedback to other groups’ posters: *Are they effective? What impression do they produce? Do they look professional? Inviting? Is all information present and efficiently located on the page? Do the visuals suit the purpose and align well with the message?*

## Unit 3.2. Interactive content for public communications

In the fast-paced world of digital communication, simply *telling* your audience something isn't enough. Today's audiences expect to *interact* – to click, explore, and participate. This is where interactive content plays a powerful role in Public Relations (PR) and brand messaging.

### Interactive PR content can:

- Strengthen audience engagement
- Encourage exploration of your message or product
- Boost retention and emotional connection
- Allow personalization or branching journeys
- Increase shares on social media

### Common PR uses:

- Quizzes (e.g., for brand awareness)
- Timelines (e.g., of a company's milestones)
- Clickable infographics or posters
- Surveys to collect user feedback
- Microsites for product launches or awareness campaigns

### Case Study

#### 12 Types of Interactive Content and Examples

**Link:** <https://www.storyly.io/post/types-of-interactive-content>

Explore the interactive content examples and pick one that stands out most to you. Examine it in detail and prepare to present it to the class by saying how it engages user participation and promotes the brand's messaging.

### Further Reading

Pizzo, A., Lombardo, V., & Damiano, R. (2023). *Interactive storytelling: a cross-media approach to writing, producing and editing with AI*. Routledge.

### Practice: Genially Interactive Content

In this task, you will learn to use Genially, an interactive media tool, to design creative, clickable digital PR content and adapt PR messages to interactive formats.

#### Instructions:

#### Step 1: Choose one of the following PR communication tasks:

- *A new product launch for a sustainable fashion brand*
- *A mission statement of your school for children (e.g., for parents or future students)*

- *Promoting a university event (e.g., Open Day, cultural event, workshop series)*
- *Raising awareness for a social cause (e.g., ecology, inclusivity, mental health)*

Write a short summary (50-70 words) explaining the message/content you want to deliver to your audience and what is your ultimate goal in this communication

## Step 2: Choose your interactive Genially format

Now explore Genially's tools and templates. You can sign up free at <https://genial.ly/>  
Here are some recommended interactive formats (with ideas for how to apply them):

<b>Genially Format</b>	<b>Description</b>	<b>Good For</b>
Interactive Image	Add clickable buttons to an image	Show products or features of your company/brand
Presentation	Interactive slide deck	Telling a story or giving information step-by-step
Infographic	Visual storytelling	Explaining a cause or campaign
Guide	Branching interactive info panels	Product tours, event maps, or school overviews
Quiz / Escape Game	Gamified format	Teaching facts, exploring CSR (corporate social responsibility) missions playfully
Microsite	Multi-page interactive site	Mini-websites for launch, brand, or event campaigns

## Step 3: Design your interactive item!

- prioritize clarity and bite-sized information chunks
- start by organizing your message (text + visuals) in a separate document
- decide on interactive elements that work for your message: a clickable area? a dynamic transition? a poll? an embedded media (videos, audio, images)? an animation?
- to select a template, click "Create Genially" → Browse templates under "Communication," "Education," or "Infographics"

## Step 4: Click "Share" and copy the link (or use the embed code if adding to a website). Reflect on you production and give feedback to peers.

Reflection questions:

- Did you choose a suitable Genially format?

- How does the interaction support your PR message?
- What challenges did you face and how did you solve them?

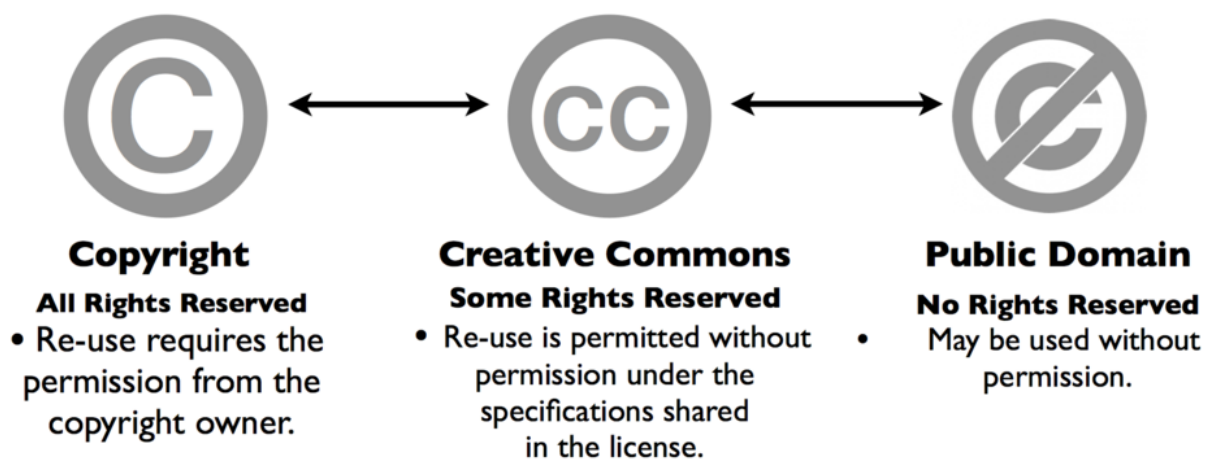
### Unit 3.3. Copyright and creating videos with AI.

