МИНИСТЕРСТВО НАУКИ И ВЫСШЕГО ОБРАЗОВАНИЯ РОССИЙСКОЙ ФЕДЕРАЦИИ

Федеральное государственное бюджетное образовательное учреждение

высшего образования

«Забайкальский государственный университет»

(ФГБОУ ВО «ЗабГУ»)

Факультет юридический

Кафедра международного права и международных связей

**УЧЕБНЫЕ МАТЕРИАЛЫ**

**для студентов заочной формы обучения**

*(с полным сроком обучения)*

по дисциплине «Практический курс иностранного языка»

наименование дисциплины (модуля)

для направления подготовки (специальности) 42.03.01. Реклама и связи с общественностью

код и наименование направления подготовки (специальности)

Общая трудоемкость дисциплины (модуля) – 5 зачетных единиц.

Форма текущего контроля в семестре – контрольная работа

Курсовая работа (курсовой проект) (КР, КП) –нет.

Форма промежуточного контроля в семестре – зачет/экзамен/зачет/экзамен

**Краткое содержание курса**

|  |  |  |
| --- | --- | --- |
| Модуль\* | Номер раздела | Наименование раздела |
|
| ***2 семестр*** | | |
| 2 | 2.1 | Контрольное задание № 2.  Чтение и перевод профессионально-ориентированного текста |
| 2.2 | Выполнение лексико-грамматических заданий к профессионально-ориентированному тексту |

**Семестр 2**

Форма текущего контроля

Контрольные работы, предусмотренные рабочей программой

Варианты контрольных работ

Студенты, номера зачетных книжек которых оканчиваются на цифры 0, 1, 2, 3, выполняют вариант №1,

Студенты, номера зачетных книжек которых оканчиваются на цифры 4, 5, 6, выполняют вариант №2,

Студенты номера зачетных книжек которых, оканчиваются на цифры 7, 8, 9, выполняют вариант №3.

**Контрольная работа № 2**

**Вариант 1**

**Task 1. Read and translate the text:**

Need for an Internal Department

When a company is beginning to spend a lot of money on advertising it becomes necessary to choose an advertising agency, but the opposite is true with PR. The clients share the specialist services of the advertising agency staff instead of having to employ full-time staff of their own. But when a company has a lot of PR work it may be preferable to handle it through an internal PR department. The consultancy is useful when it does not pay to have an in-house PR department. Consultants can help the internal PR staff when special skills are wanted. PR departments are not better than a PR consultancy. They are different and a large organization will probably use both. But there is another interesting difference. The advertising agency is usually employed for two reasons: it can buy space and broadcasting time economically and it can make creative advertisements. The PR practitioner is more of an all-rounder, adviser and campaign planner. The company is the source of information and creativity for PR practitioner. The more the PR manager knows about the organization the better, for he or she speaks on its behalf. A mass market product manufacturer may spend much on advertising and little on PR. An industrial company may spend little on advertising and invest in PR activities. No two organizations are alike. The important thing is that management should use PR because it needs to communicate with certain publics. The PR impulse must start at the top. Thus a PR department may consist of no more than a PR manager and a secretary, while others will have press officers, a house journal editor, a designer, a photographer and so on. There are also organizations which do not employ a full-time specialist but the responsibility is handled by a marketing, sales or advertising manager. In some organizations PR may be included in the duties of the director or a secretary. However, most local authorities in the UK now have full-time PR staff. Most PR work is conducted outside the consultancy world-the opposite to advertising where agency personnel predominate and that PR departments and staff will be found in numerous non-commercial organizations which never or hardly ever advertise.

**Task 2. Answer the questions to the text:**

1) What are the main principles for the firm to make the right choice of advertising agency?

2) What goal does an advertising agency pursue?

3) What is the staff of PR department?

4) What are the duties of PR manager?

5) Where is PR work practiced most of all?

**Task 3.Write if the statements are true or false:**

1) When a company spends a lot of money on PR manager it is time to handle it by an advertising manager.

2) The clients of advertising agency share specialist services of the advertising agency staff.

3) It may be preferable to handle PR work through an internal PR department when a company has a lot of PR work.

4) Large department stores and big travel agencies need expensive advertising staff all the year round.

5) The consultancy is useful when special skills are wanted.

6) Consultants can help when a big travel agent does not have an expensive staff.

7) PR departments are not better than a PR consultancy.

8) A large organization will never use consultancy.

9) Advertisement agency can buy advertisement space cheaper.

10) The PR impulse must start in the advertisement agency.

11) The PR department may consist of no more than a PR manager and a secretary.

