**Task 4. Read the text and translate.**

[**Preventing Corruption In Public Administration**](https://ideas.repec.org/a/aic/jopafl/y2014v6p36-43.html)

The development and implementation of a communication anticorruption strategy are essential to effectively carry out anticorruption campaigns. In today's world where news travels extremely fast and the media is the main catalyst in shaping public opinion, it is essential for an organization fighting corruption to place communication in the top priority. By conducting effective communication campaigns the organization can contribute to the raise of population awareness on issues related to corruption. A good communication strategy should inform individuals about their rights, existing laws which protect these rights and the mechanisms available to counter corruption. This may lead people to engage in the fight against corruption, especially if they become aware of how corruption negatively affects their individual lives, their families and the society in which they live. Platform communication is imperative to include monitoring the activity. This should be done throughout the implementation of the communication strategy. Consequently, we should aim to measure the reaction of civil society, of citizens and even the press to, the message, to the tools used for its transmission. In this respect, it is necessary to allocate human, material and financial resources to monitor all media channels (even those that were not used for the direct transmission of the message), to do the content analysis of news media in anticorruption, to analyze comments, questions raised after the transmission of the message, to establish trends, perceptions that have their origin in the message sent. Once the communication strategy is implemented a post-implementation evaluation should be realized, in order to perform a deep analysis of the issued messages, coming from employees, partner and private competitor organization. After this stage it is preferable to make new assessments on the image notoriety of the organization and design new communication strategies. Completion of a communication strategy opens future communication strategies and in this way the communication wheel does not stop.

**Task 5. Choose the best summary for the text.**

1. Corruption negatively affects the individual lives, but people do not fight against it.

2. Effective communication campaigns can help to engage people in the fight against corruption.

3. Communication strategy is not preferable in the fight against corruption.

**Task 6. Read the sentences and correct the false information according to the text.**

1. **Nevertheless,** in today's world where news travels extremely fast.
2. Communication is not essential to effectively carry out anticorruption campaigns.
3. A good communication strategy shouldn’t inform individuals about their rights.
4. Completion of a communication strategy doesn’t mean success in fighting against corruption.

**Task 7. Find key-sentence in each paragraph and write it down below.**

**Task 8. Write a Paragraph of about 120-140 words to the text of the unit. Use the correct layout.**