**Methodical instructions for the seminarian work:**

**Aim:**

students should understand what skills, abilities and knowledge are necessary in order to work as a press secretary; know the work environment and work schedule; analyze the main daily responsibilities of the press service: meetings, press clipping and news monitoring, phone calls; get acquainted with the specifics of the work of a press attaché at the embassies and diplomatic departments, trade missions, PR agencies and advertising bureaus.

**Tasks:**

1. understand how to use the practical experience in the future work;
2. analyze all possible tools of press services;
3. learn the components of a press release and get acquainted with various recommendations for writing it;
4. learn the main reasons for a press conference;
5. understand the differences between a press statement and a press release; familiarize with the basic requirements for an official press statement;
6. learn how to create quality public service announcement for radio and television;
7. learn the basic rules and steps for planning and preparing interviews with officials and the official spokesperson himself;
8. understand the basic concepts when organizing impromptu media briefs and virtual media availability;
9. learn to create a strategic communications plan during media campaigns;
10. understand the general principle of the press service’s work during a crisis; understand the division into stages and possible actions at each stage;
11. get acquainted with the basic ethical requirements and norms for official press services;
12. gain skills of individual and team work.

**Recommendations for the seminarian/laboratory work:**

Tasks for seminars are loaded in a separate tab of the educational-methodical complex of the discipline. It is not recommended to perform them in advance, because some of the assignments involve group work. Follow the tutor's recommendations.

Read the main and additional literature, use textbooks and reach Internet resources to prepare topics for laboratory work.

For illustrating the theoretical material use vivid examples of domestic and foreign experience.

In oral responses it is recommended to use as much data of domestic authors as possible.

To get the maximum assessment per week for seminarian work (10 points), you must correctly perform all tasks and deliver them within the time.

After the expiry of the deadline, the work is accepted taking into account the penalty points, i.е. can not be evaluated as much as possible.

Absence on class without a valid reason is unacceptable.

The method of its performance is indicated in each task: orally (individually, collectively), in writing in a notebook, in writing on a separate sheet or worksheet, in the form of a report, as a presentation, table, diagram, etc. Be careful!

All presentations are carried out in the PowerPoint program and are submitted only in electronic form. The presentation should not exceed the time limit - 10 minutes.

All tables, lists and charts are also executed in MS Office programs. All worksheets must be downloaded from the “Univer” system, printed and filled by hand then scanned and sent on time. All assignments and ISWTs are accepted only through the "Univer" system (the "Distance courses" tab).

**Sending assignments to the teacher’s personal e-mail address or via messengers is not recommended!**

This is allowed only in emergency cases associated with technical failures in the operation of programs and systems.

**Rating for the seminarian work:**

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| --- | --- | --- |
| № | Theme | Max.score |
| 1. | **Laboratory 1.** Press secretary:duties & responsibilities | 10 |
| 2. | **Laboratory 2.** Everyday activities of the press office | 10 |
| 3. | **Laboratory 3.** Press attaché work in embassies and diplomatic departments | 10 |
| 4. | **Laboratory 4.** The press office of the president of the Republic of Kazakhstan | 10 |
| 5. | **Laboratory 5.** Tools of the press office | 10 |
| 6. | **Laboratory 6.** How to write effective press releases | 10 |
| 7. | **Laboratory 7.** Holding a successful press conference | 10 |
| 8. | **Laboratory 8.** Preparing a statement for the media | 10 |
| 9. | **Laboratory 9.** Public service announcement |  |
| 10. | Laboratory 10. Scheduled interviews: preparation | 10 |
| 11. | **Laboratory 11.** Media availability | 10 |
| 12. | **Laboratory 12.** Creating a communications plan | 10 |
| 13. | **Laboratory 13.** Event planning by the state press service | 10 |
| 14. | **Laboratory 14.** A responsible press office: crisis communications | 10 |
| 15. | **Laboratory 15.** Ethical issues in the work of a press service | 10 |