

МИНИСТЕРСТВО ОБРАЗОВАНИЯ И НАУКИ РОССИЙСКОЙ ФЕДЕРАЦИИ
Федеральное государственное бюджетное образовательное учреждение
высшего профессионального образования
«ТОМСКИЙ ГОСУДАРСТВЕННЫЙ ПЕДАГОГИЧЕСКИЙ УНИВЕРСИТЕТ»
(ТГПУ)

УЧЕБНО-МЕТОДИЧЕСКИЙ КОМПЛЕКС ДИСЦИПЛИНЫ

ОПД.Р.01. ИНОСТРАННЫЙ ЯЗЫК В ПРОФЕССИОНАЛЬНОЙ СФЕРЕ

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**МИНИСТЕРСТВО ОБРАЗОВАНИЯ И НАУКИ РОССИЙСКОЙ ФЕДЕРАЦИИ
ФЕДЕРАЛЬНОЕ ГОСУДАРСТВЕННОЕ БЮДЖЕТНОЕ ОБРАЗОВАТЕЛЬНОЕ
УЧРЕЖДЕНИЕ ВЫСШЕГО ПРОФЕССИОНАЛЬНОГО ОБРАЗОВАНИЯ
«ТОМСКИЙ ГОСУДАРСТВЕННЫЙ ПЕДАГОГИЧЕСКИЙ УНИВЕРСИТЕТ»**

(ТГПУ)

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Декан факультета

 /И.Е. Высотова

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РАБОЧАЯ ПРОГРАММА УЧЕБНОЙ ДИСЦИПЛИНЫ

ОПД.Р.01. ИНОСТРАННЫЙ ЯЗЫК В ПРОФЕССИОНАЛЬНОЙ СФЕРЕ

1. Цели и задачи дисциплины

Предметом дисциплины «Иностранный язык в профессиональной сфере» является изучение иноязычной культуры, основ PR в устной и письменной формах; особенностей произношения специальной лексики, необходимых для коррекции и постановки правильного произношения и интонации; грамматического материала, необходимого для формирования коммуникативно-познавательной компетенции обучаемых в наиболее распространенных ситуациях официальной и неофициальной сфер общения во всех видах речевой деятельности (аудирование, говорение, чтение, письмо).

Целью преподавания данной дисциплины является совершенствование лингвистической и коммуникативной компетенции студентов средствами английского языка в рамках профессионально-деловой лексики и содействие развитию устной и письменной речи во всех видах речевой деятельности.

Данная цель раскрывается в единстве ее взаимосвязанных компонентов: воспитательного, развивающего, образовательного и практического.

Воспитательный компонент цели заключается в:

- формировании у студентов уважения и интереса к культуре и народу страны изучаемого языка;
- воспитании культуры общения;
- поддержании интереса к учению и формированию познавательной активности;
- воспитании потребности в практическом использовании английского языка в различных сферах деятельности.

Развивающий компонент цели предусматривает развитие языковых, интеллектуальных и познавательных способностей, ценностных ориентаций, чувств и эмоций студентов, их готовности к коммуникации и, в целом, в гуманитарном и гуманистическом развитии личности обучаемых.

Образовательный компонент цели выражается в расширении эрудиции студентов, их лингвистического, филологического и общего кругозора.

Указанные воспитательный, развивающий и образовательный компоненты цели достигаются в процессе и на основе практического владения студентами английским языком.

Практический компонент заключается в формировании умений и развитии навыков устной и письменной речи на английском языке в сфере PR, обеспечивающих основные познавательно-коммуникативные потребности студентов и возможность приобщения их к культурным ценностям носителей английского языка.

Содержание обучения рассматривается как некая модель естественного общения, участники которого обладают определенными иноязычными умениями и навыками, а также способностью соотносить языковые средства с нормами речевого поведения, которых придерживаются носители языка в сфере делового общения.

Задачи изучения дисциплины:

- совершенствование слухопроизносительных и ритмико-интонационных навыков;
- формирование речевых экспрессивно-лексических и грамматических навыков на коммуникативно-достаточном уровне;
- совершенствование фонетических навыков;
- совершенствование умений и навыков говорения на темы связи с общественностью без подготовки;
- формирование навыков и развитие умений письма;
- формирование навыков и развитие умений в диалогической и монологической формах общения;
- формирование и развитие умений в беспереводном чтении и аудировании;
- обучение чтению текста про себя, понимание основного содержания текста средней трудности без использования словаря;
- обучение письменной речи (написание рефератов, отчетов, сочинений);
- дальнейшее формирование и развитие умений и навыков формально-смыслового анализа текста;
- совершенствование умений и навыков краткого изложения текста;
- совершенствование навыков по грамматике;
- обучение исправлению ошибок в устном и письменном сообщениях;
- обучение реферированию общеполитических статей и неадаптированных текстов средней трудности.

2. Требования к уровню освоения содержания дисциплины

Студент, изучивший дисциплину, должен

знать:

- системы языка и правила их функционирования в процессе иноязычной коммуникации;
- основные особенности социально-культурного развития страны, особенности изучаемого языка в сфере делового общения на современном этапе, особенности основных правил речевого этикета в английском языке;

уметь:

- воспринимать и порождать иноязычную речь в соответствии с условиями речевой коммуникации;
- осуществлять свое речевое поведение, опираясь на полученные лингвострановедческие знания, переводить тексты сферы связи с общественностью;

владеть навыком:

- устной и письменной речи на иностранном языке в рамках лексической тематики сферы PR;
- аудирования, как при непосредственном общении, так и при прослушивании записей речи носителей языка;

- фонетически и интонационно правильного оформления своей речи (в соответствии с условиями речевой коммуникации, прежде всего, с учетом адресата и характера взаимодействия партнеров);
- речевого высказывания в разных формах монологической и диалогической речи: повествование, описание, рассуждение, анализ научного, научно-популярного, газетно-публицистического текстов.

3. Объем дисциплины и виды учебной работы

Вид учебной работы	Всего часов	Семестры			
		5	6	7	
Общая трудоемкость дисциплины	400	5	6	7	
Аудиторные занятия	212	68	60	72	
Лекции					
Практические занятия (ПЗ)	212	68	72	72	
Семинары (С)					
Лабораторные работы (ЛР)					
И (или) другие виды аудиторных занятий					
Самостоятельная работа	188				
Курсовая работа					
Расчетно-графические работы					
Реферат					
И (или) другие виды самостоятельной работы					
Вид итогового контроля (зачет, экзамен)		зачет	зачет	экзамен	

4. Содержание дисциплины

4.1. Разделы дисциплины и виды занятий

№ п/п	Разделы дисциплины			Лекции	Практические занятия или семинары	Лабораторные работы
	Лексика	Грамматика	Фонетика			
1.	Имидж организации Персональный имидж СМИ и PR-кампания	Глагол Согласование времен	Дальнейшее развитие фонетических навыков	-	24	-
2.				-	44	-
3.	Реклама. Рекламная кампания	Синтаксис Пассивный залог	Дальнейшее развитие фонетических навыков	-	72	-
4.	Связи с общественностью	Сослагательное наклонение	Дальнейшее развитие фонетических навыков	-	72	-

4.2. Содержание разделов дисциплины

4.2.1. Лексика

Раздел 1. Имидж организации. Персональный имидж: типы имиджа, основные способы его создания и поддержания, правила делового дресс-кода.

Раздел 2. СМИ и PR-кампания: виды СМИ, роль СМИ в организации различных манифестаций, митингов, выборов.

Раздел 3. Реклама. Рекламная кампания: виды и средства рекламы, цели и задачи рекламы, работа рекламных агентов и компаний; виды рекламных кампаний, цели и задачи, планирование рекламной кампании; рекламирование товаров, создание рекламных роликов, рекламных слоганов.

Раздел 4. Связи с общественностью: история возникновения направления, работающего с общественностью; пресса, свобода слова в прессе; работа с общественностью внутри предприятия, работа с общественностью вне предприятия, спонсорство.

4.2.2. Грамматика

Времена глагола: Perfect, Perfect Continuous.

Пассивный залог: формы пассивного залога.

