

《90年代英语系列丛书》特邀顾问：

(按姓氏笔划为序)

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# “90年代英语系列丛书”

## 出版前言

送您一轮风车,朋友!不是为了怀旧——

90年代,跨入下世纪的最后一级台阶,新世纪的风迎面吹来。这轮风车——新世纪风的信使,将在您手中变幻成一轮轮多彩的旋律,为您的征程增添情趣;它乘风飞旋——热烈,执着,顽强,或许能为您的跋涉增添鼓舞和力量。

是故,我们这套系列丛书以风车为标记。

在国内英语界名家指导下,经过全面调查,深入研究以确定书目,由北京外国语大学等院校一批中青年专家学者进行编撰或译注,采用全新的编排设计、全新的风格,力求内容的实用和装潢的精美。我们把这套大型英语丛书作为跨世纪的礼物奉献给读者。

近代学者王国维先生说,作学问要经过三种境界。学好外语也不能例外。也许您时下正有一种“望尽天涯路”的迷惘与焦灼,也许您“衣带渐宽”;“为伊消得人憔悴”,……我们的目的是要设计一个多彩多姿的英语天地,通过大量阅读和实践,帮助您发展兴趣,开拓视野,改进方法,提高信心,比较顺利地步入学习的第三种境界。我们相信,这套丛书是您感受英语、学习英语、提高英语、实践英语的新世界。

本丛书首批出版六大系列:

第一辑:世界文学名著系列(原版注释本)

选入这一辑的都是世界上享有盛誉的英美文学名著(已选入我社出版的“学生英语文库”者除外),并附

有汉语注释,初步确定为 30 种。以后还计划适当选入一些最有声望的世界文学名著(如法国文学和苏俄文学)的英译本。

#### 第二辑:世界畅销书系列(原版注释本)

我们从当代风靡世界的英语文学著作中选拔其佼佼者,并附有详细的注释,使读者在学习和熟悉当代英语的同时了解欧美的社会、风习、生活、事业、爱情等。

#### 第三辑:实用英语系列(英汉对照本)

包括书信英语、报刊英语、电话电报电传英语、公关秘书英语、广告英语等一系列培养英语交际能力和指导性、方法性的实用图书。

#### 第四辑:娱乐英语系列(英汉对照本)

这一辑包括幽默英语、奇闻趣事、锦言妙语、名歌金曲等,它将开阔您的视野,丰富您的话题,装点您的言谈,赋予您 90 年代不可或缺的素质和风度。

#### 第五辑:中学英语读物系列(英汉对照本)

本系列面向英语初学者,尤其是广大中学生和自学者,题材多样,语言简明、规范,循序渐进。它包括小说、散文、童话、寓言、冒险故事等,其中不乏广为传诵的世界文学宝库中的名篇。我们希望它成为有志于掌握英语的初学者的良师益友。

#### 第六辑:简易世界文学名著系列(英汉对照本)

选入本辑的都是世界文学名著的英语简写本,计划出版 30 种。为了满足初级和中级学习者的需要,我们用英汉对照的形式出版。

我们还将陆续推出第七辑、第八辑……

这套丛书希望能得到读者的喜爱,并诚恳希望读者提出宝贵意见。

《90 年代英语系列丛书》  
编辑委员会

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# 第一章

## 公共关系的基本概念与 理论

### 一、公共关系的定义( PR Defined )

例 1 :

Three years after resigning from office , a former president of the United States writes his memoirs<sup>1</sup>. Admitting that he had misled the American people about his participation in the Watergate<sup>2</sup> cover up<sup>3</sup> , Richard M. Nixon says that his actions were the result of a series of misjudgments and tactical errors. He describes his early reaction to Watergate in the following words :

I felt sure that it was just a public relations problem that only needed a public relations solution.