**Task 4. Make up the sentences with the following words:**

news release, publicity, merchandise, misprint, above-the-line, branding, minority agency, motivation value, teaser

**Task 5. Fill in the gaps with the prepositions:**

The PR Department was responsible … managing the brand’s social media activities. In addition to supporting marketing initiatives, the PR Department created ongoing original content, developed creative contests and connected … strategic partners to engage and increase followers ….. both Facebook and Twitter. In May 2011 the team launched a “Mother Knows Best” contest …. Facebook, asking Canadians to post the most memorable advice their mother passed down. Within hours, hundreds of sentimental, humorous and witty comments were submitted with fans inviting friends to participate and join the discussion. Relying entirely ….social media channels and with no advertising budget, T-fal Canada’s Facebook page gained thousands …. new fans and achieved 400,000 unique page views in less than one week.

**Task 6. Translate the text into English:**

Отсутствие PR-службы, корпоративного PR-департамента, можно объяснить недостатком средств, однако, как правило, роль PR в деле повышения конкурентоспособности компании попросту недооценивается. Между тем, корпоративный PR-департамент обладает рядом преимуществ по сравнению с агентствами, привлекаемыми для проведения разовых мероприятий. Существующий на постоянной основе в составе компании, корпоративный PR-департамент располагает штатом сотрудников -служащих компании, которые отлично осведомлены о деятельности компании «из первых рук», разбираются в производственной специфике, технологиях, внутрикорпоративной системе коммуникаций, взаимодействуют с руководством компании и топ-менеджерами, принимающими стратегически важные решения. При этом корпоративный PR-департамент всегда «под рукой» - в случае необходимости и руководство, и другие структурные подразделения компании без задержек могут обратиться к его сотрудникам, а наличие таких внутренних коммуникаций еще больше способствует повышению уровня их компетенции. Содержание корпоративного PR-департамента обходится компании дешевле, чем вознаграждения агентствам, а уровень эффективности его работы за счет «встроенности» в структуру компании гораздо выше.

**Контрольная работа № 2**

**Baриант 2**

**Task 1. Read and translate the text:**

Studying the Press

“Knowing about the media – knowing how to work with each medium, produce content for each, meet the deadlines for each, write in specific style, and address each medium’s audience – is a major part of many PR practitioners’ job. Practitioners responsible for dealing with media and media gatekeepers must build and maintain relationships of two-way respect and trust.” It is necessary to understand how newspapers and magazines are published and how radio and television programs are produced. This can be done partly from the outside by researching publications and by analyzing broadcast programs. Visits to publishers, printers and studios are also very important. Very often, better understanding of the media can be achieved by telephoning journalists and editors and asking them questions about the latest deadlines for stories. This is all part of the PR manager’s job . If the PR practitioner cannot carry out the task, he or she will make mistakes such as sending a news release to a publication after it has been printed. Here is the summary of what the PR practitioner needs to know about the press:

• The editorial policy- the journal’s philosophy and the kind of material it prints. For example, does the newspaper regularly print brief details of business appointments?

• Frequency of publication - daily, weekly, fortnightly, monthly, quarterly, annually.

• Copy date- what is the last date or time to supply material for the next issue? This depends on frequency and printing process.

• Printing process- with what technology is the journal being printed?

• Circulation area- is it international, national, regional, urban or suburban, and in the case of regional press- what part of the region does it cover?

• Readership profile- what type of people read the journal - sex, job, special interests, and nationality.

• Distribution method- book store or newsstand (retail), subscription (mailed), free newspaper (door-to-door), by request.

**Task 2. Answer the questions to the text:**

1) How you can prove that media is a major part of the PR practitioner’s job?

2) What is critical in PR promotion through newspapers and TV programs?

3) What is the connection between PR manager, journalist and editor ?

4) What is a continuous job of PR manager?

5) What makes PR manager professional?

6) What is the editorial policy?

7) What types of frequency of publication are mentioned in the text?

8) What is the copy date?

9) What is a circulation area?

10) What distribution methods are mentioned in the text ?

**Task 3. Write if the statements are true or false:**

1) It is necessary to understand how magazines are researched.

2) Visits to publishers, printers and studios are not very important.

3) Better understanding of the media can be achieved by calling journalists and editors and asking them questions about their media.

4) Frequency of publication can be only daily, monthly and annually.

5) Readership profile tells PR manager what kinds of people read, listen or watch the medium.

6) Among the distribution methods are retail, mailed and door¬-to-door delivery.

**Task 4. Finish the sentences:**

1) It is necessary to understand how newspaper and magazines are………

2) Visits to publishers, printers and studios are ………………………..….

3) Better understanding of the media can be achieved by………………..

4) The editorial policy is …………………………………………

5) Copy date is the last………………………………………..

6) Readership profile is what sort of…………………………….