Согласование времен: основное правило согласования времен и некоторые исключения.

Модальные глаголы: употребление must, may, can, should, ought to, have to.

Сослагательное наклонение: формы сослагательного наклонения, типы предложений и использование в них различных форм сослагательного наклонения.

4.2.3. Фонетика

Дальнейшее совершенствование фонетических навыков.

5. Лабораторный практикум — не предусмотрен.

6. Учебно-методическое обеспечение дисциплины

6.1. Рекомендуемая литература

а) основная литература

1. Охолина, И. Е. Деловой иностранный язык : английский язык в жизни делового человека : учебно-методическое пособие / И. Е. Охолина, А. А. Петрунина ; ФГБОУ ВПО «Томский государственный педагогический университет». – Томск : Изд-во ТГПУ. 2012. – 92 с.
2. Салье, Т. Е. Английский язык для специальности «Связи с общественностью» = English for students of communications : учебник для вузов / Т. Е. Салье, Ю. М. Валиева, И. Н. Воскресенская. – 2-е изд., стереотип. – М. : Академия, 2009. – 510 с.

б) дополнительная литература:

1. Колесникова, Н. Н. Английский язык для менеджеров : учебник для вузов / Н. Н. Колесникова, Г. В. Данилова, Л. Н. Девяткина. – 2-е изд., испр. – М. : Академия, 2007. – 301 с.

2. Рыжков, В. Д. Менеджмент : пособие по изучению делового английского языка / В. Д. Рыжков. – Калининград : Янтарный сказ, 1999. – 256 с.
3. Михайлов, Н. Н. Английский язык. Гостиничный, ресторанный и туристский бизнес : учебное пособие для вузов / Н. Н. Михайлов. – 3-е изд., стереотип. – М. : Академия, 2007. – 158 с.
4. Иностраный язык. Грамматика английского языка : учебное пособие / [Кошкарлова С.М. [и др.] ; Федеральное агентство по образованию, ГОУ ВПО ТГПУ. – Томск : Изд-во ТГПУ, 2006. – 242 с.
5. Хэнслоу, Ф. Практическое руководство по публичным реляциям / Ф. Хэнслоу ; [пер. с англ. под ред. А. Н. Андреевой]. – СПб. : Нева, 2003. – 188 с.

6.2. Средства обеспечения освоения дисциплины

- компоненты учебно-методического комплекса (учебник) как основное средство обучения;
- вспомогательные средства (газеты и журналы на английском языке);
- технические вспомогательные средства (аудиозаписи);
- наглядные пособия, раздаточный дидактический материал.

При изучении дисциплины рекомендуется использование следующих электронных ресурсов:

<http://www.voanews.com/english/news/>

<http://www.britishcouncil.org>

http://www.bbc.co.uk/russian/learning_english

<http://marketing.about.com/od/publicrelation1/u/publicrelations.htm>

www.englishtown.com

<http://www.dailystep.com/>

<http://www.busuu.com/ru>

<http://www.native-english.ru/>

www.homeenglish.ru/

<http://learnoutlive.com>

<http://www.englishclub.com>

7. Материально-техническое обеспечение дисциплины

№ п/п	Наименование раздела (темы) учебной дисциплины (модуля)	Наименование материалов обучения, пакетов программного обеспечения	Наименование технических и аудиовизуальных средств, используемых с целью демонстрации материалов
1.	Реклама. Рекламная кампания	http://www.britishcouncil.org/eum-d-hongkong-promotion-advertising.htm ; http://www.englishclub.com/business-english/vocabulary.htm	CD-проигрыватель, компьютерный класс с выходом в Интернет
2.	Связи с общественностью	http://marketing.about.com/od/publicrelation1/u/publicrelations.htm ; http://www.voanews.com/learning-english ; http://www.britishcouncil.org/PR http://learnoutlive.com/english-public-relations-pr/ .	Компьютерный класс с выходом в Интернет

7. Методические рекомендации и указания по организации изучения дисциплины

Предметом дисциплины «Иностранный язык в профессиональной сфере» является изучение иноязычной культуры, основ PR в устной и письменной формах; особенностей произношения специальной лексики, необходимых для коррекции и постановки правильного произношения и интонации; грамматического материала, необходимого для формирования коммуникативно-познавательной компетенции обучаемых в наиболее распространенных ситуациях официальной и неофициальной сфер общения во всех видах речевой деятельности (аудирование, говорение, чтение, письмо).

7.1. Методические рекомендации преподавателю

Развитие образования в условиях постоянно усиливающейся интеграции духовной и материальной культуры членов мирового сообщества приводит к тому, что сегодня интернационализация образовательных систем становится непреложным фактором.

В связи с этим перед педагогами встает проблема формирования международноориентированной личности, человека, мыслящего в духе общечеловеческих ценностей, готового к сотрудничеству и общению с

представителями стран Европейского сообщества, к повышению уровня своего образования, интеллектуальной культуры, профессиональной квалификации.

Таким образом, обучение иностранному языку всегда было и остается составной частью процесса формирования специалиста с высшим образованием.

Владение иностранным языком позволяет реализовать такие аспекты профессиональной деятельности, как своевременное ознакомление с новыми технологиями, открытиями и тенденциями в развитии науки и техники, установление контактов с зарубежными фирмами и предприятиями, т.е. обеспечивает повышение уровня профессиональной компетенции специалиста.

Преподавателю иностранного языка в профессиональной сфере необходимо делать упор на коммуникативные и профессионально направленные аспекты овладения иностранным языком.

Особое внимание преподаватель должен уделять современным реалиям экономической жизни, развивать познавательные способности студентов, совершенствовать употребление профессиональной лексики и разговорные навыки.

Преподавателю вуза необходимо в своей работе использовать упражнения, цель которых состоит в том, чтобы дать студенту возможность высказать свое мнение на иностранном языке с опорой на аутентичные тексты и лексику к ним.

Использование преподавателем наглядного материала, такого как блок-схемы, диаграммы, иллюстрации, обеспечит коммуникацию не только на уровне текста, но и визуальных опор, что поможет учесть специфику таких специальностей как реклама и связи с общественностью.

Предполагается также организация и проведение ролевых игр, круглых столов, брифингов и конференций, дискуссий ярмарок, посвященных изучаемым темам.

7.2. Методические рекомендации для студентов

Основной целью иностранного языка в профессиональной сфере является совершенствование лингвистической и коммуникативной компетенции студентов средствами английского языка в рамках профессионально-деловой лексики и содействие развитию устной и письменной речи во всех видах речевой деятельности.

Работа студентов заключается в изучении рекомендуемой им основной и дополнительной литературы по практике устной и письменной речи английского языка и новейших публикаций периодической печати при подготовке к занятиям, а также выполнение контрольных самостоятельных заданий.

Практическое владение языком в рамках данного курса предполагает наличие таких умений, которые дают возможность:

- свободно читать литературу на иностранном языке в соответствующей отрасли знаний с целью извлечения информации;
- представить, обобщить, высказать своё мнение по проблеме, связанной со специальностью;
- вести беседу по специальности;
- составлять пресс-релизы.

При чтении текстов по специальности рекомендуется:

- прочитать название текста и предположить о чем может идти речь;
- прочитать текст первый раз и проверить свои предположения;
- прочитать текст во второй раз и подчеркнуть основные слова и выражения, важные для понимания.

Владение иностранным языком невозможно без знания грамматики, поэтому рекомендуется регулярно работать над грамматическим материалом.

Особое внимание нужно уделять самостоятельной работе. Для этого рекомендуется:

- читать литературу по специальности на изучаемом языке, используя различные виды чтения (просмотровое, ознакомительное);
- смотреть новости по телевизионному каналу BBC и готовить краткие сообщения для группы;
- вести переписку с представителями страны изучаемого языка на иностранном языке;
- готовить рефераты и доклады по изучаемой теме на иностранном языке.

Работа студентов заключается в изучении ими рекомендуемой основной и дополнительной литературы по практике устной и письменной речи немецкого языка и новейших публикаций периодической печати при подготовке к занятиям, а также выполнение контрольных самостоятельных заданий.