For content creators, public communicators, and digital storytellers, understanding copyright is essential to stay both creative and legally safe.

**Copyright** is a legal right that gives the creator of an original work exclusive rights to use and distribute it. This includes images, audio, videos, writing, and design. Using copyrighted content without permission can lead to **take-down notices**, blocked campaigns, or even legal trouble.

**Creative Commons** is a system of **copyright licenses** that allows creators to share their work with the public under clear, flexible terms. Instead of the default “**all rights reserved**,” Creative Commons licenses let authors keep some rights while giving others permission to use, share, or adapt their work, often for free and with proper credit. It’s widely used for educational materials, images, music, and videos to promote access, collaboration, and legal reuse online.

#### Types of Digital Licenses



License Type	What It Means
All Rights Reserved- Copyright	You may not use this content without explicit permission.
Open License - Creative Commons (CC)	These licenses allow reuse under certain conditions. Always check the terms.
No rights reserved - Public Domain	Content no longer under copyright or released freely.

### Creative Commons Licenses Examples:

- CC BY – Use with credit.
- CC BY-SA – Share alike with credit.
- CC BY-NC – Non-commercial use only.
- CC0 – No rights reserved; free to use for any purpose.

### When and How Can You Use Copyrighted Content?

You can sometimes use copyrighted content:

- In edits, memes, or remixes under “fair use” (especially for critique, commentary, or education), but it's risky without legal clarity.
- With explicit permission (email, license, platform policy).
- Under Creative Commons or public domain licenses.
- If you purchase the right to use it from stock libraries.

*For example:*

- *Adding text to a meme template that's public domain = fine.*
- *Using a movie clip in a TikTok campaign = risky unless it's transformative and non-commercial.*
- *Posting a fan edit with music you don't own = potentially blocked.*

### Where to Find Legal Media?

Free to use (check licensing conditions):

- [Pexels](#)
- [Pixabay](#)
- [Unsplash](#)
- [Free Music Archive](#)
- [Openverse \(Creative Commons search\)](#)
- [Freesound](#)

Paid / Royalty-Free:

- [Shutterstock](#)
- [Epidemic Sound](#)

### Glossary

**Copyright** – the legal right that gives creators control over how their original works (such as texts, images, music, or videos) are used, copied, or distributed.

**Take-down notices** – formal requests, usually sent by copyright holders, demanding the removal of content that violates copyright laws from websites or platforms.

**Creative Commons** – a system of copyright licenses that allows creators to share their work with specific permissions, making it easier for others to legally use, adapt, or redistribute the content.

**Copyright licenses** – legal agreements that outline how copyrighted material can be used by others, including conditions for sharing, adapting, or commercial use.

**All rights reserved** – a standard copyright term indicating that the creator does not allow others to use, copy, or modify their work without explicit permission.

### Further Reading

Creative Commons. (n.d.). About CC Licenses. <https://creativecommons.org/share-your-work/cclicenses/>

## Practice: Mastering Copyright in AI Video Creation

In this task, you will practice copyright knowledge along with learning how to create videos with AI.

### Instructions:

#### Step 1. Choose a topic:

- *Language learning tips*
- *Coping with stress*
- *Introducing a personal brand*
- *Promoting an eco-campaign*

#### Step 2. Write a short script (voiceover) for your video

- Aim at a 60–120 seconds’ video
- Keep sentences short and conversational.
- Speak to your audience (e.g., “You might have felt stressed...”).
- Plan around the voiceover, but think about possible visuals and transitions to support your narrative.
- Make sure to write an intro, the value, and the closing part.
- You can use ChatGPT to help you with this step, but please prompt it well and do not settle with generic content.

