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ИНОСТРАННЫЙ ЯЗЫК

Методические указания по организации самостоятельной работы
студентов направления подготовки 38.03.04 Государственное и
муниципальное управление

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Методические указания составлены на основании рабочей программы дисциплины, соответствующей плану направления подготовки 38.03.04 Государственное и муниципальное управление, и рекомендованы к применению в учебном процессе на заседании кафедры международных отношений и государственного управления.

Методические указания ориентированы на обучение грамматической стороне речи английского языка, на основе применения рационального подхода. Методические указания включают опорные грамматические таблицы, предназначенные для систематизации и обобщения изученного грамматического материала, а также систему упражнений коммуникативного характера и комплекс грамматических упражнений.

Многочисленные и разнообразные по форме и содержанию упражнения, содержащиеся в данных методических указаниях, могут быть использованы в ходе аудиторной лабораторной работы студентов.

Предназначено для студентов, обучающихся по направлению подготовки 38.03.04 Государственное и муниципальное управление.

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ВВЕДЕНИЕ

В наше время изучение иностранных языков является очень важным аспектом жизни современного человека. Владение иностранными языками дает нам возможность знакомства с культурой и традициями других стран, способствует развитию мышления, воображения и памяти. Эти знания необходимы для эффективного взаимодействия государств друг с другом во многих сферах жизни (науке, политике, культуре, искусстве и т.д.). Владение иностранным языком в наши дни – одно из условий профессиональной компетенции.

С развитием международных деловых контактов, освоением новых зарубежных технологий и расширением профессионального сотрудничества с иностранными специалистами возросла потребность отдельных регионов России в специалистах, владеющих иностранными языками. Эти специалисты требуются все большему числу компаний и учреждений, и имеющийся спрос на языки обуславливает открытие курсов иностранных языков, лингвистических центров и других учебных заведений, предлагающих услуги по обучению иностранным языкам.

Цель преподавания дисциплины «Иностранный язык»: повышение исходного уровня владения иностранным языком, достигнутого на предыдущей ступени образования, и овладение студентами необходимым и достаточным уровнем коммуникативной компетенции для решения социально-коммуникативных задач в различных областях общебытовой и профессиональной деятельности при общении с зарубежными партнерами, а также для дальнейшего самообразования.

Задачи изучения дисциплины «Иностранный язык»:

- обучить знаниям национальной культуры, а также культуры общения стран изучаемого языка;
- обучить знаниям языковых средств и формирование адекватных им языковых навыков, в таких аспектах как фонетика, лексика и грамматика;
- сформировать иноязычные речевые умения устного и письменного общения;
- сформировать умение пользоваться словарно-справочной литературой на иностранном языке;
- ознакомить с основами перевода литературы по специальности.

Topic 1. Вводно-коррективный курс по речевому этикету

Ex.1 Read and translate the text

What is speech etiquette in all its variety of stylistic options? In a narrow sense, it is a formula which provides adoption in a particular field that ensure inclusion in the speech contact, maintenance of communication in the chosen style among people. In a broad sense, these are all rules of speech behavior, all speech permits and prohibitions related to the social characteristics of the speakers and the environment, on the one hand, and stylistic resources of the language on the other. Speech etiquette sets the framework of speech rules within which meaningful communication should take place. However, even the use of conventional formulas requires sincere, friendly attention to the interlocutor. Speech etiquette is an important element of any national culture. In language, speech behavior, stable formulas of communication were made from a rich national experience, originality of customs, a way of life, conditions of life of each people. Speech etiquette is a set of verbal forms of courtesy, which you simply cannot do without it. As a complex musical instrument we play, referring to their friends, relatives, colleagues, passers-by. We include one or another list of communication, choose one or another style in the diverse conditions of complex speech interactions. We use the inexhaustible riches of our language. The national specificity of speech etiquette in each country is extremely bright, because the unique features of the language are superimposed on the features of rituals, habits, everything accepted and not accepted in behavior, allowed and prohibited in social etiquette.

Ex.2 Answer the following questions:

1. Could you give examples of steady conversational formulas of greeting?
2. Is it polite to ignore the person you've just met?
3. Why is it important to seem interested in a new acquaintance?
4. How does an average person behave when someone is introduced to him / her at a party?
5. Where do young people usually get acquainted?

Topic 2 Моя семья

Ex.1 Read the following storie

I'm Callum, and I live with my parents in Cambridge, in the east of England. We moved here when I was five because of Dad's job, but my mum comes from the north of England, and Dad comes from Scotland. I've got a grandma in Edinburgh and a granddad in Yorkshire. And I've got two cousins who live near London, because that's where Dad's sister and her husband live. We see my cousins about three times a year, and we go up to Edinburgh every New Year, but I can't remember when I last saw my

granddad in Yorkshire. He always sends me presents, though!

Project

Do you have a family? Is your family big or small? Do you all live together? Do you remember your great-grandparents? Are you a close family? Tell about your family. To make your story more vivid, draw your family tree. Present your project to the group mates.

