

# ENGLISH FOR PUBLIC RELATIONS

## RESULTS OF MENTORS' SURVEY

Spring semester of 2020/2021

### Period

May 2021

### Aim

to study mentors' views on the readiness of the students of the study programme of English for Public Relations for practical activities

### Method

a questionnaire survey conducted during students' internship in a partner organisation. The mentor was asked to assess the student's readiness for the practical activities by a score, define the student's strengths and areas for improvement, and submit recommendations for improving the study programme and students' professional preparation.

### Results

**30 mentors** participated in the survey.  
Mentors' average rating on a ten-score scale is **9.56**.

#### Strengths:

students are hard-working, diligent, and responsible in the tasks they are given; they are able to work independently and in teams. Students have deep theoretical knowledge, which they apply well in practice. Some students voluntarily worked overtime. Most students actively suggest ideas to improve the efficiency of companies. Most students can communicate very well with colleagues and clients.

#### Areas for improvement and remarks:

- students should be encouraged to participate more actively in TED Talks, where they can acquire new and valuable skills related to public speaking and communication;
- some students lack courage and initiative in their assignments;
- some students lack computer literacy skills.

The results were discussed with the supervisors of the professional internships of the study programme of English for Public Relations and the academic staff teaching the courses on IT and public relations.