#### Step 3. Find visuals

Gather 5–10 images related to your script. Make sure to follow copyright requirements as if you were going to publish the video on social media or on a public domain website.

#### Step 4: Generate the video choosing one of the options:

To generate your video, you can choose one of two routes:

**Option A: Use [Pictory.ai](#) Images to Video Tool**

- Upload them to Pictory.
- Use the “Visuals to Video” feature.
- Use your script lines to generate voiceover (automated) or record your own.
- Explore the storyboard functions, add background music if you want to.
- Preview, edit, and save.

**Option B: Use [Pictory.ai](#) PPTX to Video Tools**

- Start by creating a PowerPoint with visuals and your voiceover in the speaker’s notes. It allows you to use the familiar interface and to add text with pictures, or combine elements.
- Upload to Pictory using the “PPT to Video” tool.
- Let Pictory convert it into a video with voiceover.
- Preview, edit, and save.

**Option C: Work in another AI video creation tool of your choice.****Step 5: Submit:**

1. Your final video (link or file).
2. A short commentary (3–5 sentences):
  - What was challenging?
  - How did AI help you?
  - How could this tool be useful in PR, campaigns, or personal projects?

## Graded Practice Suggestions

### Topic 1 Practice

#### Mock Scenario 1

**ExtraModa**, a mid-sized fashion brand with both online and offline stores in Ukraine and Poland, has built its reputation on being an eco-conscious, ethically produced clothing company that uses national motives to inspire designs.

The brand's marketing emphasizes locally sourced materials, fair labor practices, and cultural sensitivity— values that resonate strongly with both Polish and Ukrainian consumers.

A recent challenge: a journalist has just published a report exposing the company's sourcing of cheap factories in Southeast Asia with poor labor conditions.

**Step 1: Working in a group, briefly (30-50 words total) fill in the following key points:**

<p><b>Public Communication Channels:</b> Which platforms (Facebook, Instagram, TikTok, Twitter, LinkedIn, press, influencers) are best suited for this company's public communications? Maybe a few channels for different demographics?</p>	
<p><b>Tone &amp; Shared Vocabulary:</b> What kind of language will be most effective? Should the tone be formal, emotional, or defensive? Which <b>keywords</b> should be used across public communication channels?</p>	

#### Step 2: Individual tasks

Student:	
Task:	Your text:
A 100-word social media post presenting the brand to the public and creating engagement.	
Student:	

A 100-word general press release announcing the launching of the online store.	
Student:	
A 100-word crisis-management press release addressing the recent challenge.	
Student:	
A 100-word blog for the company's website presenting the brand to the broad public.	

<b>Grading Rubric</b>			
Corresponds the message(s) of your strategy 3 pts	Vocabulary and tone (diverse, idiomatic, appropriate for the target audience) 3 pts	Spelling, grammar, and mechanics 2 pts	Creativity 2 pts
10 / 10			

## Mock Scenario 2

GreenHay, a mid-sized organic sweets and desserts brand with both online and offline stores in Ukraine, has built its reputation on being a sustainable, ethically sourced company that promotes local farming.

The brand's marketing emphasizes organic ingredients and eco-friendly packaging.

A recent challenge: A journalist has just published leaked emails exposing the company's reliance on questionable industrial sources of ingredients and secretly added sugars.

**Step 1: Working in a group, briefly (30-50 words total) fill in the following key points:**

<p><b>Public Communication Channels:</b> Which platforms (Facebook, Instagram, TikTok, Twitter, LinkedIn, press, influencers) are best suited for this company's public communications? Maybe a few channels for different demographics?</p>	
<p><b>Tone &amp; Shared Vocabulary:</b> What kind of language will be most effective? Should the tone be formal, emotional, or defensive? Which <b>keywords</b> should be used across public communication channels?</p>	

## Step 2: Individual tasks

Student:	
Task:	Your text:
A 100-word social media post presenting the brand to the public and creating engagement.	
Student:	
A 100-word general press release announcing the launching of the online store.	
Student:	
A 100-word crisis-management press release addressing the recent challenge.	

Student:	
A 100-word blog for the company's website presenting the brand to the broad public.	

<b>Grading Rubric</b>			
Corresponds the message(s) of your strategy 3 pts	Vocabulary and tone (diverse, idiomatic, appropriate for the target audience) 3 pts	Spelling, grammar, and mechanics 2 pts	Creativity 2 pts
10 / 10			

### Mock Scenario 3

Paws in Palms, a well-known animal shelter with facilities and volunteering hubs all over Ukraine, has built its reputation on being a donation-dependent rescue organization that prioritizes animal welfare. The shelter's marketing emphasizes responsible pet adoption, community outreach, and transparency in care.