#### [ 注释 ]

1. memoirs :( pl. )回忆录。
2. Watergate :水门事件。美国政治丑闻 ,共和党竞选连任委员会于 1972 年 6 月 17 日派人潜入水门大厦民主党总部安装窃听器 ,此事暴露后导致尼克松总统辞职。
3. cover up :掩盖 ,隐藏。此处意为蒙蔽行为。

## 例 2 :

Radioactive steam was discovered leaking from a faulty valve<sup>1</sup> in a specific nuclear plant. The moment it was detected, employees sought to close a backup valve<sup>2</sup> and found it rusted and unworkable. Rushing to the emergency shutdown controls<sup>3</sup>, they found that the indicators failed to indicate any mechanical breakdown<sup>4</sup> or any emission of contaminated steam<sup>5</sup>. Thus the accident of nuclear leakage occurred. Such an accident drew public attention as well as the news reporters to the nuclear plant, giving rise to a public relations problem. When practitioners<sup>6</sup> came to tell the situation to media, they had at least four available responses :

1. Deny that anything out of the ordinary has happened.
2. Admit a mechanical problem, but deny that there is any danger.
3. Admit a mechanical problem and indicate that it is being brought under control.
4. Admit a mechanical problem and indicate that it will be corrected as soon as possible.

Which one was objective and most appropriate from strategic thinking ?

## [ 注释 ]

1. faulty valve : 阀门失灵。

2. backup valve : 备用阀门。
3. emergency shutdown controls : 紧急关闭控制室。
4. mechanical breakdown : 机械故障。
5. emission of contaminated steam : 放射性污染气体散发。
6. practitioner : 开业者(尤指医生、律师), 从事者, 实践者。此处指公关人员。

在第一个例子中, 公共关系似乎具有某种神奇的魔力, 被标以“公共关系问题”之后, 一桩丑闻不再是丑恶的非法勾当, 只不过是一个“问题”而已, 只要通过公共关系就可解决。这种认为公共关系可以任意歪曲事实、蒙骗公众的观点是错误的。真正的公共关系决非如此。我们通过分析第二个例子的不同回答, 来初步了解公共关系的正确涵义。

Strategic thinking might conclude that the first response is deceitful or misleading. To be caught lying or misleading, if not illegal, would pose a threat to the future of local relationships, to the integrity of the utility, and to the public acceptance of nuclear power. Obviously, that alternative would be scratched. Responses 2 and 3 run the same risks where credibility and public safety are concerned, if all does not turn out well. The fourth alternative is the truth as the truth is known at the moment. Thus, this response can be lived with, no matter what the outcome.

从战略角度考虑, 可以判断第一种回答具有欺骗

性 ,或容易引起误解。一旦欺骗或迷惑被公众发觉将危及今后的当地关系、公用事业的信誉和人们对核电站的接受程度。显然 ,这种选择不可取。采用第二、三种回答 ,如果事情稍有差错 ,也将在信誉和公众安全方面承担同样风险。从所掌握的情况看第四种回答是实事求是的。不论结果如何 ,这种回答都是可行的。

Public Relations are the deliberate , planned and sustained efforts to establish and maintain mutual understanding between an organization and its public and serve both the organization 's and the public interest.

真正的公共关系 ,应当是为建立和保持组织与公众之间的相互理解而进行的审慎的、有计划的和持续不断的努力 ,它既服务于组织 ,又有益于公众。

公共关系是一种连续的活动 ( a continuous activity ) ,往往被组织成一种运动 ( campaign ) 或规划为一个项目 ( programme ) 。它的目的是“ 建立和保持相互了解及 / 既服务于组织又有益于公众 ”。这里所指的相互理解 ( mutual understanding ) 是某一组织与其公众之间的相互理解 ( between an organization and its public ) ,或者更确切地说 ,是某一组织与一般公众 ( publics ) 之间的相互理解。

公众 ( publics ) 在公共关系中是一个重要的概念 ,我们将在下面章节介绍公众的概念及其常见实例。

## 二、公共关系的历史 ( History of PR )

Public relations practice was originated in the United States.

The use of public relations techniques in America dates back to 1788 , one year after the signing of the Constitution. Because the Constitution had to be accepted by Congress and ratified by the States , a massive public relations effort was required. Historians agree that the authors of “ *The Federalist Papers* ”—chiefly Alexander Hamilton and James Madison—produced one of the finest public relations documents in history.

