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МЕТОДИЧЕСКИЕ УКАЗАНИЯ

к практическим занятиям

по дисциплине	СГ.02	Иностранный язык в профессиональной деятельности
Специальность	42.02.01	Реклама
Форма обучения	очная	

Ставрополь, 2026 г.

Методические указания к практическим занятиям по дисциплине «Иностранный язык в профессиональной деятельности» составлены в соответствии с требованиями ФГОС СПО и предназначены для студентов, обучающихся по направлению 42.02.01 Реклама.

Методические указания для учебной дисциплины разработаны:

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Пояснительная записка

Методические указания к практическим занятиям по дисциплине СГ.02 Иностранный язык в профессиональной деятельности составлены в соответствии с требованиями ФГОС СПО и предназначены для студентов, обучающихся по направлению 42.02.01 Реклама в целях закрепления теоретического материала и приобретения практических навыков по данной дисциплине.

В результате освоения учебной дисциплины обучающийся должен **уметь**:

- распознавать задачу и/или проблему в профессиональном и/или социальном контексте на иностранном языке
- выявлять и эффективно искать информацию, необходимую для решения задачи и/или проблемы на иностранном языке;
- определять необходимые источники информации, планировать процесс поиска; структурировать получаемую информацию на иностранном языке;
- выделять наиболее значимое в перечне информации на иностранном языке;
- оформлять результаты поиска, применять средства информационных технологий для решения профессиональных задач на иностранном языке;
- применять современную научную профессиональную терминологию на иностранном языке;
- понимать общий смысл четко произнесенных высказываний на известные темы (профессиональные и бытовые), понимать тексты на базовые профессиональные темы;
- участвовать в диалогах на знакомые общие и профессиональные темы на иностранном языке;
- кратко обосновывать и объяснять свои действия (текущие и планируемые) на иностранном языке;
- писать простые связные сообщения на знакомые или интересующие профессиональные темы.

В результате освоения учебной дисциплины обучающийся должен **знать**:

- актуальный профессиональный и социальный контекст, в котором приходится работать и жить; основные источники информации и ресурсы для решения задач и проблем в профессиональном и/или социальном контексте на иностранном языке;
- современная научная и профессиональная терминология на иностранном языке;
- правила построения простых и сложных предложений на профессиональные темы;
- основные общеупотребительные глаголы (бытовая и профессиональная лексика);
- лексический минимум, относящийся к описанию предметов, средств и процессов профессиональной деятельности; особенности произношения;

Методические указания составлены в соответствии с рабочей программой учебной дисциплины. По окончании практического занятия студент должен устно ответить на контрольные вопросы в рамках подготовки к защите выполненной практической работы. В процессе защиты преподаватель может задать дополнительные вопросы, связанные с выполнением работы.

Критерии оценивания:

Оценка «отлично» выставляется, если студент глубоко и прочно усвоил программный материал по изученной теме, не допускает ошибок при ответе на теоретические вопросы, выполнил тестовые задания, правильно решил задачи, дает полные ответы на дополнительные

вопросы.

Оценка «хорошо» выставляется, если студент знает программный материал по теме, последовательно и по существу излагает его, допускает незначительные ошибки при ответе на теоретические вопросы, выполнил тестовые задания, правильно решил задачи, но допускает неточности в ответе на дополнительные вопросы.

Оценка «удовлетворительно» выставляется, если студент усвоил только основной материал, допускает неточности при ответе на теоретические вопросы, выполнил более половины тестовых заданий, задачи решил с ошибками, затрудняется с ответами на дополнительные вопросы.

Оценка «неудовлетворительно» выставляется, если студент обнаружил пробелы в знании материала по теме, не выполнил более половины тестовых заданий, не решил задачи, в ответах допустил принципиальные ошибки.

Практическое занятие № 1-4

Тема: *Я и моя специальность*

Цель работы:

Овладение студентами коммуникативной компетенцией, которая в дальнейшем позволит пользоваться иностранным языком в различных областях профессиональной деятельности, в научной и практической работе, в общении с зарубежными партнерами, для самообразования и других целей.

Приобретаемые умения и навыки:

Формирование компетенций ОК 01; ОК 04; ОК 05; ОК 09.

Продолжительность занятий: 12 часов.

Оснащение: методические рекомендации по выполнению практической работы, формы отчетности.

Порядок и методика выполнения заданий:

1. Обсудить представленные вопросы для устного опроса.
2. Ознакомиться с аутентичным текстом.
2. Выполнить задания по прочитанному тексту.
3. Выполнить лексико-грамматические задания.

Теоретические вопросы для устного опроса (собеседования):

1. Do you consider yourself as an ambitious person? Why? Why not?
2. Do you have a career plan? What do you think can help you to improve your career?
3. Would you prefer to work for one company, for several companies or for yourself during your career?

Вопросы и задания:

Задание 1. Read the text

HOW TO ACCELERATE YOUR CAREER

There are several factors you should look at when making a career choice, including your personality, values, interests and skills. The goal of this process, called self-assessment, is to find a career that is a good match for you. Career skills are crucial to your ability to climb positions and successfully change jobs within an industry. Career change is also a scenario where your career training for specific abilities and skills will play a crucial role.

If you find yourself at your desk with some free time, here are few things you can do to help improve your career.

Find A Mentor: If you do nothing else on this list today, do this. Find someone (or several people) that you respect and ask them to mentor you. Most people will be more than happy to pass along advice that they have learned over the years which can be invaluable in helping your career. They will also be great people to use as a sounding board with ideas you have and help you figure out the best way to obtain the goals you are seeking to accomplish. A mentor can have amazing effects on your career and will make your advancements much easier.

Identify How You Procrastinate: We all do it, but if you can identify how you are doing it and put in a system to discourage yourself from doing so, you will dramatically increase your productivity. In most cases their big vice is watching TV far too much or spending too much time on social networking sites.

Once you have identified places that you are spending too much time, take steps to reduce the amount of time you spend on them and instead use that time to further your career.

Pinpoint Work Essentials: The big myth in business is that the ones who work the hardest are the ones that get ahead the most. Working hard is important, but working smart is just as important. Working smart means finding the areas within your job that are essential to your group and to the company and focusing most of your resources in those areas. This is one of the best pieces of advice that we can ever receive when working for a large company. Take some time to look at your job and what portions of it are most essential to others both inside and outside your group. If you pinpoint those areas that are most essential, you become the person that people come to when things need to get done.

Begin Making Lists: We used to think that making lists is useless until we start making them ourselves in a way that was useful for you. We actually should have two lists – one is a list of all the things we want to do and one is for our daily must-do list. On the daily list, we can only place the three most important things we have to do that day and work on those three things until they are done. Once finished, then we can go to our general list and choose projects from there. This ensures that we get those things that we may not like to do as much that would be constantly delegated to the end of the longer list. How you develop your list to work for you may be very different, but creating a list system will help you be more productive. Once you complete something, do not throw the list away. Instead, date and file them in a work completed folder. This will allow you to have a documented list of all the tasks you accomplished which you can take out at your next performance review or when asking for a raise.

Learn Many Languages: As someone who was the worst student ever when it came to languages in school, we can have many proofs that absolutely anyone can learn any language. We think all of our language teachers would roll over in their graves if they knew we are proficient in other languages. Being proficient in more languages can open up a lot of career opportunities and is well worth pursuing if you have an interest in one. There are plenty of resources online.

Take Some Classes: Too many people feel that education ends when you receive that college diploma. In fact, it is a never-ending pursuit even if you aren't taking formal classes. There are almost certainly classes you can take or skills that you can obtain that will make it easier for you to advance in your career. Take a few moments to talk with your boss or a mentor to find out what skills will make your advancement easier. Talk with your personnel department and ask if they will help pay for you to obtain these skills. Many will. It is easier than ever to take classes while working full time with online education.

Update Your Resume: Take some time to look over your resume to update it and improve it. It is always a good idea to have an up-to-date resume handy on the off chance that another opportunity arises. Make new copies and place them in your briefcase so that they are always ready to hand out.

Lunch Together: One of the most effective tools we can use when we work for a large company will be the lunch break. First, because we really did not like eating alone, but later because of all the advantages that come from it. Lunchtime gives you an opportunity to talk with people about ideas you have in a more informal setting than the office.

Love Your Job: Learn to love what you are doing or begin looking for something else. There are times when you may have to take a job that you do not particularly like, but there is no reason that you have to be stuck there. If you do not thoroughly enjoy what you are doing, start implementing steps to get a job that you do love. And if for some reason you don't know what you love, start experimenting. That is the only way to find out.

Задание 2. Match the verbs (1-6) with the nouns (a-f) to form expressions from the text.

- | | |
|----------------|-------------|
| 1. to increase | a) a career |
| 2. to give | b) a resume |

- | | |
|---------------|-------------------|
| 3. to further | c) productivity |
| 4. to obtain | d) an opportunity |
| 5. to update | e) skills |
| 6. to take | f) classes |

Задание 3. Choose the most useful points in building a successful career and compare them with the list of the points you have made in ex. 1.

Active Business Vocabulary

Задание 4. Match the expressions (1-4) with their definitions (a-d)

- | | |
|---------------------|---|
| 1. a full-time job | a. a kind of work that finishes after a fixed period |
| 2. a permanent job | b. a kind of work is for the whole of the normal working week |
| 3. a temporary work | c. a kind of job that does not finish after a fixed period |
| 4. a part-time job | d. a kind of job that you do for fewer hours. |

Задание 5. Fulfill the gaps with the appropriate prepositions.

under on for at off at for

1. I'm usually work till 7.
2. James works a big oil company.
3. Luckily I don't get ill much, so I'm not often work.
4. He has to work the presentation about a new project.
5. A team of 12 people work me.
6. I usually leave ... for work at 7.30 in the morning.
7. He arrives work at nearly 7.50.