7) Methods of distribution can be……………………………

**Task 5. Fill in the blanks with the articles where necessary.**

Public relations is …. lifeblood of any company. Whether …..company is public or private, profit or nonprofit, its reputation will determine its ultimate success. Instant worldwide communications make it more important than ever to manage …. company’s image and control how ….company interfaces with its customers. Public relations failures can seriously undermine … effectiveness of management and compromise company credibility. To keep things running smoothly, the public relations manager must wear many different hats: that of ….journalist, marketer and sociologist.

**Контрольная работа № 2**

**Вариант 3**

**Task 1. Read and translate the text:**

How to achieve Good Press Relations

Among principles how to achieve good press relations are:

• By helping the media PR practitioner will be able to cooperate with the media. He or she will create a two-way relationship.

• By establishing a reputation for reliability. Accurate material should be supplied where and when it is wanted. Journalists will then know the best sources of accurate information and two-way relationship will be cemented.

• By supplying good copy. For instance, supplying good properly captioned interesting pictures. News releases should need little rewriting.

• By cooperation in providing material. For example, arranging press interviews with management when requested.

• By providing information. For example, allowing journalists to see things for themselves.

• By establishing personal relationships with the media. These should be based on frankness and mutual professional respect.

Conflicting responsibilities and different loyalties.

The last point deserves a little discussion. It has to be acknowledged that the PR specialist and the journalist have different and sometimes contradictory jobs. The PR practitioner’s first responsibility is to the client or employer, if this does not contradict professional ethics, the law and the public interest. The PR practitioner’s job is to carry out the agreed PR programs, the aim being to gain maximum knowledge and understanding of the client’s or employer’s organization, products or services. The journalist’s first responsibility is to the publisher, whose policy he or she must follow. It can be that what readers want to read and listeners want to hear and viewers want to watch is not what the PR practitioners want to publish or broadcast. Disasters are often more exciting than successes and most audiences want to watch entertainment stories rather than serious news.

**Task 2. Answer the questions to the text:**

1) What are the principles to achieve good press relations ?

2) What reputation must PR practitioner create? What is important to know about a high reputation?

3) What is a press release?

4) What principles must be in personal relationships with media?

5) What news releases are most attractive for readers and listeners?

**Task 3. Write if the statements are true or false:**

1) PR specialist should create a two-way relationship with journalists.

2) Accurate material should be supplied where it is wanted when the PR manager wants.

3) The best way to cement two-way relationships is to be the best source of accurate information.

4) All news releases supplied should need little rewriting.

5) Arranging press interviews with management is a duty of PR manager.

6) Journalists can request news releases.

7) Two-way communication can be achieved by building personal relationships with the media.

8) PR specialist and the journalist have the same responsibility to entertain the public.

9) A journalist is responsible for the PR specialist.

10) Most audiences like serious news rather than entertainment.

**Task 4. Finish the sentences:**

1) By helping the media PR practitioner will be able to…………………

2) Accurate material should be supplied where …………………

3) News releases should need little……………………………

4) Personal relationships with the media should be based on………………

5) PR specialist and the journalist have different and sometimes……………

6) The PR practitioner’s job is to………………………………..

7) The journalist’s first responsibility is to………………………

**Task 5. Fill in the blanks with prepositions:**

Public relations is a term that is widely misunderstood and misused to describe anything \_\_\_\_\_ selling to hosting, when in fact it is a very specific communications process. Every company, organization, association, and government body deals \_\_\_\_\_ groups of people affected\_\_\_ what that organization does or says. They might be employees, customers, stockholders, competitors, suppliers, \_\_\_ just the general population of consumers. Each \_\_\_ these groups may be referred to as one \_\_\_ the organization’s publics. The process \_\_\_ public relations manages the organization’s relationships \_\_\_\_\_\_ these publics.

**Task 6. What is the difference between:**

a) Write-off and write-up?

b) Youth market and youth program?

c) Well-run and well-timed?

d) Waste circulation and waste coverage?

e) Off-air channel and channel loyalty?

**Форма промежуточного контроля**

**2 семестр**

**Экзамен**

К экзамену должна быть подготовлена и защищена контрольная работа.

Экзамен состоит из 2 вопросов:

1) чтение и перевод профессионально-ориентированного текста

2) письменные лексико-грамматические задания по тексту;

Оформление письменной работы согласно МИ 4.2-5/47-01-2013. Общие требования к построению и оформлению учебной текстовой документации

**Учебно-методическое и информационное обеспечение дисциплины**

**Основная литература**

1. Борисенко И.И. Английский язык в международных документах: право, торговля, дипломатия : учеб. пособие / Борисенко Инна Ивановна, Евтушенко Людмила Ивановна. - Киев : Логос, 2007. - 480с.

2. Курс английского языка для студентов I курса факультета международных отношений = Abiding by Law. Ч. 5 / Ястребова Елена Борисовна [и др.]. - Москва : МГИМО-Университет, 2007. - 110 с.