The major use of public relations in the eighteenth and nineteenth centuries was mainly in the political and government spheres. Business and industry , the major users of modern public relations , were relative latecomers on the public relations scene. The early part of the twentieth century witnessed the first real use of public relations techniques by business in response to the attacks against business by the muckrakers such as Ida Tarbell , Upton Sinclair , and others who exposed some of the more malodorous activities of big business. Most of the public relations activities by business in the period 1900 to 1914 were chiefly defensive in nature. However , one business leader—Theodore N. Vail , president of the American Telephone and Telegraph Corporation ( AT & T )—proved to be far ahead of his time in recog-

nizing that sound service to the public , clearly explained to the public , was the road to growth and stability for his company. His organization was one of the first to establish a public relations department—called at the time an Information Department—and to consider that the public interest and the corporation 's self-interest were inseparably linked.

Operating as a “ publicist ” at this time was Ivy Ledbetter Lee , often called the “ father of public relations. ” Lee formed one of the country 's earliest public relations firms and also served as advisor to the Pennsylvania Railroad and the Rockefeller interests. In 1906 , while representing the anthracite coal interests , Lee wrote his “ Declaration of Principles. ”

Ivy Lee was never quite sure of the title of his profession , confessing toward the end of his life that even his children did not know what to call him. Others , spurred particularly by the highly successful use of public relations techniques , established themselves as independent practitioners or started public relations departments within corporations and other institutions. By the end of World War II most of the practices now in use today were developed and put into motion.

In the past three decades public relations has come into its own as a field of activity with recognizable practices , techniques , skills , and boundaries. Not only business and industry—the two prime users of public re-

lations—but every organization and institution of size has established or should establish public relations as an important staff function to assist management in carrying out its tasks.

公共关系的应用源于美国。

在美国,对公共关系技巧的采用可以追溯到 1788 年,即美国宪法签署后一年。由于宪法必须经国会通过,并在得到各州批准后方能生效,因而规模庞大的公关活动便由此成为必要。历史学家们认为,《The Federalist Papers》的主要撰写者亚历山大·汉密尔顿和詹姆斯·麦迪逊创作了历史上最好的公关文献之一。

18、19 世纪公共关系主要应用于政治领域和政府行政部门的范围内;至于工业和商业界,则是后来居上,成为现代公共关系的主要用户。20 世纪早期,由于某些记者,如 Ida Tarbell, Upton Sinclair 等,频频抨击企业,不断揭露其丑闻,企业界才首次真正采用了公关手段。商业上的公关活动在 1900 至 1914 年间大都还是属于防御性质。不过,一位商业巨子、美国电报电话公司总裁西奥多·N·威尔却认识到为公众完善的服务,对公众开诚布公才是其公司稳定与发展的道路,这一点证明了他已远远地走在了他那个时代的前头。他的公司是最早设立公关部门(当时称“情报部”)的机构之一,并且最先意识到公共利益和公司利益紧密相连的关系。

在当时以“公关人员”身份而进行活动的是 Ivy Ledbetter Lee,他被视为“公关之父”。Lee 组建了当时国内最早的公关公司之一,此外还为宾夕法尼亚铁路

公司和洛克菲勒产业担任顾问。1906年,他代表无烟煤业者撰写了《原则宣言》(见后面附文)。

Ivy Lee 对自己的职业如何定名一直不甚确定,直至身后他的子女也不知对此如何称呼。然而,其他许多人却因成功运用公关技巧而崛起,纷纷以独立的公关人员身份开业,或在公司及机构中开设公关部门。至二次大战末,时下公关运作中的许多方式大都已得到发展和启用。

在过去的30年间,公共关系作为一个具备明确的业务、技能技巧和活动范畴的领域获得了应有的名誉。不仅仅是在公关运用最广泛的工商业界,甚至所有的略具规模的组织机构也都已建立或应该建立公共关系,以作为一个重要的职能部门来协助管理执行它的任务。

附《原则宣言》原文：

### **Declaration of Principles**

This is, not a secret bureau. All our work is done in the open. We aim to supply news. This is not an advertising agency; if you think any of our matter ought properly to go to your business office, do not use it. Our matter is accurate. Further details on any subject treated will be supplied promptly, and any editor will be assisted most cheerfully in verifying directly any statement of fact . . . In brief, our plan is, frankly and openly, on behalf of the business concerns and public institutions, to supply to the press and public of the United States

prompt and accurate information concerning subjects which it is of value and interest to the public to know about . . . I send out only matter every detail of which I am willing to assist an editor in verifying for himself. I am always at your service for the purpose of enabling you to obtain more complete information concerning any of the subjects brought forward in my copy.