Задание 6. Choose any profession for yourself. Tell about your work considering the following questions:

1. Do you have a part-time or a full-time job, a permanent or temporary work?
2. What are you in charge of?
3. What time do you leave for work?
4. Do you take a lot of time off work?

Практическая работа № 5-8

Тема: *Диалог-общение*

Цель работы:

Овладение студентами коммуникативной компетенцией, которая в дальнейшем позволит пользоваться иностранным языком в различных областях профессиональной деятельности, в научной и практической работе, в общении с зарубежными партнерами, для самообразования и других целей.

Приобретаемые умения и навыки:

Формирование компетенций ОК-1; ОК 04; ОК 05; ОК 09.

Продолжительность занятий: 12 часов.

Оснащение: методические рекомендации по выполнению практической работы, формы отчетности.

Порядок и методика выполнения заданий:

1. Обсудить представленные вопросы для устного опроса.
2. Ознакомиться с аутентичным текстом.
2. Выполнить задания по прочитанному тексту.
3. Выполнить лексико-грамматические задания.

Теоретические вопросы для устного опроса (собеседования):

Which of these companies would you prefer to work for? Why?

1. A family owned company
2. A multinational company
3. Your own company (be self-employed).

Вопросы и задания:

RICHARD REED, INNOCENT DRINKS

Turnover: over £100million

Number of employees: 250

HQ location: London, UK

Year founded: 1998

Ownership: privately-held

Richard Reed founded Innocent in 1998 with two friends from Cambridge University, Adam Balon and Jon Wright. When they left university they all got jobs with blue-chip companies – one went into advertising and two went into management consultancy. But that didn't stop them constantly talking about setting up a business – a conversation they'd been having since their student days.

Four years later they quit their jobs and decided to go into business after getting back from snowboarding holiday where they'd done nothing but talk about their desire to become entrepreneurs.

They decided to set up a business which would appeal to people like them – so they fixed on the theme of doing good to themselves. The result was Innocent, a drinks company producing pure fruit smoothies. The company now produces more than 30 different recipes and sells more than two million smoothies each week through 10,000 retailers in the UK and overseas.

Since Innocent was launched the company has been growing by 20% year on year and currently has a 75% share of the smoothie market. In April 2009 Coca-Cola bought an 18% stake in the company for £30 million. A year later it paid £65 million for a 58% stake.

Part of its marketing strategy is to use delivery vans which are decorated to look like cows or grassy fields. The company also prides itself on being 'a happy place to work' and 'people-oriented', with a relaxed working environment which includes having a grass floor in the office.

Key advice

"If you're 70% sure about an idea then go for it. Because if you wait till you're 100% confident in business... you'll never make a decision, you'll never get anywhere."

(BBC News Business)

Задание 1. Which of these statements are true? Correct the false ones.

1. The head office of the company is situated in New York.
2. Richard Reed and his friend set up their company while they were students.
3. Innocent drinks was found to be one of the companies with the happy employees.
4. The company has been growing by 20% year on year since 2005.

Задание 2. Discuss the questions.

1. Would you like to work for such a company like Innocent drinks?
2. What makes people happy at work? What factors are important for you at work?

Задание 3. Prepare a report about a famous company and the story of its success.

Задания к практической работе:

Задание 1. Choose the correct options

1. Although the training organization TrainULike only set up business last year, it is doing well. It is *expanding* / *increasing* into new markets.
2. The renowned electronics firm DigiKom has a good reputation. It is *recognized* / *seen* internationally.
3. The Chairman of the upcoming new company wanted to establish a solid client *base* / *basis* before moving into new areas.
4. When choosing a new job, a clean *environment* / *economy* is important to many people.
5. When the contractor came into the office, he worked at the *hot* / *limited* desk.
6. Despite reports in the press of a hostile takeover, the two companies had in fact decided to work together and had *merged* / *partnered*.

Задание 2. Complete the missing words.

1. Last year, GlobalTrain, a large training company, t _____ o _____ LearnLocal, a small company based in south-west England.
2. Have you heard that PG Trips and FunHols are m _____? They hope to have a stronger presence on the holiday market by working together.
3. Because of our successful marketing strategy and the innovative results from research and development, we are now int _____
rec _____.
4. To remain co _____, we need to reduce our prices and deliver more quickly.

5. After the scandal surrounding the members of the Board, the company's rep _____went downhill.

6. To gain access to the company premises, you need to show your se _____pass at the gate.

Практическая работа № 9-12

Тема: Оборудование, инструменты и программное обеспечение для разработки

Цель работы:

Овладение студентами коммуникативной компетенцией, которая в дальнейшем позволит пользоваться иностранным языком в различных областях профессиональной деятельности, в научной и практической работе, в общении с зарубежными партнерами, для самообразования и других целей.

Приобретаемые умения и навыки:

Формирование компетенций ОК-01, ОК-04, ОК-05; ОК 09.

Продолжительность занятий: 10 часов.

Оснащение: методические рекомендации по выполнению практической работы, формы отчетности.

Порядок и методика выполнения заданий:

1. Обсудить представленные вопросы для устного опроса.
2. Ознакомиться с аутентичным текстом.
2. Выполнить задания по прочитанному тексту.
3. Выполнить лексико-грамматические задания.

Теоретические вопросы для устного опроса (собеседования):

1. Keys to successful management.
2. Leadership vs. Management.
3. Business etiquette of a manager.
4. Peculiarities of business management in Western Europe.
5. Peculiarities of business management in Asian countries.

Вопросы и задания

Задание 1. Discuss the following quotation

“Good management is the art of making problems so interesting and their solutions so constructive that everyone wants to get to work and deal with them.”

— Paul Hawken, an environmentalist, entrepreneur, and author.

Задание 2. Read the following text. Discuss the main issues and ideas.

The Bolt that Holds the Ikea Empire Together

Ingvar Kamprad is no ordinary multi-billionaire. The founder of the Ikea furniture empire travels economy class, drives a 10-year old Volvo and buys his fruit and vegetables in the afternoon, when prices are often cheaper. Ask him about luxury in his life and he answers: “From time to time, I like to buy a nice shirt and cravat and eat Swedish caviar.

Mr. Kamprad is one of the greatest post-war entrepreneurs. What began as a mail-order business in 1943 has grown into an international retailing phenomenon across 31 countries, with 70 000 employees.

Sales have risen every single year. The Ikea catalogue is the world’s biggest annual print run – an incredible 110 m copies a year. And Mr. Kamprad has grown extraordinarily rich. He is worth £8,7bn and is the 17th richest person in the world according to the Forbes, US magazine.

The concept behind Ikea's amazing success is unbelievably simple: make affordable, well-designed furniture available to the masses. And then there is Mr. Kamprad himself – charismatic, humble, private. It is his ideas and values that are at the core of Ikea's philosophy.

Best known for his extremely modest lifestyle, he washes plastic cups to recycle them. He has just left his long-standing Swedish barber, because he found one in Switzerland, where he lives, who charges only £6 for a cut. "That's a reasonable amount", he chuckles.

All Ikea executives are aware of the value of cost-consciousness. They are strongly discouraged from travelling first or business class. "There is no better form of leadership than setting a good example. I could never accept that I should travel first class while my colleagues sit in tourist class", Mr. Kamprad says.

As he walks around the group's stores he expresses the feeling of "togetherness" physically, clasping and hugging his employees. This is very uncharacteristic of Sweden. "Call me Ingvar", he says to staff. The informality and lack of hierarchy are emphasized by his dress style, with an open-necked shirt preferred to a tie.

Mr. Kamprad has had both personal and business battles. He has fought against dyslexia and illness.

One of Mr. Kamprad's characteristics is that his obsessive attention to details. When he visits his stores, he talks not only to the managers but also to floor staff and customers. A recent visit to six of the group's Swedish stores has produced '100 details to discuss', he says.

By his own reckoning, his greatest strength is choosing the right people to run his businesses.

He is determined that the group will not go public, because short-term share-holder demands conflict with long-term planning. "I hate short-termist decisions. If you want to take long-lasting decisions, it's very difficult to be on the stock exchange. When entering the Russian market, we had to decide to lose money for 10 years".

Mr. Kamprad has been slowly withdrawing from the business since 1986 when he stepped down as group president. He maintains that he is still "too much involved and in too many details", although he admits to a distinct reluctance to withdraw altogether.

The question is: Can there be an eternal Ikea without Mr. Kamprad? Does the group depend too much on its founder? Will the empire continue as control of Ikea gradually moves to Mr. Kamprad's three sons?

Задание 3. Discuss the following questions.

1. What, in your opinion, are the strengths and weaknesses of Ingvar Kamrad?
2. Would you like to work on him?
3. **When is the correct time for a leader or founder to leave his or her company?**

Professional Communication Skills

Meetings and Conferences

Here are some definitions and examples of vocabulary relating to meetings and conferences

an appointment – an arranged meeting with someone, e.g. bank manager, customer

to arrange a meeting – to organize a meeting, such as inviting participants and booking the venue

to attend a meeting – to take part in a meeting

an attendee – a person who attends a meeting

to book a room – to reserve a room (e.g. to use for a meeting)

to cancel a venue – to withdraw a booking when the room or location of a meeting or conference is no longer needed

to collect in forms – to take back forms, such as feedback forms or questionnaires, from participants of a conference

to disagree – to not have the same opinion as someone else

a graph – a diagram which may have lines or bars representing figures, such as sales over time

to hold a meeting – to have a meeting

to make a suggestion – to make a proposal; to put an idea forward

to miss a meeting – to fail to attend a meeting, even though you intended to, perhaps because you are held up in traffic or an earlier meeting runs on longer than you expected

the minutes – the report or summary from a meeting, often showing action points and when they are to be done and by whom

to negotiate – to try and reach agreement with a partner who may have different objectives to your own, often involving the need to compromise

to organize a conference – to arrange a conference

to pass round handouts — to give papers (possibly photocopies) to participants of a meeting or conference

a participant – a person who attends or takes part in a meeting or conference

to participate in – to take part in; to attend; to be present at

to postpone – to push the date of a meeting or conference back to a later date

a projector – a piece of equipment that shows the computer screen on the wall or bigger screen so that a large number of people can see it

to reach an agreement – to finally have the same opinion; to agree in the end after a discussion or negotiation

a videoconference – a conference with audio and visual input held at a distance via the Internet

a visual – something like a graph, chart, diagram or photograph, used perhaps to support a point being made in a presentation

to voice an opinion – to say what you think

Задание 4. Match these words (1-4) with their synonyms (a-d).