7.2.1. Перечень примерных контрольных вопросов и заданий для самостоятельной работы

1. Создать слоган товарного знака или рекламной кампании и представить его при помощи основных типов массовой коммуникации (газеты, телевидения, радио).
2. Подготовить ряд рекламных кампаний своей фирмы.
3. Подготовить рекламную акцию для клиентов своей фирмы.
4. Выполнить реферирование пяти статей размером тысяча знаков на тему PR, реклама, массовая коммуникация.
5. Проанализировать и описать имидж известной компании на основе газетных статей и ее рекламных акций.

7.2.2. Примерная тематика докладов

1. Специфика PR деятельности в России и Великобритании.

2. Деятельность всемирной экологической организации «Greenpeace».
3. Особенности рекламного бизнеса в России.
4. Особенности рекламного бизнеса в Великобритании (Америке).
5. Деятельность томских региональных СМИ.
6. Взаимодействие русской и американской культур.
7. Основные правила этикета.
8. Роль профсоюза в России и Великобритании.

7.2.3. Структура и содержание билета

**МИНИСТЕРСТВО ОБРАЗОВАНИЯ И НАУКИ РОССИЙСКОЙ ФЕДЕРАЦИИ
ФЕДЕРАЛЬНОЕ ГОСУДАРСТВЕННОЕ БЮДЖЕТНОЕ ОБРАЗОВАТЕЛЬНОЕ
УЧРЕЖДЕНИЕ ВЫСШЕГО ПРОФЕССИОНАЛЬНОГО ОБРАЗОВАНИЯ
«ТОМСКИЙ ГОСУДАРСТВЕННЫЙ ПЕДАГОГИЧЕСКИЙ УНИВЕРСИТЕТ»**

(ТГПУ)

Дисциплина: ОПД.Р.01 Иностранный язык в профессиональной сфере

Билет № ____

1. Do the test.
2. Retell the text.
3. Speak on the topic.

Дата _____ Зав. кафедрой лингвистики

/Г.И. Уткина/

8.4. Примерная структура и содержание зачетной карты Test Card №4

Theme: Public Relations

Grammar: Modal Verbs

I. Translate the sentences from Russian into English:

1. Эта статья посвящена проблеме о необходимости существования свободы

4. Раньше газеты писались от руки, поэтому тиражи были небольшими. 5. Научиться пользоваться своими правами не менее важно, чем выполнять свои обязанности.

II. Translate from English into Russian:

1. One of the first arguments for freedom of the press was made by the poet John Milton in 1644. 2. Sometimes parts of books, newspaper stories, films etc. that are considered unsuitable for moral, religious or political reasons are removed by the censor. 3. The chairman called the journalists to order. 4. He wrote a newspaper story about the development of press freedom in Britain. 5. Freedom of speech is necessary to a democratic society.

III. Translate the words and word combinations:

4. Russian into English: лицензия, правительство, столкнуться с чем-либо, СМИ, злоупотреблять правами.

5. English into Russian: to be free to do something, social stability, to argue, law, to limit freedom of speech.

IV. Translate the sentences into English using the verb *to be* in the modal meaning:

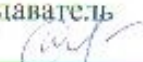
1. Экспедиция должна отправиться завтра. 2. Ваша обязанность – редактировать статьи и рекомендовать их в печать. 3. Наш босс должен подписать контракт завтра.

V. Speak on the grammar rule: Verb *to Be* in the Modal Meaning.

VI. Speak on the topic: "Reasons for Freedom of Speech".

Рабочая программа учебной дисциплины составлена в соответствии с учебным планом, федеральным государственным образовательным стандартом высшего профессионального образования по направлению подготовки **030602.65 Связи с общественностью**

Рабочую программу учебной дисциплины составил:

магистр филол. образования, ст. преподаватель
кафедры лингвистики ФИЯ ТГПУ  /И.Е. Охолина/

Рабочая программа учебной дисциплины утверждена на заседании кафедры лингвистики, протокол № 7 от «29» августа 2011 г.

Зав. кафедрой лингвистики  /Г. И. Уткина/

Рабочая программа учебной дисциплины одобрена методической комиссией ФИЯ ТГПУ, протокол № 10 от 29 августа 2011 г.

Председатель методической комиссии ФИЯ С.М. Кошкарлова

Зачетные и экзаменационные материалы

Test Card 1

Theme: Mass Media, Advertising

Grammar: Passive Voice

I. Translate the following words and expressions into English: «Солидная» газета, реклама, пульт управления, ток-шоу, заголовок, телевизионная реклама, рекламный щит, рекламная компания, кабельное телевидение, пробник.

II. Translate the following words and expressions into Russian: broadcast, editor, to run a station, tabloid, jingle, TV aerial, popular paper, quiz show, sponsorship, outdoor advertising.

III. Translate the following sentences into English:

1. Английские газеты можно разделить на две группы. 2. Эти две группы можно легко отличить друг от друга. 3. Английские газеты часто ассоциируют с Флит стрит. 4. Радио Англии контролирует Би-Би-Си. 5. Этот фильм был снят в Англии.

IV. Translate the following sentences into Russian:

1. Fleet Street is located in Westminster City. 2. The private companies are controlled by the IBA. 3. The talks were resumed after lunch. 4. The article was mentioned in the letter. 5. The news will be broadcast over the radio

V. Write Past Indefinite and Participle II (Past Participle) of the verbs:

buy, sell, choose, feel, find, give, leave, lose, spend, win.

VI. Complete the information about Barford Hall. Put in the correct form of these verbs.

build (past simple) *own* (present simple)

use (past continuous) *buy* (past simple)

not look (past perfect) *use* (present simple) *do* (present perfect)

The building at the end of the High Street is Barford Hall, which..... (1) in 1827. Today the Hall

(2)..... by Bardale Council. It (3)as a warehouse when it

(4) by the Council in 1952, and it (5)after very well .

Since then a lot of work (6) on it, and these days the Hall

(7)..... as an arts centre.

VII. Insert prepositions:

The IBA is responsible... looking... the regional independent TV companies.

They also broadcast programmes they have bought... other regions.

National radio is controlled... the BBC.

Listeners can choose... four stations.

Some local stations are run... the BBC.

Their programmes consist mainly... music and local news.

VIII. Read and retell the text.

IX. Explain the rule in Russian and give your examples.

Test Card 2

Theme: Mass Media, Advertising

Grammar: Passive Voice

I. Translate the following words and expressions into English: ежедневная газета, транслировать, спутниковая тарелка, мыльная опера, статья, телевизионная реклама, рекламный щит, документальный фильм, кабельное телевидение, специальное предложение.

II. Translate the following words and expressions into Russian: ad, pastime, to run a station, tabloid, jingle, TV aerial, quality paper, weather forecast, headline, advertising campaign.

III. Translate the following sentences into English:

1. Английские газеты можно разделить на две группы. 2. Эти две группы можно легко отличить друг от друга. 3. Английские газеты часто ассоциируют с Флит стрит. 4. Радио Англии контролирует Би-Би-Си. 5. Этот фильм был снят в Англии.

IV. Translate the following sentences into Russian:

1. Fleet Street is located in Westminster City. 2. The private companies are controlled by the IBA. 3. The talks were resumed after lunch. 4. The article was mentioned in the letter. 5. The news will be broadcast over the radio

V. Write Past Indefinite and Participle II (Past Participle) of the verbs:

buy, sell, choose, feel, find, give, leave, lose, spend, win.

VI. Complete the information about Barford Hall. Put in the correct form of these verbs.

build (past simple) *own* (present simple)

use (past continuous) *buy* (past simple)

not look (past perfect) *use* (present simple) *do* (present perfect)

The building at the end of the High Street is Barford Hall, which..... (1) in 1827. Today the Hall

(2)..... by Bardale Council. It (3)as a warehouse when it

(4) by the Council in 1952, and it (5)after very well .

Since then a lot of work (6) on it, and these days the Hall

(7)..... as an arts centre.

VII. Insert prepositions:

The IBA is responsible... looking... the regional independent TV companies.

They also broadcast programmes they have bought... other regions.

National radio is controlled... the BBC.

Listeners can choose... four stations.

