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) – 3 зачетные единицы.

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 |
|
| ***4 семестр*** | | |
| 4 | 4.1 | Контрольное задание № 4.  Чтение и перевод профессионально-ориентированного текста |
| 4.2 | Выполнение лексико-грамматических заданий к профессионально-ориентированному тексту |

**Семестр 4**

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 № 4**

**Вариант 1**

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

The News Release

Newsworthiness means that information promises to be of interest to readers and is worth publishing. These standards should always be used by the PR specialist to test all news releases, pictures and all press events organized. The questions to ask are: is this story worth printing, will this picture improve the page, why should journalists waste their time to attend this press party? The PR practitioner must be his or her own judge of newsworthiness. A news release creates an image of the organization in the eyes of the editors. However, all over the world, nothing is done worse in PR than the writing of news releases. Editors everywhere are very disappointed by the quality of the releases they receive. This can be harmful to press relations as well as forming a bad impression of the sender’s organization. This is a pity because it is not difficult to write releases that earn the praise of the editors. A good news release should tell the story as the journalist would have written it. It should not begin with “We are proud to announce” nor contain self-praise. A news release must not read like an advertisement. The easiest way to learn how to write a news release is to read a newspaper. Very few of the releases received by editors resemble the reports printed in the media.

Good presentation.

Four things make press relations better:

• Releases should be written in the style used by journalists, which is quite different from essay-writing of an answer to an examination question or the writing of feature articles. Good ones often appear below the by-lines of journalists who are happy to accept PR stories as their own.

• The release must have a professional look and without mistakes.

• Releases should be appropriate to the journals to which they are sent. There is no point in sending the life story of a business person to newspapers which print only two-line notices of new appointments. Releases should be sent to selected journals in sufficient time for the story to be printed. The editors will be annoyed by receiving a good story too late to print. They will be critical of PR manager who was not paying attention to the deadlines.

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

1) What is newsworthiness?

2) What questions are important to ask when PR specialists test all news releases?

3) What makes the editors disappointed and annoyed ?

4) What is the easiest way to write a news release?

5) What are the four things to make press relations better?

6) What is said about the time to send news release?

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

1) Newsworthiness means that press relations are good.

2) All PR specialists should judge their news releases, pictures and press events on newsworthiness.

3) A news release creates an image of the organization.

4) Nothing is done worse in PR than self-praise.

5) Sending news release of bad quality can be harmful to press relations.

6) It is not difficult to write releases that earn the praise of the editors.

7) A good news release should tell the story of success.

8) The easiest way to learn how to write a news release is to read a newspaper.

9) Very few of the releases received by editors need rewriting.

**Task 4. Finish the sentences :**

1. The questions to ask are: is this story worth printing, ……………?

2. Editors everywhere …………………………………………………

3. It should not begin with………………………………………………

4.Releases should be written……………………………………………

5. There is no point in…………………………………………………

6. The editors will be…………………………………………………..

7. The release must……………………………………………………. .

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

1. A news release creates an image of the organization in the eyes of the editors.

2. This can be harmful to press relations as well as forming a bad impression of the sender’s organization.

3. It should not begin with “We are proud to announce” nor contain self-praise. 4. 4. Very few of the releases received by editors resemble the reports printed in the media.

5. Releases should be sent to selected journals in sufficient time for the story to be printed.

**Task 6. Translate into English:**

1) Термин «новостная значимость» обозначает, что эта информация обещает быть интересной для читателей или зрителей.

2) Этот материал достоин быть напечатанным?

3) Эта фотография сделает страницу более привлекательной?

4) Специалист PR должен быть сам себе судьей новостной значимости.

5) Плохой пресс-релиз вредит отношениям с прессой, формируя негативное впечатление о фирме.

6) Пресс-релиз должен создавать имидж организации в глазах редактора.

7) Совсем несложно писать пресс-релизы, которые заслуживали бы похвалу редакторов.

8) Хороший пресс-релиз должен рассказывать историю так же, как если бы журналист писал ее.

9) Очень немногие пресс-релизы, получаемые редакторами, напоминают материалы, которые публикуются в прессе.

10) Пресс-релизы должны соответствовать изданиям, в которые они посылаются.