- | | |
|--------------------------------|------------------------|
| 1. to participate in a meeting | a) a graph |
| 2. to organize | b) to arrange |
| 3. an attendee | c) to attend a meeting |
| 4. a visual | d) a participant |

Задание 5. Match these words (1-6) with their antonyms (opposites) (a – f) .

- | | |
|---------------------------|------------------------------------|
| 1. to hold a meeting | a) to disagree |
| 2. to pass round handouts | b) to cancel the venue |
| 3. to reach an agreement | c) to cancel a meeting |
| 4. to book the room | d) a failure |
| 5. a successful event | e) to collect in (completed) forms |
| 6. to attend a conference | f) to miss an event |

Задание 6 Study the following useful phrases arrange a suitable time to meet with your partner.

Asking for a meeting

Could we schedule a time to meet next week?

I'd like to schedule a meeting as soon as possible.

Can we meet and go over this together?

Perhaps we could meet and go over the details in person?

Suggesting a meeting time

How about Monday at nine?

Could we meet next week?

Would half past five suit you?

Saying that you aren't able to attend

Sorry, I can't make it then.

I'm afraid I have another appointment then.

I'm a bit tied up then. How about another time?

Saying that you can attend

Sounds good.

Yes, that works for me.

Confirming the day and time

See you on Monday at seven.

So, I look forward to seeing you on Tuesday at four.

Задание 7. Work in groups of four to practise the beginning of a meeting using the useful phrases

Welcoming participants

It's nice to see everyone.

Thanks for being here today.

Stating objectives

We'll be discussing..

Joaquin will be examining..

Asking participants to introduce themselves

Практическая работа №13-16

Тема: Системы проектирования и документация в программировании

Цель работы:

Овладение студентами коммуникативной компетенцией, которая в дальнейшем позволит пользоваться иностранным языком в различных областях профессиональной деятельности, в научной и практической работе, в общении с зарубежными партнерами, для самообразования и других целей.

Приобретаемые умения и навыки:

Формирование компетенций ОК-01, ОК-04, ОК-05; ОК 09.

Продолжительность занятий: 12 часов.

Оснащение: методические рекомендации по выполнению практической работы, формы отчетности.

Порядок и методика выполнения заданий:

1. Обсудить представленные вопросы для устного опроса.
2. Ознакомиться с аутентичным текстом.
2. Выполнить задания по прочитанному тексту.
3. Выполнить лексико-грамматические задания.

Теоретические вопросы для устного опроса (собеседования):

1. Tactical planning in business
2. Open business plans
3. Succession planning: how to do it right

Вопросы и задания

Задание 1. Is car industry highly developed in your country? What car you are dreaming on?

Задание 2. Read the text.

16 NEW LAND ROVERS REVEALED

Land Rover's line-up is set to expand to 16 models by 2020 – and we've got the details of them all, including a 4m baby three-door, and BMW X5 rival and a five-car Defender family

Land Rover has embarked on a massive new model blitz that could more than double its annual sales by 2020. It is almost certainly the biggest investment that the UK car industry has ever seen. Land Rover's future model line-up will fully cover the three main areas of the booming global SUV market – luxury, leisure and utility.

According to Land Rover's design director Gerry McGovern, the brand is set to expand all three of its model families. The plans include additional models for the Range Rover line-up, a new Defender family and a radical expansion of the Freelander range that will create four new 'leisure' SUVs during the next seven years.

Land Rover sources refuse to estimate the potential size of the car-maker once the seven-year plan has been introduced. However, market data suggests the global SUV market will reach 22 million units by 2020. If, by radically expanding its line-up, Land Rover captured around three per cent of that market, it would be close to producing 600,000 vehicles annually.

Hilton Holloway: What is Land Rover chasing?

According to what McGovern describes as a "holistic approach" to its future range, Land Rover plans to extend the Range Rover line-up to six models, including an 'Evoque XL', which slots into the hole that

currently exists between the Evoque and the new Range Rover Sport and a convertible Evoque. A baby three-door Range Rover just 4m long is also being considered.

The new Land-Rover-badged 'leisure' line-up will have at least five new models, kicking off with an entry-level Freelander similar in size to today's Evoque. The Freelander itself will be reinvented in five-seat and seven-seat forms. The range will be topped by a new Discovery, which could switch to an aluminium platform, and be offered as a flagship to rival the successful BMW X5.

In the 'dual purpose' or 'utility' segment, Land Rover's plan indicates that a production version of the Evoque-based DC100 is heading for the showroom, as well as the long-discussed replacement for the Defender.

McGovern's plan shows outline drawings for five-seat and seven-seat new Defenders as well as a crew-cab pick-up.

This dramatic expansion will put a huge strain on the investment and engineering capabilities of Jaguar Land Rover. JLR boss Ralf Speth has already spoken about 40 new JLR product launches in the next five years. He has pledged £2bn a year to underpin this, with the £10bn investment funding at least one new platform, plus increased capacity in the UK.

However, not all of this investment is expected to be focused on the UK. JLR is wisely spreading its production footprint around the world to take advantage of booming global markets.

Reports from China in early October said that the JLR joint venture with Chinese car maker Chery gained approval in record time from the Chinese National Development and Reform Commission.

About £1.8 billion will be invested in a new Chinese plant that will, in the first stages, have the capacity to build 130,000 vehicles per year, about 60 per cent of which will be Land Rover models.

Reports say that Land Rover sales in China hit 47,975 units in the first eight months of the year, 85 per cent up on the same period in 2011. Its 96 Chinese dealer outlets will also soon be expanded by a further 47 showrooms.

China is now JLR's second biggest market, just behind the UK, and Chinese tastes are increasingly turning away from conventional luxury saloon cars towards SUVs.

Buyers of premium vehicles in China and Russia are also pushing for the opportunity to buy more limited-edition vehicles and customised styling packs, an opportunity JLR's design teams are eager to capitalise on.

Back in the UK, JLR has put the finishing touches to its new aluminium press shop at Solihull and has just completed a new quality inspection building for the new Range Rover and its future sister vehicles. Work is also underway on the new JLR engine factory to be built in the West Midlands/Staffordshire area, while much of the research work into a new generation of super-frugal four-cylinder 'Hotfire' engines is being carried out by UK universities, including Warwick and Loughborough (by Hilton Holloway).

Задание 3: Put a suitable word in the gaps according to the text.

1. The brand is set to _____ all three of its model families.
2. Market data suggests the global SUV market will _____ 22 million units by 2020.
3. What is Land Rover _____?
4. Land Rover plans to _____ the Range Rover line-up to six models
5. This dramatic expansion will put a huge strain on the _____ and engineering capabilities of Jaguar Land Rover.
6. However, not all of this investment is _____ to be focused on the UK.
7. Reports from China in early October said that the JLR _____ with Chinese car maker Chery gained approval in record time from the Chinese National Development and Reform Commission.

8. Its 96 Chinese _____ will also soon be expanded by a further 47 showrooms.

9. Tastes are increasingly _____ from conventional luxury saloon cars towards SUVs.

Задание 4. Complete the sentences with these words: *forecast, the planning process, to conduct an assessment, evaluate, set targets*.

1. If Healthy Foods has a cost of capital in nominal terms of 10% and the expected inflation rate is 2%, _____ whether Healthy Foods' existing investments are value creating or destroying.

2. The bottom line is that we reiterate our year-end _____ for RUR/USD at 29.5 with the ruble hovering within a RUR 28.7-30 range in 2013.

3. That initiative, in combination with the introduction of workforce analysis tools, helps managers to plan, _____ and monitor progress.

4. As a basis for planning, it is necessary _____ an objective _____ of radioecological conditions for residence and to draft the appropriate standard-setting legislation.

5. _____ can provide an objective and open framework for evaluating the trade-offs between various goals.

Задание 5. Choose the correct options.

1. We *'re going to* / *'re going* make a profit this year.
2. Why *he won't* / *won't he* come for lunch?
3. *Who's going* / *Who going* to lead the meeting today?
4. Wait for me. *I* / *I'll* just fetch my coat.
5. *Are you going* / *You going* to work late today?
6. *Shall* / *Will* I give you a hand?
7. I expect *I'll be* / *I be* in Barcelona tomorrow.
8. What *are we going to do* / *we do* about all this?

Практическая работа № 17-20

Тема: *Основные этапы разработки программного обеспечения*

Цель работы:

Овладение студентами коммуникативной компетенцией, которая в дальнейшем позволит пользоваться иностранным языком в различных областях профессиональной деятельности, в научной и практической работе, в общении с зарубежными партнерами, для самообразования и других целей.

Приобретаемые умения и навыки:

Формирование компетенций ОК-01, ОК-04, ОК-05; ОК 09.

Продолжительность занятий: 10 часов.

Оснащение: методические рекомендации по выполнению практической работы, формы отчетности.

Порядок и методика выполнения заданий:

1. Обсудить представленные вопросы для устного опроса.
2. Ознакомиться с аутентичным текстом.
2. Выполнить задания по прочитанному тексту.
3. Выполнить лексико-грамматические задания.

Теоретические вопросы для устного опроса (собеседования):

1. Team Building Strategies
2. Team Building Techniques
3. How do you create a healthy project environment?
4. Benefits Effective Teamworking

Вопросы и задания

Задание 1. Read the comments. Use specific reasons and examples to support your answer.

1. Define teamwork: what do you value and what do you do?
2. What next – words are not enough?

Задание 2: Read the text. When you first read the text, don't worry about the numbers in brackets. You will fill in the gaps in the following Exercise.

THERE'S NO "I" IN COMPANY: THE IMPORTANCE OF TEAMWORK IN THE COMPANY

Have you ever wondered why a business plan should include a section on the (1)_____team? What about why the leadership team is mentioned in a public company's annual report? The answer is simple. People make the company.

No matter how brilliant a business idea, people must carry it out, and the wrong people will fail, disappointing investors. The leadership team sets the tone at the top. If they are capable team players, then they spread the message that teamwork is vital to the company's success, and the company's employees will strive to work together.

Have you ever worked on a team where everyone got along well, did their part, and felt free to share ideas? Did this experience not produce better results than when you worked on a team where everyone argued, some lazy people did nothing, and a loud few dominated the (2)_____? Teamwork, or lack thereof, distinguishes these two experiences.

If you had a choice of working in a company where teamwork is a vital part of the (3)_____ culture versus a company where teamwork doesn't exist, where would you want to work? I would choose the company with teamwork because working for it would be less stressful. I am an intelligent, capable worker, but I don't want to have so much work that it takes over my life. Such a situation would lead to burnout, which could inspire me to quit my job. Companies don't like having high employee turnover if it can be avoided because it can raise their recruitment, training, and compensation costs.

Being able to split jobs up into smaller tasks which are assigned to multiple people, management can increase productivity by better utilizing its employees. Instead of having one person complete a whole process, start to finish, the company can give that person the tasks in the process that best align with his skill set, thereby cutting down on that employee's frustration level resulting from doing what he isn't good at. Constant repetition of specific types of tasks will make that employee more (4)_____ at them, decreasing production time. This can mean less overtime, which saves the company money (for hourly employees). From the employees' point of view, doing things faster and working less overtime means going home earlier, creating a better work-life balance.

Now a process is as slow as its slowest step. If the slower steps are sped up, then the whole process can be completed much faster. Identification of better ways to perform a process requires help from the people performing the process. How helpful do you think these employees will be if they feel that their jobs are threatened? An environment where teamwork is emphasized can change how these people think about their jobs, making them more likely to cooperate in process redesign. They should be more willing to answer questions about how the process currently works. In addition, team players should be more likely to voice their ideas for improving things because they're used to thinking that people listen to their input and take it into (5)_____.

In a teamwork environment, the team takes responsibility for the process they are performing, and the employees are (6)_____. That means if one person spots something wrong that doesn't relate to his task, he is more likely to mention the problem to the relevant person, so it can be fixed. Thus, the process's output should be of higher quality. This can result in higher revenue because customers appreciate high quality.

(7)_____ can result in happier employees, and happier employees will be more interested in doing what's good for the company, instead of sabotaging the company's efforts. Like I said before, people make the company (by Samuilovna, Yahoo Contributor Network).

Задание 3. Fill in the gaps according to the text.

gap 1	consideration
gap 2	teamwork
gap 3	empowered
gap 4	leadership
gap 5	brainstorming
gap 6	efficient
gap 7	corporate

Задание 4. Complete the missing words.

1. How much time have we got? What's the s_____ul e ?
2. Can you explain to Pete what he needs to do? I haven't got time to b_____f him.

3. Now our lorry is repaired, we can deliver the c _ _ s i _ _ _ _ nt.
4. What? Work can't start yet? Why have we got to p _ _ _ p _ _ _ the project?
5. Our customer's not happy with the design – we need to make some m _ d _ f _ c _ _ _ n s.
6. Tommy is going to be off sick for a few weeks, so we need to reor _ _ _ _ ze the team.

Collocations

Here are different verbs and nouns that can be used with some key vocabulary (in **bold**) relating to projects and teams.

to delay / postpone / push back **the start date**

to agree / sign / discuss / negotiate **a contract**

to agree / confirm / negotiate / extend **a deadline**

to draw up a schedule / contract / specifications

to (re)organize a meeting / schedule

Задание 5. Rewrite these nouns and noun phrases using a verb or verb phrase.

- | | |
|-------------------------------|-----------------------------|
| 1. project proposal | <i>to propose a project</i> |
| 2. project leader | |
| 3. reorganization of the team | |
| 4. confirmation of a deadline | |
| 5. schedule | |
| 6. modification | |
| 7. specification | |
| 8. estimation of costs | |
| 9. delay | |

Задание 3. Do the vocabulary tasks below

Active Business Vocabulary

COLLOCATIONS FOR KEY BUSINESS WORDS

A collocation is a pair or group of words that are often used together. There are many types of collocation. Here are some examples:

verb+ noun

make an arrangement, set up a business, reach a decision

adjective + noun

fixed cost, part-time job, competitive advantage

noun+ noun

insurance company, business plan, information technology

sentence heads

What exactly do you mean by ... ?, Give my best wishes to ...

fixed expressions

Last but not least, Time is 111011ey, See you later.

The English language is full of collocations, and every unit of this book includes many examples. Why are they important? Because learning words individually is only half the story. You also have to learn how words combine with each other. And if you can learn the whole collocation as one item – instead of thinking of the individual words one-by-one – your speech will become more fluent.

company

Somebody or something can ... a company.

buy/take over

close down

establish /set up / start

join

reorganize I restructure

work for

manage/run

leave I resign from

And a company can . . .

be in trouble

expand / grow

go bankrupt / bust /under

go into liquidation

go out of business

make manufacture sth

offer / provide sth

run into difficulties

contract

Somebody can ... a contract.

alter / amend

get out of

break

go over /review

enter into

sign

(re)negotiate

keep to

draw up

renew

finalize

terminate

And a contract can ...

be worth ...

come into effect / start

come to an end/ expire

run until ...

costs

Somebody or something can ... the cost/costs

absorb

bring down / cut/ reduce

cover

pay /meet

spread

figure out /work out

And costs can ...

be associated with ...

fall / rise

go down/up

stay (more or less) the same

customer/client

Somebody or something can ... customers/clients.

attract

look after / take care of

deal with

lose

entertain

serve the needs of

Практическая работа № 21-24

Тема: Программные языки и технологии разработки

Цель работы:

Овладение студентами коммуникативной компетенцией, которая в дальнейшем позволит пользоваться иностранным языком в различных областях профессиональной деятельности, в научной и практической работе, в общении с зарубежными партнерами, для самообразования и других целей.

Приобретаемые умения и навыки:

Формирование компетенций ОК-01, ОК-04, ОК-05; ОК 09

Продолжительность занятий: 12 часов.

Оснащение: методические рекомендации по выполнению практической работы, формы отчетности.

Порядок и методика выполнения заданий:

1. Обсудить представленные вопросы для устного опроса.
2. Ознакомиться с аутентичным текстом.
2. Выполнить задания по прочитанному тексту.
3. Выполнить лексико-грамматические задания.

Теоретические вопросы для устного опроса (собеседования):

1. Technology travel tips for business travelers.
2. Tips for business travel abroad.
3. Peculiarities of travelling to different countries.

Вопросы и задания

Задание 1. Discuss the following quotation.

The World is a book, and those who do not travel read only a page.

~*St. Augustine*

Задание 2. Answer the questions individually. Then compare your answers with a partner.

1. How often do you travel by air, rail, road or sea?
2. What do you enjoy about travelling? What don't you enjoy?
3. Put the following in order of importance to you when you travel.
 - a) Comfort
 - b) Safety
 - c) Price
 - d) Reliability
 - e) Speed
4. Does the order change for different types of travel?

Задание 3. Read the following text

ROAD RAGERS IN THE SKY

Airlines and their long-suffering customers are reporting a steep climb in air rage incidents. Some incidents are apparently caused by problems which are familiar to many regular travellers. One case reported from America stemmed from an interminable delay in takeoff, when passengers were cooped up in their aircraft on the tarmac for four hours, without food, drink or information. Mass unrest is less common than individual misbehaviour, as in the case of the convict who recently went crazy on a flight, attacked the crew and tried to open the door in mid-flight.

The psychology of air rage is a new area of study, and there are almost as many explanations as examples. Most analysts of the phenomenon blame alcohol, but many people now think that the airlines are at fault. To cut costs, they are cramming ever more passengers into their aircraft, while reducing cabin crew, training, and quality of service, all of which increase passenger frustration. In addition, there is increasing concern in the US about another cost-cutting exercise, which could seriously harm passengers' health: cabin ventilation.

Modern aircraft are equipped with sophisticated air conditioning devices – but running them at optimum capacity burns up valuable aviation fuel. Many airlines routinely instruct their flight crews to run the systems on minimum settings. Campaigners for improved air quality claim that this can lead to irritability and disorientation.

In the US, the soaring number of passenger complaints across a wide range of issues is reflected in a number of new internet sites which criticize the airline and demand better service. One of the sites is demanding an air passengers' Bill of Rights.

Cabin and flight crews, who are in the front line of the battle against disruptive and dangerous in-flight behaviour, have called for stiffer penalties against the offenders. Management have also called for legislation – while denying that its cost-cutting practices have contributed to the problem. But there are some signs, in the US at least, that the airlines are at last attempting to respond to customer dissatisfaction. Some major lines have announced concessions to the most frequent complaint for all, and are removing seats to make more room for their customers.

Задание 4. Which of these statements are true and which are false?

1. People in groups are more likely to behave badly on planes.
2. Alcohols is often the reason of problems on the board.
3. Airlines do little to improve air quality.
4. Travellers have started to use new technology to express discontent with airlines.
5. Airlines have taken no action to address travelers concerns.

Задание 5. Choose the most irritating things for people when flying. Add some others irritating factors.

1. not enough legroom
2. lost or delayed luggage
3. long queues at check in
4. poor quality food and drink
5. no baggage trolleys available.
6. overbooking of seats
7. flight delays and cancellations
8. jet-lag

Задание 6. Discuss in pairs the advantages and disadvantages of travelling by bus, car, train, plane using the following expressions:

To my mind, ...

I suppose, ...

In my opinion,

On the one hand, on the other hand ...

In my view, ...

In my reckoning, ...

I definitely think that ...

Well, if you ask me, ...

Well, I think ...

I believe

I strongly believe

I have a reason to believe

I'm sure that...

I'm pretty sure that...

Практическая работа № 25-28

Тема: *Географическое положение, форма государственного устройства, климат и культура Великобритании*

Цель работы:

Овладение студентами коммуникативной компетенцией, которая в дальнейшем позволит пользоваться иностранным языком в различных областях профессиональной деятельности, в научной и практической работе, в общении с зарубежными партнерами, для самообразования и других целей.

Приобретаемые умения и навыки:

Формирование компетенций ОК-01, ОК-04, ОК-05; ОК 09.

Продолжительность занятий: 10 часов.

Оснащение: методические рекомендации по выполнению практической работы, формы отчетности.

Порядок и методика выполнения заданий:

1. Обсудить представленные вопросы для устного опроса.
2. Ознакомиться с аутентичным текстом.
2. Выполнить задания по прочитанному тексту.
3. Выполнить лексико-грамматические задания.

Теоретические вопросы для устного опроса (собеседования):

1. Business image – an important part of business promotion
2. A disciplined approach to Business Planning
3. Women's Career In Men's Business
- 4.

Вопросы и задания

Задание 1. What does success mean to you? Choose one of the following:

- a top job
- being your own job
- being good at what you do
- being happy
- being famous
- earning a lot of money
- something else

Задание 2. Read the article about Steve Job Co-Founder and Mastermind of Apple. Put a circle around words related to success and achievement.

STEVE JOBS'S SUCCESS STORY

“Your time is limited, so don't waste it living someone else's life. Don't be trapped by dogma – which is living with the results of other people's thinking. Don't let the noise of other's opinions drown out your own inner voice. And most important, have the courage to follow your heart and intuition. They somehow already know what you truly want to become. Everything else is secondary.”

On February 24 1955, a man was born who would have change the whole world in the future. Not only by creating the Apple Inc. but changing the way we communicate. His contribution to the scientific world is enormous and his success story could be the leading path for many growing computer scientists. Drawing inspiration from Steve Jobs – studying him, and learning from him, now that could give you strength to achieve your goals.

Young Steve grew up in a valley which was already turning into the world center of computer technology: Silicon Valley. In his early ears he showed his interests into electronics and met Stephen Wozniak — commonly known as Woz with whom he shared his visions in computer technology. Before Steve began to work with Woz, he went to the Reed College in Oregon. He spent there only one semester after which he dropped out and spent a lot of time learning about Eastern mysticism and diets in his hippie period.

Always when we hear the name of Steve Jobs our first association leads to Apple. It all began with assembling the boards in Steve’s garage and driving to local computer stores to try and sell them. The Apple computer was much more advanced product than the others on the market, that’s why Steve set out to find venture capitalists to fund Apple’s expansion. The success was enormous and soon the product became the symbol of the personal computing revolution worldwide. The company grew fast and as a result in December 1980, when he was only 25, his net worth passed the \$200 million mark on that day. After the success of the Apple products, Steve focused his energy on other projects like the Lisa computer, which was a breakthrough because it used a graphical user interface instead of a command-line interface. Unfortunately Steve was thrown out of the Lisa project, that’s why he took something as an act of “revenge” by taking over a small project called Macintosh. It’s success was no wonder but after few years, again because of his arrogance, Steve was kicked out of this project. That was his life, so he started travelling looking around for other ways to spend his creativity. Suddenly in 1985 he had the chance to share his dream in making animated movies with computers. He was introduced to a small team of brilliant computer graphics experts that George Lucas was trying to sell, so he gathered the team and bought the company for \$10 Million in 1986, incorporating it as Pixar. In the next years Steve started other projects like the NeXt Computers which however didn’t sell. In addition to the NeXt “failure” his investment in Pixar also seemed to lead nowhere, so after his devastation, he spent more time with his son Reed and his wife Laurene, whom he had married in 1991.

In the course of the next years Steve had a great success with Pixar, taking part in the Toy Story movie, which raised his net worth to over \$1.5 billion! Meanwhile in 1997 the Apple Company announced losses of \$700 million, so it was the perfect time for Steve Jobs and his comeback. He quickly gave confidence in the whole Apple community and brought the company back to it’s full greatness. In 2000 Steve accepted to become full CEO of Apple – that was the first time ever in the history of a man being CEO of two companies at the same time!

However the biggest success in Apple came from the unexpected source iPod. It turned to be the “must-have-music player” for everyone. The products such as the iPad (Apple’s iOS-based tablet, which Steve unveiled on January 27, 2010) the MacBook and others are the most preferred in the world’s society. Steve Jobs is truly an extraordinary man who opened a new page in the technological world. People such as him are those, who write the pages in the world history book.

Unfortunately sometimes life is unfair even to the ones who make the world evolve. In 2004 Steve announced that he had been diagnosed with a cancerous tumor in his pancreas. So in August 2011, Jobs resigned as CEO of Apple, but remained at the company as chairman of the company's board (from boompedia.com).

Задание 3. 1. What do you think of Apple products?

2. Do you agree or disagree with Steve Job's quotation: "I think if you do something and it turns out pretty good, then you should go do something else wonderful, not dwell on it for too long. Just figure out what's next."

Active Business Vocabulary

Задание 4. Study the following English idioms and try to find the equivalents in your own language.

English Idioms about Success and Failure

1. **ace a test** If you obtain a very high score or an excellent result, you ace a test or exam.
Maria's parents said she could go to the party if she aced her English test.

2. **in the bag** People use this expression when it becomes obvious that success or victory is going to be achieved.
An hour before the polling stations closed, victory seemed in the bag for the Conservative candidate.

3. **bear fruit** If something bears fruit, it produces positive or successful results.
After years of hard work, his research finally began to bear fruit.

4. **(up a) blind alley** If you go up a blind alley, you follow an ineffective course of action which leads nowhere or produces no results.
The suspect's 'revelations' lead the police up a blind alley.

5. **bring the house down** If you bring the house down, you give a very successful performance.
If he sings like that on Saturday, he'll bring the house down.

6. **cake not worth the candle** To say that the cake is not worth the candle means that the advantages to be gained from doing something are not worth the effort involved.
He recorded an album but sold very few copies; the cake wasn't worth the candle.

7. **come up in the world** A person who has come up in the world is richer than before and has a higher social status.
My old school friend has bought an apartment overlooking Central Park. She has certainly come up in the world.

8. **cook someone's goose** To cook somebody's goose means to spoil that person's chances of success.
When the burglar saw the police car arriving, he realized his goose was cooked!

9. **cut one's own throat** If you cut your own throat, you do something that will be the cause of your own failure or ruin your chances in the future.
Tony has already missed a lot of classes. He's cutting his own throat.

10. **dead duck** This expression refers to a project or scheme which has been abandoned or is certain to fail.
The new cinema is going to be a dead duck because it's too far away from the town centre.

11. **get the better of you** If someone or something gets the better of you, they defeat you.
She went on a diet but it didn't last long – her love of chocolate got the better of her!

12. **go to the dogs** To say that a company, organization or country is going to the dogs means that it is becoming less successful or efficient than before.
Some think the company will go to the dogs if it is nationalized.

13. **go (off/over) with a bang** If something such as an event or performance goes off with

a bang, it is very successful.

The party went off with a bang – everyone enjoyed it.

14. **go up in smoke** If a plan or project goes up in smoke, it fails or ends before producing a result.

When Amy and Tom separated, my mother's dream of a romantic wedding went up in smoke.

15. **hit pay dirt** If you hit pay dirt, you are lucky and suddenly find yourself in a successful money-making situation.

Charlie finally hit pay dirt with his latent invention.

Задание 5. Use a collocation from English Idioms & Idiomatic Expressions to complete the sentences.

1. This can help to _____ sense _____ the object that you are trying to visualize.
2. "All my career _____; you think it's petty and all that, but.."
3. It had developed a fund-raising strategy that promised to _____ the following year.
4. There's a universal tendency to heed Dylan Thomas's exhortation and _____ instead of a whimper.
5. That _____ his goose.

Задание 6. Complete the sentences using the correct past simple form of the verbs in brackets.

1. When _____ you _____ your own business? (start)
2. Yesterday, I _____ work until 9 p.m. (finish)
3. The engineer _____ over three hours trying to fix the photocopier. (spend)
4. I really _____ the presentation skills seminar last week. (enjoy)
5. The company _____ its profits by 15% last year. (increase)
6. The course _____ as much as we expected. (cost)
7. Unfortunately, we _____ the project on time. (complete)
8. My boss hates flying, so she _____ to Edinburgh by train. (go)

Практическая работа № 29-32

Тема: *Общественная жизнь в Великобритании, ценностные ориентиры молодежи*

Цель работы:

Овладение студентами коммуникативной компетенцией, которая в дальнейшем позволит пользоваться иностранным языком в различных областях профессиональной деятельности, в научной и практической работе, в общении с зарубежными партнерами, для самообразования и других целей.

Приобретаемые умения и навыки:

Формирование компетенций ОК-01, ОК-04, ОК-05; ОК 09

Продолжительность занятий: 12 часов.

Оснащение: методические рекомендации по выполнению практической работы, формы отчетности.

Порядок и методика выполнения заданий:

1. Обсудить представленные вопросы для устного опроса.
2. Ознакомиться с аутентичным текстом.
2. Выполнить задания по прочитанному тексту.
3. Выполнить лексико-грамматические задания.

Теоретические вопросы для устного опроса (собеседования):

1. Non-Verbal Communication in Building Relationships
2. How to Re-Build Broken Relationship
3. Using Emotional Intelligence to Build Relationships
4. Managing Relationship Related Stress
5. Relationship Building with Managers and Team Leaders

Вопросы и задания

Задание 1. Read the comments. Use specific reasons and examples to support your answer.

1. Relationship-building is not the same as team-building. When we talk about relationship-building we are talking about a competency in which we cultivate relationships both inside and outside the workplace, with individuals and groups
2. If we are in a conflictive situation with somebody, we should focus on the issue and not on the person.
3. should we try to get to know colleagues outside the office?

Задание 2. Read the text.

WHAT DO WE MEAN BY RELATIONSHIP-BUILDING?

When we talk about the competency of relationship-building in the world of business, we are referring to building strong relationships with partners and clients – about using interpersonal skills to network in an effective way.

What does a competent relationship-builder do?

Somebody who is competent at relationship-building focuses on understanding the needs of the client and getting the best possible results. This competency promotes an ethic of client service and so an understanding and anticipation of a client's changing needs is essential. Stress and conflict are other issues that a competent relationship-builder will manage – keeping composed and acting as mediator when conflicts arise.

How can I start to develop the competency of relationship-building?

First identify the business plan goals of your department and decide what your role is going to be in helping to achieve those goals. You will need to study the business plan and learn as much as possible about your clients' activities, interests and needs. This information might be available in their own annual reports or in client surveys conducted by your company. Talking to your clients about how you can best meet their needs is also a sensible first step to take.

Seven steps to becoming an effective relationship-builder:

Draw up a plan of what you need to do in order to give your clients what they want. Discuss your ideas with your line manager and then do what is necessary to implement the plan.

When the plan has been set in motion, schedule regular meetings with your line manager to review the progress that you are making and make any necessary adjustments.

When you are working as part of a team or group within a department or a company it is important to assess your contribution to the group's work. Think about how your efforts help or hinder progress.

Make a weekly analysis of your commitments. Set yourself a goal for each week so that you follow them through. Make an effort to do what you say you are going to do – and also, to do it by the time that you say it will be done. If you get into the habit of doing this it will become like second nature.

Build up a file of contacts and classify them in a way that is meaningful for your particular work context. Then you will know exactly who to call with any queries or when you need information.

Don't just wait for feedback to come to you, request it from a variety of sources – from your line manager but also from colleagues, clients and people who you supervise. Listen to what they have to say and act accordingly.

Build informal relationships with the people who are working around you. Make a point of greeting people who you normally don't speak to. Ask them about their interests and make it a goal to practise small talk with them. Listen to what they say and remember so that you can ask about a particular interest the next time you meet.

Задание 3. Decide whether these statements are true or false according to the article.

You need good interpersonal skills to be a competent relationship-builder.

True

False

Relationship building puts the client's needs first.

True

False

A good relationship-builder has a network of mediators for when conflicts arise.

True

False

Information about your clients cannot be found within your company.

True

False

Only the feedback from your line manager is important.

True

False

Idle chat is not a good way to get to know your colleagues.

True

False

Задание 4. Choose one of the correct sub-headings from the box for each of the seven steps to becoming an effective relationship-builder.

Network of contacts
Team work
Weekly goal
Small talk
Plan
Get feedback
Review

Задание 5. Underline the correct word in italics.

1. If you agree to a minimum order of 10,000 pieces, we will *meet /spread* the cost of customizing the product in the way you explained.
2. The company we use for all our transport and logistics has told me their prices will be going up. We'll have to try to *absorb /cut* some of the extra cost ourselves. I don't think we can pass it all on to our customers.
3. It's a *very* complex project involving a lot of people and a lot of resources. I'm using a spreadsheet to help me *figure out /pay* all the costs.
4. They are offering us very attractive terms of payment – 20% on delivery, 40% after 30 days, and the remainder after 60 days. That will help to *cut / spread* the cost.
5. Sales have been disappointing and we're not going to make a profit. The good news is that we should at least *cover /figure out* our costs, so it's not a complete disaster.

Задание 6. Use active business vocabulary to speak about your experience in relationship-building.

Практическая работа № 33-36
Тема: *Профессиональные ситуации и задачи*

Цель работы:

Овладение студентами коммуникативной компетенцией, которая в дальнейшем позволит пользоваться иностранным языком в различных областях профессиональной деятельности, в научной и практической работе, в общении с зарубежными партнерами, для самообразования и других целей.

Приобретаемые умения и навыки:

Формирование компетенций ОК-01, ОК-04, ОК-05; ОК 09.

Продолжительность занятий: 10 часов.

Оснащение: методические рекомендации по выполнению практической работы, формы отчетности.

Порядок и методика выполнения заданий:

1. Обсудить представленные вопросы для устного опроса.
2. Ознакомиться с аутентичным текстом.
2. Выполнить задания по прочитанному тексту.
3. Выполнить лексико-грамматические задания.

Теоретические вопросы для устного опроса (собеседования):

1. What are SMART goals?
2. What's the benefit of business planning?
3. How do you set a goal?

Вопросы и задания

Задание 1. Read the text

Types of Planning in Business

Suchi Moorthy, a business consultant defined the main types of business plans:

Start-Up Plans

This plan is the defining step for any new business. It has an executive summary in the beginning and the projections for the first year. It also lists the company's aspirations and strategies in terms of product or service to be produced, the market in which it is going to operate, implementation milestones and the team that is going to implement them.

Feasibility Plans

This plan ascertains whether a business must be set up. This is an extension of a start-up plan. It has an executive summary, mission statement, goals, analysis of the market, costs, pricing and likely expenditure.

Internal Plans

These plans, as the name suggests, are internal to the organization. The organization's planned working style is briefly listed here. Each functional department has an internal plan for its functioning and operations. These usually include implementation milestones, time frames and the responsibilities of the people who would execute the work.

Strategic Plans

This planning is for the overall picture. With a strategic plan the organization chalks out all the alternatives available and the trade-offs in choosing any one over the others. Also, the priorities are underlined and the ends and means toward achieving targets are spelled out clearly.

Growth Plans

This plan chalks out the organization's path toward expansion. This almost always includes views on investments, operations, finances, time and personnel resources. Also, if the company is planning to introduce a new product, this planning comes in handy (by Suchi Moorthy, eHow Contributor).

Five Essential Elements of a Good Business Plan

When developing your business plan ensure that you have kept the following in mind. Stop and ask yourself the following? If the answer to your question is "yes", continue, but if it is "no", stop and revise what you have written until you are satisfied that you can answer "yes" to each question.

Is my business plan simple?

Make sure your business plan is easy to understand and to implement. Is it a practical document and will anyone who picks it up get a clear picture of what you're wanting to achieve?

Is my business plan specific?

You need to ensure that your goals are specific and measurable. Does your action plan include deadlines, budgets and who's going to get the job done.

Is my business plan realistic?

Don't set yourself up for failure. Ensure that when you set your goals that you've actually looked at what it'll take to implement. Make sure that your sales goals are achievable.

Is my business plan complete?

Make sure that you have included all the relevant aspects of your business. While the purpose of some business plans differ there are specific business plan basics in every document. Make sure you're thorough and rather include too much detail rather than too little.

Are My Goals SMART?

Make sure that you have adopted the principle of SMART goals:

specific
measurable
achievable
realistic
timely

Задание 2.

Take-aways

1. A business plan is a formal statement of a set of business goals, the reasons they are believed attainable, and the plan for reaching those goals. It may also contain background information about the organization or team attempting to reach those goals.
2. Types of Planning in Business: Start-Up Plans, Feasibility Plans, Internal Plans, Strategic Plans, Growth Plans.
3. It is also important to understand that when developing your business plan there are specific business plan basics that need to be included in your plan. There are five essential elements of a business plan that are critical if its to be of any value at all.

Задание 3. Prepare a report about a famous company and the story of its success.

Задание 4. Go through the phrases given below.

competitive – when a company offers good products or services at a good

rate **to expand into new markets** – to start operating in new regions or

countries **a good reputation** – when a company is respected and valued by people

to merge – to combine to become one (e.g. two companies)

a multinational company – a company that operates in more than one country

open-plan – when an office has no interior walls, so that all members of staff are working in the same room rather than in individual offices

profitable – when a business makes a profit and is not lossmaking

to be recognized internationally – to be known about and well thought-of around the world

to take over – to buy another company

a security pass – a card allowing entry to premises or building, possibly with a photo of the holder

the service industry – companies that offer a service (e.g. training, leisure, marketing)

a solid client base – a number of reliable and regular clients/customers

a tower block – a building with very many floors

a well-established company – a company that has been in business long enough to have a solid client base and good reputation

the working environment – the place and atmosphere within which people work

Практическая работа № 37-39
Тема: Профессиональное саморазвитие

Цель работы:

Овладение студентами коммуникативной компетенцией, которая в дальнейшем позволит пользоваться иностранным языком в различных областях профессиональной деятельности, в научной и практической работе, в общении с зарубежными партнерами, для самообразования и других целей.

Приобретаемые умения и навыки:

Формирование компетенций ОК-01, ОК-04, ОК-05; ОК 09.

Продолжительность занятий: 10 часов.

Оснащение: методические рекомендации по выполнению практической работы, формы отчетности.

Порядок и методика выполнения заданий:

1. Обсудить представленные вопросы для устного опроса.
2. Ознакомиться с аутентичным текстом.
2. Выполнить задания по прочитанному тексту.
3. Выполнить лексико-грамматические задания.

Теоретические вопросы для устного опроса (собеседования):

1. What's the most important thing you should do at a job interview?
2. What things you shouldn't do there?
3. How to get a job you want?

Вопросы и задания

Задание 1. Read the text.

RICHARD REED, INNOCENT DRINKS

Turnover: over £100million

Number of employees: 250

HQ location: London, UK

Year founded: 1998

Ownership: privately-held

Richard Reed founded Innocent in 1998 with two friends from Cambridge University, Adam Balon and Jon Wright. When they left university they all got jobs with blue-chip companies – one went into advertising and two went into management consultancy. But that didn't stop them constantly talking about setting up a business – a conversation they'd been having since their student days.

Four years later they quit their jobs and decided to go into business after getting back from snowboarding holiday where they'd done nothing but talk about their desire to become entrepreneurs.

They decided to set up a business which would appeal to people like them – so they fixed on the theme of doing good to themselves. The result was Innocent, a drinks company producing pure fruit smoothies. The company now produces more than 30 different recipes and sells more than two million smoothies each week through 10,000 retailers in the UK and overseas.

Since Innocent was launched the company has been growing by 20% year on year and currently has a 75% share of the smoothie market. In April 2009 Coca-Cola bought an 18% stake in the company for £30 million. A year later it paid £65 million for a 58% stake.

Part of its marketing strategy is to use delivery vans which are decorated to look like cows or grassy fields. The company also prides itself on being 'a happy place to work' and 'people-oriented', with a relaxed working environment which includes having a grass floor in the office.

Key advice

"If you're 70% sure about an idea then go for it. Because if you wait till you're 100% confident in business... you'll never make a decision, you'll never get anywhere."

(BBC News Business)

Задание 2. Which of these statements are true? Correct the false ones.

1. The head office of the company is situated in New York.
2. Richard Reed and his friend set up their company while they were students.
3. Innocent drinks was found to be one of the companies with the happy employees.
4. The company has been growing by 20% year on year since 2005.

Задание 3. Discuss the questions.

1. Would you like to work for such a company like Innocent drinks?
2. What makes people happy at work? What factors are important for you at work?

Задание 4. Put a suitable word in the gaps according to the text.

1. The brand is set to _____ all three of its model families.
2. Market data suggests the global SUV market will _____ 22 million units by 2020.
3. What is Land Rover _____?
4. Land Rover plans to _____ the Range Rover line-up to six models
5. This dramatic expansion will put a huge strain on the _____ and engineering capabilities of Jaguar Land Rover.
6. However, not all of this investment is _____ to be focused on the UK.
7. Reports from China in early October said that the JLR _____ with Chinese car maker Chery gained approval in record time from the Chinese National Development and Reform Commission.
8. Its 96 Chinese _____ will also soon be expanded by a further 47 showrooms.
9. Tastes are increasingly _____ from conventional luxury saloon cars towards SUVs.

Задание 5. Memorize the phrases give below.

Active Business Vocabulary

Here are some definitions and examples of vocabulary relating to planning.

achievable – something that is realistic and possible, such as a goal

to analyze – to look into something in detail, such as why sales have not risen as much as hoped

to base a decision on – to make a decision depending on information available at the time

to be cautious – to be careful; to not want to take big risks

a concern – a worry, something you're not very confident or happy about

to conduct an assessment – to analyze; to carry out research, perhaps to feed into the decision-making process

the current situation – what things are like now, at the present time

to diversify – to move into new or different areas of work

to downsize – to become smaller
to draw up a plan – to put a plan together
to enable – to make something possible; to make something happen
to evaluate – to assess a situation; to look at pros and cons
to expand – to get bigger; to move into more markets
a failure – something that didn't go well, wasn't a success
to focus on – to concentrate on; to have as the main thing to work on
a forecast – a prediction; how you think things might turn out in the future
a goal – an objective; what is to be aimed at (and hopefully achieved) in the future
to look into – to get more information about; to consider
to make the most of – to get as many benefits out of a situation as possible
an outlook – a probable or expected outcome
to pan out – to work out; to turn out
the planning process – the stages to go through when planning
to predict – to say how things might turn out in the future
a priority – an action that needs to be done before another
a proposal — a suggestion; an idea; a possible way forward
to raise a concern – to express a worry
a risk – something you cannot control, but which could have a negative effect
to set targets – to agree what is achievable and what should be done
to share a vision – to have the same idea about what should be done and achieved in the future
a strategy – an agreed way forward; a plan for success
a success – something that goes well, as planned
unforeseen – something that was not expected
unrealistic – something that is not particularly achievable

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«Северо-Кавказский федеральный университет»
Колледж креативных индустрий в г. Ставрополе

**МЕТОДИЧЕСКИЕ УКАЗАНИЯ
для самостоятельной работы**

по (учебной) дисциплине	СГ.02 Иностранный язык в профессиональной деятельности
Направление	42.02.01 Реклама
Форма обучения	очная

Ставрополь, 2026 г.

Методические указания к выполнению самостоятельной работы по дисциплине **«Иностранный язык в профессиональной деятельности»** составлены в соответствии с требованиями ФГОС СПО и предназначены для студентов, обучающихся по направлению 42.02.01 Реклама.

Методические указания для учебной дисциплины разработаны:

1.Безбородова Д.В., преподаватель колледжа СКФУ в г. Ставрополе

1. ПОЯСНИТЕЛЬНАЯ ЗАПИСКА

Данные методические указания предназначены для оказания помощи студентам в выполнении самостоятельных работ по учебной дисциплине «Иностранный язык в профессиональной деятельности».

Основной формой работы студента является не только работа на практическом занятии, изучение, но и большая самостоятельная учебная работа, которая позволит глубоко проникнуть в суть рассматриваемой проблемы и подготовить почву для успешной профессиональной деятельности. Для успешной учебной деятельности, ее интенсификации необходимо учитывать следующие субъективные факторы:

1. Знание программного материала, наличие прочной системы знаний, необходимой для усвоения основных дисциплин, предусмотренных программой, общая совокупность которых обуславливает уровень овладения грамматическим компонентом иноязычной речи.

2. Наличие выработанных умений, навыков умственного труда:

а) умение делать глубокий, обстоятельный анализ при работе с книгой, Интернет-источниками;

б) владение логическими операциями: сравнение, анализ, обобщение, определение понятий, правила систематизации и классификации.

3. Специфика познавательных психических процессов: внимание, память, речь, наблюдательность, интеллект и мышление.

4. Хорошая работоспособность, которая обеспечивается нормальным физическим состоянием.

5. Соответствие избранной деятельности, профессии индивидуальным способностям. Необходимо выработать умение саморегулировать свое эмоциональное состояние и устранять обстоятельства, нарушающие деловой настрой, мешающие намеченной работе.

6. Овладение оптимальным стилем работы, обеспечивающим успех в деятельности.

7. Уровень требований к себе, определяемый сложившейся самооценкой.

Адекватная оценка знаний, достоинств, недостатков – важная составляющая самоорганизации человека, без нее невозможна успешная работа по управлению своим поведением, деятельностью.

По наблюдениям исследователей педагогов, одна из основных особенностей обучения заключается в том, что постоянный внешний контроль заменяется самоконтролем, активная роль в обучении принадлежит уже не столько преподавателю, сколько студенту.

Цель самостоятельной работы студентов в процессе изучения дисциплины «Иностранный язык в профессиональной деятельности» – научить студента осмысленно и самостоятельно работать:

1) с учебным материалом по дисциплине,

2) с научной информацией, актуальными исследованиями в области деловой коммуникации,

3) с эмпирическими данными, получаемыми в ходе экспериментальных исследований,

4) с методологическими подходами современных исследований;

5) с конкретными лингвистическими методами и методиками.

Задачи самостоятельной работы:

- систематизировать и закрепить полученные теоретические знания и практические умения студентов;

- развить познавательные способности и активность студентов: творческую

инициативу, самостоятельность, ответственность и организованность;

- сформировать и развить навыки ведения самостоятельной работы и овладения методикой исследования при решении разрабатываемых в учебной деятельности проблем и вопросов;

- повысить уровень подготовленности к самостоятельной работе в соответствии с выбранным научным направлением в условиях современного состояния науки и культуры.

Таким образом, самостоятельная работа приобщает научному и исследовательскому творчеству, поиску и анализу актуальных проблем современной психолингвистической науки.

Для выполнения самостоятельной работы необходимо пользоваться литературой, которая предложена в списке рекомендуемой литературы, Интернет-ресурсами или другими источниками по усмотрению студента.

Самостоятельная работа рассчитана на разные уровни мыслительной деятельности. Выполненная работа позволит приобрести не только знания, но и умения, навыки, а также выработать свою методику подготовки, что очень важно в дальнейшем процессе научной деятельности.

При изучении дисциплины предусматриваются следующие формы самостоятельной работы студента:

- самостоятельное изучение литературы, online видео-материалов;
- подготовка к обсуждению поставленной проблемы;
- самостоятельное решение коммуникативно-речевых задач;
- подготовка сообщения;
- выполнение фонетических, лексико-грамматических упражнений, письменных заданий;
- подготовка к дискуссии;
- подготовка презентации.

2 МЕТОДИЧЕСКИЕ РЕКОМЕНДАЦИИ ПО ИЗУЧЕНИЮ ТЕОРЕТИЧЕСКОГО МАТЕРИАЛА

Чтение основной и дополнительной литературы по курсу с конспектированием по разделам.

Самостоятельная работа при чтении учебной литературы начинается с изучения конспекта материала, полученного при слушании лекций преподавателя. Полученную информацию необходимо осмыслить. При необходимости, в конспект лекций могут быть внесены схемы, другая дополнительная информация. При изучении нового материала составляется конспект. Сжато излагается самое существенное в данном материале.

Работа с электронными ресурсами в сети Интернет.

Для повышения эффективности самостоятельной работы студент должен уметь работать в поисковой системе сети Интернет и использовать найденную информацию при подготовке к занятиям. Поиск информации можно вести по автору, заглавию, виду издания, году издания или издательству. Также в сети Интернет доступна услуга по скачиванию методических указаний и учебных пособий, подбору необходимой научной литературы.

Конспектирование и реферирование первоисточника и научно-исследовательской

литературы.

Конспект представляет собой дословные выписки из текста источника. При этом необходимо понимать, что конспект – это не полное переписывание чужого текста. Необходимо знать, что при написании конспекта сначала прочитывается текст – источник, в нём выделяются основные положения, подбираются примеры, идёт перекомпоновка материала, а уже затем оформляется текст конспекта. Конспект может быть полным, когда работа идёт со всем текстом источника или неполным, когда интерес представляет какой-либо один или несколько вопросов, затронутых в источнике.