Some local stations are run... the BBC.

Their programmes consist mainly... music and local news.

VIII. Read and retell the text.

IX. Explain the rule in Russian and give your examples.

X. Speak on the topic.

Test Card №1

Grammar: The Passive Voice;

Topics: Advertisement, Advertising Campaign;

1. Turn the sentences from active into the passive voice:

1. The pop star will sing the song. 2. Someone left the door open. 3. Mrs. Gates takes care of the baby. 4. He said, that his brother would teach him to drive. 5. The author is writing a new book. 6. Peter and Jane were planting trees in the garden. 7. Mary hasn't washed the floor yet. 8. They hadn't eaten all the food by the time I came.

2. Turn the following questions into the passive:

1. Do they make bread in this factory? 2. Will Susan decorate the room for tomorrow? 3. Did they find the ring in the garden? 4. Was Tom drawing a picture? 5. Is Lisa sending the card to Tim? 6. Has Simon sent the flowers? 7. Had Bob repaired the computer before he left? 8. Should he keep the word?

3. Fill in the gaps with the correct passive tense of the verb in brackets:

1. The office (to clean) twice a week. 2. The meal (not to cook) yet. 3. The bridge (to repair) at the moment. 4. The suit case (to pack) yesterday from 4 till 6 p.m. 5. Don't worry, everything will be all right: the children (to take) to the theatre by the teacher and they (to bring) back to school in the evening. 6. The newspaper said that an interesting exhibition (to open) in the hermitage the following week. 7. Two reports on Hemingway's stories (to make) in our group last month. 8. The book just (to return) to the library. 9. By 3 o'clock everything (to prepare).

IV. Translate the following words and combinations into Russian:

competitive advertisement, ad on hoardings, layout, advertising revenue, the research department, consumer survey, to resort the services of advertising agency, visual devices, an account, to be in charge of;

V. Translate the following words and combinations into English:

рекламная деятельность, наружная реклама, размещение в средствах массовой информации, листовка, расценки, создавать новые интересные идеи, отдел продаж, агентство с полным перечнем услуг, специализироваться на чем-л., эффективно выполнять функции рекламирования;

VI. Translate the following sentences into Russian:

1. With the help of various means and ways competitive advertising influences mentality of the person with the purpose to call in him requirement for the given goods or service. 2. The research department studies the consumer psychology and requirements of audience. 3. We should know for sure whether the person will want to read the message or to see an advertising roller up to the end. 4. Advertising agency is able to do a far more professional job than the advertising manager who belongs to a firm and therefore has a limited experience. 5. The firm needs an expert

to supervise an advertising campaign, check proofs, make sure that the agency use the media which best satisfy the company's interests.

VII. Translate the following sentences into English:

1. Рекламная кампания – это комплекс планированных рекламных мероприятий (entertainment), система взаимосвязанных приемов, рассчитанных на определенный период времени, район действий и целевую аудиторию. 2. Необходимо сформировать благоприятный имидж кампании. 3. Важно понимать цели и задачи рекламной кампании, правильно выбрать целевую аудиторию и СМИ. 4. Опытный специалист сможет оптимизировать рекламную концепцию и порекомендовать те или иные телеканалы, радиостанции или печатные издания. 5. В процессе организации работы следует помнить, что эта работа должна получиться как можно более креативной.

VIII. Read and render the text.

IX. Speak on the topic “England: Customs and Traditions”.

X. Tell the rule “Past Simple/Present Perfect” in Russian.

Test Card №2

Grammar: The Passive Voice;

Topics: Advertisement, Advertising Campaign;

1. Turn the sentences from active into the passive voice:

1. Jerry tells interesting stories every day. 2. The musician wrote this opera 35 years ago. 3. She will teach children English. 4. They explained why professor Smith would not read the lecture. 5. We are waiting for you. 6. We were discussing the problem for an hour. 7. She had given me a good advice before I left home. 8. Emily has invited her friends for tea.

2. Turn the following questions into the passive:

1. Can you find the answer to this question in the encyclopedia? 2. Should I put the books on the shelf? 3. Did Michael move the boxes out of the way? 4. Will you show the sights of the city to the guests? 5. Are you repairing the bicycle? 6. Were they translating the article yesterday evening? 7. Have the travelers told a lot of interesting things? 8. Had Boris learnt the English language before he went abroad?

3. Fill in the gaps with the correct passive tense of the verb in brackets:

1. The window (to leave) open yesterday. 2. The light (not to turn off) before everyone left the room. 3. The fields (to cover) with snow in winter. 4. The girl (to allow) to go to the concert next week. 5. I (to invite) to the party yet. 6. The teacher said that the rule (to explain) to us the next day. 7. A new school (to build) in our street now. 8. The programme (to show) yesterday from 4 till 5 p.m.

IV. Translate the following words and combinations into Russian:

to face a growing competition on the part of, Brand Manager, sales figures, slogan, to check proofs, to create a demand, to promote, reminding advertisement, classified ad, potential consumers;

V. Translate the following words and combinations into English:

рекламный ролик, рекламная брошюра; человек, контролирующий и направляющий рекламную кампанию; группа специалистов, организующая рекламную кампанию; удачное художественное решение, быть ответственным перед кем-л. за что-л., маркетинговый бюджет, фирменная марка, организатор выставки, отставать от плана;

VI. Translate the following sentences into Russian:

1. Commercial television is able to provide us with free programmes thanks to its advertising revenues, local newspapers and magazines also derive much revenue from advertising, which allows them to exist. 2. Agencies with full services face a growing competition on the part of agencies with limited services which specialize either on purchase of means of advertising, or on creation of advertising texts, or on manufacture of promotional materials. 3. The firms having own strong advertising departments also resort to services of advertising agencies. 4. A fine example of announcement: brevity and market capacity. 5. A turning point in the history of advertisement was 1450 when a printed press was invented that allowed to multiply advertisements quickly and qualitatively.

VII. Translate the following sentences into English:

1. Реклама появилась тогда, когда появились товары, продавцы и покупатели. 2. Цель рекламы – привлечение как можно большего количества покупателей к предлагаемому товару или услуге, поэтому она всегда преследует коммерческую цель. 3. Оптимальным решением для производителя продуктов массового потребления является реклама на телевидении. 4. Богатая компания будет использовать интернет, чтобы продвинуть свою продукцию на мировой рынок. 5. Искусство рекламы - это также понимание психологии и нужд человека и того, как они могут быть удовлетворены.

VIII. Read and render the text.

IX. Speak on the topic “England: Customs and Traditions”.

X. Tell the rule “Past Simple/Present Perfect” in Russian.

Test Card №3

Grammar: The Passive Voice;

Topics: Advertisement, Advertising Campaign;

1. Turn the sentences from active into the passive voice:

1. We must finish the work by tomorrow. 2. I bought potatoes yesterday. 3. They will show this film on TV. 4. I heard that they would stage this play at the beginning of next season. 5. Someone is cleaning the windows. 6. Sue was washing the car. 7. They have forgotten the story. 8. By the middle of autumn we had planted all the trees.

2. Turn the following questions into the passive:

1. Does Betty often take younger brother for a walk? 2. Should we eat this cake right now? 3. Did you ask him about his holidays? 4. Will they show Helen the nearest way to the theatre? 5. Are you packing the bags? 6. Were you preparing your report all that time? 7. Has anybody explained the rules of the game to you? 8. Hadn't you finished the work before weekends?

3. Fill in the gaps with the correct passive tense of the verb in brackets:

1. The grass (to cut) by the gardener a week ago. 2. The documents (not to sign) yet. 3. The poem must (to learn) by heart. 4. Fresh flowers (to put) in the vase tomorrow morning. 5. The house (to construct) carefully before they built it. 6. The present (to choose) at the moment. 7. They promised that the book (to return) the following week. 8. The hall (to decorate) for about 3 hours yesterday.