**Контрольная работа № 4**

**Вариант 2**

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

Sweaty palms, uncontrollable nerves, a quavering voice, these are some symptoms of public speaking fear. Public speaking is the number one fear in most people especially those novices, the number two would be fear of dying for most people. So many people get stressed out at the thought of speaking in public that many of us would like to avoid this problem entirely but this is hard to do. If you are a small business owner, or as part of your current job you are expected to provide presentations to others, then you need to get over your fear of public speaking. If we want to be leaders or achieve anything meaningful in our lives, we will often need to speak to groups, large or small, to be successful. The big secret behind the truth about public speaking is: if you keep just a few key principles in mind, speaking in public will soon become an invigorating and satisfying experience for you. So here are some tips for great public speaking:

Relax – remember the audience are there to hear what you have to say. They are looking forward to what it is you are doing to deliver. They want you to succeed, therefore they are behind you.

Realize – it is not about you – remember, the essence of public speaking is to give your audience something of value. The audience are there to hear the message you are going to deliver. The purpose of public speaking is not for you to get something out of it from your audience. It is about YOU giving useful information to your audience.

Speak in simple terms – you don’t have to make it overly complicated, just get your message across in terms appropriate to the audience’s needs. All you need are two or three main points to convey to your audience.

Don’t preach – instead try to engage with them, they will warm to you and interact in a positive way. Inject a little humour or tell a story – if being funny feels comfortable to you, go for it; it usually works and breaks the ice letting the audience warm to you. Or if humour is not appropriate then tell a story that is relevant to the topic at hand. People tend to engage well with stories of meaning and if they have some personal bearing to you, the audience gets a feeling of what you are like as a person, therefore you are engaging.

Be optimistic – visualize in your head beforehand what a successful speech will look like and imagine yourself giving it. The audience is your ally – remember that they want you to succeed. Nothing hits the gut more than watching a public speaker crash and burn, so know that the audience is rooting for you.

Don’t apologize – begging forgiveness from the audience only draws attention to your failure, and chances are they didn’t notice a wrong word or a quick verbal stumble, so don’t feel the need to say sorry.

Focus – a great public speaker is one who delivers the message with little attention drawn to himself. Focus on what you wish to present.

Hope these tips help you out when you next have a presentation or talk you have to do publicly. You will have noted that I didn’t mention “practice”; normally when you practice too often it tends to come out worse, instead carefully look at what message you are going to deliver and write down your key points that you want to get across. If the subject is something you are well versed on, you should have no problem delivering your message, so go out there and break a leg!

**Task 2. Answer the questions:**

1. What are the symptoms of public speaking fear according to the text? What other symptoms do you know?

2. Why do people get stressed out at the thought of speaking in public?

3. In what spheres do you need to talk to various groups of people?

4. Do you agree that an audience is interested in what you are going to deliver? Why?

5. What ways of engaging with the audience can you name?

6. What is it that the public speaker should never do?

7. Why does the author think that practice is unnecessary?

**Task 3. Explain or paraphrase the following:**

1. symptoms of public speaking fear

2. an invigorating and satisfying experience

3. they are behind you

4. to inject a little humour

5. to break the ice

6. personal bearing

7. to hit the gut

8. it tends to come out worse

9. to be well versed on

10. go out there and break a leg

**Task 4. Find in the text words and word combinations that mean:**

1. to establish contact with somebody in an attempt to understand them

2. a mistake when speaking or playing music

3. closely connected with something, appropriate in the circumstances

4. suitable, acceptable or correct in the circumstances

5. to begin to like somebody

6. to give somebody strong advice on morals, behavior etc, especially in the annoying way

7. to make ideas, feelings etc known to another person, to communicate something to somebody

8. difficult to understand or explain because there are many different parts, aspects or people involved

9. that which makes a thing what it is, the most important quality, feature or characteristic of smth

10. feeling more lively and happy

11. a person who is new or has little experience in a job or situation

**Task 5. Match the verbs with their definitions:**

1. to get over a. to give smb your support

2. to get out of smb b. to find a way of dealing with a difficult situation or a problem

3. to look forward to c. to have as a result of something

4. to get something across d. to persuade smb give it you even though they don’t want to

5. to go for something e. to want smth to happen because you expect to enjoy it

6. to help somebody out f. to choose smth or aim to achieve it

7. to root for smb g. to do somebody a favour

8. to come out h. to succeed in making other people understand

**Контрольная работа № 4**

**Вариант 3**

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

How to Build a Stronger Brand Image through Public Relations

What Is A Brand Anyway?

