

1> Complete the definition of political marketing with the words from the box. There is one extra word.

campaign election opponents politician voters votes

The techniques which are used to create the right opinion about a <sup>1</sup>\_\_\_\_\_ among the voters are called 'political marketing'. These methods are used to show the public that the candidate is better than his/her <sup>2</sup>\_\_\_\_\_. As a result, the person can receive more <sup>3</sup>\_\_\_\_\_ in the <sup>4</sup>\_\_\_\_\_. These days, the less money is spent on the election <sup>5</sup>\_\_\_\_\_, the better. That's why political marketing experts are so important in modern politics.

2> Read the text in exercise 3 below quickly and complete the sentences.

The text presents information about \_\_\_\_\_.

The author describes \_\_\_\_\_.

3> EXAM TASK Przeczytaj tekst. Uzupełnij luki w zdaniach 1–7 zgodnie z treścią tekstu.

It is widely believed that very few politicians these days can cope without their spin doctors. Despite the name, these doctors have nothing to do with a politician's medical condition. Spin doctors are political press agents or public relations specialists. They are employed to promote a favourable interpretation of events to the press, or – in other words – to manipulate public opinion.

Spin doctors analyse a politician's life and career. They also prepare a special interpretation of the politician's decisions and actions for journalists. In this way, they get through to the public and change the way voters look at their parliamentary representatives. Most frequently, they improve the image of the politician who employs them. More and more often, though, they also make people look more critically at their employer's political opponents. This kind of propaganda is known as spin and often involves lying and using dishonest tricks.

The most popular spin tactics are known as 'cherry picking' and 'burying bad news'. Cherry picking means publishing some carefully selected facts and quotations – only those which present the actions and opinions that the politician wants to show to the world. Other facts remain untold and other authentic quotations are kept secret. In

the trick called 'burying bad news', on the other hand, spin doctors announce one major unpopular thing at the same time as several popular things. Sometimes they have to keep the bad news secret for a long time until there are enough positive stories to tell the world. By doing this, they hide the negative announcement. As a result, the media pay more attention to the good news than to the real problem.

The man known as the father of spin is Edward Bernays, who became famous back in the 1920s. Apart from starting controversial advertising campaigns for American cigarette manufacturers, he worked for President Woodrow Wilson. With his propaganda tactics, Bernays helped the US President persuade Americans that the country should join World War I. He was also the first professor who taught public relations as a university subject in New York and published the first book on the subject in 1923.

According to an English dictionary, 'to spin a yarn' means to tell a story. In the late 1980s, however, spinning got its new meaning related to manipulative political advertising. It was at the same time that Edward Bernays was named one of the 100 most influential Americans of the 20<sup>th</sup> century.

- 1 Spin doctors don't \_\_\_\_\_ problems.
- 2 They work with journalists and influence how \_\_\_\_\_ the public.
- 3 In this profession, people \_\_\_\_\_ lies and use dishonest tricks.
- 4 One of the tactics, 'cherry picking', means revealing only those facts and quotations that work in \_\_\_\_\_ the client.
- 5 The second, 'burying bad news', involves announcing bad news while publishing a significant \_\_\_\_\_ positive stories to distract public attention away from the truth.
- 6 Mr Bernays, the father of spin, is also \_\_\_\_\_ introducing public relations as a university subject in New York.
- 7 The word 'spinning' described a political advertising technique that uses \_\_\_\_\_.

4> Work in groups. Read the banners and discuss arguments for and against the suggestions. Then choose one topic, write your own opinion and give reasons.

**ELECTION ADVERTISEMENTS  
SHOULD BE BANNED FROM TV**

*Employing spin doctors by  
politicians should be illegal*

**POLITICIANS SHOULDN'T SPEND SO MUCH MONEY ON ELECTION  
CAMPAIGNS**