IV. Translate the following words and combinations into Russian:

promotion of the production, print ad, sales target, main competitors, customers, to promise the consumer essential benefits, to meet the objectives, to launch a new product, product intended for market, advertising and marketing research;

V. Translate the following words and combinations into English:

рекламодатель, товарная реклама, художник оформитель, лидер продаж, главные конкуренты, выставочный стенд, опережать план, ставить целью, передавать необходимую информацию, убедить покупателя купить товар;

VI. Translate the following sentences into Russian:

1. During excavations on the territory of the countries belonging to the Mediterranean region archeologists found the signboards informing on various events and offers. 2. In agencies creative and technical specialists carry out advertising functions better and more effectively, than regular employees of companies. 3. Experts believe that this year the share of Russian companies in the market will increase. 4. It is necessary to find out whether advertising influences those categories of potential consumers for which it is designed. 5. Informing advertising is advertising which overall objective is producing knowledge about the product or service.

VII. Translate the following sentences into English:

1. Структура рекламы состоит из пяти основных компонентов, первый из них – она обладает способностью притягивать внимание. 2. Второй компонент- это сила влияния рекламы на эмоции потребителей. 3. Ложная реклама или ложная информация о товарах, услугах и ценах запрещена законом и рекламной этикой. 4. Рекламодатель нуждается в том, чтобы создать спрос и повысить уровень продаж. 5. Процесс создания рекламы заставляет людей мыслить творчески, генерировать снова и снова современные, интересные идеи.

VIII. Read and render the text.

IX. Speak on the topic “England: Customs and Traditions”.

X. Tell the rule “Past Simple/Present Perfect” in Russian.

Test Card №4

Course 2, Term 4

Grammar: The Passive Voice;
Topics: Advertisement, Advertising Campaign;

1. Turn the sentences from active into the passive voice:

1. You must take the dog for a walk. 2. They sent for the doctor. 3. They will open a new sports centre soon. 4. Nora said that they would find the decision. 5. Tom is drawing a picture. 6. They were singing a song. 7. I have translated the whole text. 8. She had made omelette with cheese and onions by Michel's coming.

2. Turn the following questions into the passive:

1. Do they teach traditional dance at this school? 2. Did the pupils write the dictation without mistakes? 3. Will they make the speech tomorrow? 4. Have they already discussed the novel? 5. Had you finished learning by 5 o'clock? 6. Can you cross the river on a boat? 7. Are they cooking a meal? 8. Was Ann checking the test papers?

3. Fill in the gaps with the correct passive tense of the verb in brackets:

1. Last time the first prize (to win) by our team. 2. The article (to publish) next week, if I'm not mistaken. 3. The lectures (to listen to) by all of us attentively. 4. She said that the flowers (to water) regularly the following month. 5. The roof of the house (to paint) by boys before yesterday's evening. 6. The interview (not to give) by the explorers to a newspaper yet. 7. They (to examine) from 8 till 11a.m. yesterday. 8. Jam (to make) from forest berries the whole morning yesterday.

IV. Translate the following words and combinations into Russian:

to meet the requirements, sales forecast, consumers, survey of test markets, motivational research, advertising revenue, to be in charge of, to check proofs, to create a demand, to launch a new product, main competitors;

V. Translate the following words and combinations into English:

повысить уровень продаж, демонстрировать свойства товаров, быть разработанным для, соответствовать культуре потребительской аудитории, влиять на что-л., кого-л., приобретать рекламируемый товар, продукт высокого качества, товары массового потребления, имидж компании, торговая марка;

VI. Translate the following sentences into Russian:

1. One of the first known methods of advertising was the outdoor display, usually eye-catching signs painted on the wall of a building. 2. The most significant development was television, a medium that forced the advertising industry to improve its techniques by the use of visual devices as well as by voice. 3. In the basis of any advertising lays elementary information sent so that the buyer first of all has believed it and has chosen the promoted goods from all sets of goods. 4. It is necessary to know what feelings are born in consumers under the influence of advertising, if the advertising argument is successful and if it is made correctly. 5. The basic idea of advertising is the idea of human requirements: requirements of people are practically boundless, but resources for their satisfaction are limited.

VII. Translate the following sentences into English:

1. В маркетинге необходимо различать товары индивидуального пользования и товары производственного назначения. 2. В наружной рекламе используются

текстовые и графические материалы. 3. Следует уделить внимание рекламе в газетах и журналах, так как это самый массовый продукт печатной промышленности. 4. Рекламный радио ролик в современном мире является не просто прочитанным текстом, а грамотно составленной (skillfully made) звуковой композицией. 5. Транспорт превращается в большой рынок услуг, который без сомнений будет развиваться.

VIII. Read and render the text.

IX. Speak on the topic “England: Customs and Traditions”.

X. Tell the rule “Past Simple/Present Perfect” in Russian.

Test Card №5

Grammar: The Passive Voice;

Topics: Advertisement, Advertising Campaign;

1. Turn the sentences from active into the passive voice:

1. The guide usually leads a group of tourists around the place. 2. My brother brought some photos. 3. Nelson Manderla will present the medals. 4. He told us that they would celebrate the anniversary brightly. 5. He is reading a fairy-tale to his little son. 6. Girls were picking up flowers on a meadow. 7. She has just washed the window. 8. Her daughter had made a dress before the evening.

2. Turn the following questions into the passive:

1. Do you teach Latin in this school? 2. Did the pupils write the dictation without mistakes? 3. Will you post the letter? 4. Must they collect the papers? 5. Why are you asking this question? 6. When were they painting the door? 7. Has Sara watched the film? 8. Had they told them the news before that time?

3. Fill in the gaps with the correct passive tense of the verb in brackets:

1. Soon he (to send) to a sanatorium. 2. The book (to discussed) during the last conference. 3. The composition (to hand in) last Wednesday. 4. A taxi already (to call), we are expecting it any minute. 5. The rule (to explain) at the last lesson and everybody understood it. 6. He told Susan that this nice café (to close) the next day. 7. Look! The theatre house (to restore). 8. The article carefully (to look through) before they placed it in a magazine.

IV. Translate the following words and combinations into Russian:

to meet the requirements, the research department, to resort the services of advertising agency, sales forecast, classified ad, to promote, to promise the consumer essential benefits, product intended for market, account group, to raise sales;

V. Translate the following words and combinations into English:

рекламный щит, рекламный ролик, исследовательский отдел, товары и услуги, наружная реклама, предварительно просматривать материал, статья-реклама, группа специалистов, организующая рекламную кампанию, доход от рекламы, лидер продаж;

VI. Translate the following sentences into Russian:

1. "Having met" advertising, the buyer receives the message about the seller and his goods or service, it helps him to make the correct decision on purchase. 2. Mr. Grant is very interested in public relations and insists that the new "ad man" will be responsible to him for this side of the job. 3. Consumer survey is the attempt to discover, by means of market research and statistics, what a certain type of person, living in a certain area, wants to buy, and why he or she wants to buy it. 4. Almost all the layers of society listen to the radio, that is why radio advertising should be wide and many-sided. 5. Here are the suggested ad layouts.

VII. Translate the following sentences into English:

1. Наружная реклама является средством, которое помогает сделать отношения производителя и клиента проще. 2. На рынке возможность выбора товаров предоставляется покупателям. 3. Листовки, письма, брошюры и рекламный материал отсылается определенному количеству людей почтой. 4. Рекламодатели готовы использовать любые новшества, чтобы достичь цели. 5. Ford Motors – лидер продаж в автомобильном бизнесе США.

VIII. Read and render the text.

IX. Speak on the topic "England: Customs and Traditions".

X. Tell the rule "Past Simple/Present Perfect" in Russian.

Test Card 1

Theme: Mass Media, Advertising

Grammar: Passive Voice

What are the Best Colors for Advertising?

The best colors for advertising are those that make people comfortable or stimulate their senses. A color scheme that incorporates warm colors encourages people to linger, leading restaurants to choose deep burgundy, burnt orange, and similar colors. They stimulate warmth and comfort, and when people relax over dinner, they are more likely to enjoy a leisurely dessert or a nice cup of coffee, thus spending more money.

Hot colors are some of the best colors for advertising when it comes to products like fast food. Bright red and yellow are hot colors, indicative of fire, and they stimulate excitement. Warm and hot colors will encourage people to eat more, which translates to revenue. Virtually all logos, advertisements and menus of fast food chains feature these colors, which is no accident. Companies rely on the extensive research that has been done in this field, to get the most for their advertising dollars.

Cool colors have their own niche. Colors like green and blue are some of the best colors for advertising when it comes to over the counter medicines and other health products. Blue is associated with tranquility, and also represents water, a life force. The color blue can actually slow a person's heart rate, and it reduces appetite, (which is why is not chosen for restaurants). Certain shades of blue indicate dependability, making it a good color for business ads. Blue is also a popular color

for uniforms, worn by mail carriers, security guards and other officials. Darker blue uniforms are usually worn by more authoritative figures, such as police officers.

It has been debated whether or not blue is one of the best colors for advertising online. Many websites use at least some blue in their color schemes. Whether or not it is one of the best colors for advertising, it is a popular choice for online ads. Colors like sky blue and certain shades of green can also be effective since they evoke the feeling of being outdoors.

According to research, black and white can be two of the best colors for advertising. They are used to signify power and create a sense that the company is highly professional. Often a splash of color, such as red, is included to accent the starkness, but the main colors are black and white.

You may wish to hire someone to choose the best colors for advertising your business or product, and develop a color scheme for you. Or, conduct an experiment: look over several websites and see which ones you are most comfortable viewing. Which ones influence you to linger? Content is of course important, but don't underestimate the influence of color.

Test Card 2

Theme: Mass Media, Advertising

Grammar: Passive Voice

What are Advertising Agencies?

Advertising agencies are outside companies that provide for the marketing and advertising needs of other businesses and organizations. Advertising agencies offer a full range of advertising services and advice based on market studies, popular culture and advanced sales techniques. Because they are independent from the client company, they can be objective about a client's promotional needs.

Advertising agencies produce logos, creating effective and attractive color schemes to draw the consumer's attention to their clients' ads. They also prepare slogans and brochures, and write descriptive copy for sales materials. They may produce public service announcements for charitable organizations and social programs as well, and issue press releases for new programs, events, and products. Advertising agencies use assorted forms of media to promote their clients' businesses or organizations, including magazine advertisements, newspaper ads, radio and TV commercials, websites, and even infomercials. Some also plan events, provide booths at conventions, and give away promotional items.

The way advertising agencies work is by getting to know their clients' product or service well and determining which demographic provides the best audience for promotion. If a company sells designer handbags, an ad agency would likely try to position the company's TV commercials during women's programming or on a channel geared toward women. The look and tone of an ad campaign is also dependent upon demographics. If the company's target audience is mature adults,

design elements should be more traditional than if the target were a younger generation.

There are several associations that advertising agencies may belong to, such as the Ad Council, the American Advertising Federation, the International Association of Business Communicators, and the American Association of Advertising Agencies, or AAAA. When deciding between advertising agencies, it is a good idea to see if they are members of any associations and to check them out with the Better Business Bureau. Also helpful is asking an ad agency for examples of their work. You may find that they are responsible for well-recognized ad campaigns that have helped establish other companies. Such agencies may be expensive and you may have to wait some time to join their list of clients, but an agency that can make your product or service a household name is worth the wait and the cost.

Test Card 3

Theme: Mass Media, Advertising

Grammar: Passive Voice

What is Radio Advertising?

While many people may view radio as a less popular medium than the Internet or television, the truth is that radio still manages to penetrate areas of our daily lives still off-limits to other media. Consumers can listen to radio in their vehicles, in waiting rooms, in many restaurants and a number of grocery stores. Radio advertising targets that captive audience through a series of 30 second or 60 second spots which promote products or services in a memorable way.

Radio advertising is based on the idea of creating an audio-only environment and placing the listener inside of it. A typical radio spot features a professional voice-over artist reading descriptive copy over an appropriate bed of background music. Important information may be repeated several times over the course of the spot, such as contact phone numbers, addresses, website URLs, or a geographical reference. As one spot of radio advertising ends, another spot begins and the process continues until the program resumes.

Some radio advertising can be very elaborate, using several different voice actors to perform a short comedic spot or customized music to punch up the most important parts of the advertising copy. Other radio advertising, especially when produced by a local radio station, is more straightforward, with a recognizable disk jockey or business owner providing the voice-over. Depending on the size of the radio station and the client's budget, on-air talent may be responsible for the production of radio advertising or it may be farmed out to a professional advertising agency to achieve the client's vision.

Because radio station managers have a limited number of minutes available for advertising during an average hour, radio spots tend to last either 30 or 60 seconds. A station may build in several scheduled breaks during an hour, typically at twenty minutes or so after the top of the hour and twenty minutes before the top of the next

hour. If there is enough radio advertising spots available, additional breaks at ten minutes before the hour and ten minutes after the hours may be added. Each break may have two to three minutes allotted for spots, which can be introduced with a station jingle or a longer promotion called a sweep.

Advertisers generally pay for the number of times a particular radio spot is played, or "dropped" in radio lingo. A radio ad dropped primarily during the overnight hours may be less expensive than a similar ad dropped during the popular morning or afternoon drive times. Radio advertising, especially for a popular station with a powerful transmitter, can be a considerable expense up front, but the number of potential listeners within range of the station is often exponentially higher than subscribers to local newspapers or regular viewers of local television stations.

Test Card 4

Theme: Mass Media, Advertising

Grammar: Passive Voice

What are Some Different Types of Advertising?

Advertising is used to publicize a product, service, or idea. Many types of advertising are available for the purpose of building brand awareness and increasing product sales. Advertising is present in almost every aspect of daily life.

Before deciding what types of advertising are best, it is important for a company to define the audience they want to target. The specific group which a product is marketed towards is their target audience. Demographic information such as age, gender, education, and income level helps define a target audience. Placing your message in advertising venues focusing on this group, or demographic, is called target marketing and is essential to effective advertising.

Print mediums like magazines, brochures, and newspapers allow the marketer's message to reach their target audience on the page. Magazines include articles and images intended to attract a specific type of consumer. Magazine publishers have extensive demographic information on their readers, allowing marketers to tailor advertising to speak specifically to their potential customers.

Broadcast advertising includes TV, radio, and Internet messages. Traditional forms of these types of advertisements are commercials shown during a television program or before a movie. Product placement advertising is a less obvious way to promote a product. With product placement types of advertising, companies pay to have their product used by a character in the program. When you see someone in a TV show or movie using a specific brand, this is product placement, or covert advertising.

One of the first instances bringing product placement to the public's attention was in 1982 when the movie E.T. was released. In this movie, characters are seen eating Reese's Pieces® candy. Sales of Reese's Pieces® increased substantially as a result of their visibility in this incredibly popular movie, generating publicity about the effectiveness of this type of advertising.

Internet promotion is one of the newer types of advertising and can be accomplished in a number of ways. Flash advertising refers to messages that jump onto your computer screen and often move around. They can be hard to close and are annoying, but effective at gaining your attention.

Pop up and scrolling ads are other examples of these types of advertising. Pay per click advertising refers to marketers paying to have their web pages placed high on search engine results pages. These are also called sponsored links.

Outdoor advertising utilizes billboards and signage. These types of advertising include using cars with promotional messages on them, or large signs placed on the sides of buses. They can also be signs on scoreboards or in stadiums drawing the attention of large crowds and television coverage at sporting events.

Test Card 5

Theme: Mass Media, Advertising

Grammar: Passive Voice

What is Online Advertising?

Online advertising is simply advertising that is done over the Internet. For those interested in such a strategy, there are a number of options and some have found a way to advertise online through things that do not appear to be traditional advertising mediums. While the effects of online advertising are still being studied, it is a rapidly-growing segment of the advertising dollar.

As more people turn to the Internet as a source for daily news, socialization and communication, more advertising dollars are likely to be spent. In fact, in a period of five years, from 2006 to 2010, online advertising is expected to increase from 6 percent of all money spent for advertising, to 12 percent or more. That could signify the beginning of a fundamental shift in how all advertising dollars are spent.

Online advertising is also quickly becoming a serious force for other types of advertising media to deal with. Newspapers and magazines all over the world are facing a number of different challenges, including loss of ad revenue. Many attribute some of those struggles to online advertising, which is not only taking a share of the advertising, but a share of the audience as well. This is especially true of the young adult male audience, which is a target demographic of many advertisers.