A recent challenge: A journalist has just published a report alleging irresponsible management of donated funds at some of the shelter's locations.

**Step 1: Working in a group, briefly (30-50 words total) fill in the following key points:**

<p><b>Public Communication Channels:</b> Which platforms (Facebook, Instagram, TikTok, Twitter, LinkedIn, press, influencers) are best suited for this company's public communications? Maybe a few channels for different demographics?</p>	
<p><b>Tone &amp; Shared Vocabulary:</b> What kind of language will be most effective? Should the tone be formal, emotional, or defensive? Which <b>keywords</b> should be used across public communication channels?</p>	

### Step 2: Individual tasks

Student:	
Task:	Your text:
A 100-word social media post presenting the organization to the public and creating engagement.	
Student:	
A 100-word general press release announcing the launching of the donations campaign.	
Student:	
A 100-word crisis-management press release addressing the recent challenge.	
Student:	

A 100-word blog for the company's website presenting the organization to the broad public.	
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<b>Grading Rubric</b>			
Corresponds the message(s) of your strategy 3 pts	Vocabulary and tone (diverse, idiomatic, appropriate for the target audience) 3 pts	Spelling, grammar, and mechanics 2 pts	Creativity 2 pts
10 / 10			

## Topic 2 Practice/Reflection

In a few paragraphs, answer the following questions:

1. In your opinion, which inclusivity categories should be in specific focus in our country's media and other public discourses? Why? Provide specific examples.
2. How do you see your role– as a professional working with content, writer, editor, translator, teacher, or just citizen– in creating an inclusive environment? Be specific.
3. Why does language matter in fostering diversity?

<b>Grading Rubric</b>			
at least 250 words 2 pts	answers all the questions 3 pts	demonstrates an understanding of modern international inclusivity standards 2 pts	showcases an ability to independently reflect on these standards and apply them in local professional contexts 3 pts
10 / 10			

## Topic 3 Practice

### Option 1: Designing a Poster

Create a poster on the topic “Promoting Academic Integrity in Ukrainian Schools” using Canva or a similar tool.

- Use only copyright-compliant images (e.g., from Canva's own library, Pixabay, Unsplash).
- Ensure that visuals reinforce your message clearly and effectively.
- Accompany your poster with a short paragraph (80–100 words) reflecting on:
  - How your visuals support the message
  - How you ensured compliance with copyright rules (where you got the visuals)

<b>Grading Rubric</b>			
Visual message is clear and relevant 3 pts	Only copyright-compliant images used 2 pts	Layout and design support readability 2 pts	Reflection shows understanding 3 pts
10 / 10			

## Option 2: Creating Interactive Content

Create an interactive slide or poster on the topic “Promoting Academic Integrity in Ukrainian Schools” using Genially or another tool with similar functions.

- Your slide/poster must include at least one interactive element (e.g., clickable button, tooltip, quiz pop-up).
- After completing the product, write a short reflection paragraph (80–100 words) explaining:
  - How you used interactive content
  - How it helps communicate the message effectively

<b>Grading Rubric</b>			
Message is relevant and clearly conveyed 3 pts	Interactive element works and adds value 3 pts	Design and layout support audience engagement 2 pts	Reflection explains purpose and impact 2 pts
10 / 10			

### Option 3: Creating a Video with AI

Create a 1–2 minute video on the topic “Promoting Academic Integrity in Ukrainian Schools” using Pictory.ai (its pictures-to-video or pptx-to-video tools) or another tool.

- Use only images with acceptable licenses or sources from free websites.
- Ensure your visuals and voiceover are aligned with your message.
- Write a short paragraph (80–100 words) explaining:
  - How you selected and matched visuals and narration
  - How you ensured the compliance with copyright requirements

<b>Grading Rubric</b>			
Clear message with aligned visuals 3 pts	Voiceover is clear and enhances meaning 2 pts	Visual-voice coherence 3 pts	Reflection shows copyright understanding 2 pts
10 / 10			

Електронне навчальне видання комбінованого використання  
Можна використовувати в локальному та мережному режимі

**Ніколаєнко Валерія Олегівна**

**ПРАКТИКА СПІЛКУВАННЯ  
В КОНТЕКСТІ АНГЛОМОВНОГО PR ДИСКУРСУ**

Навчально-методичний посібник  
для студентів факультету іноземних мов

(Англ., укр. мовами)

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