3. Курс английского языка для студентов I курса факультета международных отношений = The Glorious Past : В 2 ч. Ч.1 / Ястребова Елена Борисовна [и др.]. - Москва : МГИМО-Университет, 2006. - 111 с.

4. Курс английского языка для студентов I курса факультета международных отношений = The Turbulent Present : В 2 ч. Ч.2 / Ястребова Елена Борисовна [и др.]. - Москва : МГИМО-Университет, 2006. - 105 с.

5. Курс английского языка для студентов I курса факультета международных отношений = The Obscure Future. Ч.3 / Ястребова Елена Борисовна [и др.]. - Москва : МГИМО-Университет, 2006. - 101 с.

6. Курс английского языка для студентов I курса факультета международных отношений = The Rich and the Poor. Ч.4 / Ястребова Елена Борисовна [и др.]. - Москва : МГИМО-Университет, 2006. - 98 с.

7. Курс английского языка для студентов I курса факультета международных отношений = Abiding by Law. Ч.5 / Ястребова Елена Борисовна [и др.]. - Москва : МГИМО-Университет, 2006. - 110с.

8. Нехаева Г.Б. Английский язык для делового общения = Business english in practice : учебник / Нехаева Галина Борисовна, Пичкова Вероника Петровна. - Москва : ТК Велби : Проспект, 2007. - 456 с.

9. Ястребова Е.Б., Кравцова О.А., Крячков Д.А., Владыкина Л.Г. Курс английского языка для международников и регионоведов (в 6 частях). М.: МГИМО.- Университет, 2006.

**Дополнительная литература**

1. Барановская Т.В. Грамматика английского языка. Сборник упражнений: Учеб. пособие. – Язык англ., русский. – Киев: ООО «ИП Логос», 2002. – 368 с.

2. Гаврилов А. Н. Английский язык. Разговорнаяречь. Modern american english. Communication gambits : учебник и практикум для вузов / А. Н. Гаврилов, Л. П. Даниленко. — 2-е изд., испр. и доп. — М. : Издательство Юрайт, 2017. — 143 с.

3. Комарова А.И. Английский язык через культуры народов мира : учебник / Комарова Анна Игоревна, Окс Ирина Юрьевна, Колосовская Виктория Владимировна. - Москва : Высшая школа, 2008. - 470с.

4. Меняйло В. В. Академическое письмо. Лексика. Developing academic literacy : учебное пособие для бакалавриата и магистратуры / В. В. Меняйло, Н. А. Тулякова, С. В. Чумилкин. — 2-е изд., испр. и доп. — М. : Издательство Юрайт, 2017. — 240 с.

5. Цибуля Н.Б. Английский язык: Устные темы: Страноведение / Цибуля Надежда Борисовна. - Москва : Иностранный язык : Оникс, 2002. - 400 с.

6. Скорлупкина И.А. Английский язык: универс. справ. / Скорлупкина Ирина Александровна. - Москва : Проспект, 2009. - 96 с.

**Базы данных, информационно-справочные и поисковые системы\***

1. Словари английского языка и другие ресурсы для изучающих английский язык. http://www.study.ru

2. Словари английского языка, тезаурус, система машинного перевода. http://www.dictionary.com

3. Ресурсы и материалы BBC. http://www.bbc.co.uk/home/today/index.shtml

4. Click UK – портал для изучающих культуру Великобритании. http://clickuk.ru

5. English Online – ресурсы для изучения английского языка. http://www.englishonline.co.uk

6. TESOl on-line activities - интерактивные задания для изучающих английский язык (одноязычные и двуязычные, в том числе русско-английские).http://a4esl.org/

7. ESL CAFE – портал для студентов и преподавателей: грамматика, тесты, идиомы, сленг, переписка и т.п.http://www.eslcafe.com

8. English Forum – сайт для изучающих английский язык с разделом делового английского.http://www.englishforum.com

9. Karin's ESL PartyLand - сайт для студентов и преподавателей.http://www.eslpartyland.com

10. Раздел по английскому языку на сайте Эвы Л. Истон. http://eleaston.com

11. Английский язык.ру Тестирование и интерактивные уроки английского.http://www.english.language.ru

12. Hello-online! (электронный журнал для изучающих английский язык и преподавателей).http://www.hello-online.ru

13. Тесты по английскому языку на сайте Каталог образовательных программ.http://kop.ru

14. Энциклопедия «Британника».http://www.britannica.com

15. Ресурсы для учащихся (фонетика, грамматика, лексика, идиомы, аудирование, говорение, письменная речь, чтение, деловой английский язык, международные экзамены TOEFL/TOEIC) и преподавателей (учебные материалы, планы уроков, тесты и др.)http://www.eslgold.com

16. Тестовые, справочные материалы по английскому языку http://www.study.ru/

17. Грамматика английского языка http://www.mystudy.ru

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