The term “branding” is a pretty common word in business circles these days, but if you’re not involved in advertising, marketing or public relations, I wouldn’t be surprised if you find its meaning to be a bit hazy. One person might claim that a company’s logo is its brand. Another might insist that you can’t have a real brand without a slogan. Still another might assert that branding is about communicating the company’s mission. These are all components of a brand, but they don’t capture the whole package. Not by a long shot. In reality, a brand is much more than a single image or string of words. A brand is not tangible. A successful brand lives in the minds and hearts of your customers. It is all of the things they think of when they think of your company or your product. Almost anything can be branded – manufactured goods, a service, a location, even a person. Elvis. Paris Hilton. Amsterdam. Las Vegas. IPod. Rolex. Fed-Ex. Kleenex. These are all established brands. For most people, they bring very specific images to mind. The most successful brands hold a powerfully positive position within our psyche. Think Disney. What immediately comes to mind? For me, it is family values, happiness, quality, a place where fantasies come to life. Disney is one of the world’s most recognizable brands. The company started with a good product that had strong appeal: wholesome entertainment that enables the young and young at heart to enter a world of fantasy. The company built, and continues to build, its brand through an integrated approach utilizing advertising, marketing and public relations. Do you remember the “We’re Going to Disneyland” TV ads featuring Superbowl MVPs and other sports stars? This long-running ad campaign created a lot of excitement for the Disney brand. Or how about the 10-year exclusive marketing partnership Disney forged with McDonald’s in 1995, enabling Disney to promote its brand and the products associated with it in 30,000-plus McDonald’s restaurants? The company has also been very successful in utilizing public relations to generate coverage for the Disney brand. Since the opening of its first theme park in the early ‘70s, it has treated reporters to a VIP preview of new parks, rides and other offerings through a special media day. These events attract hundreds of journalists from around the world and generate lots of press coverage. The strength of the Disney brand has helped the company successfully ride out the storm during turbulent times. You might remember the Big Thunder Mountain Railroad accident in 2003, or most recently, the downfall of Michael Eisner. Thanks to savvy crisis management and its Teflon-like brand, the company’s image and bottom line sustained no long-term damage despite the negative media coverage generated by these events.

**Task 2. Write if these statements are true or false:**

1. A brand is a company’s logo.

2. Branding is about communicating the company’s mission.

3. A successful brand lives in the minds and hearts of your customers.

4. Disney brand couldn’t overcome the storm during turbulent times.

5. Savvy crisis management caused negative media coverage.

**Task 3. Use these word expressions to make up your own sentences:**

1. To communicate the company’s mission

2. Not by a long shot

3. To be branded

4. To hold a powerfully positive position within smb’s psyche

5. To be one of the world’s most recognizable brands

6. To build the brand through an integrated approach utilizing advertising, marketing and public relations

7. A long-running ad campaign

**Task 4. Fill in the blanks with prepositions:**

1. The term “branding” is a pretty common word ---------- business circles these days, but if you’re not involved ---------- advertising, marketing or public relations,

2. These are all components --------- a brand, but they don’t capture the whole package.

3. The company started --------- a good product that had strong appeal: wholesome entertainment that enables the young and young at heart to enter a world of fantasy.

4. The company has also been very successful -------- utilizing public relations to generate coverage -------- the Disney brand.

5. --------- most people, they bring very specific images to mind.

5. Thanks -------- savvy crisis management and its Teflon-like brand, the company’s image and bottom line sustained no long-term damage despite the negative media coverage generated ------- these events.

**Task 5. Finish the sentences :**

1. In reality, a brand …………………………………………………….. .

2. Almost anything can be branded – …………………………………… .

3. The company DISNEY built …………………………………………... .

4. The company has also been very successful…………………………… .

5. The strength of the Disney brand ……………………………………… .

6. Thanks to savvy crisis management…………………………………….. .

**Task 6. Give English equivalents for the following:**

1. Успешное антикризисное управление

2. Приходить на ум

3. Семейные ценности

4. Узнаваемый бренд

5. Входить в мир фантазий

6. Продвигать бренд

7. Привлекать журналистов

8. Длительная рекламная кампания

**Task 7. Answer the questions :**

1. Why is the meaning of the term “branding” a bit hazy?

2. What can be told about a successful brand?

3. What can be branded?

4. What is the position of the most successful brands within our psyche?

5. What did the company DISNEY start with?

**Форма промежуточного контроля**

**4 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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подпись

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подпись