### 三、公众 ( Publics )

Publics are those groups of people , internally and externally , with whom an organization communicates.

Each organization has its own special publics with whom it has to communicate internally and externally.

Although the publics of one organization may differ from those of another , it is possible to identify seven publics which are common to most commercial organizations , these being :

- 1 ) the community
- 2 ) employees
- 3 ) supplier of services and materials
- 4 ) investors—the money market
- 5 ) distributors
- 6 ) consumers and users
- 7 ) opinion leaders

公众是那些在内部和外部与组织发生联系各个群体的人们。

每一个组织都有与其发生联系的内部和外部的—些专门的公众。

尽管一个组织的公众可能与另一个组织的公众不同,但可以将它们分成七类。这种分法对大多数商业组织来说是常见的,它们是:

- 1) 社区
- 2) 雇员
- 3) 服务或原料物资的供应者
- 4) 投资者——资金市场
- 5) 销售者
- 6) 消费者和用户
- 7) 舆论领导人

#### [ 分析 ]

The community will depend on the type of organization. It varies as organizations differ. Even when different organizations share the same location, each will have its own communication needs and problems, e. g. safety, noise, dirt, pollution, strikes, smells and so on.

Suppliers can be of two kinds, those who supply services such as water and energy, and those who supply raw materials<sup>1</sup>, components<sup>2</sup>, packaging<sup>3</sup> and professional services<sup>4</sup>.

#### [ 注释 ]

1. raw material: 原料。
2. component: 零部件。

3. packaging : 包装。
4. professional service : 专业服务。

Investors are the financial publics<sup>1</sup>. They may be the local bank and , if the organization is a public company<sup>2</sup>—its shares<sup>3</sup> being sold on the Stock Exchange<sup>4</sup>—they will consist not only of personal buyers of securities<sup>5</sup> but also share analysts<sup>6</sup>( who advise on share buying ) and big share buyers.<sup>7</sup>.

### [ 注释 ]

1. financial publics : 财务公众 指一个组织的投资者。
2. public company : 股票上市公司 , 一个公司的股票可以在某交易所里买进卖出 , 则称该公司为股票上市公司 , 公司的股票上市 ( go public ) 必须符合一定的要求。
3. share : 股份。
4. Stock Exchange : 证券交易所。
5. security : 证券 , 债券 , 股票。
6. share analyst : 股票分析家 , 他们就股票买卖提出建议。
7. big share buyer : 大额股份购买者 , 一般为机构 ( institutions ) , 如银行、保险公司 ( insurance company ) 等。

Distributors<sup>1</sup> are those who handle the goods in bulk<sup>2</sup> between producer and consumer. They may include wholesalers , commission agents , retailers , mail order traders , stores and so on.

### [ 注释 ]

1. distributors : 销售者 指与产品销售环节相关的公众 , 包括批

发商 (wholesaler) 零售商 (retailer) 收取佣金的代理商 (commission agent) 邮购商 (mail order traders) 和商店 (stores) 等等。

2. in bulk : 大量大批 e. g. to sell in bulk.

Opinion leaders comprise all those people whose expressed opinions can harm or help an organization.

### [ 实例 ]

Taking our seven basic publics as a model, let us consider the main publics for an organization, a food manufacturer.

1) community in vicinity of the factory 工厂邻近的社团 ;

2) potential staff—local factory/office labour, technicians from colleges/other firms ; management and sales staff from other firms 潜在的工作人员——本地工厂或事务所的雇员,来自学院或其他公司的技术人员,来自其他公司的管理和销售人员 ;

3) all grades of management, office, factory, warehouse, transport, sales staff 各级管理部门、办公室、工厂、仓库、运输和销售人员 ;

4) suppliers of local services, e. g. public services, and suppliers of raw materials, packaging, advertising and other professional services 当地服务如公用服务的提供者,原材料、包装、广告和其他专业的服务的提供者 ;