However, newspapers and magazines are not the only media dealing with lower revenue. The remarkable thing about online advertising is its ability to cut across the spectrum. For example, online ads can look like television commercials or print ads. The possibilities are limitless. Further, because of hypertext linking, advertisers have the power to transport potential buyers directly to their site, or a site selling their products.

In some cases, online advertising may not look like advertising at all. There was one case where a video was put on an online video sharing Web site supposedly showing popcorn being popped by radiation put out from mobile phones. While this was later revealed as a hoax, the company that put the video online received a

substantial amount of free, or nearly free, publicity. The company sold headset devices meant to help limit an individual's exposure to radiation.

Online advertising is also appealing to some advertisers because, with some types of ads, there is no pay unless there are results. With click-through advertising, the advertiser only pays if a user clicks on the ad. This type of strategy can make advertising very cost effective, especially for those who do not have large advertising budgets.

Test Card 6

Theme: Mass Media, Advertising

Grammar: Passive Voice

What is Billboard Advertising?

Billboard advertising is the use of signs along roadways to advertise a wide range of products, services, and causes. In general, the signs used in these roadside advertising campaigns must be over a certain size in order to be truly referred to as a billboard. In general, the sign must be large enough for a driver or passenger in a vehicle to be able to clearly read the lettering while navigating the vehicle along a road.

The use of billboard advertising has been around for many centuries. Prior to the advent of motor vehicles, primitive examples of billboards were sometimes used to alert people traveling on foot, on horseback, or by carriage that an inn could be found within a certain distance up the road. Along with naming the inn and providing an approximation of the distance to the establishment, the billboard would sometimes list some of the amenities such as clean beds, food, and the presence of facilities to house the carriage or stable the horse.

During the early 20th century, the growing use of automobiles quickly led to companies making use of billboard advertising to publicize a wide range of products and services. Motor villages and motels would buy or lease billboards as a means of directing potential customers to their facilities. Towns and cities made use of billboard advertising to entice the traveler to stop long enough to see some of the local sights before moving on with the journey. Roadside restaurants made use of billboards to advertise hot meals for competitive prices. The effectiveness of these advertisements led to creating an entirely new branch of the advertising industry, as clients demanded newer and more attractive ads that would catch the eye and entice the traveler to stop and spend money.

While many advertisers make use of electronic and other types of advertising today, billboard advertising remains an effective means of reaching consumers. Because the advertisement on a billboard is available for customers to view around the clock, billboard advertising works very well in conjunction with other ad options. Today, it is not unusual for businesses to list website addresses on billboards as well as calling attention to products or sites of interest. This type of complimentary

advertising allows the billboard advertising to work in harmony with other advertising tools and further enhance the overall potential of the marketing campaign.

Test Card 7

Theme: Mass Media, Advertising

Grammar: Passive Voice

What is Corporate Advertising?

Corporate advertising is a promotional strategy that is designed to not only interest consumers in products and services offered by the company, but also to cultivate a positive reputation among consumers and others within the business world. The focus of corporate advertising is on the company itself, with the attention to the products produced by the corporation being a byproduct of the advertising effort. This type of corporate marketing is often employed along with advertising campaigns that are directly focused on the goods and services produced by the company.

The main function of corporate advertising is to generate and enhance a sense of confidence and appeal among vendors and consumers. Depending on the exact nature of the corporate marketing approach, the advertising may also be developed with an eye of enhancing the reputation of the company among its peers in a community or within a given sector of the marketplace. In any application, the idea is to build the most agreeable public image for the corporation as possible.

It is not unusual for a company to engage in corporate advertising as a means of dealing with some incident or factor that has damaged the reputation of the company. Factors may include unsubstantiated claims made about the business practices of the company, or some aspect of the quality of the products produced by the corporation. Corporate advertising campaigns may also help to restore consumer confidence when a takeover or merger involving the company takes place. From this perspective, a well-crafted corporate advertising campaign is a powerful tool for use in damage control situations, and may be capable of restoring confidence after the public perception of the business has been tarnished in some manner.

While corporate advertising does include some mention of company products, the object of this type of advertising is not directly aimed at generating sales. Instead, corporate ads focus on the strength and reliability of the company as a whole, the integrity that the business employs in all its business relationships, and how the company seeks to better the circumstances of the geographic locations where it operates. As part of this process, it is not unusual for one or more of the leading products to be mentioned, but there is usually no mention of pricing or upcoming discounts of products found within corporate advertising campaigns. Those are left to product advertising efforts that focus specifically on the goods produced for sale.

Test Card 8

Theme: Mass Media, Advertising

Grammar: Passive Voice

What is a Radio Show?

A radio show is any type of program broadcast on the radio, or on the Internet in the case of Internet radio. Radio shows are broadcast in many different formats such as talk radio. Listeners phone in to the radio program to air their views. All radio shows have a host and the show is designed to interest the target listener of a certain demographic so that the advertising during the radio show will reach those listeners.

The radio show host is given a certain time slot to fill. The main draw to the radio listener is either the music played or the talk or news featured. Most radio shows are named after their host such as The Clark Howard Show. In that case, Howard, an Atlanta based consumer advocate, focuses his radio show on issues relevant to consumers such as how to save money, avoid scams and buy products and services wisely.

Radio shows that play music may have one or two hosts that offer little tidbits of information after a set of several songs. The hosts also mention the name of the recording artist and sometimes add news about the artist. Local news, traffic, school closures and weather updates may also be broadcast during a radio show to keep listeners up to date. The hosts also mention the time every so often, usually more frequently on weekday mornings when many people listen to the radio while getting ready for work or school.

Contests help to draw listeners to a radio show and are a good way to get them involved. Talk radio gets listeners involved in the topic and gives them a chance to interact with the host and guests by calling in to voice a comment or question. Some radio shows also include little plays or skits. The idea of the radio show as an entertainment venue goes back many decades and predates the invention of television. Today, Internet radio shows are becoming more common. Average people can podcast their own shows on independent, or indie, Internet radio.

Test Card 9

Theme: Mass Media, Advertising

Grammar: Passive Voice

What is Newspaper Advertising?

Newspaper advertising is one of the most common ways to advertise in many countries. Often cheaper than broadcast advertising, newspaper advertising usually provides advantages of greater market share in many locations. Also, newspaper advertising does not depend on the target audience having a television or radio on at a certain time in order to receive the message of the advertisement.

Newspaper advertising comes in two major division: display or classified. Newspaper ads considered display ads are those that span multiple columns horizontally and often include graphics and borders. Classified newspaper advertising

is in-column advertising that follows the natural flow of the column down the page vertically.

Classified advertising is usually the cheapest option for most people and appeals to those who are after a certain market. For example, those seeking to rent an apartment, find a job, or buy a pet typically may use classified ads to aid in their searching. Although not traditional to classified ads, many publications offer small graphics and borders with classified ads. Classified ads are usually found in a specific section.

Display ads are generally higher profile ads that take up, in many cases, significant portions of the page. Typically, display ads may take up an eighth, quarter, half or full page. In some cases, the ad may take up two facing pages, those these ads are rare in newspaper advertising simply because of the cost. Display ads may either be in color or black and white, with the color option costing more. Display ads can be found throughout the paper.

In many cases, newspapers offer services to advertisers to help them design effective display pieces. In all cases, the advertiser has the right to refuse or accept this service. In some cases, the newspaper may choose not to publish an ad that it deems offensive or libelous. However, newspapers must be careful when rejecting ads and often work with the advertiser to revise the ad so it is suitable for publication.

In a relatively new development, some newspapers offer a package of advertising that not only includes newspaper advertising but online advertising on the newspaper's Web site as well. This helps alleviate fears among some advertisers that their target audience may not be reading the newspaper, but simply going online. Most newspapers that have Web sites offer some sort of online advertising in addition to their newspaper advertising, though not all publications package the two together.

Test Card 10

Theme: Mass Media, Advertising

Grammar: Passive Voice

What is Television Advertising?

