

### **Case 11. Media**

A press conference is a meeting of journalists with representatives of government agencies, socio-political organizations, commercial structures, aimed at providing the media with factual, problematic and commentary information about the project being presented. A press conference assumes the authority of the news source (newsmaker), obtaining first-hand information, the ability to verify information and clarify versions using questions. In the process of preparing and holding a press conference, there are several stages, each of which has characteristic features.

Questions and tasks:

1. What stages should go through in the process of preparing and holding a press conference?
2. Propose a plan for holding a press conference on the problems of developing domestic tourism in the Republic of Kazakhstan.