Topic 3. Мои интересы и увлечения

Ex.1 Read the following stories and say

«What do you like to do with your free time? Do you prefer to relax or to be active»?

- Who am I? Well, that's simple, I am keen on arts – music, theatre, museums and I also love to dance and keep myself fit. I like walking in the countryside where I do most of my thinking.
- I'm mad about all sports associated with water - sailing, diving, surfing.
- Snow skiing in the French Alps is a must annual holiday for me – I am ready to teach a 'first-timer'. I love cooking and entertaining. Going out to the theatre, ballet or opera is another sphere of my interests.
- I love socializing, going out for meals, travelling, or quiet nights in with a good film snuggled up on the couch - preferably not on my own.
- My interests are cultivation of flowers, talking over the phone and swimming.
- I'm crazy about shopping, fashion, design of wear.
- There are many things I would like to deal with. I like reading and watching good films, as well as opera and jazz. I am extremely fond of dancing, painting and art. I like acute senses and beauty of nature, communication and travelling.
- I'm interested in cooking, reading and travelling very much. I have visited already some countries, but I hope to visit much more. I adore cars and driving, long walks with my friend and of course, music.
- I'm keen on driving. I go to fitness-club and study foreign languages.
- I am fond of reading books, sport, travelling. I speak English not very good but I try to do my best.
- I love to go to the movies, theatres, concerts, art museums. I enjoy nature and hiking, travelling, sport. I like moonlight walks, candle light dinners.
- I like lots of things - I like to socialize as it helps me to understand life and other people better, I like travelling as it broadens my outlook, I like people, animals, different types of music, cinema, theatre, watching sporting events. I love spending time with small children and I'm interested in psychology.
- I go in for sports (jogging, mountain climbing, shooting), learn languages, love to explore culture and history of other countries, good literature, movies, rock'n'roll, blues. I like all kinds of outdoors.

Topic 4. Внешность и характер

Ex.1 Read the following information and answer the questions

If there is nothing particular in one's appearance we call it common. To characterize somebody's appearance in a negative way we use the words *plain* or *ugly*. When we ask for a description of a person we do not know we say: *What does she (he) look like?* or *What is she (he) like?* If we speak about a person whom we know but have not seen for a long time, we say: *How does she (he) look like?* If a person *resembles* (*bears resemblance to*) somebody we say: *He looks like his father* or *He takes after his father*.

Twins are usually *alike as two peas (in a pod)*, but sometimes they are *alike as chalk and cheese*.

We say that a person *looks his age* when he looks neither older nor younger than he is in reality. But if he *looks younger* or older we say: *He looks young (old) for his age*. When the person looks younger than he is we say that he is *well-preserved*. When a person takes great care of his appearance we say that he is *well-groomed*.

During life we *get in touch with* many people. We all know a saying: "So many characters, so many people" and it is really true. Character is the most important thing in a person which attracts or *repulses* other people. Each of us has his or her good and bad traits of character, but some of them *come to the fore*, that's why we can say: He is a bad man, because he is rude or impertinent. And he is good man, because he is courageous, generous, and kind-hearted. Every person has many friends and a lot of acquaintances and they are all different. Probably some of them are very kind-hearted and friendly, some are not so kind but they are devoted friends and always help their friends, but they can be cold or indifferent to other people. Also some traits have a double nature. For example: persevering people can become obstinate. A lot of things can change a person's character. Every character is formed in the society therefore the society determines one's character.

1. What qualities do you most admire in people?
2. What characteristics most annoy you in people?
3. Do you ever say someone looks good but really they don't?

Topic 5. Университет и учёба

Ex.1 a) Read the information about the students' life at Louisiana State University in the USA and say what they can do there besides learning.

Attending class is just a part of students' life. College is the time for you to meet new people, to explore your interests and, yes, to have

fun. At Louisiana State University you have endless opportunities to do what interests you. There's a lot happening on our campus - events, excursions, meetings, performances, special programs, films - just about every day. So...how do you want to get involved? Sharing your dramatic, singing or comedic skills at one of our "open mic" nights? Serving as a student representative on one of LSU's committees to obtain managerial skills? Playing on one of our athletic teams to keep fit and get a lot of fun at the same time? Displaying your art in our gallery? Acting in a "Shakespeare and Company" production in the theatre? There is never a shortage of things to do here at LSU.

What do YOU want to do? Be an editor of the student newspaper to improve your writing skills? Perform with the college choir, chorale, orchestra or jazz ensemble which will surely help you develop team work skills? Or perhaps go on a bus excursion to the Metropolitan Museum of Art in New York City with the LSU Art Club to widen your outlook?

We believe that all of these activities are an integral part of your total educational experience at Louisiana State University. When transferring to a four-year college, the activities in which you take part are almost as important as your grades. The key to a successful university career is to get involved and to take advantage of all that LSU offers.

LSU has many diverse student clubs on campus. These include co-curricular clubs, honor societies, special interest clubs, religious organizations, recreational clubs, service organizations, and governance and planning organizations.

In the area of performing arts, you can become involved in musical theatre, drama productions and our acclaimed LSU Dance Theatre troupe.

By getting actively involved in LSU's vibrant campus life program, you can make your collegiate experience into anything you want it to be.

So, you haven't joined us? What are you waiting for?

b) Which of these sentences are true? Correct the false ones.

1. College is the time for you to study hard and not pay attention to fun.
2. There is never a shortage of things to do here at LSU.
3. Students can join the college choir, chorale, orchestra and jazz ensemble at the university.
4. The activities in which you take part are not as important as your grades.
5. The key to a successful college career is to attend as more lectures as you can and make notes of all of them.

Topic 6. Карьера

Ex.1 a) Read the information

Have you ever thought about what your future life is going to be like? It is never too early or late to start thinking about your future career.

In today's world, your future career can be absolutely anything. It

does not necessarily mean having a boss or working in a company.

There are a lot of jobs that require creativity. For example, you can become a DJ, a musician, or an actor. These professions might require a great deal of training, practice and probably some talent.

Some people become entrepreneurs. They run their own businesses, make jobs and fill the needs of society, although running a business is a lot of responsibility. A lot of people depend on an entrepreneur including their employees, partners and clients.

Many people enjoy working in more traditional industries. If you love baking pastry or taking care of animals, you should follow your real passion. It is up to you what occupation to choose.

Choosing your future career is not easy but it is surely rewarding to do something you love.

b) Answer the following questions:

1. What factors do influence the decision of young people in choosing a profession?
2. Which job may suit your wish list and personal qualities?
3. How to choose a career?
4. You are going to give a talk about your career choice.
5. What jobs, in your opinion, will be popular in the future and why?

Topic 7. Здоровый образ жизни

Ex.1 a) Read the text

Nowadays our life is getting tougher. People live under the press of different problems, such as social, ecological, economic ones. They constantly suffer from stress, noise and pollution in big cities, diseases and instability.

Healthy food is also a very important factor. Obesity is the main health hazard nowadays and it causes many dangerous diseases. The daily menu should include meat, fruit and vegetables, milk product, which are rich in vitamins, fat, proteins and etc. There is no universal food product containing all nutrients in optimum quantity and in proper ratio. Healthy nutrition is possible only having a variety of different food to maintain the required balance of nutrients. On the other hand, modern diets are very popular especially among women. But some diets may be harmful for health.

Physical inactivity also arise substantial public health problems. People who are physically active tend to be healthier than their lazy peers: they experience fewer chronic degenerative diseases, especially coronary heart disease, hypertension, stroke and osteoporosis. It is estimated that exercise is associated with improved immune function and decreased risk of cancer.

To be healthy, people should get rid of bad habits. Everyone should consider that cigarettes, alcohol and drugs destroy both body and brain. C

In addition it is recommended to watch TV less, avoid stress and observe proper daily routine. Unfortunately it's hard to follow all these recommendations, but every person should make his choice.

b) Answer the questions:

1. What does a healthy lifestyle mean?
2. What should people do to take care of their physical and mental health?
3. Is sport an integral part of a healthy lifestyle?
4. What kinds of sports are the healthiest?
5. What should the daily menu include?
6. What should a person do to be healthy?
7. What may alcohol abuse result in?
8. Can you name any dangerous habits?
9. Why is physical activity so important?

Topic 8. Энергетический кризис и охрана окружающей среды

Ex.1 Read and retell the text

There are many big and small rivers, green forests, high mountains, lakes and seas in Russia. Our Earth is our home. I think people must take care of our Motherland. There are some laws and decisions on this important subject. We have state organizations which pay attention to this problem. The international conventions pay much attention to the control of pollution too.

There are a lot of industrial enterprises in our country, that's why we can't ignore the problem of the protection of our environment. Our main aim is the protection. Our environment must be clean. What we must we do for it? We have to control atmospheric and water pollution, to study the man's influence on the climate. The pollution of the environment influences the life of animals, plants and our human life. If we don't use chemicals in a proper way we'll pollute our environment.

Our plants and factories put their waste materials into water and atmosphere and pollute the environment.

There are many kinds of transport in our big cities, that's why we must pay attention to the protection of our nature and the health of the people.

Radiation. Now it has become one of the main problems. It is not good for the health of people. Many people died from radiation some years ago in Chernobyl. It was a tragedy. Another problem is earthquake. We know some terrible earthquakes in the world. Our scientists try to forecast earthquakes, and then we can protect ourselves from them.

The people all over the world do everything to protect the nature.

Ex.2 Answer the following questions:

1. Do you take care of plants and animals?

2. How do you take care of nature?
3. Can you make a bird-house?

Topic 9. Путешествия и деловые поездки

Ex.1 Read and retell the text

Business trips are just part of doing business. A company tries to choose only its best people to represent it. Trips can happen in or out of the country. And there are as many reasons to go on a business as there are places to go: to sign contracts, to discuss terms of delivery, payment or shipment, to have tests, to consult, to improve one's professional skills, to provide support. Representatives of the companies involved usually make preliminary arrangements in order to meet. Whether a long-term or short-term trip, the itinerary must be carefully planned by the head of a department or another executive. After the trip, an employee is ordinarily expected to give a full financial accounting of the trip to his boss. Sightseeing, cultural events and just plain relaxing are a regular part of every business trip. And no businessman would dare forget to buy gifts for relatives, friends and colleagues while on a business trip to an interesting, new location. These trips are important because they contribute to the expansion of a company's business relationships and help that company succeed in the competitive world market.

Business today is international in character, and business people often have to travel. On a business trip people might meet colleagues and business partners for the first time. Often, colleagues from different countries experience cultural difficulties, that is, they are surprised by strange, to them, social conventions in a new place. Different cultures do things differently! Management styles also differ from country to country. It's often useful when doing business in a foreign land, to get some advice from a special agency which consults on questions of international business. These days business trips are very important because face to face meetings are more valuable to profitable business than any other type of strategy.

Topic 10. Мой город

Ex.1 Read the text and say: What is your favorite city?

The most asked question: what's your favorite city?

I've spent a long time traveling the world and have been to hundreds upon hundreds of cities in the world. There are so many that I love for many different reasons – some for art, some for history, some for the food, most for the people.

But, to me, the ones that stand out the most are the ones where I feel most at home. They are places I visit and feel connected to. Their energy

and my energy match. I move around them with ease, I feel at one with the culture, and tempo of the city.

Topic 11. Географические характеристики стран изучаемого языка

Ex.1 Read the text

The United Kingdom of Great Britain and Northern Ireland covers an area of some 244 thousand square miles. It is situated on the British Isles. The British Isles are separated from Europe by the Strait of Dover and the English Channel. The British Isles are washed by the North Sea in the east and the Atlantic Ocean in the west.

The population of Great Britain is about 60 million. The largest cities of the country are London, Birmingham, Liverpool, Manchester, Glasgow and Edinburgh.

The territory of Great Britain is divided into four parts: England, Scotland, Wales and Northern Ireland.

England is in the southern and central part of Great Britain. Scotland is in the north of the island. Wales is in the west. Northern Ireland is situated in the north-eastern part of Ireland.

England is the richest, the most fertile and most populated part in the country. There are mountains in the north and in the west of England, but all the rest of the territory is a vast plain. In the northwestern part of England there are many beautiful lakes. This part of the country is called Lake District.

Scotland is a land of mountains. The Highlands of Scotland are among the oldest mountains in the world. The highest mountain of Great Britain is in Scotland too. The chain of mountains in Scotland is called the Grampians. Its highest peak is Ben Nevis. It is the highest peak not only in Scotland but in the whole Great Britain as well. In England there is the Pennine Chain. In Wales there are the Cumbrian Mountains.

There are no great forests on the British Isles today. Historically, the most famous forest is Sherwood Forest in the east of England, to the north of London. It was the home of Robin Hood, the famous hero of a number of legends.

The British Isles have many rivers but they are not very long. The longest of the English rivers is the Severn. It flows into the Irish Sea. The most important river of Scotland is the Clyde. Glasgow stands on it. Many of the English and Scottish rivers are joined by canals, so that it is possible to travel by water from one end of Great Britain to the other.

The Thames is over 200 miles long. It flows through the rich agricultural and industrial districts of the country. London, the capital of Great Britain, stands on it. The Thames has a wide mouth, that's why the big ocean liners can go up to the London port.

Geographical position of Great Britain is rather good as the country lies on the crossways of the sea routes from Europe to other parts of the

world. The sea connects Britain with most European countries such as Belgium, Holland, Denmark, Norway and some other countries. The main sea route from Europe to America also passes through the English Channel.

1. What is the official name of Great Britain now?
2. Where is the UK situated?
3. What parts does it consist of?
4. What parts does the UK consist of and what are their capitals?

Topic 12. Ключевые города стран изучаемого языка

Ex.1 Read and retell the text

London is the capital of Great Britain, its political, economic and commercial centre. It is one of the largest cities in the world and the largest city in Europe. Its population is about 8 million. London is one of the oldest and most interesting cities in the world. Traditionally it is divided into several parts: the City, Westminster, the West End and the East End. They are very different from each other and seem to belong to different towns and epochs.

The heart of London is the City, its financial and business centre. Numerous banks, offices and firms are situated there, including the Bank of England, the Stock Exchange and the Old Bailey. Few people live here, but over a million people come to the City to work. There are some famous ancient buildings within the

City. Perhaps the most striking of them is St Paul's Cathedral, the greatest of English churches. The Tower of London was founded by Julius Caesar and in 1066 rebuilt by William The Conqueror. It was used as a fortress, a royal palace and a prison. Now it is a museum.

Westminster is the historic, the governmental part of London.

Westminster Abbey has more historic associations than any other building in Britain.

Nearly all English kings and queens have been crowned here. Many outstanding statesmen, scientists, writers, poets and painters are buried here: Newton, Darwin, Chaucer, Dickens, Tennyson, and Kipling.

Across the road from Westminster Abbey is Westminster palace, or the Houses of Parliament, the seat of the British Parliament. The Clock Tower of the Houses of Parliament is famous for its big hour bell, known as -Big Ben.

Buckingham Palace is the official residence of the Queen.

Trafalgar Square is the geographical centre of London. It was named in memory of Admiral Nelson's victory in the battle of Trafalgar in 1805.

On the north side of Trafalgar Square is the National Gallery and the National Portrait Gallery. Not far away is the British museum – the biggest museum in London. It contains a priceless collection of ancient manuscripts, coins, sculptures and is famous for its library.

Ex.2 Make a plan of the text

Ex.3 Retell the text

Topic 14. Политическое устройство стран изучаемого языка

Ex.1 Read and retell the text

The flag of the United Kingdom is officially called the Union flag, because it embodies the emblems of three countries united under one monarch. The Union Flag is commonly known as the Union Jack, although the exact origin of the name is unclear.

One explanation is that it gets its name from the «jack staff» of naval vessels (a small flagpole at the front of Royal Navy vessels) from which the original Union Flag was flown.

The emblems that appear on the Union Flag are the crosses of the three patron Saints: Wales is not represented on the Union Flag because by the time the first version of the flag appeared, Wales was already the part of England.

The Welsh Flag, a red dragon on a field of white and green, dates from the fifteenth century.

The Union Flag underwent a gradual development. The first one was created in 1606, when England and Scotland were united under one King James I, by combining the flags of St. George and St. Andrew.

In the seventeenth century, the flag underwent several changes. After the execution of Charles I in 1649, Oliver Cromwell, the Lord Protector, introduced a special Commonwealth flag consisting of St. George's cross and the gold harp of Ireland. When Charles II was restored to the throne in 1660 he reintroduced the Union Flag of James I.

The final version of the Union Flag appeared in 1801, following the union of Great Britain with Ireland, with inclusion of the cross of St. Patrick. The cross remains on the flag although only the northern part of Ireland now remains part of the United Kingdom.

Ex. 2 Answer the questions:

1. What is the official name for the flag of the United Kingdom?
2. What emblems appear on the Union Flag?
3. How does the Welsh flag look like?
4. When was the first Union Flag created?
5. When did the final version of the Union Flag appear?

Topic 15. Средства массовой информации

Ex.1 Read and retell the text

The mass media are diversified media technologies that are intended to reach a large audience by mass communication. The technologies through which this communication takes place are various.

Broadcast media such as radio, recorded music, film and television transmit their information electronically. Print media use a physical object such as a newspaper, book, pamphlet or comics, to distribute their information.

Outdoor media is a form of mass media that comprises billboards, signs or placards placed inside and outside of commercial buildings, sports stadiums, shops and buses. Other outdoor media include flying billboards (signs in tow of airplanes), blimps, and skywriting. The digital media comprise both Internet and mobile mass communication. Internet media provide many mass media services, such as email, websites, blogs, and internet based radio and television.

While a telephone is a two way communication device, mass media refer to medium which can communicate a message to a large group, often simultaneously. However, modern cell phones are no longer a single use device. Most cell phones are equipped with internet access and capable of connecting to the web which itself is a mass medium. A question arises of whether this makes cell phones a mass medium or simply a device used to access a mass medium (the Internet).

b) Which of these sentences are true? Correct the false ones.

1. Each mass media has its own content types, its own creative artists and technicians, and its own business models.
2. There is a system where marketers are able to tap into satellites and broadcast commercials directly to cell phones.
3. The Internet consists of millions of networks, which carry various information and services.

Тopic 16.Визит к врачу

Ex.1 Read and retell the text

The problem of health always worried people. It has been in the center of attention of the scientists since ancient times. Perhaps, of all unpleasant things people hate diseases most of all. In theory we know well what we should do to be healthy, but in practice there is hardly a man who has no problems with his health. Sometimes people, who are very busy aren't thoughtful enough about their health. Of course, much has been done to put an end to a great number of diseases and epidemics. The scientists have already found cures for many diseases, afflicting people. But still we are suffering from many of them. One of the diseases which disappeared at all is a smallpox. It's a terrible virus disease. First we can read about it in ancient Egyptians manuscripts, which were written nearly 6000 years ago, in ancient documents of China and India. Abu Ali Ebu Sina was the first man who gave detail description of smallpox. Nobody knows the exact time of it's appearing in Europe. There were great epidemics in Italy, France and in a lot

of others. In the 17-18 centuries in Europe every year 10 million died. In the 16 century smallpox came to American continent with Spanish colonists and caused terrible epidemics among the Indians. Later this disease came to Australia. Smallpox killed a lot people and Edward Jenner invented vaccination from it. It was a very great invention – the first vaccination in the world. I must say, that I seldom fall ill. I go in for sports, try to spend a couple of hours in the open air every day and do all that kinds of things in order to keep fit.

But, unfortunately, I fell ill in winter. It was rather cold outside and I probably caught the infection. When I came home I felt that I had a sore-throat. I made hot tea with honey, but it didn't help. At last I decided to go to the doctor. I went there with my friend, for I felt very bad indeed. When we came, a doctor, a kind-hearted middle-aged woman in a white gown, offered me to sit down and asked me what I complained of. I had a terrible headache and sore throat and it ached me to swallow. Besides, I was constantly sneezing and coughing. It turned out that I was running a high temperature.

The doctor examined my throat, sounded my heart and lungs, had my blood pressure tested. She said it was flu and prescribed some pills and mixture - I had to take medicine 3 times a day before meals and to stay in bed for a week until full recovery. The recovery was slow. I slept badly, had no appetite. I suffered from a slight, but irritating cough which as a rule became worse at night. I followed all the doctor's instructions and in a week I was cured. It was a real pleasure to feel strong and healthy again. Really, all is well, that ends well.

Ex.2 Make a plan of the

Тopic 17. Культура и её влияние на общество, корпоративная культура

Ex.1 a) Read and translate the text

The importance of developing a corporate culture

Culture can shape and influence almost all aspects of an organization, including organizational effectiveness, overall success and the bottom line.

Researchers have found that organizations that have well-conceived cultures supported with good policies that attract workers who fit well with the environment ultimately have more committed and productive employees.

Business partners, customers and the general public also often react to companies that are considered to have positive corporate cultures, which in turn helps organizations succeed over time.

On the other hand, research has found that organizations that lack a defined culture or that have fostered a toxic culture are at higher risk for poor economic results, higher employee turnover and even failure. In fact, experts have found that negative corporate cultures have caused or at least contributed to criminal corporate activity and other serious problems.

b) Ask questions

1. What is Corporate Culture?
2. What are characteristics of successful Corporate Cultures?
3. Why is Corporate Culture important?
4. What is the difference between corporate culture and organizational climate?
5. How important is corporate culture to an organization?
6. How to build and maintain a positive Corporate Culture?
7. What's your opinion on corporate culture?
8. Where did the concept of corporate culture come from?

Topic 18. Английский язык в эпоху глобализации

Ex.1 a) Read and translate the text

The first-year students have one English class a week. The English pronunciation is difficult. So they begin with a short phonetic correction course. They correct their sounds, intonation and accent. At the lesson the students learn to read and speak English, translate texts and discuss them. They do many different phonetic drills, grammar and lexical exercises. They also describe the pictures and slides which their teacher demonstrates. English is one of the general educational subjects at the technical school. The second-year and third-year students usually study specialized subjects. Among them is Technical English. They read texts from scientific-technical literature on their speciality. They translate them into Russian and retell them in English or in Russian. They also have conversational practice on different topics and science and technology problems. To read scientific and technical literature in English is the main aim. It is not an easy task. The student has first to acquire everyday English with its grammar, vocabulary and rules of word-formation. Also a student must have good knowledge of specific terminology.

b) Decide whether the statements are true or false.

1. There aren't any foreign language classes in our technical school.
2. In the first year the students have English lessons twice a week.
3. English accent isn't difficult.
4. The first-year students study general educational subjects.
5. General educational subjects are electronics, economic theory, economic, welding, engineering.
6. In the senior years students of the technical school study specialized subjects.

Topic 19. Мотивация

Ex.1 a) Read and translate the information

What is employee motivation? Well, apart from the key to an organisation's success, it's also the level of commitment, drive and energy that a company's workers bring to the role every day. Without it, companies experience reduced productivity, lower levels of output and it's likely that the company will fall short

of reaching important goals too.

Employee motivation is the level of commitment, energy and innovation that a company's staff hold during the working day. It's as important as it is difficult to track; maintaining and improving motivation in the workplace can be a problem for many companies, as not every task will be interesting. Therefore businesses must find ways to keep their employees engaged, with motivation monitored and nurtured too.

b) Discuss these questions with your group mates:

1. Why is employee motivation impotent in the workplace?
2. How to improve employee motivation impotent in the workplace?
3. What are the benefits of staff motivation?
4. How to measure (and maintain) employee motivation?

Topic 20. Лидерство

1. Jack Welch is Chief Executive Officer of General Electric. In the extracts below he talks about leadership. Before you read what he says, try to predict which of the adjectives above describe his idea of a good leader.

2. Read what Jack Welch thinks and check your answers. Do you agree with him?

“I simply dislike the traits that have come to be associated with "managing" - controlling, stifling people, keeping them in the dark, wasting their time on details and reports. You can't manage self-confidence into people. You have to get out of their way and let it grow in them by allowing them to win, and then rewarding them when they do. The word "manager" has too often come to be synonymous with control - cold, uncaring, passionless. I never associate passion with the word "manager", and I've never seen a leader without it”.

“Above all else good leaders are open. They go up, down, and around their organisations to reach people. They don't join to established channels. They're informal. They're straight with people. They make a religion out of being accessible”.

“One of the things about leadership is that you cannot be a moderate, balanced, thoughtful, careful articulator of policy. You've got to be on the lunatic fringe”.

“The future will not belong to "managers" or those who can make the numbers dance. The world will belong to passionate, driven leaders - people who not only have enormous amounts of energy but who can energize those whom they lead”.

3. Discuss these questions. Imagine you are the leader of a large company.

1. What qualities do you need to run a large company effectively?
2. Which business leaders do you admire? Why?
3. What do business leaders actually do?
4. As a leader, how would you motivate your employees?

5. Do you think leaders are born or made?

Topic 21. Бизнес и современные технологии

BUSINESS IN BRIEF

Glaxo buys 80% stake in Polish drug group

Glaxo Wellcome, one of the world's leading pharmaceutical companies, is paying \$220m (£131.7m) to take an 80% stake in Polfa Poznan, Poland's second largest drugs group. The_¹ is the biggest made by a western Pharmaceuticals producer in east Europe.

Canal Plus and Pathe in film distribution link

Canal Plus and Pathe, two of France's largest media and entertainment groups, are joining forces to form a pan-European network of film distribution companies. Their new_² will negotiate the achievement of cinema, television and video rights for pictures across Europe, both with the Hollywood studios and other European film producers.

Elf pays \$528m to take 5% stake in Russian group

Elf Aquitaine, the French company, is to form a strategic__ with Yuksi of Russia, paying \$528m (£316m) for a 5% stake in the country's largest oil company.

2. Discuss the meaning of these strategies. Use a good dictionary to help you

Topic 22: Проблема занятости. Поиск работы

Ex.1 a) Read and translate the text

Choosing a career and getting a job are two of the most important things any person does in his life. Before young people finish school all of them think that they will choose a profession they want. But later all of them understand that choosing a profession or a career is a very serious problem. So when young people leave school, they face that problem. If pupils want to achieve their purpose, they should use the opportunity for promotion in the early age. The young people have to know that if they don't think about their future life earlier, it will be too difficult to think about it later. It is an advantage to choose a future career while being at school because it gives a goal in your studies and enables to choose a right, suitable course of study.

There are several factors that influence the decision of young people to make their choice; they concern material and spiritual aspects of the future profession. They generally believe that professions should be both prestigious and interesting. Everybody wants to benefit from the social privileges provided by the profession. At the same time other factors are important. Much depends on the inclinations and interests of the person. Another important factor is social environment. The profession of the parents often in this or that way influences the future profession of their children. Today we have dynasties of physicians, historians, lawyers, economists, pilots and military officers. It is impossible to forget about the material aspect of the future profession. It indicates the level of the society's values. Today

all professions can be classified as prestigious or not prestigious. The problem of prestige is subjective. All the professions are very useful.

Today the most popular professions are lawyers and economists. These professions are prestigious. After graduating from Law and Economist Faculties it is possible to find good jobs. To be a designer is attractive too. This profession can fit creative people who know how to make things around them look nice. For those young adults who choose the profession of a chemist, a mathematician or a physicist the determinant factor is not prestige but interesting and inclination. To be a biologist is very prestigious today, because the biologists are at the forefront of cloning. I think that to be a sociologist or psychologist very interesting and useful too. Psychologists try to help people to cope with their spiritual problems. Sociologists study the health of the society.

Ex.2 Are the sentences true or false? Correct the false statements:

1. Choosing a career and getting a job are two of the most important things in your life.
2. Choosing a profession or a career is not a problem.
3. Young people concern material and spiritual aspects of the future profession.
4. Professions should be insignificant and uninteresting.
5. The profession of the parents often in this or that way influences the future profession of their children.
6. Today all professions can be classified as prestigious or not prestigious.
7. Today the most popular professions are physicians and historians.
8. One of the most fashionable and prestigious professions today is that of computer operator.

Тopic 23: Структура и работа компании

Ex.1 a) Read and translate the text

One of the most difficult decisions in our life is choosing what to do for a living when we grow up. Finishing school means starting independent lives and choosing one of the roads: a technical school or a university. Starting our life with a right profession is very important because the future of young people depends on this choice. That is why they must choose it with utmost care analyzing all pros and cons. Besides our friends and older relatives can influence our choice or just give a good piece of advice.

In our modern fast paced world there are plenty of new interesting and socially important professions. The future profession must not be boring for you. It should suit your interests and your features of character. In other words you should enjoy the work you do. It should also satisfy your career plans and professional ambitions. It should provide us with a chance of professional growth and personal development.

Ex.1 a) Read George's email. What is his new job? How did he get it?

Hi Andrew!

Guess what? I _____ (have got) a new job! _____ you _____ (remember) that letter I wrote to the paper? Well, the manager of a local computer company read it and offered me a job! The company _____ (do) very well at the moment and they really (need) people with experience. I _____ (not work) now – it's my lunch break – so I _____ (write) a few emails to my friends to tell them my news. I am a technical support engineer and I _____ (help) customers with their computer problems. It's only my first week, so I _____ (still learn) about all the products but I really (like) it here. I _____ (work) quite long days but I _____ (not work) at the weekends. Anyway I have to go – the phone _____ (ring).

George

b) Put the verbs in George's email in the Present Simple or Present Continuous.

Topic 24. Мастерство менеджмента

Ex.1 a) Read and translate the text

What is the difference between marketing and selling? My old VP of Marketing buddy said it well: «Selling is getting rid of something you've got. Marketing is having something you can get rid of». A successful marketing is focused on customers and their needs and wants.

A selling orientation is one, through which a company emphasizes its products with the main aim of maximizing sales.

A marketing orientation begins by examining the needs of the prospective users of a product. Even the details of the product design are driven by paying particular attention to the needs and wishes of the customer. Profits will result from having satisfied customers.

Advertising budgets and schedules must be worked out. Most importantly, the resources required to achieve the desired sales level must be calculated. The 4 Ps of marketing are Product, Price, Place, and Promotion. The 4 Ps are your marketing «mix». You control the 4Ps. They are your «independent» variables. The dependent variable is sales volume. This is the output that you get by defining the inputs – i.e. the 4 Ps. These variables are all interdependent. The task is to set these variables in such a way so that sales will take place.

Ex.2 Retell the text

Topic 25. Этикет делового общения

Ex.1 a) Read and translate the text

They decided to go there by train. The manager asked Richard and me to pick up Mr. Prossert at the hotel and take him to the station.

On the way to the station Mr. Prossert asked me a lot of questions and I often answered: "I'm afraid I don't know, sir. We haven't made any calculations on that."

Although I knew the job better than Richard I was very much surprised when Richard began to speak: "I did these calculations last night," he said, "just for pleasure." "Oh," said Mr. Prossert, "That's very interesting. Well, now, probably you could tell me about..."

And Richard could. He knew everything. He answered all the questions Mr. Prossert asked him. When we got to the station Mr. Prossert said good-bye to Richard. (However he didn't say goodbye to me.) On our way back to the office I told Richard what I thought of him.

"Your information wasn't true. Why did you give him that kind of information?" I said. "You see, John, if the President of a big company wants to know something, why can't I tell him everything he wants?" "But what is he going to think if he checks the information?" "Do you think he'll remember it? What he is going to remember is you and me. He is going to remember that Pan- America Co has a clever young man, Richard by name, who could tell him everything he wanted to know and the other man who couldn't answer his questions".

Some time later I remembered all that. I read in one of the newspapers that Richard is Vice – President of a big American Company. As to me I'm still doing my ordinary everyday job for Pan – America Co.

(After James Gould Cozzens)

2. *Ask questions on the story.*

3. *Say what have you learned about:*

- 1) Richard
- 2) John

4 *Think and answer*

1. Why was the job easy for John and difficult for Richard?
 2. Why was John surprised to hear Richard's answers to Mr. Prossert's questions?
 3. Why didn't Mr. Prossert say good-bye to John?
 4. Why did the writer call the story "Success Story"?
5. *Tell a story about any of these ideas.*
6. A significant news event you remember well.
 7. An ethical problem you know about.
 8. A memorable event in your life (good or bad).
 9. An unusual or memorable experience while you were traveling.

Topic 26. Переговоры. Деловые поездки

Ex.1 Read the information

English for Work on Business Trips

Are you planning a business trip? And are you nervous? And are not sure of what to say when you get there? Not sure how to check into your hotel? Not sure what to say to your colleagues when you arrive? These are some thoughts that go through the mind of someone planning a business trip, but have an incomplete knowledge of English. English for work has become ingrained as an integral part of today's corporate culture to such an extent that it is nearly indispensable. Almost all transactions, be it financial or otherwise are conducted exclusively in English. Contracts and agreements are drafted and signed in English. Transactions are recorded in English, and almost all meetings held in English.

The use of English for work environments has become prevalent to such a degree that English for Business or Business English has become a subject of study. The spread of English as a common language for trade and commercial purposes traces its origins back to the early 12th century when England began to develop overseas colonies. From the new world in America to Canada, India, Africa, the Middle-east, Hong Kong and Australia, English quickly became the common language in all these countries. All trade, shipping and commerce were being conducted in English. Let's imagine London as the city of the future. A lot of people would attempt to get a part of it and that's why we should learn this language.

Topic 27. Управление человеческими ресурсами

Ex.1 a) Read the article

The art of travelling light

There are so many limits to travel now such as your luggage must not be over a certain weight or you're only allowed to carry one carry-on. But it's strange that any of us need any luggage at all these days. The other week I learned just how little I had to carry when I visited New York on business but the airlines sent my bag to Atlanta. My first reaction was "Disaster!" How will I manage? I have to have a change of clothes. What will I do without my file of papers for a meeting? Well my hotel provided soap, toothbrush, towels and shampoo. I had to use the hotel's overnight cleaning service but it meant I didn't need to bring a change of clothes. And all my papers were in my laptop. So apart from the advice that you should take your laptop – or preferred piece of technology – on board here's my complete list of what you shouldn't bother with on your next trip [...].

b) According to the article are these statements true (T) or false (F)? If there is not enough information to answer 'True' or 'False', choose 'Doesn't Say' (DS).

- 1) Airlines say your luggage doesn't have to be under the weight limit.
- 2) According to the article travel restrictions include liquids.
- 3) The writer thinks we don't need to take luggage.
- 4) It isn't necessary to have a change of clothes.
- 5) The hotel printed the papers for the meeting.
- 6) It's a good idea to take your laptop on the plane.

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