

INTERACTIVE SPEAKING

School: Mercedes la Ceiba Education Complex Student's Name _____
Date _____ Score _____

Objective:

- Students will formulate clear, concise, and professional responses to interview questions.
- Students will improve their speaking skill related to pair communication.
- Students will showcase their understanding of Public Relations principles and strategies through their answers.

1- Read the provided scenario carefully. Identify key details about the company, job role, and interview context. This will help you prepare thoughtful responses.

Job Interview for a Public Relations Specialist

- You are applying for the position of Public Relations Specialist at GreenEarth Inc., a leading manufacturer of eco-friendly cleaning products. GreenEarth is known for its commitment to sustainability and environmental responsibility.
- As a Public Relations Specialist, you will be responsible for developing and implementing communication strategies to promote GreenEarth's brand awareness, positive reputation, and commitment to environmental responsibility.
- You will be asked five questions related to the role, and you should respond in a clear, professional manner, demonstrating your speaking skills.

Instructions

2- Once you have read it, you and your partner will participate in a practice interview for the role of Public Relations Specialist at Green Earth Inc., a leading manufacturer of eco-friendly cleaning products.

- You and your partner will take turns acting as the interviewer and the interviewee. The interviewee will answer each question, while the interviewer will listen and provide feedback.
- For each question, the interviewee will have to record an audio response.
- Think critically about each option, formulate your answers carefully but try to answer within a reasonable time frame.
- Make sure your answers contain no grammatical errors and are clearly articulated.
- Do not forget to use clear and concise language with a professional tone in all your answers. Stay on topic and provide relevant examples wherever possible.

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Interview Questions

1- Tell us about your experience with public relations. Have you managed social media campaigns for any companies in the past? If so, what were the goals and how did you measure success?

Answer:

2- GreenEarth is a purpose-driven company with a strong focus on sustainability. How would you integrate this focus into your PR strategies?

Answer:

3- GreenEarth is considering launching a new line of plant-based cleaning products. Describe a creative media outreach plan you would develop to generate excitement for this launch.

Answer:

4- In today's digital age, how would you handle a potential negative customer review online?

Answer:

5- You're attending an industry trade show representing GreenEarth. What strategies would you use to network with potential clients and media representatives?

Answer: