

МИНОБРНАУКИ РОССИИ

Федеральное государственное бюджетное
образовательное учреждение высшего образования
«Тульский государственный университет»

Институт гуманитарных и социальных наук
Кафедра «Лингвистики и перевода»

Утверждено на заседании кафедры
«Лингвистики и перевода»
«31» января 2023 г., протокол №6

Заведующий кафедрой

 В.И. Иванова

**ФОНД ОЦЕНОЧНЫХ СРЕДСТВ (ОЦЕНОЧНЫЕ МАТЕРИАЛЫ) ДЛЯ
ПРОВЕДЕНИЯ ТЕКУЩЕГО КОНТРОЛЯ УСПЕВАЕМОСТИ И
ПРОМЕЖУТОЧНОЙ АТТЕСТАЦИИ ОБУЧАЮЩИХСЯ ПО
ДИСЦИПЛИНЕ (МОДУЛЮ)**

«Практика устной и письменной речи на английском языке»

**основной профессиональной образовательной программы
высшего образования – программы бакалавриата**

по направлению подготовки
42.03.05 Медиакоммуникации

с направленностью (профилем)
Технологии медиа

Форма обучения: очная

Идентификационный номер образовательной программы: 420305-01-23

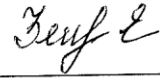
Тула 2023 год

ЛИСТ СОГЛАСОВАНИЯ
фонда оценочных средств (оценочных материалов)

Разработчик(и):

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(ФИО, должность, ученая степень, ученое звание)



(подпись)

1. Описание фонда оценочных средств (оценочных материалов)

Фонд оценочных средств (оценочные материалы) включает в себя контрольные задания и (или) вопросы, которые могут быть предложены обучающемуся в рамках текущего контроля успеваемости и промежуточной аттестации по дисциплине (модулю). Указанные контрольные задания и (или) вопросы позволяют оценить достижение обучающимся планируемых результатов обучения по дисциплине (модулю), установленных в соответствующей рабочей программе дисциплины (модуля), а также сформированность компетенций, установленных в соответствующей общей характеристике основной профессиональной образовательной программы.

Полные наименования компетенций и индикаторов их достижения представлены в общей характеристике основной профессиональной образовательной программы.

2. Оценочные средства (оценочные материалы) для проведения текущего контроля успеваемости обучающихся по дисциплине (модулю)

3 семестр

Перечень контрольных заданий и (или) вопросов для оценки сформированности компетенции УК-4 (контролируемый индикатор достижения компетенции УК-4.1)

Выполните задания, нацеленные на проверку знаний основ, правил и закономерностей устной и письменной деловой коммуникации; функциональных стилей русского и иностранного языков.

1. Раздел А. Аудирование

Tasks 1-5. Listen to the text and choose correct answers to the following questions.

1. What type of school is Eton?
 - A. Public school for girls.
 - B. Public school for boys.
 - C. Private school of a mixed type.
 - D. Public school both for boys and girls.
2. What families do the students of Eton mainly come from?
 - A. Mainly from working class families.
 - B. Mainly from middle-class families.
 - C. Mainly from upper-class families.
 - D. Mainly children from the families of well-known sportsmen.
3. How long do students stay at Eton?
 - A. for four years (between the ages of 10-14)
 - B. for three years (between the ages of 11-14)
 - C. for six years (between the ages of 12-18)
 - D. for five years (between the ages of 13-18)
4. What is special about the tutorial system of Eton?
 - A. Pupils have the opportunity to choose tutors to their taste.
 - B. Nothing special, it's much like in any Russian school.
 - C. Academic tutors don't supervise students' work.
 - D. It is extremely expensive.
5. How do students enjoy their spare time at Eton?
 - A. They are allowed to visit their parents.

- B. They can choose from a great number of activities: sculpture, sports, music, etc.
- C. They don't usually have spare time.
- D. They eat and sleep a lot.

2. Раздел В. Чтение (поисковое)

Tasks 6- 10. Read the text and choose the correct answers to the following questions.

Being a welcome guest.

When people in the US have company or when they're invited to formal or informal get-togethers, they usually make a point of trying to make others feel comfortable and relaxed. On the whole, they tend to be informal. Men shake hands, but usually only when they're introduced. Male friends and business associates who haven't seen each other for a long time may shake hands when they say hello.

Women usually don't shake hands when being introduced to each other. When a woman and a man are introduced, shaking hands is up to the woman.

Americans rarely shake hands to say goodbye, except on business occasions.

American women are used to being independent. They are used to going to different places by themselves, earning their own money, and often living alone. Sometimes they will ask men for help, but they usually don't want to be protected. Since the women's movement started, it's not always clear whether women expect men to open doors or help them into their coats. American women may start conversations with men or even ask them to dance.

There are a lot of Americans who don't smoke or drink, and many who don't want people to do those things in their houses. It's always better to ask before you bring alcohol to a dinner or before you light up a cigarette, if you're with people you don't know very well. Nonsmokers have become more militant about smoking in public places. Many restaurants, for instance, have established special sections for smokers.

House guests may bring gifts when they come to visit, and they often offer to help in some way. As a guest, you may want to ask your host or hostess if there's anything you can do to help in the kitchen. In many cases, the gesture is more important than actually helping. You may also want to take your friends out to dinner at the end of your stay, but it's not expected for you to do so.

6. What do people in the USA do when they have company or when they're invited to formal or informal get-togethers?

- A. They don't usually make a point of trying to feel comfortable and relaxed.
- B. They feel very formal and tense.
- C. They try to make others feel comfortable and relaxed.
- D. They get relaxed and comfortable without paying much attention to others.

7. When do men usually shake hands?

- A. To say goodbye.
- B. Every time they meet, to say hello and goodbye.
- C. When they see a beautiful woman.
- D. Usually only when they're introduced or haven't seen each other for a long time.

8. What are American women used to?

- A. To being independent.
- B. To going to different places with men, spending their money.
- C. To asking men for help.
- D. To being protected.

9. Why is it necessary to ask the host if you may smoke or bring some alcohol when you are invited to some place?

- A. Because the guests may get very drunk or smoked.
- B. Because the host usually has a lot of alcohol and cigarettes at home.
- C. Because it's polite to ask such questions.

D. Because there may be people who don't smoke or drink and the host wouldn't like you to do these things in his house.

10. Will it be polite to ask the host or the hostess if he or she needs any help?
- A. Yes, but the gesture is more important than actually helping.
 - B. No, he or she is able to do everything him/herself.
 - C. Only sometimes, when the host is not well.
 - D. Never, you'll offend the host.

3. Раздел С. Лексика

Tasks 11-20. Fill in the blanks with the appropriate words or word-combinations.

11. Your father's second wife is your
- A. aunt
 - B. niece
 - C. mother-in-law
 - D. stepmother
12. Your mother's niece is your
- A. sister
 - B. sister-in-law
 - C. cousin
 - D. stepsister
13. Your brother's wife is your
- A. stepsister
 - B. niece
 - C. mother-in-law
 - D. sister-in-law
14. My sister-in-law works at one of the most famous hospitals in our city. She is a ...
- A. physicist
 - B. physician
 - C. waitress
 - D. geologist
15. What are you going to do when you ... school?
- A. complete
 - B. conclude
 - C. leave
 - D. graduate from
16. After he'd graduated from the university he became a (an)
- A. senior
 - B. aspirant
 - C. postgraduate
 - D. undergraduate
17. He looks so happy. He's just ... the exam.
- A. failed
 - B. sat for
 - C. passed
 - D. taken part in
18. She works and studies. She is a ... student.
- A. full-time
 - B. graduate
 - C. part-time
 - D. principal
19. After 3 years of studies and successful final examinations at British or American university

you can get your first degree -

- A. Ph. D.
 - B. B. A.
 - C. M. A.
 - D. D. Sc.
20. At the end of each term students pass
- A. graduation papers
 - B. credit tests
 - C. entrance exams
 - D. final exams

4. Раздел D. Грамматика

Tasks 21-50. Fill in the blanks with the appropriate grammar forms.

21. These exercises are very good. Prepare ... at home.
- A. it
 - B. them
 - C. their
 - D. its
22. This engineer lives in our house. I know ... well.
- A. them
 - B. it
 - C. him
 - D. his
23. My sister is a teacher. These boys and girls are ... pupils.
- A. her
 - B. his
 - C. she
 - D. their
24. This is a room. ... walls are green.
- A. Her
 - B. It
 - C. Their
 - D. Its
25. Sit down, Peter. ... mark is "good".
- A. My
 - B. His
 - C. Your
 - D. You
26. Where ... the money? I'm going shopping.
- A. are
 - B. were
 - C. is
 - D. has
27. Politics ... her.
- A. don't interest
 - B. isn't interest
 - C. not interest
 - D. doesn't interest
28. Two more ... were brought to our zoo last year.
- A. wolfs

- B. wolves
C. wolvs
D. wolfes
29. These ... are made of steel.
A. keyes
B. keies
C. key
D. keys
30. Yesterday I ... much work to do.
A. has
B. was
C. had
D. will have
31. My niece ... a psychologist in two years.
A. will be
B. will have
C. is
D. was
32. She ... little money, so she usually buys cheap things.
A. have
B. is
C. haves
D. has
33. He ... a first year student now.
A. was
B. is
C. has
D. will be
34. I usually ... coffee for breakfast.
A. has
B. have
C. am
D. will have
35. The shops were very crowded. ... a lot of people there.
A. There are
B. There was
C. There were
D. There will be
36. ... a bookshop near here? Yes, there is one in Hill Street.
A. There is
B. There was
C. Are there
D. Is there
37. Look at the sky. ... a storm in some minutes.
A. There will be
B. There is
C. There was
D. Is there
38. He has very ... knowledge of the matter, don't ask him for advice.
A. much
B. little
C. few

- D. many
39. I have so ... things to do that I don't know which to do first.
- A. few
B. a few
C. many
D. little
40. I have ... time, so I can't go with you.
- A. much
B. many
C. few
D. little
41. He didn't sell very many books. That's why he never made ... money.
- A. many
B. little
C. few
D. much
42. Charlie has never seen ... like that place except in films.
- A. some
B. anything
C. any
D. nothing
43. The question was so difficult that ... could answer it.
- A. anybody
B. somebody
C. everybody
D. nobody
44. Give me ... to read, please. – With pleasure.
- A. something
B. everything
C. anything
D. nothing
45. Has ... in this group got a dictionary?
- A. some
B. somebody
C. any
D. anybody
46. Ann ... her hair every day or so.
- A. do wash
B. wash
C. washes
D. washing
47. An atheist ... in God.
- A. doesn't believe
B. don't believe
C. believes
D. not believes
48. How often ... to the cinema?
- A. you go
B. do you go
C. do go you
D. go you
49. He ... college from September to May every year.

- A. attend
- B. attends
- C. do attend
- D. does attend

50. Ralph and his wife ... in Los Angeles.

- A. live
- B. lives
- C. does live
- D. living

5. Раздел Е. Перевод и пересказ

Translate the text:

-1-

Americans

What's the difference between an American and a European? There's the rhythm of life, of course, but one can exaggerate this. In Europe there are people who have lived in the same house and been in the same job for many years, and who would hate to pull up their roots and change to something new.

That's not the American way of life. They love change, they call it "the spirit of adventure", a spirit that they think is more characteristic of America than of Europe.

So they like to move, to change homes and jobs. They seem to be constantly pulling down old and often quite beautiful houses or throwing away things merely because they are old. They have none of the Englishman's sentimental love for things because they are old.

One often hears of the Englishman "reserve"; how he likes to keep himself to himself. That wouldn't be the case in America.

The Englishman thinks it is ill-mannered to ask personal questions. The American doesn't feel that at all. The Englishman prizes privacy, the American prefers sociability.

The Englishman's suburban house has its little garden with a hedge or a fence all round it to shut him off from his neighbours. The American houses have no hedges or fences separating them from the pavement or from each other. There are none of those little shut-off gardens; generally just a strip of grass with trees on it.

With this sociability goes overwhelming hospitality. From the first minute you are on "first name" terms with the people you meet; they all show the greatest interest in your affairs and ask you to let them know if they can help you.

However, American society mustn't be regarded as all or one piece. No one who knows America even a little would make the mistake of thinking Americans all alike.

-2-

Characteristics of television advertisements

- Television advertisements appear between shows, but also interrupt the shows at intervals. This method of screening advertisements is intended to capture or grab the attention of the audience, keeping the viewers focused on the television show so that they will not want to change the channel; instead, they will (hopefully) watch the advertisements while waiting for the next segment of the show. This is a technique of adding suspense, especially if the break occurs at a breathtaking moment in the show.

- Many television advertisements feature catchy jingles (songs or melodies) or catch-phrases that generate sustained appeal, which may remain in the minds of television viewers long after the span of the advertising campaign. Some of these ad jingles or catch-phrases may take on lives of their own, spawning gags or "riffs" that may appear in other forms of media, such as comedy movies or television variety shows, or in written media, such as magazine comics or literature. These

long-lasting advertising elements may therefore be said to have taken a place in the pop culture history of the demographic to which they have appeared. One such example is the enduring phrase, "Oh no, Mrs. Burke! I thought you were Dale!", from the 1968 through 1970 Post Grape-Nuts cereal advertisements, as well as "Winston tastes good like a cigarette should," from the eighteen-year advertising campaign for Winston cigarettes from the 1950s to the 1970s. Variations of this catchy dialogue and direct references to it appeared in other media forms even as long as two decades after the ad campaign expired. Another is, "Where's the Beef?", which grew so popular that it was used in the 1984 presidential election by Walter Mondale. And yet another popular catch-phrase is "I've fallen and I can't get up", which still appears occasionally, more than a decade after its first use.

- The use of previously-recorded popular songs in television advertisements: Prior to the 1980s music in television advertisements was generally limited to jingles and incidental music; on some occasions lyrics to a popular song would be changed to create a theme song or a jingle for a particular product. In 1971 the converse occurred when a song written for a Coca-Cola advertisement was re-recorded as the pop single "I'd Like to Teach the World to Sing" by the New Seekers, and became a hit. Some pop and rock songs were re-recorded by cover bands for use in advertisements, but the cost of licensing original recordings for this purpose remained prohibitive until the late 1980s.

- For catching attention of consumers, communication agencies make wide use of humour. In fact, many psychological studies tried to demonstrate the effect of humour and indicate the way to empower advertising persuasion.

- Animation is often used in advertisements. Techniques can vary from hand-drawn traditional animation to different forms of computer animation. By using animated characters, an advertisement may have a certain appeal that is difficult to achieve with actors or mere product displays. For this reason, an animated advertisement (or a series of such advertisements) can be very long-running, several decades in many instances. A notable example is the series of advertisements for Kellogg's cereals, starring Snap, Crackle and Pop. The animation is often combined with real actors.

Other long-running ad campaigns catch people by surprise, or even tricking the viewer, such as the Energizer Bunny advertisement series. It started in the late 1980s as a simple comparison advertisement, where a room full of battery-operated bunnies was seen pounding their drums, all slowing down...except one, with the Energizer battery. Years later, a revised version of this seminal advertisement had the Energizer bunny escaping the stage and moving on (according to the announcer, he "keeps going and going and going..."). This was followed by what appeared to be another advertisement: viewers were oblivious to the fact that the following "advertisement" was actually a parody of other well-known advertisements until the Energizer bunny suddenly intrudes on the situation, with the announcer saying "Still going..." (the Energizer Battery Company's way of emphasizing that their battery lasts longer than other leading batteries). This subliminal ad campaign lasted for nearly fifteen years, and was obviously shown at random times on television, often in the least-watched time periods. The Energizer Bunny series has itself been imitated by others, via a Coors Light Beer advertisement, in motion pictures, and even by current advertisements by Geico Insurance

-3-

The future of TV advertisements

- The introduction digital video recorders, such as the TiVo, and services like Sky Plus and the DVR (Digital Video Recorder), which allow the recording of television programs onto a hard disk, also allow to essentially skip advertisements. Many speculate that television advertisements will be eliminated altogether, replaced by advertising in the TV shows themselves. For example, Extreme Makeover: Home Edition advertises Sears, Kenmore, and Home Depot by specifically using products from these companies, and some sports events like the Nextel Cup of NASCAR are named after sponsors.

- Another type of advertisement that is being done more and more, mostly for advertising TV shows on the same channel, is where the ad overlays the bottom of the TV screen, blocking out some of the picture. A Banner or Logo Bug, as they are called, are referred to by media

companies as Secondary Events (2E). This is done in much the same way as a severe weather warning is done, only these happen a lot more often. Sometimes these take up only 5-10% of the screen, but in the extreme, can take up as much as 25% of the viewing area. Some even make noise or move across the screen. One example of this is the 2E ads for Three Moons Over Milford in the months before its premiere. A video taking up approximately 25% of the bottom-left portion of the screen would show a comet impacting into the moon with an accompanying explosion, during another television program.

- Google's Eric Schmidt has announced plans to enter the televisions ad delivery and optimization business. This despite the fact that Google only has a text advertising business model at present. There are few details in place about how this may occur, but some have speculated that they will take a tact similar to their business strategy directed at radio broadcast, which included the acquisition of operations system support provider dMarc.

Перечень контрольных заданий и (или) вопросов для оценки сформированности компетенции УК-4 (контролируемый индикатор достижения компетенции УК-4.2)

1. Напишите эссе по темам: «Моя семья», «Учеба в университете».
2. Проведите веб-квест в сети Интернет и найдите научную статью по Вашему направлению подготовки. Создайте аннотацию научной статьи на английском языке.
3. Кейс. Создание высказываний различной жанровой специфики в соответствии с коммуникативным намерением

Imagine that you are showing your photo album to your friend. Choose one photo to present to your friend.

You have to talk continuously. In your talk remember to speak about:

- when you took the photo
- what/who is in the photo
- what is happening
- why you took the photo
- why you decided to show the picture to your friend

Photo 1.



Photo 2.



Photo 3.



4. Создание высказываний различной жанровой специфики в соответствии с коммуникативным намерением

Imagine that these are photos from your album. Choose one photo to present to your friend. You will have to start speaking in 1.5 minutes and will speak for not more than 2 minutes (12–15 sentences). In your talk remember to speak about:

- when you took the photo
- what/who is in the photo
- what is happening
- why you took the photo
- why you decided to show the picture to your friend

You have to talk continuously, starting with: “I’ve chosen photo number ...”.



Перечень контрольных заданий и (или) вопросов для оценки сформированности компетенции УК-4 (контролируемый индикатор достижения компетенции УК-4.3)

1. Ролевой кейс в парах, нацеленный на развитие навыков межличностного делового общения: Звонок по телефону

Кейс 1А

Student A: you're a businessman (businesswoman). You're on business trip in London. You're calling Mr. Smith to make an appointment. Follow the plan:

- Dial the number. It's Mr. Smith's secretary who is picking up. Introduce yourself. You want to speak to Mr. Smith.
- The line is bad, so you have to speak up.
- Explain the aim of your calling.
- Leave your phone number. You want Mr. Smith to call you back.

Кейс 1В

Student B: you're Mr. Smith's secretary. Mr. Smith is out. The telephone is ringing. Pick up and follow the plan:

- Introduce yourself.

- The line is bad. You can't hear anything. Ask to speak up.
 - Now it's OK. Your boss isn't in the office at the moment. Ask to leave a message.
 - Ask to leave the phone number. You'll ask Mr. Smith to call back when he arrives.
- You are to start.

2. Ролевой кейс в парах, нацеленный на развитие навыков межличностного делового общения: Звонок по телефону

Кейс 2А

Student A: you're a businessman (businesswoman). You're on business trip in London. You've got an appointment with Mr. Smith on Monday at 10:15. But you can't manage on this day. Suggest another date. Follow the plan:

- Dial the number. It's Mr. Smith's secretary who is picking up. Introduce yourself. You want to speak to Mr. Smith.
- Now it's Mr. Smith. Introduce yourself. Explain the aim of your calling. Suggest your date.
- Agree. You look forward to seeing him.

Кейс 2В

Student B: you have two roles: Mr. Smith's secretary and Mr. Smith. The telephone is ringing. Pick up and follow the plan:

- Introduce yourself (you're a secretary).
- You're connecting. (Now you're Mr. Smith) say hello.
- You're busy on this day. Suggest another date.
- You too.

You are to start.

3. Ролевой кейс в парах, нацеленный на развитие навыков межличностного делового общения: Звонок по телефону

Кейс 3А

Student A: you're a businessman (businesswoman). You're on business trip in London for two days. You've got a reservation at Kings Hotel (single room/ shower/ toilet/TV). You're at the reception desk. Follow the plan:

- Say that you've got the reservation.
- You're going to check out in a day.
- Ask about breakfast and morning call.

Кейс 3В

Student B: you're a receptionist at Kings Hotel. You've got a new visitor. Follow the plan:

- Ask if you can help.
- Ask to fill in the registration form. Ask how long he (she) is going to stay here.
- Give the key.

You are to start.

Перечень контрольных заданий и (или) вопросов для оценки сформированности компетенции ОПК-1 (контролируемый индикатор достижения компетенции ОПК-1.1)

1. Кейс. Прокомментируйте англоязычное высказывание, популярное среди профессионалов по связям с общественностью на английском языке по предложенному плану:

Plan

- 1) Meaning (How you understand the phrase)
- 2) Opinion (Do you agree or disagree with the quote, provide your argument)
- 3) Example (Provide a specific example from your or somebody else's life experience)

“If I was down to my last dollar, I would spend it on public relations.”

– Bill Gates

2. Кейс. Прокомментируйте англоязычное высказывание, популярное среди профессионалов по связям с общественностью на английском языке по предложенному плану:

Plan

- 1) Meaning (How you understand the phrase)
- 2) Opinion (Do you agree or disagree with the quote, provide your argument)
- 3) Example (Provide a specific example from your or somebody else's life experience)

“Some are born great, some achieve greatness, and some hire public relations officers.”

– Daniel J. Boorstin

3. Кейс. Прокомментируйте англоязычное высказывание, популярное среди профессионалов по связям с общественностью на английском языке по предложенному плану:

Plan

- 1) Meaning (How you understand the phrase)
- 2) Opinion (Do you agree or disagree with the quote, provide your argument)
- 3) Example (Provide a specific example from your or somebody else's life experience)

“The public is the only critic whose opinion is worth anything at all.”

– Mark Twain

Перечень контрольных заданий и (или) вопросов для оценки сформированности компетенции ОПК-1 (контролируемый индикатор достижения компетенции ОПК-1.2)

1. Кейс. Создайте на английском языке медиатекст (не менее 300 слов), который мог бы применяться в рекламной кампании следующего продукта: мыло.
2. Кейс. Создайте на английском языке медиатекст (не менее 300 слов), который мог бы применяться в рекламной кампании следующего продукта: специи.

3. Кейс. Создайте на английском языке медиатекст (не менее 300 слов), который мог бы применяться в рекламной кампании следующего продукта: сахар.

Перечень контрольных заданий и (или) вопросов для оценки сформированности компетенции ОПК-1 (контролируемый индикатор достижения компетенции ОПК-1.3)

1. Кейс. Ознакомьтесь с терминами из сферы рекламы и связей с общественностью и их определениями на английском языке. Создайте медиатекст на английском языке, фрагментом которого могло бы стать данное определение.

Advertising – The paid promotion of goods, services, companies, or ideas by an identified sponsor. Marketers see advertising as part of an overall promotional strategy.

Advertising campaign – A series of advertisements, commercials, and related promotional materials that share a single idea or theme. Designed to be used simultaneously as part of a coordinated advertising plan.

2. Кейс. Подготовьте презентацию на английском языке, посвященную переводу рекламных слоганов известных торговых марок.

3. Кейс. Выполните реферирование текста, посвященного теме «Связи с общественностью» и составьте тематический глоссарий к тексту.

What is Public Relations (PR)

Public relations (PR) is the way organisations, companies and individuals communicate with the public and media. A PR specialist communicates with the target audience directly or indirectly through media with an aim to create and maintain a positive image and create a strong relationship with the audience. Examples include press releases, newsletters, public appearances, etc. as well as utilisation of the world wide web.

PR and the World of Business

The world of business is characterised by fierce competition and in order to win new customers and retain the existing ones, the firms have to distinguish themselves from the competition. But they also need to create and maintain a positive public image. A PR specialist or firm helps them both create and maintain a good reputation among both the media and the customers by communicating in their behalf and presenting their products, services and the overall operation in the best light possible. A positive public image helps create a strong relationship with the customers which in turn increases the sales.

PR Tools and Techniques

PR specialists and firms use a number of tools and techniques to boost their clients' public image and help them form a meaningful relationship with the target audience. To achieve that, they use tools such as news releases and statements for media, newsletters, organisation and participation at public events conferences, conventions, awards, etc.. PR specialists of course also utilise the Internet tools such as social media networks and blogs. Through the mentioned tools, PR specialists give the target audience a better insight into their clients' activities and products/services as well as increase publicity.

Who Can Work as a PR

A PR specialist is usually required to have a relevant type and level of education such as a Bachelor's degree in communications or journalism. Proper education, however, is not enough to become a PR and much less to become a successful PR. A PR specialist needs certain skills (they are acquired through additional education and training), in the first place excellent writing and verbal communication skills. But a PR specialist also must know to work under pressure and be able to

answer a variety of questions including unpleasant ones. For example, if the client is under a public “attack”, a PR specialist needs to establish a control over the situation and protect the client’s good reputation.

4 семестр

Перечень контрольных заданий и (или) вопросов для оценки сформированности компетенции УК-4 (контролируемый индикатор достижения компетенции УК-4.1)

Выполните задания, нацеленные на проверку знаний основ, правил и закономерностей устной и письменной деловой коммуникации; функциональных стилей русского и иностранного языков.

1. Раздел А. Аудирование

Tasks 1-5. Listen to the text twice and mark the sentences (T), if they are true, and (F), if they are false.

	T	F
1. Samuel Morse’s first message was electronic.		
2. Morse Code appeared a century and a half ago.		
3. Now there are more than two hundred of satellites.		
4. Now the Morse Code is not used in the sea.		
5. Internet spread among people in 50 years.		

2. Раздел В. Чтение (поисковое)

Task 6-10: Read the text and choose the right answer to the following question:

Isaac Newton

Sir Isaac Newton was born in a small village in Lincolnshire in the family of a poor farmer.

Since childhood the boy was fond of science. He began his first experiments at school. After school he studied at Cambridge University, where, still a student, he formulated the binomial theorem.

Newton devoted all his life to scientific experimentation. Among his discoveries was the law of composition of light. He proved that the white light of the sun is made up of all colours of rainbow.

Newton’s greatest discovery was certainly the Law of Universal Gravitation. It is in his book *Mathematical Principles of Natural Philosophy*. The fundamental of the book is that “every particle of matter is attracted by every other particle of matter with a force inversely proportional to the square of their distances apart”. Applying the principle of gravitation, Newton proved that the power, which guides the Moon around the Earth and the planets around the sun, is the force of gravity. The fact that the earth is flattened at the poles because of rotation was also explained by the law of universal gravitation.

Newton was highly honoured by his countrymen. In 1703 he was elected President of Royal Society.

Much later, in the 20th century, another great scientist, Albert Einstein, who had a very high opinion of Newton’s scientific achievements, wrote these words about him: “Nature to him was an open book, whose letters he could read without effort.”

Sir Isaac Newton died in 1727 and was buried in Westminster Abbey.

6. When did Newton develop the binomial theorem?
A. When he was a child.

- B. When he began his scientific experiments.
- C. When he studied at university.
- D. After the graduation from Cambridge.
- 7. What does Newton's law of decomposition of light state?
 - A. That the light is white.
 - B. That the light is made up the rainbow.
 - C. That the scene is made of coloured rainbow.
 - D. That the light includes the whole spectrum of rainbow colours.
- 8. Why does Moon rotate around the Earth according to Newton's law?
 - A. Because Newton proved it.
 - B. Because the force of gravity makes it to move.
 - C. Because planets move around the sun.
 - D. Because the Earth is flattened at the poles.
- 9. Why is the Earth flattened at the poles?
 - A. Because of rotation.
 - B. Because it was explained by Newton.
 - C. Because some power guides that.
 - D. Because of the force of gravity.
- 10. What country was Newton buried in?
 - A. In Britain.
 - B. In Northern Ireland.
 - C. In the USA.
 - D. In some Western country.

3. Раздел С. Лексика

Tasks 11–20. Fill in the blanks with the appropriate words or word combinations.

- 11. The first invention of Tomas Edison is
 - A. a photograph
 - B. a phonograph
 - C. a playing machine
 - D. a playing photograph
- 12. The prototype of the present day tape-recorder is a..... .
 - A. wireless
 - B. Morse Code
 - C. Phonograph
 - D. Gramophone
- 13. Samuel Morse invented....
 - A. electric telegraph
 - B. wireless telegraph
 - C. English alphabet
 - D. Dots and dashes
- 14. The scientific revolution was the first time when science and technology began... .
 - A. to compete
 - B. to cooperate
 - C. to talk together
 - D. to walk together
- 15. The great Russian scientist Tsiokovsky was the founder of.... .
 - A. austronautics
 - B. austronomy
 - C. austronauts

- D. cosmonauts
16. The most important sectors of British Economy are.... .
- A. trade and agriculture
- B. agriculture and medical equipment
- C. manufacturing and trade
- D. manufacturing and overseas tourism
17. Among the new industries that have recently been developed in Britain is
- A. aircraft industry
- B. mining
- C. agriculture
- D. trade
18. The science of economics is concerned with... .
- A. only our basic needs
- B. money and debts
- C. production and accounting
- D. our everyday lives
19. Mobile phone technology is a means of
- A. displaying data
- B. transforming data
- C. transmitting data
- D. collecting data
20. The importance of computing machines results from their ability ... very fast.
- A. to process information
- B. to possess information
- C. to collect information
- D. to save information

4. Раздел D. Грамматика

Tasks 21-50: Fill in the blanks with the appropriate grammar forms.

21. You ... because I've found this article myself.
- A. need come
- B. needn't came
- C. needn't have come
- D. needn't have came
22. You ... remember about your sister's holiday.
- A. can
- B. may
- C. should
- D. have to
23. The train from Moscow ... arrive at 5 p.m. according to the time-table.
- A. is to
- B. has to
- C. must to
- D. must
24. I ... see how many people were there because of darkness.
- A. had to
- B. can not
- C. could not
- D. don't can
25. You don't have to read all the books you have, ... you?

- A. haven't
B. do
C. don't
D. have
26. The baby felt bad so the doctor ... for.
A. sent
B. send
C. was send
D. was sent
27. I hate when I ... at.
A. am laughing
B. am laughed
C. laughing
D. is laughed
28. Everything professor said ... down by students.
A. was written
B. were written
C. was writing
D. wrote
29. He has just said he ... to the South next month.
A. would go
B. would gone
C. will go
D. went
30. My neighbor complained that my dog ... her son.
A. bites
B. bought
C. will bite
D. bit
31. The professor said that this research work... five years before.
A. was published
B. had been published
C. had published
D. was publish
32. Last week I failed in my Maths examination , so I ... take it once more.
A. must
B. should
C. had to
D. may
33. They announced that they got married ...
A. tomorrow
B. the day before
C. yesterday
D. today
34. I'm not going to visit my cousin on her 20th birthday as I...
A. was not invited
B. will not invited
C. was not invite
D. will not invite
35. There is no sugar in my coffee. ...you pass me the sugar?
A. Could
B. Must

- C. Need
D. Should
36. At the last competition the first prize ... by our team.
A. will win
B. was won
C. won
D. will won
37. Our kitchen is equipped ... all modern household appliances.
A. with
B. by
C. of
D. for
38. This equipment was delivered ... people from the delivery department.
A. with
B. by
C. of
D. for
39. Nobody lived in that old house, so it ... never ... in.
A. will ... lived
B. will ... live
C. be ... lived
D. was ... lived
40. The teacher decided to correct students' course papers but it turned out that they ...
yet .
A. had not handed in
B. had be not handed in
C. had not been handed in
D. had been not handed in
41. She could not imagine what he ... there.
A. was doing
B. does
C. do
D. is doing
42. The question was why he ... it at all.
A. does
B. is doing
C. has done
D. had done
43. I wondered what she had done in my room
A. a night ago
B. last night
C. the previous night
D. before night
44. Oh, Jane! I didn't think you ... so unkind!
A. were
B. are
C. was
D. is
45. He told us that you had been very generous
A. that day
B. today
C. now

- D. at the moment
46. Tomorrow I will be very busy so I ... to speak to you.
- A. will not be able
- B. will be not able
- C. can not
- D. not be able
47. One ... be cruel to animals.
- A. does not must
- B. must not to
- C. must not
- D. need
48. I was so surprised when it turned out that my parrot ... speak.
- A. can
- B. is able
- C. could
- D. was able
49. Last year I decided to enter driving courses, but I was very sad because I ... pass exams.
- A. had to
- B. must
- C. have to
- D. must to
50. My father phoned me and asked to meet him at the airport so I ... come there at 5.
- A. was to
- B. am to
- C. must
- D. needn't

5. Раздел Е. Перевод и пересказ

-1-

The Sources of Economic Health.

In 1776, new technologies were being invented and applied to the manufacture of cotton and wool, iron, transportation and agriculture in what came to be called "The Industrial Revolution".

Adam Smith was keenly interested in these events. He wanted to understand the sources of economic wealth, and he brought his acute powers of observation and abstraction to bear on this question.

His answer was: a) the division of labour; b) free domestic and international markets.

Smith identified the division of labour as the source of "the greatest improvement in the productive powers of labour". The division of labour became even more productive when applied to creating new technologies.

Scientists and engineers, trained in extremely narrow fields, became specialists at inventing. Their powerful skills speeded the advance of technology. Machines started performing repetitive operations faster, and more accurately than people.

But, said Smith, the fruits of the division of labour are limited by the extend of the market. To make the market as large as possible, there must be no impediments to free trade both within a country and among countries.

Smith argued that when each person makes the best possible economic choice based on self-interest, that choice leads as if by an invisible hand to the best outcome for society as a whole.

-2-

Los Angeles Community Group Fills a Gap in Performing Arts Education

Arts programs have been slashed around the United States because of tight school budgets. In Los Angeles, community organizations including the Hollywood Arts Council have stepped in to help. One such effort runs an after-school program for inner city kids in the heart of Hollywood.

Professional dancers are helping a group of 12-year-olds work on their jazz and hip hop moves. The Vine Street elementary school is located in the shadow of Hollywood movie studios. It's an immigrant neighborhood, says Shauna McClure, executive director of the Hollywood Arts Council, a non-profit community group.

"They represent a large demographic - Latino population, Armenian, Asian - that all come from very rich cultural legacies. And so we're trying to blend the best of Hollywood and the best of their cultures and give them a little taste of what it's like to participate in the arts," McClure said.

This school is classified as Title 1 under U.S. government guidelines, meaning it has a large number of students from families at or below the poverty line. The arts program, called Project SOAR, offers classes in ceramics, painting, drama and performance in this and seven other local schools. The kids are responsive, says dance teacher Angelina Prendergast.

"They all seem to really love it. Especially after sitting in desks all day, it's really great to see them move. And some people, you can tell they have what it takes to be a dancer, so I'm hoping that they'll continue training," she said.

Barbara Rosenblatt, who teaches nine-year-olds, says the arts are important to a child's development, and especially in this movie industry town.

"For our students to be exposed to the different possibilities of work here in Hollywood, and just to know that there is another world out there," Rosenblatt said.

Only half of the students in Los Angeles public schools will graduate from high school. Others will drop out. Nyla Arslanian is president of the Hollywood Arts Council. She says arts education could motivate them to finish.

"When they are third, fourth grade, they say, oh, I want to be a doctor, I want to be a lawyer, I want to be a fireman. Their world is filled with possibility. As they go through the system, that is diminished little by little by little. And we believe that with the arts, it sets the horizon. There are things that they can see outside of themselves, and within themselves," Arslanian said.

Theater teacher Melissa Berman says these classes teach important lessons.

"Community, teamwork, the ability to listen, the ability to use all of your natural gifts, whatever they are, through movement, speech, through ideas, to come together with their creativity, with their imagination, and just rock it," Berman said.

The sponsors of the project hope that funding for the arts will be restored to Hollywood's schools. In the meantime, they're trying to fill the gap.

Real-life 'Glee' Chorus Shines

Now in its second season, the TV show "Glee" has struck a chord with audiences in the United States and elsewhere. The story revolves around the members of a high school student chorale group, known as 'New Directions'. Every episode features the actors performing popular songs with complex choreography. Here in the United States, many schools have similar vocal groups.

One of them, Touch of Class in Chantilly, Virginia, is not only celebrating its 25th anniversary, but was also voted America's Favorite Show Choir in a national contest. Since then, it has drawn comparisons to "Glee."

Glenn Cockrell has been involved with the group since the beginning, as choreographer, show designer and - for the last eight years - as its director.

"We do a wide range of music that goes through the whole realm of pop," Cockrell says. That includes Broadway show tunes, jazz, country, and of course rock.

More than a regular choir

The 39 students, ranging from 16 to 18, work hard. This isn't just about singing. In addition to classes with Cockrell, they rehearse after school twice a week for two hours to learn dance moves. Sarah Pramstaller has been their choreographer for the last five years. She was a member of Touch of Class when she was a student here and feels the experience helped prepare her for a career in musical theater. "It is different than performing in musical theater and it is a little different from what happens in New York, but it is a great foundation for singing, dancing, acting, performing in general."

Pramstaller returned to Chantilly High School when she married and started a family. "I wanted to move into more of a director/teacher position. So it was a perfect fit."

Of course few of her students will go on to careers in musical theater, and not all of them even aspire to that.

"I did show choir because my friends were doing it. It was something cool for us to do," says Greg Garcia, 17.

But Julia Holmblad, 18, is in it for the opportunity to perform. "Performing is something you can't do in any other class, and it's something I love to do."

It is rare that a month goes by without at least one performance, but this year has been exceptionally busy for the young performers. "They are getting opportunities that you don't always get. We are going to get to be at the Kennedy Center in Washington, DC, at Constitution Hall," says Cockrell.

National recognition

The group was voted America's Favorite Show Choir in an online competition sponsored by Parade magazine which drew more than 1,000 entries.

Choreographer Pramstaller says there are similarities to "Glee," the popular TV show. "When they show footage from the competition, it is very, very much like that."

But Cockrell says "Glee," with its romantic entanglements and characters who sometimes behave deviously, is not a true reflection of high school. "We find the music is awesome. It is definitely the kind of stuff we would do in our program. But the story line is something we do not always emulate in the classroom setting."

But "Glee," he says, has definitely given his students a boost by bringing attention to the performing arts programs in the schools. "There are some really great things going on in the schools and we need to support that."

-3-

How to Be Successful

Many people want to achieve success in life, but it's easier said than done. There are so many distractions that it can be challenging to discipline one's self to accomplish a monumental goal. By keeping the following advice in mind, however, you can dramatically increase your chances of becoming successful in whatever you choose to pursue.

Steps

1. **Imagine yourself being successful.** Einstein said that the imagination is more important than knowledge. The more vividly and accurately you imagine your success, the easier it will be for the rest of your self to follow through. The same way engineers first imagine a bridge and then build it, you can be the engineer of your success by dedicating a few minutes every day for the mental movies of your success.

2. **Surround yourself with other people who are successful.** When you're surrounded with people who are highly-driven, it's encouraging. Start with the basics: Willpower, effort, goals, and determination. Whatever you want to accomplish requires all of these.

3. **Define the meaning of success as you see it.** You cannot have success if you do not know what it means for you. Everyone views success differently. Set clear goals and be realistic. How will you know when you've achieved your goals? Your standards should be quantifiable, or else you could spend your entire life chasing after a vague goal. For example, let's say you want to be good at your job. You get a promotion, you get a raise, but you still haven't reached your goal because you could always do better, right? You could always get promoted even further, or make even more money. Whatever you have will never be enough. Instead, create benchmarks: "My goal is to increase my productivity by 30% and only be late for work five times per year, at the most." These are quantifiable goals that when achieved, give you a sense of satisfaction and completion, making you feel successful and confident.

4. **Stay away from Distractions.** There are so many Distractions in this world that you really don't know about. Whenever you are attracted to doing something which is totally not useful or productive, set the least possible time which you can give to that work. Whenever you get carried away by that work, Imagine yourself as a loser with shattered dreams and push yourself away from that work.

5. **Finding the purpose or goal of your life.** Identify the things you love to do, the things that give you satisfaction. Once you identify what you love to do, use this information to find the purpose of your life or the objective of your life. It is equally important to target what you love. Imagine yourself participating in a marathon race despite the fact that your true passion is swimming. What will happen? You might have success in something you dislike, but you won't get satisfaction.

6. **Set a time line on when you want to achieve your objective.** If you don't know when you will achieve your objective then you will never know when you will achieve it.

7. **Identify the things/skills/material needed to achieve your objectives.** For Example, If you want to be a famous speaker, you need a broad vocabulary, subject knowledge, speech writing, voice clarity, presentation skills. This is identifying short term objectives to achieve long term goals.

8. **Identify the skills you need to sharpen and the skills you can outsource.** In the last example in order to become a great speaker you need to improve voice and presentation skills as these are the basic skills needed for a speaker, but if you are lacking speech writing or subject knowledge, you can outsource them to some expert. This is called working smart, many of the great leaders don't write their own speech, They focus on delivering it right.

9. **Execute your small objectives, focus on your main objective.** Yes you need to execute what you thought and you need to start executing your dreams right now (Start with the first step immediately).

10. **Study successful people.** Look around--who has the success that you envision for yourself? What are they doing? How do they approach life? Become their apprentice. Ask them for advice. Spend time around them, if you can. Learn from them.

11. **Take risks.** Step out of your comfort zone. Successful people think big and act big. It can be a scary thing to do, but if you don't, then will you ever be successful? Don't wait for opportunities to fall in your lap. Sniff them out. Successful people make big investments (in their careers, in their businesses, in their education) and all investments involve risk. But don't be reckless. Study your risks, make sure the odds are in your favor, then take a leap. Be bold.

12. **Solve problems.** People who are successful encourage progress by solving problems and answering questions. No matter where you are or what you're doing, look around and try and think of ways you can contribute. What are people struggling with or complaining about? How can you make life easier for them in an effective way? Can you re-design or re-organize some aspect of the situation so that things run more smoothly? Can you create a product or provide a service that fills a critical gap? Be proactive and resourceful.

13. **Be persistent.** Don't give up. If your first attempt didn't work, don't quit. Always keep in mind the following sentence: "If you don't give up, you cannot fail". When asked about his 10,000 failed attempts to develop a storage battery, the prolific American inventor Thomas Edison responded: "I have not failed, I've just found 10,000 ways that won't work."

14. **Remember that success does not guarantee happiness.** Success is equated with the achievement of a goal, but don't assume it will always bring happiness. Many people make the mistake that if they accomplish this or that, they'll be happier, but fulfillment and satisfaction have a lot more to do with how you approach life than with what you do in life. Keep that in perspective.

15. **Gather as much information about anything & everything.** Listen. Study. Understand. Learn. Knowledge is power.

16. **Accept life is unfair, some people are born with disabilities and you need to accept this fact but remember this also gives you unfair advantage.** You can stop wasting time about the unfairness and think how to use the situation for your benefit. Remember Newton could have complained about the Apple falling down the tree could hit his head...but instead he identified the Law of Gravitation and known as The Father of Physics.

17. **Accept Failure, Understand behind every Success there is a Failure...to understand this just think why we invented Aircrafts, because we Failed to fly ourself. Why we need to get a Pay hike, because we failed to buy the things we loved. May be you failed to marry the person you loved but succeed in marrying a person who loved you. Maybe you failed to receive a payhike because you succeeded in getting a new great job leaving the comfort zone of previous job.**

18. **Remove fear and Doubt from your way of thinking, and focus on keeping positivity in every situation.** You will be surprised how your effective-ness multiplies by 10x when your thoughts are guiding your actions, Keeping things simple, and STAYing focused on your goal. Remember, you can be your own best friend or your own worst enemy.

Перечень контрольных заданий и (или) вопросов для оценки сформированности компетенции УК-4 (контролируемый индикатор достижения компетенции УК-4.2)

1. Напишите эссе по темам: «Музыка», «Книги».

2. Кейс. Создание высказываний различной жанровой специфики в соответствии с коммуникативным намерением: ролевые ситуации (инсценировки в парах): Дом быта

<p>Карточка 1А You're an assistant at the cleaner's</p> <ul style="list-style-type: none"> • offer your help • ask to take off the buttons and other little things from the pockets (the cleaner's is not responsible for lost things) • fill in the receipt • the client is to call for the order ... 	<p>Карточка 1Б</p> <ul style="list-style-type: none"> • You need refresh your overcoat. • Besides there is a little grease stain. • The fur collar lost its color so you need recolor it. • Your overcoat is a bit creased. • The coat needs only dry clean.
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3. Кейс. Создание высказываний различной жанровой специфики в соответствии с коммуникативным намерением: ролевые ситуации (инсценировки в парах): Дом быта

<p>Карточка 2А You're an assistant at the photographer's</p> <ul style="list-style-type: none"> • offer your help • offer some films and help to load the client's camera 	<p>Карточка 2Б</p> <ul style="list-style-type: none"> • You want to have your film developed and all the snapshots printed. • You need a new film, but you've got problems with loading your camera, so ask for help.
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<ul style="list-style-type: none"> • some pictures are not of good quality, so you should apologize and reprint some snapshots • give the receipt, take money and give a 3% discount for the next printing • wish a nice day 	<ul style="list-style-type: none"> • You want while-you-wait service. • When your snapshots are ready you don't like the quality of some pictures. Some of them are dark, others are too bright, so ask to reprint them.
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4. Кейс. Создание высказываний различной жанровой специфики в соответствии с коммуникативным намерением: ролевые ситуации (инсценировки в парах): Дом быта

<p>Карточка 3А You're an assistant at the shoemaker's</p> <ul style="list-style-type: none"> • offer your help • you see that the shoes soles are rather bad, so suggest to replace the soles and stitch them • the shoes toes lost their color, so it's better refresh them • while-you-wait service is impossible because you've got a lot of work to do • fill in the receipt • the client is to call for the order ... 	<p>Карточка 3Б</p> <ul style="list-style-type: none"> • Your shoes need tapping. • There is a burst seam. It needs stitching. • You want while-you-wait service.
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Перечень контрольных заданий и (или) вопросов для оценки сформированности компетенции УК-4 (контролируемый индикатор достижения компетенции УК-4.3)

1. Проведение ролевой игры, нацеленной на развитие навыков межличностного делового общения

New kitchen unit

Make your life easier with our new kitchen unit!	
<p>You are considering buying the appliance and now you'd like to get more information. In 1.5 minutes you are to ask five direct questions to find out about the following:</p>	<ol style="list-style-type: none"> 1) price 2) if one can buy it online 3) number of functions 4) guarantee period 5) recipe book to go with the unit

2. Проведение ролевой игры, нацеленной на развитие навыков межличностного делового общения

London Bridges Sightseeing Tour!

London Bridges Sightseeing Tour!	
<p>You are considering going on this sightseeing tour and now you'd like to get more information. In 1.5 minutes you are to ask five direct questions to find out the following:</p>	<ol style="list-style-type: none"> 1) duration of the tour 2) the starting point 3) number of bridges you'll visit 4) the price for a group of 10 5) discounts for students

3. Проведение деловой игры «Поиск работы», нацеленной на развитие навыков межличностного делового общения.

APPLYING FOR A JOB

Cast of actors

- Joan (John) McMuffin. She (he) was an executive manager in the marketing department at TESCO (chain of superstores and hypermarkets) in Dublin, Ireland, then moved to London, and now is looking for a managerial work. Education: Dublin School of Economics, B.SC. in economics.
- Mike Adams, the Personnel Manager at the Personnel department of the cut-price retailer of hi-fi equipment Richer Sounds.
- Mrs. M. Scott, Mr. Adams's secretary.
- Miss S. Green, a receptionist of the non-profit employment agency "Manpower" specializing in searching for a secretarial and nonskilled job.
- Mrs. J Smith, a receptionist of the private employment agency "Rodger agency".
- Mr. Greenwich, a counselor at Rodger Agency.
- Directory Enquiries operator.

Actions

- ① Manpower
☎ J. Mc Muffin is calling the agency to ask for the needed information.
The receptionist advises to call a private agency.
- ② Directory Enquiries
☎ J. Mc Muffin is calling the information to find the number of a private agency.
- ③ Rodger Agency
☎ J. Mc Muffin is calling the agency to ask for the needed information and to make an appointment with a counselor.
☞ The meeting with the counselor. There is a vacancy of an executive manager at Richer Sounds.
- ④ Personnel Department of Richer Sounds. Reception area.
☎ Making an appointment.
☞ At the receptionist desk. The secretary helps to fill in an application form.
- ⑤ Personnel Department of Richer Sounds.
☞ Meeting with Mr. Adams.
 - Small talk (before going to business)
 - About J. McMuffin previous work
 - About the company
 - Questionnaire

Перечень контрольных заданий и (или) вопросов для оценки сформированности компетенции ОПК-1 (контролируемый индикатор достижения компетенции ОПК-1.1)

1. Кейс. Прокомментируйте англоязычное высказывание, популярное среди профессионалов по связям с общественностью на английском языке по предложенному плану:

Plan

- 1) Meaning (How you understand the phrase)
- 2) Opinion (Do you agree or disagree with the quote, provide your argument)
- 3) Example (Provide a specific example from your or somebody else's life experience)

"Say what you mean, and mean what you say."

– George S. Patton

“Great minds discuss ideas; average minds discuss events; small minds discuss people.”

– Eleanor Roosevelt

“I never dreamed about success. I worked for it.”

– Estée Lauder

Перечень контрольных заданий и (или) вопросов для оценки сформированности компетенции ОПК-1 (контролируемый индикатор достижения компетенции ОПК-1.2)

1. Кейс. Создайте на английском языке медиатекст (не менее 300 слов), который мог бы применяться в рекламной кампании следующего продукта: сумка.
2. Кейс. Создайте на английском языке медиатекст (не менее 300 слов), который мог бы применяться в рекламной кампании следующего продукта: настольная лампа.
3. Кейс. Создайте на английском языке медиатекст (не менее 300 слов), который мог бы применяться в рекламной кампании следующего продукта: зубная паста.

Перечень контрольных заданий и (или) вопросов для оценки сформированности компетенции ОПК-1 (контролируемый индикатор достижения компетенции ОПК-1.3)

1. Кейс. Ознакомьтесь с терминами из сферы рекламы и связей с общественностью и их определениями на английском языке. Создайте медиатекст на английском языке, фрагментом которого могло бы стать данное определение.

Brand identity – The outward expression of the brand, which is the symbolic embodiment of all information connected with a product or service, including its name and visual appearance. The brand’s identity is its fundamental means of consumer recognition and differentiates the brand from competitors.

Broadcast media – Communication outlets that utilize air space, namely television and radio. Advertising in broadcast media often targets a specific demographic group, is designed to create buzz, and can also be used as a strategic branding tool.

2. Кейс. Подготовьте презентацию на английском языке, посвященную эстетике рекламы.
3. Кейс. Выполните реферирование текста, посвященного теме «Связи с общественностью» и составьте тематический глоссарий к тексту.

Public Relations and the Internet

The Internet has caused a revolution in communication by giving a voice to those that previously could not have been heard. This has opened a whole new world of opportunities for both businesses and individuals that were unimagined in the era of the traditional media. These still play an important role in shaping the public opinion but with the entire globe moving to the online world to search for information and buy products/services, a PR that does not effectively communicate with the online community can no longer effectively shape and maintain the desired public image.

Challenges of the Internet for PR

Although the Internet is one of the greatest inventions in human history, it has dramatically changed the world and above all, the communication. The world wide web has opened a number of opportunities but it has also opened a number of challenges, especially for the PR sector that has mastered communication with and through the traditional media. While PR specialists virtually had no competition in the era of the traditional media, the democracy of the Internet has forced them to compete with the entire world.

The Internet has given just about everyone the ability to share their opinion just about everything with the entire world in a matter of seconds. The ability to reach thousands or millions of people in virtually no time gave PR specialists a powerful tool but it also made their jobs more difficult, especially in case of an attack on integrity of their clients. Just imagine restoring the client's reputation if the first page of search engine results contains mainly compromising or damaging content.

The Importance of Internet PR

Why businesses and individuals who want to succeed in the modern world cannot afford not to utilise the Internet PR is clearly evident from the example of "anti-campaigns". These can either be an unfortunate incident or a carefully devised plan of unethical competition. But regardless of who stands behind and why, negative campaigning can have a devastating effect on public reputation of a company or an individual. The risk of negative publicity, however, is not the only reason why the Internet PR is increasingly gaining in importance.

The Internet has a major influence on people's opinion and the decisions they make, especially when they are uncertain. For example, let's say Joe has difficulties deciding which anti-acne cream to choose. He will open his search engine and look for information about the creams he is considering buying. He will most likely take into account a variety of factors including the price and other people's opinions but his decision will also be influenced greatly by the information he will be able to receive about a particular product. And if he finds little information about how the product is supposed to work, how soon he will be able to see the results, etc. there is a great chance that he will not buy that product.

In order to encourage Joe to at least consider buying your cream, he needs to be provided accurate, trustworthy and up-to-date information about both the product and your company. And this can be achieved only through an effective Internet PR.

5 семестр

Перечень контрольных заданий и (или) вопросов для оценки сформированности компетенции УК-4 (контролируемый индикатор достижения компетенции УК-4.1)

Выполните задания, нацеленные на проверку знаний основ, правил и закономерностей устной и письменной деловой коммуникации; функциональных стилей русского и иностранного языков.

1. Раздел А. Аудирование

Прослушайте текст и передайте полностью его содержание на русском или на английском языке.

2. Раздел В. Чтение и аннотирование.

Прочитайте текст и составьте его аннотацию на английском языке.

Если сегодня спросить любого сотрудника крупной компании, сколько часов в день он обычно проводит на службе, вряд ли услышишь точный ответ. Это неудивительно: современные деловые люди не обращают внимания на время, они ценят бонусы, которые могут получить, взяв дополнительную нагрузку.

Сотрудники, занятые на работе только от звонка до звонка, встречаются теперь только в государственных учреждениях и на заводах. В частных компаниях, в которых уровень зарплат и премии за переработки значительно выше, преобладает другой подход, согласно которому надо много работать, пока есть возможность зарабатывать деньги и продвигаться по карьерной лестнице.

Когда босс заявляет, что в законный выходной придется выйти на работу, мало кто из сотрудников бывает решительно настроен против. Ведь на очередной презентации можно приобрести полезные знакомства. К тому же, начальники зачастую работают не меньше своих подчиненных, и при этом несут основную ответственность за выполнение проекта. Использование новых технологий тоже способствует перегруженности работников. Конечно, с одной стороны, можно не появляться в офисе и уделять равное внимание работе и личной жизни. Но с другой стороны, при вроде бы свободном графике приходится справляться с серьезными физическими и психическими нагрузками.

Впрочем, сами менеджеры не склонны жаловаться на перегрузки, ведь никто не мешает им поискать работу в госучреждении с фиксированным рабочим днем. Но солидное вознаграждение и чувство собственной значимости перевешивают желание проигнорировать очередную внеурочную работу.

3. Раздел С. Лексика

Task C. Complete the sentences choosing the suitable variant.

- He has always ... the highest standards of behaviour from his children.
a. advocated b. criticized c. demanded
- He ... the staff for encouraging the artistic talents of the personnel.
a. acknowledged b. praised c. supposed
- He made a ... remark about her appearance that really upset her.
a. carefree b. careless c. careful
- The girl had a ... accent which was a serious detriment for getting the job.
a. marked b. impromptu c. lame
- We want to reach a ... audience that's younger in age.
a. hostile b. friendly c. target

4. Раздел D. Грамматика

Task A. Complete the sentences with suitable prepositions.

- _____ all significance of written speech, cultures depended _____ spoken words.
- Caroline Reeds is the manager _____ succession _____ Lisa Morton.
- I am reluctant to attribute too much worldly importance _____ what they do.
- She held the hand over her forehead to imply a headache, or something _____ that effect.
- Can an exhausted team rise _____ the challenge of a newly arrived one on Friday?

Task B. Complete the sentences with suitable forms of the words given.

- The flu is a very common _____ disease. communicate

2. You should make adequate _____ for your retirement. provide
3. _____ investors were persuaded to part with large sums of money. credit
4. It was a period of the country's _____ in international cricket. dominate
5. The changes to the tax system proved _____ and unrealistic. practice

5. Раздел Е. Реферирование и перевод

Translate the text:

Corporate Profits Bolster Equity Bulls

Wall Street's S&P 500 ended the week's final session in positive territory as US stocks rallied on high profile earnings from the likes of General Electric, restaurant group McDonald's and Microsoft.

Even though US corporate results are carrying great weight on Friday, the market's main considerations this week have been macroeconomic risks, particularly with regard to the eurozone fiscal problems and global growth.

Another worry for investors is the recent deterioration in US economic data, the latest being Thursday's disappointing housing sales, weekly jobless claims and the Fed's manufacturing numbers. When added to fretting over a slowdown in China this does not provide a particularly rosy backdrop for the purchase of risk assets.

Ah, say the bulls, what about corporate earnings? With more than a fifth of S&P 500 companies having announced their first quarter figures, more than 80 per cent are considered to have beaten expectations.

But bears will argue that those earnings expectations have been cut back so drastically over recent months that bettering them is relatively easy. Indeed companies including IBM, Intel and DuPont have seen shares slide, despite beating earnings expectations, suggesting investors do not see the bar of analyst forecasts as sufficiently high.

Перечень контрольных заданий и (или) вопросов для оценки сформированности компетенции УК-4 (контролируемый индикатор достижения компетенции УК-4.2)

1. Кейс. Напишите эссе по темам: «Жизнь в большом городе», «Мой стиль одежды», «Известная личность, которая может служить примером».
2. Кейс. Проведите веб-квест в сети Интернет и найдите научную статью по Вашему направлению подготовки. Создайте аннотацию научной статьи на английском языке.
3. Кейс. Создание высказываний различной жанровой специфики в соответствии с коммуникативным намерением

Study the two photographs. In 1.5 minutes be ready to compare and contrast the photographs:

- give a brief description (action, location)
- say what the pictures have in common
- say in what way the pictures are different
- say which kind of life you'd prefer for wild animals
- explain why

You will speak for not more than 2 minutes. You have to talk continuously.

1.



2.



Перечень контрольных заданий и (или) вопросов для оценки сформированности компетенции УК-4 (контролируемый индикатор достижения компетенции УК-4.3)

1. Инсценировка кейса, нацеленного на развитие навыков межличностного делового общения.

BUSINESS TRIP

☛ You're going on a business trip to England. You are yourself. Use your own name, your own company (imagine it) and its products. When people address to you, you have to answer just as you would if you were in England on business. The information in the brackets explains you each situation and tells you what to do.

-1-

(The flight to London Heathrow is going to take off...) (One of the crew is coming. Ask for a glass of water.)

-

- Of course!

-2-

(Your fellow passenger ...)

- Are you English?

-

- Your English is very good.

-

- Is this business or pleasure?

-

- Where are you going?

-

- And it's your first visit?

-

- What do you do? I mean, who do you work for?

-
- Do you travel a lot?

-3-

(You've just arrived at London airport. At Customs go through goods to declare because you're carrying some commercial samples of your company's products.)

- Good afternoon. Do you have something to declare?

- I see. May I take a look inside your case?

- What are these small boxes?

(These are samples. Show the documents.)

- I see. You are here on business? And how long are you going to stay in the country?

-4-

(You leave Customs and enter the terminal hall. When you go through the arrivals door you hear your name in the announcement "...Will you, please, go to the information desk...")

(Here is an airport official, ask him where the information desk is.)

- Certainly, at the front of the building on the right, near the doors.

-5-

(Here is the information desk.)

- Can I help you?

- Ah, yes. Here you are. A message from Mr. Smith who was going to meet you. He's very sorry, but there is a problem and he can't come to the airport. Could you take a taxi to your hotel?

(Ask her where the taxis are.)

- Of course! Through these doors and the taxis are on your right.

-6-

(Here is a taxi. Ask the driver to take you to the city centre.)

- City centre? Yes, of course!Here you are. This is your hotel.

(Ask him for a receipt.)

- Wait a moment. I'll just find a pen... Here you are. Thanks very much indeed. Good bye!

-7-

(Go to the hotel reception. Remember, you've reserved a single room with a shower for three nights.)

- Good afternoon! Do you have a reservation?

- What's your name again, please?

- Ah, yes, for three nights, isn't it? It's room 38, the third floor. The lift is on the right.

(Ask for a call at 7 o'clock.)

- 7 o'clock? Certainly!

(Ask, what time breakfast is?)

- Breakfast, any time from 7:30 onwards.

2. Проведение ролевой игры, нацеленной на развитие навыков межличностного делового общения.

A BUSINESS TRIP ABROAD

CAST OF ACTORS		SIGNS
<ul style="list-style-type: none"> • Businessman / businesswoman (a title role) • Business partner • Secretary • Stewardess 	<ul style="list-style-type: none"> • Fellow passenger • Airport attendant • Customs officer • Taxi driver • Receptionist 	☺☺ □□ playing a dialogue □□ ☎ making a call

SHORT SCRIPT: A BUSINESS TRIP ABROAD	
CHARACTERS	ACTION
<ul style="list-style-type: none"> • Businessman • Airport attendant 	1. Sheremetievo Airport (Moscow) ➤ The businessman is asking the airport attendant the following information: ☺☺ Where he can check in his luggage ☺☺ Where he can find the departure board to consult the time of his plane landing and taking off
<ul style="list-style-type: none"> • Businessman • Fellow passenger • Stewardess 	2. On the plane ➤ The stewardess' speech (greeting passengers, information about the flight and passengers' safety) ➤ ☺☺ The businessman is talking to his fellow passenger ➤ It's time for snacks and drinks. The stewardess is offering snacks and drinks from her food trolley ➤ ☺☺ The businessman wants to listen to music. His headset is out of order; he's asking the stewardess for a new headset. ➤ The plane is going to land. The stewardess' final speech (+ London time and temperature...)
<ul style="list-style-type: none"> • Businessman • Customs officer 	3. Heathrow Airport (London) ➤ ☺☺ At the Customs
<ul style="list-style-type: none"> • Businessman • Taxi driver 	4. Catching a taxi ➤ ☺☺ The businessman is asking the taxi driver to get him to the hotel ... ➤ ☺☺ They've just arrived. It's time to pay... and take the receipt.
<ul style="list-style-type: none"> • Businessman • Receptionist 	5. Hotel ➤ ☺☺ At the reception desk. The businessman has a reservation... and he's asking about the hotel facilities (meal, room service, entertainment...) ➤ ☺☺ The businessman is asking the receptionist if he can make a phone call
<ul style="list-style-type: none"> • Businessman • Secretary 	6. Phoning the business partner ➤ □□☎ The business partner's secretary is picking up.... ☎ The businessman is to make an appointment with his partner
<ul style="list-style-type: none"> • Businessman • Business partner 	7. Meeting the business partner ➤ ☺☺ At first a small talk (about the businessman's trip, London weather, the partner's office...) ➤ ☺☺ Now it's high time to go down to business....

Перечень контрольных заданий и (или) вопросов для оценки сформированности компетенции ОПК-1 (контролируемый индикатор достижения компетенции ОПК-1.1)

1. Кейс. Прокомментируйте англоязычное высказывание, популярное среди профессионалов по связям с общественностью на английском языке по предложенному плану:

Plan

- 1) Meaning (How you understand the phrase)
- 2) Opinion (Do you agree or disagree with the quote, provide your argument)
- 3) Example (Provide a specific example from your or somebody else's life experience)

“Only those who will risk going too far can possibly find out how far one can go.”

– T.S. Eliot

2. Кейс. Прокомментируйте англоязычное высказывание, популярное среди профессионалов по связям с общественностью на английском языке по предложенному плану:

Plan

- 1) Meaning (How you understand the phrase)
- 2) Opinion (Do you agree or disagree with the quote, provide your argument)
- 3) Example (Provide a specific example from your or somebody else's life experience)

“Why fit in when you were born to stand out?”

– Dr. Seuss

3. Кейс. Прокомментируйте англоязычное высказывание, популярное среди профессионалов по связям с общественностью на английском языке по предложенному плану:

Plan

- 1) Meaning (How you understand the phrase)
- 2) Opinion (Do you agree or disagree with the quote, provide your argument)
- 3) Example (Provide a specific example from your or somebody else's life experience)

“Learn from yesterday, live for today, hope for tomorrow.”

– Albert Einstein

Перечень контрольных заданий и (или) вопросов для оценки сформированности компетенции ОПК-1 (контролируемый индикатор достижения компетенции ОПК-1.2)

1. Кейс. Создайте на английском языке медиатекст (не менее 300 слов), который мог бы применяться в рекламной кампании следующего продукта: пудра.
2. Кейс. Создайте на английском языке медиатекст (не менее 300 слов), который мог бы применяться в рекламной кампании следующего продукта: корм для животных.
3. Кейс. Создайте на английском языке медиатекст (не менее 300 слов), который мог бы применяться в рекламной кампании следующего продукта: журнал народных советов.

Перечень контрольных заданий и (или) вопросов для оценки сформированности компетенции ОПК-1 (контролируемый индикатор достижения компетенции ОПК-1.3)

1. Кейс. Ознакомьтесь с терминами из сферы рекламы и связей с общественностью и их определениями на английском языке. Создайте медиатекст на английском языке, фрагментом которого могло бы стать данное определение.

Press release – A press release or news release is a concise written statement distributed to targeted publications for the purpose of announcing something of news value. Typically, it is mailed, faxed, or e-mailed to assignment editors at newspapers, magazines, radio stations, television stations, and/or television networks. Commercial newswire services can be hired to distribute news releases.

Print media – A medium consisting of paper and ink, including newspapers, magazines, classifieds, circulars, journals, yellow pages, billboards, posters, brochures, and catalogs.

2. Кейс. Подготовьте презентацию на английском языке, посвященную политической рекламной коммуникации.
3. Кейс. Выполните реферирование текста, посвященного теме «Связи с общественностью» и составьте тематический глоссарий к тексту.

Public Relations Through Time

Early History

Public relations (PR) is not a recent invention. The importance of communication with the public and maintenance of positive public image was known as early as in the antiquity but the beginnings of modern PR are traditionally dated in the 18th century London. One of the first PRs was Georgiana Cavendish, Duchess of Devonshire who heavily campaigned for Charles James Fox and his Whig party. PR in the real meaning of the word, however, dates only to the early 20th century. The first real PR specialist was according to some Ivy Lee (1877-1934), while the others see Edward Bernays (1891-1995) as “the father of public relations”.

Ivy Lee or Edward Bernays?

Whether the founder of modern PR is Ivy Lee or Edward Bernays remains a matter of debate. Both historians who consider the first PR specialist Ivy Lee and those who see Bernays as the founder of modern PR have strong arguments to support their views. We will not get into the debate who of the two men had a greater influence on the future development of PR. Instead, we will take a closer look at the work and contribution of Lee and Bernays to the modern PR.

Ivy Lee is best known for his services to Standard Oil and its founder John D. Rockefeller. But those who are familiar with PR history know him better for introducing the term “public relations” and for pioneering the modern press release although he mainly used it as a one-way propaganda for his clients.

Edward Bernays refined Lee’s press release as a PR tool but he also contributed a lot to the development of the theory of PR. He is said to be influenced greatly by his uncle and professor Sigmund Freud in his concepts of PR. Bernays has written several books on PR, of which are best

known “Crystallizing Public Opinion”, “Propaganda” and “The Engineering of Consent”. In his works, Bernays argued that PR is an applied social science which manages and manipulates the public opinion by the use of sociology, mass psychology and similar disciplines.

PR and Propaganda

Although Lee, Bernays and other PR pioneers such as Carl Byoir and John W. Hill played an important role in modern PR, they were also responsible for the profession’s close association with propaganda by the public. As a result, their successors did not have an easy job in changing the profession’s “bad” reputation and even today, PR is sometimes equated with propaganda.

PR After the Advent of the Internet

The Internet has changed communication dramatically. The public is increasingly turning to the world wide web for information and as a result, PR must keep up with the changes in transmission of information if it wants to retain its role as a communicator between the public and organisations. Modern PR thus besides the traditional tools also implements online tools and tactics, including social media such as blogs, content publishing, search engine optimisation (SEO), podcasts, etc..

6 семестр

Перечень контрольных заданий и (или) вопросов для оценки сформированности компетенции УК-4 (контролируемый индикатор достижения компетенции УК-4.1)

Выполните задания, нацеленные на проверку знаний основ, правил и закономерностей устной и письменной деловой коммуникации; функциональных стилей русского и иностранного языков.

1. Раздел А. Аудирование

Прослушайте медиатекст на английском языке и передайте его содержание на русском или английском языке.

2. Раздел В. Чтение и аннотирование.

Прочитайте текст и создайте аннотацию к тексту

Уважаемые господа,

Мы узнали Ваш адрес в Торгово-промышленной палате России, которая порекомендовала Вас как известное агентство, обладающее большим опытом в организации сбыта и продвижения на рынке товаров для дома.

Мы являемся крупным британским производителем высококачественных изделий из стекла. В настоящее время мы хотели бы назначить монопольного агента, который мог бы действовать от нашего имени в России на условиях консигнации. Как нас уведомили в ТПП, Вы располагаете разветвлённой сетью магазинов и демонстрационных залов, где наша продукция может быть представлена с наилучшей стороны.

Как правило, мы предлагаем нашим агентам 5%-ную комиссию с чистых сумм счетов-фактур за товары, проданные при их посредничестве, а также существенные средства для рекламы нашей продукции. Если Вы готовы принять на себя кредитные риски по продажам, сделанным в рамках агентского соглашения, мы будем выплачивать Вам дополнительную комиссию за делькредере в размере 1,5%. Комиссия будет выплачиваться ежеквартально против Вашего счёта. Ежеквартально Вы должны будете отчитываться об объёме продаж.

Прилагаем проект агентского соглашения, составленный нашим юридическим отделом. Надеемся, что в ближайшее время мы сможем окончательно согласовать все условия. С уважением,

3. Раздел С. Лексика

Task C. Complete the sentences choosing the suitable variant.

1. Banks are willing to ... large amounts of money to people starting up businesses.
a. borrow b. provide c. lend
2. They are not personally liable for debts ... by a partner.
a. incurred b. produced c. reaped
3. The budget ... sufficient funds for a salary increase after a year.
a. lends b. provides c. raises
4. They awarded her a ... to study music abroad for one year.
a. deposit b. grant c. pension
5. My starting ... as a newly qualified teacher wasn't enough to support a family.
a. a. wage b. salary c. fee

4. Раздел D. Грамматика

Task A. Complete the sentences with suitable prepositions.

1. He acted _____ the assumption that his allies would support him.
2. Two restaurateurs were appointed last week to draw _____ an action plan _____ school food.
3. Their first challenge is to come _____ _____ the plan to enhance business.
4. I've always liked having a television news channel on _____ the background as I work.
5. The chances of any agreement _____ party funding are slim _____ the short term.
6. Recent research has shown that well-educated young professionals are not immune _____ gambling problems.
7. He gradually lost the editorial independence he had been promised _____ the outset.
8. His strategy of sharing the responsibilities with his employers has eventually paid _____.
9. The interests of the citizens should be paramount _____ the town authorities.
10. Weather forecasts prove to be wide _____ the mark, especially at long range.

5. Раздел E. Перевод и реферирование

China Cuts Reserve-Requirement Ratio

BEIJING - China cut bank-reserve requirements for the first time in nearly three years, suggesting leaders of the world's second-largest economy see a rising threat from slow global growth. Some economists were expecting a move in what's known as the reserve requirement ratio by the end of the year. But the timing of Wednesday's move will likely come as a surprise for global markets, underscoring concerns about China's slowing growth trajectory.

The People's Bank of China, China's central bank, said Wednesday it will cut the reserve-requirement ratio for banks by half of a percentage point, the first such cut since December 2008. The cut essentially frees up banks to lend additional money.

The move suggests the government's policy focus is shifting toward promoting economic growth from controlling inflation. China so far has been focused on fighting inflation, tightening constraints

on the economy while still continuing to seek steady growth, a scenario economists call a soft landing.

Wednesday's move will take the reserve-requirement rate to 21% for major banks. It will free up around 390 billion yuan (about \$61 billion) in funds for the banks to lend, according to calculations by The Wall Street Journal based on data on bank deposits in October.

Перечень контрольных заданий и (или) вопросов для оценки сформированности компетенции УК-4 (контролируемый индикатор достижения компетенции УК-4.2)

1. Напишите эссе по темам: «Моя будущая профессия», «Здоровый образ жизни», «Путешествия».

2. Кейс. Создание высказываний различной жанровой специфики в соответствии с коммуникативным намерением: ролевые ситуации (инсценировки в парах): Дом быта

<p>Карточка 4А You're an assistant at the watchmaker's</p> <ul style="list-style-type: none"> • offer your help • the watch belt is rather old, so suggest to replace it • fill in the receipt • the client is to call for the order ... 	<p>Карточка 4Б</p> <ul style="list-style-type: none"> • Your watch has recently been slow. • You hit it against something and there is a little crack on the glass.
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3. Кейс. Создание высказываний различной жанровой специфики в соответствии с коммуникативным намерением: ролевые ситуации (инсценировки в парах): Дом быта

<p>Карточка 5А You're an assistant at the hairdresser's</p> <ul style="list-style-type: none"> • offer your help • the fringe won't suit your client • suggest not too dark colors (in your opinion dark colors won't match your client's eyes) 	<p>Карточка 5Б</p> <ul style="list-style-type: none"> • You want to change completely your hairstyle. • You want to have your hair trimmed and colored. • You want a dark shade. • You want a fringe.
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4. Кейс. Создание высказываний различной жанровой специфики в соответствии с коммуникативным намерением: ролевые ситуации (инсценировки в парах): Дом быта

<p>Карточка 6А You're a receptionist at the beauty salon</p> <ul style="list-style-type: none"> • offer your help • offer a hot towel • the salon offers two kinds of massage: hand and electric • the client should make an appointment • suggest the time 	<p>Карточка 6Б</p> <p>You want</p> <ul style="list-style-type: none"> • skin treatment • massage • an excellent manicure
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Перечень контрольных заданий и (или) вопросов для оценки сформированности компетенции УК-4 (контролируемый индикатор достижения компетенции УК-4.3)

1. Проведение деловой игры «Покупка дома», нацеленной на развитие навыков межличностного делового общения.

CAST OF ACTORS

- Mr. Laurence
- Mrs. Laurence

They want to buy a detached house with a garage (if it's possible with a two-car garage), plot and premises (maybe with a padding pool). They haven't got enough money so they have to take a loan (mortgage).

- Estate agent
- Interior designer
- Landscape designer
- Bank clerk

ACTIONS

1. In an estate agency

- The estate agent is to offer some variants of a detached house and talk about its
 - location
 - premises
 - exterior design
- The Laurences are to make their choice.
- The landscape designer is to offer some projects of the plot design.
- The interior designer is to make the plan of the house interior design:
 - number of rooms
 - floors
 - walls
 - lighting
 - heating
 - water supply

2. In a bank

- The Laurences want to take a loan.
- The bank clerk is to ask some questions about
 - their earnings
 - their expenses
 - other credits

2. Проведение сюжетно-ролевой игры «Встреча зарубежного партнера в аэропорту», нацеленной на развитие навыков межличностного делового общения.

Коммуникативная задача: 1й студент - один из менеджеров по продажам крупной российской компании. Вместе с переводчиком (2й студент) ему предстоит встретить менеджера по продажам из британской компании Джона Смита (третий студент) в аэропорту.

Необходимо (через переводчика) инициировать беседу и знакомство с Джоном Смитом, узнать, как прошел его полет, сообщить о том, что его ждет машина, предложить помощь водителя при переноске багажа.

Задача: продумать и построить необходимые для коммуникации высказывания.

Перечень контрольных заданий и (или) вопросов для оценки сформированности компетенции ОПК-1 (контролируемый индикатор достижения компетенции ОПК-1.1)

1. Кейс. Прокомментируйте англоязычное высказывание, популярное среди профессионалов по связям с общественностью на английском языке по предложенному плану:

Plan

- 1) Meaning (How you understand the phrase)
- 2) Opinion (Do you agree or disagree with the quote, provide your argument)
- 3) Example (Provide a specific example from your or somebody else's life experience)

“You are never too old to set another goal or to dream a new dream.”

– C.S. Lewis

“Everything you do or say is public relations.”

– Unknown

“It takes 20 years to build a reputation and five minutes to ruin it. If you think about that, you'll do things differently.”

– Warren Buffet

Перечень контрольных заданий и (или) вопросов для оценки сформированности компетенции ОПК-1 (контролируемый индикатор достижения компетенции ОПК-1.2)

1. Кейс. Создайте на английском языке медиатекст (не менее 300 слов), который мог бы применяться в рекламной кампании следующего продукта: средство от комаров.

2. Кейс. Создайте на английском языке медиатекст (не менее 300 слов), который мог бы применяться в рекламной кампании следующего продукта: будильник.

3. Кейс. Создайте на английском языке медиатекст (не менее 300 слов), который мог бы применяться в рекламной кампании следующего продукта: бумажные салфетки.

Перечень контрольных заданий и (или) вопросов для оценки сформированности компетенции ОПК-1 (контролируемый индикатор достижения компетенции ОПК-1.3)

1. Кейс. Ознакомьтесь с терминами из сферы рекламы и связей с общественностью и их определениями на английском языке. Создайте медиатекст на английском языке, фрагментом которого могло бы стать данное определение.

Public relations – Considered both an art and a science, public relations is the management of communications between an organization and its key public to build, manage, and sustain its positive image. It is any activity used to influence media outlets to print stories that promote a favorable image of a company and its products or services.

Public relations plan – a document that details precise actions to achieve a public relations result. It can consist of target publications and media lists, planned events, community outreach, etc.

2. Кейс. Подготовьте презентацию на английском языке, посвященную рекламе и продвижению регионов.

3. Кейс. Выполните реферирование текста, посвященного теме «Связи с общественностью» и составьте тематический глоссарий к тексту.

Working as a PR Specialist

Career as a PR specialist can be very rewarding. More and more organisations and businesses are aware that their public image has a major influence on their overall success. As a result, PR specialists are increasingly sought after regardless of the economic situation.

What Does a PR Specialist Do

The main responsibility of a PR specialist is to communicate with the public and media on behalf of his/her client who can be a company, non-profit organisation or an individual. And the outcome of this communication has to be a positive public image and creation of strong relationship with the media, customers, the employees, investors and other interest groups as well as the general public.

A PR specialist is expected to appear on public events such as conferences, write press releases and newsletters, and to do a variety of tasks that have an influence on his/her client's public image. In many cases, this requires a great deal of flexibility in terms of both working place and schedule, especially in times of crisis situations. For example, when a negative news about the client gets into public, PR specialist is expected to respond promptly and efficiently in order to help the client retain their good reputation.

A PR specialist may work for a PR firm, or in a PR department of a larger company or non-profit organisation. But many PR specialists also run their own business as consultants or freelance specialists.

Who Can Become a PR Specialist

In order to be considered for the job of a PR specialist, a Bachelor's degree from journalism or communications is typically required. But many people who have created a career as PR specialists also completed formal education in other fields including English, Advertising, Creative Writing, Psychology, etc.. Most of them, however, also attended accredited PR courses and training.

Although formal education is highly important, PR firms and organisations that are looking for PR specialists, however, also look for exceptional communication skills which are not easily acquired. In order to represent their clients in the best manner, a PR specialist must have strong verbal and writing communication skills as well as to be able to work under pressure.

What are the Salaries of PR Specialists

Salaries of PR specialists vary greatly but in average, they earn about £40,000 a year. Entry-level PR specialist earn slightly less, while those who have already proven themselves in the field of public relations earn as much as double of the average. The very top PR specialists whose services are highly sought after usually earn six-figure salaries but they account only for a fraction of PR specialists.

3. Оценочные средства (оценочные материалы) для проведения промежуточной аттестации обучающихся по дисциплине (модулю)

3 семестр

Перечень контрольных заданий и (или) вопросов для оценки сформированности компетенции УК-4 (контролируемые индикаторы достижения компетенции УК-4.1, УК-4.2, УК-4.3)

Текст

Tasks 1-5. Listen to the text twice and mark the sentences (T), if they are true, and (F), if they are false.

	T	F
1. When John came to Boston his parents were already dead.		
2. John decided to go in for business his father has started.		
3. After fixing an old car, which took him several months, he sold it to his neighbor.		
4. John became a prosperous businessman with a good income.		
5. John always said that his success in life was mainly due to his parents.		

Task 6-10: Read the text and choose the right answer to the following question:

Enjoying your free time.

In the USA theater, dance, opera and other organizations often put on events to raise money. These are “fund-raising” events. The organizations use the money to help pay their operating costs, which helps keep ticket prices down.

In certain states when you go to movies, theater, opera or concert performances, you may not be able to get alcoholic beverages in the intermissions. In most movie theaters, you can watch the movie as many times as you want at no extra charge. Smoking is allowed in specified sections of some movie theaters.

There are three commercial TV networks in the U.S. – NBC, CBS, and ABC – that broadcast nationwide through local stations. Commercials may interrupt the shows as often as every ten minutes. There’s also a noncommercial public network – PBC. In addition to these, most towns and cities have cable TV, which costs a few dollars a month. At a hotel, you should be able to get five to twenty TV stations and at least fifteen radio stations, each playing a different kind of music. Most radio and TV stations broadcast at least eighteen hours a day. Most TV stations have local news and weather before national and international news, which is at 6 p. m. except in the Central Time Zone. All national shows are one hour earlier there. “Prime time” is 8:00 to 11:00 p. m. This is the time when the most people watch TV, so the networks put their best shows on them. Radio stations usually have five minutes of news on the hour, though many cities have all-news stations which broadcast news 24 hours a day.

6. How do people in the USA spend their free time?

- A. Go to the pubs.
- B. Stay at home.
- C. Go to the theaters, operas and concert performances.
- D. Go to the country.

7. How many commercial networks are there in the USA?

- A. Three.
- B. Five.
- C. One.
- D. None.

8. Which is a non commercial network in the USA?
 A. NBC
 B. CBS
 C. PBC
 D. ABC
9. How long do most radio and TV stations broadcast a day?
 A. from 8:00 to 11:00
 B. All day long.
 C. Ten hours a day.
 D. Eighteen hours a day.
10. What is "prime-time"?
 A. This is the time when the most people watch TV.
 B. This is the time when the most people go to movies.
 C. This is the time when the most people go to concerts.
 D. This is the time when the most people go to bed.

Tasks 11-20.

a) Match the equivalents:

- | | |
|-------------------|------------------|
| 11. Entertainment | A. открытие |
| 12. necessity | B. садоводство |
| 13. ancient | C. развлечение |
| 14. gardening | D. древний |
| 15. discovery | E. необходимость |

b) Fill in the right word from the word column.

- | | |
|-------------------------------------------------------------------------|-----------------------------|
| 16. primary education begins at the age of 5 in England and Wales. | A. port |
| 17. Polytechnics tend to be more than universities. | B. compulsory |
| 18. All must take competitive examinations. | C. in advance. |
| 19. Shall we stay long in this ? | D. applicants |
| 20. I booked my ticket three days | E. vocationally – oriented. |

Tasks 21-50: Fill in the blanks with the appropriate grammar forms.

21. Honesty is policy.
 A. the best
 B. better
 C. more better
 D. the goodest
22. people are early risers.
 A. Any
 B. Some
 C. Every
 D. No
23. You are going on a long journey. care on the motor way.
 A. To take
 B. Taking
 C. Takes
 D. Take
24. Bright should start school as early as possible.

- A. childrens
 - B. childrens'
 - C. children
 - D. childs
25. Please, be late for classes!
- A. not
 - B. let's
 - C. don't
 - D. no
26. men declare war. But it is the youth that fight and die.
- A. Oldest
 - B. Older
 - C. Eldest
 - D. Elder
27. All historical places of London in the West End.
- A. had been
 - B. were
 - C. was
 - D. are
28. What his opinion? – He supports the Labour party.
- A. are
 - B. will
 - C. is
 - D. be
29. If the blind leads the blind shall fall into the ditch.
- A. some
 - B. every
 - C. both
 - D. all
30. Hotels are becoming nowadays.
- A. more expensive
 - B. the most expensive
 - C. expensiver
 - D. the expensivest
31. Man live by bread alone.
- A. do not
 - B. does not
 - C. is not
 - D. are not
32. Spaceships, aeroplanes, computers and even an Egyptian mummy are among the many of objects in the Science Museum's world famous collections.
- A. thousands
 - B. thousand
 - C. thousand of
 - D. the thousand
33. you the ancient stone carvings at the museum last week?
- A. Have ... seen
 - B. Did ... see
 - C. Had ... seen
 - D. Had ... saw
34. There is uniform school organization or curriculum in the USA.
- A. not

- B. no
C. no a
D. none
35. If you require information or assistance, ask at your local station.
A. further
B. farther
C. furthest
D. farthest
36. Scissors a small tool with two sharp blades screwed together.
A. am
B. are
C. is
D. were
37. you ever a film in which a train crashed or a ship sank?
A. did ... see
B. have ... seen
C. do ... see
D. did ... saw
38. There ten pens and a magazine on the table.
A. will
B. is
C. are
D. was
39. I don't know about it; ask else.
A. everybody
B. nobody
C. anybody
D. somebody
40. Perhaps in future men on the sea, away from the crowded and noisy cities on land.
A. will live
B. shall live
C. would live
D. are living
41. Of two evils choose the
A. less
B. little
C. least
D. littler
42. delegates took part in the conference.
A. Two hundreds
B. The two hundred
C. Two hundred
D. The two hundred of
43. American schools for many years federal aid for special purposes.
A. receives
B. have received
C. received
D. receive
44. I don't like jokes.
A. hers
B. her
C. her's

- D. hers'
45. If I well tomorrow, I'll stay at home.
 A. won't feel
 B. don't feel
 C. didn't feel
 D. isn't feel
46. When I arrived my sister ... dinner.
 A. has already had
 B. already had
 C. had already had
 D. is already having
47. I am very tired. I ... hard.
 A. worked
 B. working
 C. was working
 D. have worked
48. Their house is three times _____ .
 A. so big as our one
 B. so big as ours
 C. as bigger as our
 D. as big as ours
49. ... to London?
 A. Have you ever been
 B. Had you ever been
 C. Were you
 D. Was you
50. It's the first time I ... a car.
 A. am driving
 B. was driving
 C. has driven
 D. have driven

Перечень контрольных заданий и (или) вопросов для оценки сформированности компетенции ОПК-1 (контролируемые индикаторы достижения компетенции ОПК-1.1, ОПК-1.2, ОПК-1.3)

1. Выполните пересказ одного из текстов на английском языке и переводите выделенный фрагмент текста на русский язык

-1-

What is international trade?

When Honduras exports bananas to Switzerland, they can use the money they earn to import Swiss chocolate – or to pay for Kuwaiti oil or a vacation in Hawaii. The basic idea of international trade and investment is simple: each country produces goods or services that can be either consumed at home or exported to other countries.

The main difference between domestic trade and international trade is the use of foreign currencies to pay for the goods and services crossing international borders. Although global trade is often added up in U.S. dollars, the trading itself involves various currencies. Japanese videocassette recorder is paid for in German marks in Berlin, and German cars are paid for in U.S. dollars in Boston. Indian tea, Brazilian coffee, and American films are sold around the world in currencies as diverse as Turkish liras and Mexican pesos.

Whenever a country imports or exports goods and services, there is a resulting flow of funds: money returns to the exporting nation, and money flows out of the importing nation. Trade

and investment is a two-way street, and with a minimum of trade barriers, international trade and investment usually makes everyone better off.

In an interlinked global economy, consumers are given the opportunity to buy the best products at the best prices. By opening up markets, a government allows its citizens to produce and export those things they are best at and to import the rest, choosing from whatever the world has to offer.

Some trade barriers will always exist as long as two countries have different sets of laws. However, when a country decides to protect its economy by erecting artificial trade barriers, the result is often damaging to everyone, including those people whom barriers were meant to protect.

-2-

From trophy wife to toxic wife

You may not know one personally, but you will certainly have read about them. They are, increasingly these days, the figures who emerge triumphant from the divorce courts. They are the ones who get to keep the house (no mortgage), the cars (usually more than one), the staff (approaching double figures) and, more often than not, half the husband's fortune, regardless of what she has done to contribute towards it.

I'm not talking about the ones who sacrificed careers at the altar of family life only to be cruelly abandoned when their useful days are done. I'm talking about the ones who knowingly take their husbands to the cleaners claiming, while they are at it, that they could do with £20 million or so to keep them in blow-dries. What kind of person actually needs £20 million for spending money? The Toxic Wife, that's who.

Such was the furore earlier this year over my identification of Toxic Wife Syndrome in the pages of the Telegraph that it is clear I have hit a raw nerve. From the staggering response, from Japan to Iraq and America to Berkshire (where my article is now framed in the gentlemen's loo of a Lambourn pub), there is little doubt about the course of action required: toxic wives must be weeded out.

Let me remind you what a toxic wife is - some of you got the wrong end of the stick when I first addressed this issue, thinking I was referring to all stay-at-home-mothers and housewives. Not a bit of it. I have every admiration for women who choose the selfless task of caring and nurturing the next generation. No, the toxic wife is a completely different species.

She is the woman who gives up work as soon as she marries, ostensibly to create a stable home environment for any children that might come along, but who then employs large numbers of staff to do all the domestic work she promised to undertake, leaving her with little to do all day except shop, lunch, luxuriate. Believe me, there is no shortage of the breed and I've been inundated with horror tales about them.

There is, for example, the TW who made around £30 million from only four years of marriage. Her husband couldn't stand the way she was abusive to his staff, aggressive towards him and extravagantly indulgent with herself.

Then, there's the ex-wife of a friend of mine, Belinda, who has been awarded several million pounds for a marriage that lasted less than three years and produced no children. The sum amounts to almost £5,000 for every day of marriage. No wonder her ex-husband, let's call him Crispin, a City financier, is in despair. After reading the article he told me: "Giving her £5 million for doing absolutely nothing except shop and lunch makes me question the sanity of our legal system."

Of course, there is no fail-safe way of knowing what someone is like until you live with them, as Crispin says he discovered to his cost. "She put a gun to my head and I took the bullet," he admits. "I think she must have been following the text book

'How to trap your man', because she refused to live with me until we got married. I made a stupid mistake and now I have to pay for it."

Soon after their wedding, Belinda gave up work to care for the house. "At first, I couldn't understand why, because we had a cleaner who cleaned, a gardener who gardened and home cooking was provided by M&S," says Crispin. "Overnight she changed.

"Friends were no longer allowed to drop in like they used to - at least a week's notice had to be given. Shoes had to be taken off at the front door. She became nagging, scolding, overbearing and shrewish. She made my life a misery. It pains me that this able-bodied, 40-year-old woman will be handsomely rewarded for the rest of her life - all at my expense. I feel as though I'm the victim of legally sanctioned burglary."

Capturing a rich husband is seen as a legitimate career choice in itself. A 25-year-old banker friend told me that many girls don't even bother getting a job after university - they stay on the party circuit until they've trapped their milch-cow.

"Just turn up at Mahiki, (the London nightclub frequented by Princes William and Harry) and you'll find an army of potential TWs... they're like a gang of seductive, pretty vampires who are sharpening their talons and teeth in a bid to catch a rich husband and then suck him dry of his hard-earned cash. It's common knowledge now that one of the most lucrative careers a woman can have is to get married, have a child, and get divorced."

Not only do ex-husbands of TWs get skinned alive when they divorce, the toxicity levels reach a poisonous high, goaded and condoned by society. Indeed, I heard of a high-profile divorce lawyer who said to the wife of an acquaintance of mine: "When you leave my office you must hate your husband as much as possible." How toxic can you get?

But TWs are not confined to the divorce courts - many of them are toxic mothers, too. Only this week, when I was trudging up Kensington Park Road, I spotted a serious TW. She was striding ahead of her beautiful young son, a bejewelled ear clasped to her mobile phone while her son pleaded: "Mummy! Mummy! Won't you hold my hand?"

"Oh stop being mental," was her terse, distracted response.

Traipsing behind, the little boy burst into sobs. "Oh do shut up," she said, her voice thick with irritation.

Believe me, there is a completely different species out there. They may look human, in an artificially manufactured way, but they don't seem to have any conscience or interest in anything other than the trivial minutiae of their own existence and, naturally, how to hitch themselves to an alpha-male.

According to Susie Ambrose, who runs a "gold-digger-vetting" business called Seventy Thirty, there are increasing amounts of women who are desperately materialistic and who have learnt the art of "faking love". They don't want to marry for emotional support, intimacy or companionship; they are driven by monetary rewards. And, dear readers, they walk among us.

So how can you spot a potential toxic wife? I feel it is my duty to provide you with a checklist (courtesy of Susie Ambrose). This is vital reading material for all you potential husbands. Pay close attention; this is professional advice from an expert and it could save you millions - not to mention your sanity. And, women, too, take note - for it could save love and marriage from becoming things of the past.

-3-

Presidential Race Tight on Eve of Election

WASHINGTON —

Predicting the outcome of the U.S. presidential election is a tough business. Political parties, news agencies and pundits have been sifting through public opinion polls for months, trying to figure out a likely winner. But no matter how good the calculations, forecasting the future is never a sure thing. For election observers seeking relief from the traditional number crunching, there are plenty of alternatives, so long as you have a sense of humor and a bit of imagination.

7-11 coffee cups

Coffee drinkers who get their caffeine fix at the popular convenience store 7-Eleven have successfully predicted the presidential winner since 2000. The so-called "7-Election" offers voters, or coffee drinkers in this case, a chance to support their favorite candidate by choosing either a blue cup for President Barack Obama or a red cup for Republican Party challenger Mitt Romney. Regular, "nonpartisan" cups are available for drinkers who can't make up their mind.

The unapologetically unscientific poll has a few different rules than the official election. Coffee drinkers can vote as often as they like, and early voting starts in September. In each of the past three elections, 7-Eleven says more than six million candidate cups were cast.

Who's winning the coffee vote this year? Obama so far has 59 percent of the cups, while Romney has 41 percent in the 34 participating states. Voters who stay up all night watching the results come in on Tuesday might just have to buy an apolitical cup of coffee to stay awake the day after the election.

Halloween masks

The presidential election falls just days after Halloween, which means candidate masks are always a popular costume choice for revelers on the American holiday. The online store BuyCostumes.com says sales of its paper candidates' masks have accurately forecasted the next president of the United States since 2000. Again, this poll isn't scientific. The company's election motto is, "1 mask = 1 vote. This poll can be bought!"

The race is close in the costume poll, but Romney's Republican Party will be happy to see it has 51 percent of mask sales, while Obama has 49 percent.

The Redskins rule

It is football season in the United States, which means millions of Americans are captivated each Sunday and Monday night watching heavyweight players battle it out on the field. Come election time, one football team becomes even more important: the Washington Redskins. The so-called "Redskins rule" suggests if the team wins its last home game before Election Day, the incumbent party will have another turn at the White House. If it loses, the opposition candidate becomes the next president of the United States.

It sounds ridiculous, but the "rule" has proven true for 17 of the past 18 presidential elections, since 1937. If Obama was watching Sunday night's game, he might be a little nervous. The Redskins lost to the Carolina Panthers.

Students

American citizens can't vote until they're 18 years old, but that hasn't stopped young students from choosing their favorite candidate in an informal ballot held by the children's book publisher, Scholastic.

The [Scholastic Student Vote](#) has correctly named the next president in 15 of the past 17 votes, since 1940. This year, the kids have spoken, and they're saying Obama should stay in office. The Democratic nominee won 51 percent of the votes cast by nearly a quarter-million young people across the country. Romney won 45 percent of the, while alternative candidates claimed four percent of the kids' vote.

Astrology

Astrology isn't a science, but if done well, the reading of celestial charts can often deliver predictions that seem too true to be chance. If that's the case, the planets are aligning for Obama, according to a panel of five astrologists who gathered in New Orleans last May for the international [United Astrology Conference](#).

Each of the astrologists used different techniques to come up with their forecast - from reading Indian Vedic charts to studying Aries ingress charts. They all said the president would have a second term. There are, of course, astrologists who are reading the candidates' natal charts differently and predicting a win for Romney.

All agree that whoever wins, Election Day and the weeks to follow likely will be a time of chaos and confusion because Mercury goes retrograde November 6, the very same day as the vote. Astrologer Susan Miller writes on her blog this is not good news.

"I expect legal challenges, calls for recounts, broken voting machines, and a host of other problems with the ballots," Miller writes, noting that the last time Mercury was retrograde during a presidential election was the 2000 contest between George W. Bush and Al Gore.

That election was mired in controversy, with missing ballots, confused voters and problematic voting machines. Ultimately, the Supreme Court chose the winner, naming Bush president.

Whether or not you believe in astrology, lawyers for both Obama and Romney are gearing up for a legal fight in case this year's election is as close as the official political polls are predicting.

2. Выполните задание по созданию высказываний различной жанровой специфики в соответствии с коммуникативным намерением, нацеленное на развитие навыков межличностного делового общения (несколько кейсов на выбор).

Подготовьте краткое монологическое высказывание на иностранном языке, выражающее Ваше мнение об одной из следующих тем: «Моя семья», «Учеба в университете».

4 семестр

Перечень контрольных заданий и (или) вопросов для оценки сформированности компетенции УК-4 (контролируемые индикаторы достижения компетенции УК-4.1, УК-4.2, УК-4.3)

Test

1. Раздел А. Аудирование

Tasks 1-5. Listen to the text twice and mark the sentences (T), if they are true, and (F), if they are false.

	T	F
1. Samuel Morse's first message was electronic.		
2. Morse Code appeared a century and a half ago.		
3. Now there are more than two hundred of satellites.		
4. Now the Morse Code is not used in the sea.		
5. Internet spread among people in 50 years.		

2. Раздел В. Чтение (поисковое)

Task 6-10: Read the text and choose the right answer to the following question:

Isaac Newton

Sir Isaac Newton was born in a small village in Lincolnshire in the family of a poor farmer.

Since childhood the boy was fond of science. He began his first experiments at school. After school he studied at Cambridge University, where, still a student, he formulated the binomial theorem.

Newton devoted all his life to scientific experimentation. Among his discoveries was the law of composition of light. He proved that the white light of the sun is made up of all colours of rainbow.

Newton's greatest discovery was certainly the Law of Universal Gravitation. It is in his book *Mathematical Principles of Natural Philosophy*. The fundamental of the book is that "every particle of matter is attracted by every other particle of matter with a force inversely proportional to the square of their distances apart". Applying the principle of gravitation, Newton proved that the power, which guides the Moon around the Earth and the planets around the sun, is the force of gravity. The fact that the earth is flattened at the poles because of rotation was also explained by the law of universal gravitation.

Newton was highly honoured by his countrymen. In 1703 he was elected President of Royal Society.

Much later, in the 20th century, another great scientist, Albert Einstein, who had a very high opinion of Newton's scientific achievements, wrote these words about him: "Nature to him was an open book, whose letters he could read without effort."

Sir Isaac Newton died in 1727 and was buried in Westminster Abbey.

6. When did Newton develop the binomial theorem?

- E. When he was a child.
 - F. When he began his scientific experiments.
 - G. When he studied at university.
 - H. After the graduation from Cambridge.
7. What does Newton's law of decomposition of light state?
- E. That the light is white.
 - F. That the light is made up the rainbow.
 - G. That the scene is made of coloured rainbow.
 - H. That the light includes the whole spectrum of rainbow colours.
8. Why does Moon rotate around the Earth according to Newton's law?
- E. Because Newton proved it.
 - F. Because the force of gravity makes it to move.
 - G. Because planets move around the sun.
 - H. Because the Earth is flattened at the poles.
9. Why is the Earth flattened at the poles?
- E. Because of rotation.
 - F. Because it was explained by Newton.
 - G. Because some power guides that.
 - H. Because of the force of gravity.
10. What country was Newton buried in?
- E. In Britain.
 - F. In Northern Ireland.
 - G. In the USA.
 - H. In some Western country.

3. Раздел С. Лексика

Tasks 11–20. Fill in the blanks with the appropriate words or word combinations.

11. The first invention of Tomas Edison is
- E. a photograph
 - F. a phonograph
 - G. a playing machine
 - H. a playing photograph
12. The prototype of the present day tape-recorder is a..... .

- E. wireless
- F. Morse Code
- G. Phonograph
- H. Gramophone
- 13. Samuel Morse invented....
 - E. electric telegraph
 - F. wireless telegraph
 - G. English alphabet
 - H. Dots and dashes
- 14. The scientific revolution was the first time when science and technology began...
 - E. to compete
 - F. to cooperate
 - G. to talk together
 - H. to walk together
- 15. The great Russian scientist Tsiokovsky was the founder of....
 - E. austronautics
 - F. austronomy
 - G. austronauts
 - H. cosmonauts
- 16. The most important sectors of British Economy are....
 - E. trade and agriculture
 - F. agriculture and medical equipment
 - G. manufacturing and trade
 - H. manufacturing and overseas tourism
- 17. Among the new industries that have recently been developed in Britain is ...
 - E. aircraft industry
 - F. mining
 - G. agriculture
 - H. trade
- 18. The science of economics is concerned with...
 - E. only our basic needs
 - F. money and debts
 - G. production and accounting
 - H. our everyday lives
- 19. Mobile phone technology is a means of ...
 - E. displaying data
 - F. transforming data
 - G. transmitting data
 - H. collecting data
- 20. The importance of computing machines results from their ability ... very fast.
 - E. to process information
 - F. to possess information
 - G. to collect information
 - H. to save information

4. Раздел D. Грамматика

Tasks 21-50: Fill in the blanks with the appropriate grammar forms.

- 21. You ... because I've found this article myself.
 - E. need come
 - F. needn't came

- G. needn't have come
 H. needn't have came
22. You ... remember about your sister's holiday.
 E. can
 F. may
 G. should
 H. have to
23. The train from Moscow ... arrive at 5 p.m. according to the time-table.
 E. is to
 F. has to
 G. must to
 H. must
24. I ... see how many people were there because of darkness.
 E. had to
 F. can not
 G. could not
 H. don't can
25. You don't have to read all the books you have, ... you?
 E. haven't
 F. do
 G. don't
 H. have
26. The baby felt bad so the doctor ... for.
 E. sent
 F. send
 G. was send
 H. was sent
27. I hate when I ... at.
 E. am laughing
 F. am laughed
 G. laughing
 H. is laughed
28. Everything professor said ... down by students.
 E. was written
 F. were written
 G. was writing
 H. wrote
29. He has just said he ... to the South next month.
 E. would go
 F. would gone
 G. will go
 H. went
30. My neighbor complained that my dog ... her son.
 E. bites
 F. bought
 G. will bite
 H. bit
31. The professor said that this research work... five years before.
 E. was published
 F. had been published
 G. had published
 H. was publish

32. Last week I failed in my Maths examination , so I ... take it once more.
 E. must
 F. should
 G. had to
 H. may
33. They announced that they got married ...
 E. tomorrow
 F. the day before
 G. yesterday
 H. today
34. I'm not going to visit my cousin on her 20th birthday as I...
 E. was not invited
 F. will not invited
 G. was not invite
 H. will not invite
35. There is no sugar in my coffee. ...you pass me the sugar?
 E. Could
 F. Must
 G. Need
 H. Should
36. At the last competition the first prize ... by our team.
 E. will win
 F. was won
 G. won
 H. will won
37. Our kitchen is equipped ... all modern household appliances.
 E. with
 F. by
 G. of
 H. for
38. This equipment was delivered ... people from the delivery department.
 E. with
 F. by
 G. of
 H. for
39. Nobody lived in that old house, so it ... never ... in.
 E. will ... lived
 F. will ... live
 G. be ... lived
 H. was ... lived
40. The teacher decided to correct students' course papers but it turned out that they ...
 yet .
 E. had not handed in
 F. had be not handed in
 G. had not been handed in
 H. had been not handed in
41. She could not imagine what he ... there.
 E. was doing
 F. does
 G. do
 H. is doing
42. The question was why he ... it at all.

- E. does
 F. is doing
 G. has done
 H. had done
43. I wondered what she had done in my room
 E. a night ago
 F. last night
 G. the previous night
 H. before night
44. Oh, Jane! I didn't think you ... so unkind!
 E. were
 F. are
 G. was
 H. is
45. He told us that you had been very generous
 E. that day
 F. today
 G. now
 H. at the moment
46. Tomorrow I will be very busy so I ... to speak to you.
 E. will not be able
 F. will be not able
 G. can not
 H. not be able
47. One ... be cruel to animals.
 E. does not must
 F. must not to
 G. must not
 H. need
48. I was so surprised when it turned out that my parrot ... speak.
 E. can
 F. is able
 G. could
 H. was able
49. Last year I decided to enter driving courses, but I was very sad because I ... pass exams.
 E. had to
 F. must
 G. have to
 H. must to
50. My father phoned me and asked to meet him at the airport so I ... come there at 5.
 E. was to
 F. am to
 G. must
 H. needn't

Перечень контрольных заданий и (или) вопросов для оценки сформированности компетенции ОПК-1 (контролируемые индикаторы достижения компетенции ОПК-1.1, ОПК-1.2, ОПК-1.3)

1. Выполните пересказ одного из текстов на английском языке и переводите выделенный фрагмент текста на русский язык

-1-

The Sources of Economic Health.

In 1776, new technologies were being invented and applied to the manufacture of cotton and wool, iron, transportation and agriculture in what came to be called "The Industrial Revolution".

Adam Smith was keenly interested in these events. He wanted to understand the sources of economic wealth, and he brought his acute powers of observation and abstraction to bear on this question.

His answer was: a) the division of labour; b) free domestic and international markets.

Smith identified the division of labour as the source of "the greatest improvement in the productive powers of labour". The division of labour became even more productive when applied to creating new technologies.

Scientists and engineers, trained in extremely narrow fields, became specialists at inventing. Their powerful skills speeded the advance of technology. Machines started performing repetitive operations faster, and more accurately than people.

But, said Smith, the fruits of the division of labour are limited by the extend of the market. To make the market as large as possible, there must be no impediments to free trade both within a country and among countries.

Smith argued that when each person makes the best possible economic choice based on self-interest, that choice leads as if by an invisible hand to the best outcome for society as a whole.

-2-

Los Angeles Community Group Fills a Gap in Performing Arts Education

Arts programs have been slashed around the United States because of tight school budgets. In Los Angeles, community organizations including the Hollywood Arts Council have stepped in to help. One such effort runs an after-school program for inner city kids in the heart of Hollywood.

Professional dancers are helping a group of 12-year-olds work on their jazz and hip hop moves.

The Vine Street elementary school is located in the shadow of Hollywood movie studios. It's an immigrant neighborhood, says Shauna McClure, executive director of the Hollywood Arts Council, a non-profit community group.

"They represent a large demographic - Latino population, Armenian, Asian - that all come from very rich cultural legacies. And so we're trying to blend the best of Hollywood and the best of their cultures and give them a little taste of what it's like to participate in the arts," McClure said.

This school is classified as Title 1 under U.S. government guidelines, meaning it has a large number of students from families at or below the poverty line. The arts program, called Project SOAR, offers classes in ceramics, painting, drama and performance in this and seven other local schools. The kids are responsive, says dance teacher Angelina Prendergast.

"They all seem to really love it. Especially after sitting in desks all day, it's really great to see them move. And some people, you can tell they have what it takes to be a dancer, so I'm hoping that they'll continue training," she said.

Barbara Rosenblatt, who teaches nine-year-olds, says the arts are important to a child's development, and especially in this movie industry town.

"For our students to be exposed to the different possibilities of work here in Hollywood, and just to know that there is another world out there," Rosenblatt said.

Only half of the students in Los Angeles public schools will graduate from high school. Others will drop out. Nyla Arslanian is president of the Hollywood Arts Council. She says arts education could motivate them to finish.

"When they are third, fourth grade, they say, oh, I want to be a doctor, I want to be a lawyer, I want to be a fireman. Their world is filled with possibility. As they go through the system, that is diminished little by little by little. And we believe that with the arts, it sets the horizon. There are

things that they can see outside of themselves, and within themselves," Arslanian said.

Theater teacher Melissa Berman says these classes teach important lessons.

"Community, teamwork, the ability to listen, the ability to use all of your natural gifts, whatever they are, through movement, speech, through ideas, to come together with their creativity, with their imagination, and just rock it," Berman said.

The sponsors of the project hope that funding for the arts will be restored to Hollywood's schools. In the meantime, they're trying to fill the gap.

Real-life 'Glee' Chorus Shines

Now in its second season, the TV show "Glee" has struck a chord with audiences in the United States and elsewhere. The story revolves around the members of a high school student chorale group, known as 'New Directions'. Every episode features the actors performing popular songs with complex choreography. Here in the United States, many schools have similar vocal groups.

One of them, Touch of Class in Chantilly, Virginia, is not only celebrating its 25th anniversary, but was also voted America's Favorite Show Choir in a national contest. Since then, it has drawn comparisons to "Glee."

Glenn Cockrell has been involved with the group since the beginning, as choreographer, show designer and - for the last eight years - as its director.

"We do a wide range of music that goes through the whole realm of pop," Cockrell says. That includes Broadway show tunes, jazz, country, and of course rock.

More than a regular choir

The 39 students, ranging from 16 to 18, work hard. This isn't just about singing. In addition to classes with Cockrell, they rehearse after school twice a week for two hours to learn dance moves. Sarah Pramstaller has been their choreographer for the last five years. She was a member of Touch of Class when she was a student here and feels the experience helped prepare her for a career in musical theater. "It is different than performing in musical theater and it is a little different from what happens in New York, but it is a great foundation for singing, dancing, acting, performing in general."

Pramstaller returned to Chantilly High School when she married and started a family. "I wanted to move into more of a director/teacher position. So it was a perfect fit."

Of course few of her students will go on to careers in musical theater, and not all of them even aspire to that.

"I did show choir because my friends were doing it. It was something cool for us to do," says Greg Garcia, 17.

But Julia Holmblad, 18, is in it for the opportunity to perform. "Performing is something you can't do in any other class, and it's something I love to do."