Реферирование – это сложный творческий процесс, в основе которого лежит умение выделить главную информацию из текста первоисточника. Реферирование – процесс аналитически- синтетического обработки информации, которая заключается в анализе первичного документа, нахождении значимых в смысловом отношении данных (основных положений, фактов, доведите день, результатов, выводов). Реферирование имеет целью сократить физический объем первичного документа при сохранении его основного смыслового содержания, используется в научной, издательской, информационной и библиографической деятельности.

Подготовка к круглому столу

Подготовка к семинару-круглому столу начинается с распределение форм участия и функции студентов в семинаре-круглом столе. Студентами осуществляется определение круга проблем и вопросов, подлежащих обсуждению; подбор основной и дополнительной литературы к теме семинара – круглого стола, а также дальнейшее изучение литературы.

Подготовка мультимедийном презентации

Презентация, согласно толковому словарю русского языка Д.Н. Ушакова: «...способ подачи информации, в котором присутствуют рисунки, фотографии, анимация и звук». Для подготовки презентации рекомендуется использовать LibreOffice Impress (для подготовки собственно мультимедийных презентаций) и LibreOffice Writer (для составления текстового сопровождения презентации), являющихся компонентами открытого и свободного офисного пакета LibreOffice. Также допускается использование проприетарного продукта Microsoft Office (Powerpoint и Word, соответственно), однако в этом случае должны использоваться наиболее совместимые форматы .ppt, .doc (но не .pptx, .docx).

Для подготовки презентации необходимо собрать и обработать начальную информацию.

Последовательность подготовки презентации:

1. Четко сформулировать цель презентации: вы хотите свою аудиторию мотивировать, убедить, заразить какой-то идеей или просто формально отчитаться.
2. Определить каков будет формат презентации: живое выступление (тогда, сколько будет его продолжительность) или электронная рассылка (каков будет контекст презентации).
3. Отобрать всю содержательную часть для презентации и выстроить логическую цепочку представления.
4. Определить ключевые моменты в содержании текста и выделить их.
5. Определить виды визуализации (картинки) для отображения их на слайдах в соответствии с логикой, целью и спецификой материала.
6. Подобрать дизайн и форматировать слайды (количество картинок и текста, их расположение, цвет и размер).

7. Проверить визуальное восприятие презентации.

К видам визуализации относятся иллюстрации, образы, диаграммы, таблицы.

Иллюстрация – представление реально существующего зрительного ряда.

Образы – в отличие от иллюстраций – метафора. Их назначение -вызвать эмоцию и создать отношение к ней, воздействовать на аудиторию. С помощью хорошо продуманных и представляемых образов, информация может надолго остаться в памяти человека.

Диаграмма – визуализация количественных и качественных связей. Их используют для убедительной демонстрации данных, для пространственного мышления в дополнение к логическому.

Таблица – конкретный, наглядный и точный показ данных. Ее основное назначение – структурировать информацию, что порой облегчает восприятие данных аудиторией.

Практические советы по подготовке презентации.

- готовьте отдельно: печатный текст + слайды + раздаточный материал;
- слайды – визуальная подача информации, которая должна содержать
- минимум текста, максимум изображений, несущих смысловую нагрузку, выглядеть наглядно и просто;
- текстовое содержание презентации – устная речь или чтение, которая
- должна включать аргументы, факты, доказательства и эмоции;
- рекомендуемое число слайдов 10-12;
- обязательная информация для презентации: тема, фамилия и инициалы
- выступающего; план сообщения; краткие выводы из всего сказанного; список использованных источников;
- раздаточный материал – должен обеспечивать ту же глубину и охват, что и живое выступление: люди больше доверяют тому, что они могут унести с собой, чем исчезающим изображениям, слова и слайды забываются, а раздаточный материал остается постоянным осязаемым напоминанием; раздаточный материал важно раздавать в конце презентации; раздаточный материалы должны отличаться от слайдов, должны быть более информативными.

Доклад, согласно толковому словарю русского языка Д.Н. Ушакова:

«... сообщение по заданной теме, с целью внести знания из дополнительной литературы, систематизировать материал, проиллюстрировать примерами, развивать навыки самостоятельной работы с научной литературой, познавательный интерес к научному познанию».

Тема доклада должна быть согласованна с преподавателем и соответствовать теме учебного занятия. Материалы при его подготовке, должны соответствовать научно-методическим требованиям вуза и быть указаны в докладе. Необходимо соблюдать регламент, оговоренный при получении задания. Иллюстрации должны быть достаточными, но не чрезмерными.

Работа студента над докладом-презентацией включает отработку умения самостоятельно обобщать материал и делать выводы в заключении, умения ориентироваться в материале и отвечать на дополнительные вопросы слушателей, отработку навыков ораторства, умения проводить диспут.

Докладчики должны знать и уметь: сообщать новую информацию; использовать технические средства; хорошо ориентироваться в теме всего семинарского занятия; дискутировать и быстро отвечать на заданные вопросы; четко выполнять установленный регламент (не более 10 минут); иметь представление о композиционной структуре доклада и др.

Структура выступления

Вступление помогает обеспечить успех выступления по любой тематике. Вступление должно содержать: название, сообщение основной идеи, современную оценку предмета изложения, краткое перечисление рассматриваемых вопросов, живую интересную форму изложения, акцентирование внимания на важных моментах, оригинальность подхода.

Основная часть, в которой выступающий должен глубоко раскрыть суть затронутой темы, обычно строится по принципу отчета. Задача основной части – представить достаточно данных для того, чтобы слушатели заинтересовались темой и захотели ознакомиться с материалами. При этом логическая структура теоретического блока не должны даваться без наглядных пособий, аудиовизуальных и визуальных материалов.

Заключение – ясное, четкое обобщение и краткие выводы, которых всегда ждут слушатели

Написание доклада

Доклад – публичное сообщение, представляющее собой развёрнутое изложение определённой темы.

Этапы подготовки доклада:

1. Определение цели доклада.
2. Подбор необходимого материала, определяющего содержание доклада.
3. Составление плана доклада, распределение собранного материала в необходимой логической последовательности.
4. Общее знакомство с литературой и выделение среди источников главного.
5. Уточнение плана, отбор материала к каждому пункту плана.
6. Композиционное оформление доклада.
7. Заучивание, запоминание текста доклада, подготовки тезисов выступления.
8. Выступление с докладом.
9. Обсуждение доклада.
10. Оценивание доклада

Композиционное оформление доклада – это его реальная речевая внешняя структура, в ней отражается соотношение частей выступления по их цели, стилистическим особенностям, по объёму, сочетанию рациональных и эмоциональных моментов, как правило, элементами композиции доклада являются: вступление, определение предмета выступления, изложение (опровержение), заключение.

Вступление помогает обеспечить успех выступления по любой тематике.

Вступление должно содержать:

1. название доклада;
2. сообщение основной идеи;
3. современную оценку предмета изложения;
4. краткое перечисление рассматриваемых вопросов;
5. интересную для слушателей форму изложения;
6. акцентирование оригинальности подхода.

Выступление состоит из следующих частей:

Основная часть, в которой выступающий должен раскрыть суть темы, обычно строится по принципу отчёта. Задача основной части: представить достаточно данных для того, чтобы слушатели заинтересовались темой и захотели ознакомиться с материалами.

Заключение – это чёткое обобщение и краткие выводы по излагаемой теме.

3 МЕТОДИЧЕСКИЕ УКАЗАНИЯ К УСТНОМУ ОТВЕТУ

При подготовке к устному ответу студенту разрешается пользоваться толковыми словарями.

При проверке письменного задания оцениваются:

- глубина содержания созданного письменного текста и его соответствие заданной тематике;
- умение композиционно грамотно строить высказывание, используя адекватные способы выражения семантической, коммуникативной и структурной преемственности внутри текста;
- лексико-грамматическая, синтаксическая, стилистическая и орфографическая грамотность изложения.

При проверке устных заданий оцениваются:

- степень понимания статьи (текста), умение фонетически, лексически и грамматически грамотно излагать содержание текста и комментировать его, выбирая языковые средства, способствующие выделению релевантной информации;
- корректность, глубина и полнота лингвистического анализа;
- содержательность, полнота, беглость и языковая грамотность монологического высказывания;
- адекватное использование пройденного в течение семестра тематического и лексикограмматического материала.

4. МЕТОДИЧЕСКИЕ РЕКОМЕНДАЦИИ ПО ПРОВЕДЕНИЮ СОБЕСЕДОВАНИЯ

Собеседование – наиболее распространенный метод контроля знаний учащихся, вариант текущей проверки, процессе которого преподаватель получает широкие возможности для изучения индивидуальных возможностей усвоения учащимися учебного материала.

При подготовке к собеседованию студент должен:

1. Предварительно повторить теоретический материал темы (тем) по которой проводится устный опрос.
2. Ознакомиться с заданием, уяснить его фабулу и поставленные вопросы.
3. Продумать логику и последовательность изложения материала. Ответы на поставленные вопросы должны быть аргументированными.

Критерии оценивания:

Оценка «отлично» выставляется, если студент глубоко и прочно усвоил программный материал по изученной теме, не допускает ошибок при ответе на теоретические вопросы, дает полные ответы на дополнительные вопросы.

Оценка «хорошо» выставляется, если студент знает программный материал по теме, последовательно и по существу излагает его, допускает незначительные ошибки при ответе

на теоретические вопросы, допускает неточности в ответе на дополнительные вопросы.

Оценка «удовлетворительно» выставляется, если студент усвоил только основной материал, допускает неточности при ответе на теоретические вопросы, затрудняется с ответами на дополнительные вопросы.

Оценка «неудовлетворительно» выставляется, если студент обнаружил пробелы в знании материала по теме, в ответах допустил принципиальные ошибки.

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