



NEW BUSINESS ENGLISH 6

Lesson 19
Publicity



LEARNING GOAL

- ◆ Dealing With Negative Publicity



Warm-up

- ◆ What famous companies do you think have great publicity?





Some customers reported an allergic reaction after using the sunscreen, and the staff is discussing how to avoid negative publicity.

Situational Dialogue

Listen to the audio.

Abby: Have you heard the news that some customers are allergic to our new sunscreen? We must take immediate action to avoid **negative publicity**. I want to know what you think of them.

Bob: First of all, we need to re-test this batch of products. If it is an issue with quality, we need to post an announcement for a **product recall** to prevent more customers from being affected.

Cindy: In addition, we must immediately contact allergic users to offer compensation.

Bob: And I think in order to avoid negative publicity, we should cooperate with the media to show our **accountability** and active attitude towards solving problems so as not to **ruin** the company's **public image**.

Role-Play

Do a role-play and answer the questions.

Abby: Have you heard the news that some customers are allergic to our new sunscreen? We must take immediate action to avoid negative publicity. I want to know what you think of them.

Bob: First of all, we need to re-test this batch of products. If it is an issue with quality, we need to post an announcement for a product recall to prevent more customers from being affected.

Cindy: In addition, we must immediately contact allergic users to offer compensation.

Bob: And I think in order to avoid negative publicity, we should cooperate with the media to show our accountability and active attitude towards solving problems so as not to ruin the company's public image.

∴ Dealing With Negative Publicity

to avoid

to keep away from or stop oneself from (doing) something

- The company must take immediate action **to avoid** negative publicity.
- We must release the new products soon **to avoid** complaints from users.

to prevent

to stop something from existing or happening altogether

- We need to post an announcement to recall those products **to prevent** more customers **from** being affected.
- We should improve our quality tests **to prevent** negative reviews.

∴ Dealing With Negative Publicity

to protect

to keep (someone/ something)
safe from harm or injury

- Each company is fighting to **protect** its own commercial interests.
- **To protect** users **from** scams, we must inform them which links are unsafe.

to keep
away from

to avoid going near somebody/
something

- We need **to keep** them **away from** using fake products.
- Make sure **to keep away from** unverified sellers.

∴ Dealing With Negative Publicity

in order not to

so as not to

to express purpose in the negative form

- **In order not to lose** our customers' trust, we must promise not to repeat the same mistakes.
- To avoid negative publicity, we should cooperate with the media to show our accountability **so as not to** ruin the company's public image.

Oral Practice

Scenario:

A group of customers make a scandalous complaint about the presence of insects in their food. As the restaurant manager, how would you handle the crisis so that it does not harm your establishment's public image?



∴ Dealing With Negative Publicity

- to avoid
- to prevent
- to protect
- to keep away from
- so as not to
- in order not to

How to Turn Negative Publicity into a PR Opportunity

“No matter how large or small a business is, mistakes are inevitable.”

1 Promote your brand as a problem solver.

2 Prompt apologies drive sympathy.

3 Track both positive and negative reviews.

4 Let the world know when false rumors are false.

5 Humanize your brand.

6 Use every opportunity to improve your online image.



What are your thoughts on the saying “negative publicity is still publicity”?

Overview

Keywords and expressions

*negative publicity/ product recall
accountability/ ruin ... public image*

Dealing With Negative Publicity:

- *to avoid*
- *to prevent/ protect from*
- *to keep away from*
- *so as not to*
- *in order not to*

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