It is rare that a month goes by without at least one performance, but this year has been exceptionally busy for the young performers. "They are getting opportunities that you don't always get. We are going to get to be at the Kennedy Center in Washington, DC, at Constitution Hall," says Cockrell.

National recognition

The group was voted America's Favorite Show Choir in an online competition sponsored by Parade magazine which drew more than 1,000 entries.

Choreographer Pramstaller says there are similarities to "Glee," the popular TV show. "When they show footage from the competition, it is very, very much like that."

But Cockrell says "Glee," with its romantic entanglements and characters who sometimes behave

deviously, is not a true reflection of high school. "We find the music is awesome. It is definitely the kind of stuff we would do in our program. But the story line is something we do not always emulate in the classroom setting."

But "Glee," he says, has definitely given his students a boost by bringing attention to the performing arts programs in the schools. "There are some really great things going on in the schools and we need to support that."

-3-

How to Be Successful

Many people want to achieve success in life, but it's easier said than done. There are so many distractions that it can be challenging to discipline one's self to accomplish a monumental goal. By keeping the following advice in mind, however, you can dramatically increase your chances of becoming successful in whatever you choose to pursue.

Steps

1. **Imagine yourself being successful.** Einstein said that the imagination is more important than knowledge. The more vividly and accurately you imagine your success, the easier it will be for the rest of your self to follow through. The same way engineers first imagine a bridge and then build it, you can be the engineer of your success by dedicating a few minutes every day for the mental movies of your success.

2. **Surround yourself with other people who are successful.** When you're surrounded with people who are highly-driven, it's encouraging. Start with the basics: Willpower, effort, goals, and determination. Whatever you want to accomplish requires all of these.

3. **Define the meaning of success as you see it. You cannot have success if you do not know what it means for you. Everyone views success differently. Set clear goals and be realistic. How will you know when you've achieved your goals? Your standards should be quantifiable, or else you could spend your entire life chasing after a vague goal. For example, let's say you want to be good at your job. You get a promotion, you get a raise, but you still haven't reached your goal because you could always do better, right? You could always get promoted even further, or make even more money. Whatever you have will never be enough. Instead, create benchmarks: "My goal is to increase my productivity by 30% and only be late for work five times per year, at the most." These are quantifiable goals that when achieved, give you a sense of satisfaction and completion, making you feel successful and confident.**

4. **Stay away from Distractions.** There are so many Distractions in this world that you really don't know about. Whenever you are attracted to doing something which is totally not useful or productive, set the least possible time which you can give to that work. Whenever you get carried away by that work, Imagine yourself as a loser with shattered dreams and push yourself away from that work.

5. **Finding the purpose or goal of your life.** Identify the things you love to do, the things that give you satisfaction. Once you identify what you love to do, use this information to find the purpose of your life or the objective of your life. It is equally important to target what you love. Imagine yourself participating in a marathon race despite the fact that your true passion is swimming. What will happen? You might have success in something you dislike, but you won't get satisfaction.

6. **Set a time line on when you want to achieve your objective.** If you don't know when you will achieve your objective then you will never know when you will achieve it.

7. **Identify the things/skills/material needed to achieve your objectives.** For Example, If you want to be a famous speaker, you need a broad vocabulary, subject knowledge, speech writing, voice clarity, presentation skills. This is identifying short term objectives to achieve long term goals.

8. **Identify the skills you need to sharpen and the skills you can outsource.** In the last example in order to become a great speaker you need to improve voice and presentation skills as these are the basic skills needed for a speaker, but if you are lacking speech writing or subject knowledge, you can outsource them to some expert. This is called working smart, many of the great leaders don't write their own speech, They focus on delivering it right.

9. **Execute your small objectives, focus on your main objective.** Yes you need to execute what you thought and you need to start executing your dreams right now (Start with the first step immediately).

10. **Study successful people.** Look around--who has the success that you envision for yourself? What are they doing? How do they approach life? Become their apprentice. Ask them for advice. Spend time around them, if you can. Learn from them.

11. **Take risks.** Step out of your comfort zone. Successful people think big and act big. It can be a scary thing to do, but if you don't, then will you ever be successful? Don't wait for opportunities to fall in your lap. Sniff them out. Successful people make big investments (in their careers, in their businesses, in their education) and all investments involve risk. But don't be reckless. Study your risks, make sure the odds are in your favor, then take a leap. Be bold.

12. **Solve problems.** People who are successful encourage progress by solving problems and answering questions. No matter where you are or what you're doing, look around and try and think of ways you can contribute. What are people struggling with or complaining about? How can you make life easier for them in an effective way? Can you re-design or re-organize some aspect of the situation so that things run more smoothly? Can you create a product or provide a service that fills a critical gap? Be proactive and resourceful.

13. **Be persistent.** Don't give up. If your first attempt didn't work, don't quit. Always keep in mind the following sentence: "If you don't give up, you cannot fail". When asked about his 10,000 failed attempts to develop a storage battery, the prolific American inventor Thomas Edison responded: "I have not failed, I've just found 10,000 ways that won't work."

14. **Remember that success does not guarantee happiness.** Success is equated with the achievement of a goal, but don't assume it will always bring happiness. Many people make the mistake that if they accomplish this or that, they'll be happier, but fulfillment and satisfaction have a lot more to do with how you approach life than with what you do in life. Keep that in perspective.

15. **Gather as much information about anything & everything.** Listen. Study. Understand. Learn. Knowledge is power.

16. **Accept life is unfair, some people are born with disabilities and you need to accept this fact but remember this also gives you unfair advantage.** You can stop wasting time about the unfairness and think how to use the situation for your benefit. Remember Newton could have complained about the Apple falling down the tree could hit his head...but instead he identified the Law of Gravitation and known as The Father of Physics.

17. **Accept Failure, Understand behind every Success there is a Failure...to understand this just think why we invented Aircrafts, because we Failed to fly ourself. Why we need to get a Pay hike, because we failed to buy the things we loved. May be you failed to marry the person you loved but succeed in marrying a person who loved you. Maybe you failed to receive a payhike because you succeeded in getting a new great job leaving the comfort zone of previous job.**

18. **Remove fear and Doubt from your way of thinking, and focus on keeping positivity in every situation.** You will be surprised how your effective-ness multiplies by 10x when your thoughts are guiding your actions, Keeping things simple, and STAYing focused on your goal. Remember, you can be your own best friend or your own worst enemy.

2. Выполните задание по созданию высказываний различной жанровой специфики в соответствии с коммуникативным намерением, нацеленное на развитие навыков межличностного делового общения (несколько кейсов на выбор).

Подготовьте краткое монологическое высказывание на иностранном языке, выражающее Ваше мнение об одной из следующих тем: «Музыка», «Книги», «Моя будущая профессия», «Здоровый образ жизни», «Путешествия»

5 семестр

Перечень контрольных заданий и (или) вопросов для оценки сформированности компетенции УК-4 (контролируемые индикаторы достижения компетенции УК-4.1, УК-4.2, УК-4.3)

Тест

1. Раздел А. Аудирование

Прослушайте текст и передайте полностью его содержание на русском или на английском языке.

2. Раздел В. Чтение и аннотирование.

Прочитайте текст и составьте его аннотацию на английском языке.

Если сегодня спросить любого сотрудника крупной компании, сколько часов в день он обычно проводит на службе, вряд ли услышишь точный ответ. Это неудивительно: современные деловые люди не обращают внимания на время, они ценят бонусы, которые могут получить, взяв дополнительную нагрузку.

Сотрудники, занятые на работе только от звонка до звонка, встречаются теперь только в государственных учреждениях и на заводах. В частных компаниях, в которых уровень зарплат и премии за переработки значительно выше, преобладает другой подход, согласно которому надо много работать, пока есть возможность зарабатывать деньги и продвигаться по карьерной лестнице.

Когда босс заявляет, что в законный выходной придется выйти на работу, мало кто из сотрудников бывает решительно настроен против. Ведь на очередной презентации можно приобрести полезные знакомства. К тому же, начальники зачастую работают не меньше своих подчиненных, и при этом несут основную ответственность за выполнение проекта. Использование новых технологий тоже способствует перегруженности работников. Конечно, с одной стороны, можно не появляться в офисе и уделять равное внимание работе и личной жизни. Но с другой стороны, при вроде бы свободном графике приходится справляться с серьезными физическими и психическими нагрузками.

Впрочем, сами менеджеры не склонны жаловаться на перегрузки, ведь никто не мешает им поискать работу в госучреждении с фиксированным рабочим днем. Но солидное вознаграждение и чувство собственной значимости перевешивают желание проигнорировать очередную внеурочную работу.

3. Раздел С. Лексика

Task C. Complete the sentences choosing the suitable variant.

- He has always ... the highest standards of behaviour from his children.
a. advocated b. criticized c. demanded
- He ... the staff for encouraging the artistic talents of the personnel.
a. acknowledged b. praised c. supposed
- He made a ... remark about her appearance that really upset her.
a. carefree b. careless c. careful
- The girl had a ... accent which was a serious detriment for getting the job.

- a. marked b. impromptu c. lame
5. We want to reach a ... audience that's younger in age.
- a. hostile b. friendly c. target

4. Раздел D. Грамматика

Task A. Complete the sentences with suitable prepositions.

- _____ all significance of written speech, cultures depended _____ spoken words.
- Caroline Reeds is the manager _____ succession _____ Lisa Morton.
- I am reluctant to attribute too much worldly importance _____ what they do.
- She held the hand over her forehead to imply a headache, or something _____ that effect.
- Can an exhausted team rise _____ the challenge of a newly arrived one on Friday?

Task B. Complete the sentences with suitable forms of the words given.

- The flu is a very common _____ disease. communicate
- You should make adequate _____ for your provide
retirement.
- _____ investors were persuaded to part with large sums of credit
money.
- It was a period of the country's _____ in international dominate
cricket.
- The changes to the tax system proved _____ and practice
unrealistic.

Перечень контрольных заданий и (или) вопросов для оценки сформированности компетенции ОПК-1 (контролируемые индикаторы достижения компетенции ОПК-1.1, ОПК-1.2, ОПК-1.3)

1. Выполните реферирование текста

Translate the text:

Corporate Profits Bolster Equity Bulls

Wall Street's S&P 500 ended the week's final session in positive territory as US stocks rallied on high profile earnings from the likes of General Electric, restaurant group McDonald's and Microsoft.

Even though US corporate results are carrying great weight on Friday, the market's main considerations this week have been macroeconomic risks, particularly with regard to the eurozone fiscal problems and global growth.

Another worry for investors is the recent deterioration in US economic data, the latest being Thursday's disappointing housing sales, weekly jobless claims and the Fed's manufacturing numbers. When added to fretting over a slowdown in China this does not provide a particularly rosy backdrop for the purchase of risk assets.

Ah, say the bulls, what about corporate earnings? With more than a fifth of S&P 500 companies having announced their first quarter figures, more than 80 per cent are considered to have beaten expectations.

But bears will argue that those earnings expectations have been cut back so drastically over recent months that bettering them is relatively easy. Indeed companies including IBM, Intel and DuPont have seen shares slide, despite beating earnings expectations, suggesting investors do not see the bar of analyst forecasts as sufficiently high.

2. Выполните задание по созданию высказываний различной жанровой специфики в соответствии с коммуникативным намерением, нацеленное на развитие навыков межличностного делового общения (несколько кейсов на выбор).

Подготовьте краткое монологическое высказывание на иностранном языке, выражающее Ваше мнение об одной из следующих тем: «Жизнь в большом городе», «Мой стиль одежды», «Известная личность, которая может служить примером».

6 семестр

Перечень контрольных заданий и (или) вопросов для оценки сформированности компетенции УК-4 (контролируемые индикаторы достижения компетенции УК-4.1, УК-4.2, УК-4.3)

Тест

1. Раздел А. Аудирование

Прослушайте медиатекст на английском языке и передайте его содержание на русском или английском языке.

2. Раздел В. Чтение и аннотирование.

Прочитайте текст и создайте аннотацию к тексту

Уважаемые господа,

Мы узнали Ваш адрес в Торгово-промышленной палате России, которая порекомендовала Вас как известное агентство, обладающее большим опытом в организации сбыта и продвижения на рынке товаров для дома.

Мы являемся крупным британским производителем высококачественных изделий из стекла. В настоящее время мы хотели бы назначить монопольного агента, который мог бы действовать от нашего имени в России на условиях консигнации. Как нас уведомили в ТПП, Вы располагаете разветвлённой сетью магазинов и демонстрационных залов, где наша продукция может быть представлена с наилучшей стороны.

Как правило, мы предлагаем нашим агентам 5%-ную комиссию с чистых сумм счетов-фактур за товары, проданные при их посредничестве, а также существенные средства для рекламы нашей продукции. Если Вы готовы принять на себя кредитные риски по продажам, сделанным в рамках агентского соглашения, мы будем выплачивать Вам дополнительную комиссию за делькредере в размере 1,5%. Комиссия будет выплачиваться ежеквартально против Вашего счёта. Ежеквартально Вы должны будете отчитываться об объёме продаж.

Прилагаем проект агентского соглашения, составленный нашим юридическим отделом. Надеемся, что в ближайшее время мы сможем окончательно согласовать все условия. С уважением,

3. Раздел С. Лексика

Task C. Complete the sentences choosing the suitable variant.

1. Banks are willing to ... large amounts of money to people starting up businesses.
a. borrow **b. provide** **c. lend**
2. They are not personally liable for debts ... by a partner.
a. incurred **b. produced** **c. reaped**
3. The budget ... sufficient funds for a salary increase after a year.
a. lends **b. provides** **c. raises**
4. They awarded her a ... to study music abroad for one year.
a. deposit **b. grant** **c. pension**
5. My starting ... as a newly qualified teacher wasn't enough to support a family.
a. a. wage **b. salary** **c. fee**

4. Раздел D. Грамматика

Task A. Complete the sentences with suitable prepositions.

1. He acted _____ the assumption that his allies would support him.
2. Two restaurateurs were appointed last week to draw _____ an action plan _____ school food.
3. Their first challenge is to come _____ _____ the plan to enhance business.
4. I've always liked having a television news channel on _____ the background as I work.
5. The chances of any agreement _____ party funding are slim _____ the short term.
6. Recent research has shown that well-educated young professionals are not immune _____ gambling problems.
7. He gradually lost the editorial independence he had been promised _____ the outset.
8. His strategy of sharing the responsibilities with his employers has eventually paid _____.
9. The interests of the citizens should be paramount _____ the town authorities.
10. Weather forecasts prove to be wide _____ the mark, especially at long range.

Перечень контрольных заданий и (или) вопросов для оценки сформированности компетенции ОПК-1 (контролируемые индикаторы достижения компетенции ОПК-1.1, ОПК-1.2, ОПК-1.3)

1. Реферирование

China Cuts Reserve-Requirement Ratio

BEIJING - China cut bank-reserve requirements for the first time in nearly three years, suggesting leaders of the world's second-largest economy see a rising threat from slow global growth.

Some economists were expecting a move in what's known as the reserve requirement ratio by the end of the year. But the timing of Wednesday's move will likely come as a surprise for global markets, underscoring concerns about China's slowing growth trajectory.

The People's Bank of China, China's central bank, said Wednesday it will cut the reserve-requirement ratio for banks by half of a percentage point, the first such cut since December 2008. The cut essentially frees up banks to lend additional money.

The move suggests the government's policy focus is shifting toward promoting economic growth from controlling inflation. China so far has been focused on fighting inflation, tightening constraints on the economy while still continuing to seek steady growth, a scenario economists call a soft landing.

Wednesday's move will take the reserve-requirement rate to 21% for major banks. It will free up around 390 billion yuan (about \$61 billion) in funds for the banks to lend, according to calculations by The Wall Street Journal based on data on bank deposits in October.

2. Выполните задание по созданию высказываний различной жанровой специфики в соответствии с коммуникативным намерением, нацеленное на развитие навыков межличностного делового общения (несколько кейсов на выбор).

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