With billions of faithful viewers scattered across every continent, the medium of television is considered by many marketing experts to be the ultimate platform for targeted advertising. A single 30 or 60 second television commercial broadcast during an event such as the Super Bowl or the Olympics can easily reach the eyes and ears of billions of potential customers. Television advertising may be more expensive to produce and broadcast than other forms of advertising, but it also has the power to connect with the broadest audience simultaneously.

Television advertising is similar to radio advertising in the sense of relaying a specific sales pitch in a limited amount of time. Most television ads are either 30 or 60 seconds in duration, long enough to give the viewers pertinent information or create a specific opinion of the product or service, but not long enough to lose the viewer's attention. Television commercials are generally placed at strategic breaks during the main programming and the few minutes until the top of the next hour.

Visual as well as audio interest is very important in television advertising. Instead of employing a single voice-over actor to read the advertising copy over a musical bed, actors can create a visual image which further enhances the appeal of the commercial. Images of a happy family gathering around a dinner table can enhance the appeal of a new line of canned soups, for example. An attractive man surrounded by beautiful models can suggest the sex appeal of a new cologne as well.

Because television viewers can easily discern a cheaply produced television commercial from regular programming, many television advertising agencies employ professional copywriters, directors and actors to produce professional caliber commercials that viewers will remember long afterwards.

Even if the images or copy appears to have little to do with the actual product or service, viewers often remember shocking or nostalgic or humorous imagery in a commercial. One famous television ad from the 1970s featured a menacing football player named Mean Joe Greene accepting a soft drink from a young fan. The inspirational imagery created a favorable impression of the soft drink, even though it only appeared in the actual commercial for a few seconds.

Television advertising is similar to radio advertising in other ways. Because of time limitations, most television spots must be precisely 30 or 60 seconds in duration. Advertisers pay television stations to "drop" the commercials during a set number of local breaks, which is why viewers tend to see more locally produced commercials during overnight or afternoon hours. During prime time hours, commercial breaks are generally filled with spots produced for national or regional clients. The cost of having a television spot run on a particular station can range from a few hundred dollars for a small local station to several million dollars for a single TV commercial aired during the Super Bowl.

Test Card № 1

Theme: "Advertising"

Grammar: The Gerund

• **Translate the sentences from Russian into English:**

1. Реклама должна быть яркой, краткой, информативной и запоминающейся. 2. Существует много способов сделать продукт популярным. 3. Где вы работаете? – В большой рекламной компании. 4. Хороший специалист должен уметь общаться с разными людьми. 5. Телевидение снабжает нас бесплатными программами благодаря рекламным доходам.

• **Translate the sentences from English into Russian:**

1. The task of commerce is the exchange of goods. 2. In the 17th century, most transactions in Europe were probably still conducted by barter; no money passed at all. 3. The circulation of this newspaper is over a million. 4. The development of advertisement greatly influences our lives. 5. Ads should not be cheap and should be created by specialists.

- **Translate the words and word combinations:**
- 6. **Russian into English:** технологический прорыв, рекламировать товары, необходимая информация для поставщиков, обслуживание, покупать газеты и журналы, общество, доход, критиковать, «жёлтая пресса».
- 7. **English into Russian:** creativity, viewers, to raise sales, motto, the store's clothes, to enrich one's lives, price-list, to satisfy a certain requirement of the client, competitors, commercial break.
- **Fill in with the prepositions where it is necessary:**
- Our boss insisted ... not making the salaries of the bank workers higher.
- After the quarrel she stopped ... talking ... her neighbor.
- The manager objected ... hiring more employees.
- I tried ... phoning at the office but there was nobody there.
- The minister went on ...speaking for two hours.
- **Use the correct form of the verbs in brackets:**
- She remembered (to see) this man before.
- Go on (to read) the book, please.
- This political party succeeded (to win) the election.
- This program is aimed (to overcome) the crises.
- (to enter) the house, the boy always stayed to chat with us.
- **Speak on the grammar rule: The Gerund**
- **Speak on the topic**

Test Card № 2

Theme: “Advertising Company”

Grammar: The Gerund

- **Translate the sentences from Russian into English:**

1. Реклама должна быть легко запоминающейся. 2. Искусство рекламирования товаров требует базовых знаний психологии людей. 3. Цель рекламы – привлечь внимание покупателей. 4. Я работаю специалистом по рекламе. 5. Этот товар представляет большую ценность для нашей организации.

- **Translate the sentences from English into Russian:**

1. Money is any generally acceptable means of payment in exchange for goods and services and in settling debts. 2. Humour is useful in ads but you shouldn't laugh at the client. 3. Gold coins have now disappeared completely from circulation. 4. This advertising company is our main competitor. 5. We should watch the latest developments of other companies.

- **Translate the words and word combinations:**

1. **Russian into English:** обмен товаров, рекламный слоган, высоко развитая экономическая система, реклама на телевидении, заработная плата, отдел одежды, снабжать, бартер, конкурент.

2. **English into Russian:** art of advertising, splash of development, to decrease prices, motto, commercial break, to influence one's lives, needs of human beings, advertising revenues, false advertisement.

• **Fill in with the prepositions where it is necessary:**

- Our boss is good ... Mathematics.
- After the incident we stopped ... using the products of that company.
- The manager refrained ... commenting the problem.
- The court charged him ... stealing the money.
- He watched ... the latest developments in foreign affairs.

• **Match the words with their definitions:**

- salary something a) the sum of money you pay for to be allowed to do something
- wages smth b) the amount of money that you must pay in order to buy smth
- fee house, an c) the amount of money that you pay regularly for a house, an apartment or a piece of land
- royalties for a d) the amount of money that is regularly paid to a person for a particular type of work, especially manual or unskilled work
- price month e) the money that someone is paid for their job each month
- rent a fixed f) payments made to authors, musicians etc who are given a fixed percentage of the profits made from their books or records

• **Speak on the grammar rule: The Gerund**

• **Speak on the topic**

Test Card № 3

Theme: "Advertising Company"

Grammar: The Infinitive

• **Translate the sentences from Russian into English:**

1. Реклама играет большую роль в нашем обществе. 2. Если вы забыли адрес нашего рекламного агентства, позвоните нашему секретарю. 3. Плохая реклама надоедает телезрителям. 4. На следующей неделе мы будем создавать новый рекламный ролик. 5. Вы можете найти много информации о товарах нашей фирмы в Интернете.

• **Translate the sentences from English into Russian:**

1. Generally speaking, there are a lot of means to make products popular. 2. Advertisement is an essential part of television today. 3. Developing countries receive aid from the UNO. 4. The business was facing bankruptcy. 5. Advertising makes people go far in their creativity.

- **Translate the words and word combinations from Russian into English:**

нужды

людей, рекламный ролик, месячная заработная плата, реклама на телевидении, предприниматель, ТВ программа, бартерный обмен, клиент, цены на товары.

- **Put the words in the right order:**

- is/ conference/ tomorrow/ to begin/ the.
- easy/ this/ to drive/ car/ is.
- me/ 30/ to come/ takes/ the university/ minutes/ it/ to

- **Translate from Russian into English:**

- Цель нашей рекламы – привлечь внимание покупателей.
- С нашим боссом трудно разговаривать.
- Очень полезно читать английскую литературу каждый день
- **Speak on the grammar rule: The Infinitive**
- **Speak on the topic**

Test Card № 4

Theme: “Advertising Company”

Grammar: The Infinitive

- **Translate the sentences from Russian into English:**

1. Хорошая реклама приносит большой доход предприятию. 2. Специалисты по рекламе используют Интернет, чтобы лучше продвинуть товары. 3. Иногда рекламный ролик прерывает просмотр фильма, и это не нравится телезрителям. 4. Родона начальниками рекламы считаются мужчины. 5. Хороший специалист должен владеть иностранным языком.

- **Translate the sentences from English into Russian:**

1. Our company advertises Snickers bars. 2. Advertisement plays a great role in television. 3. If Jane hadn't refused to work overtime, she would have got promotion. 4. I have my own business in Paris. 5. What do you do for a living? – I'm an advertising specialist in a big organization.

- **Correct the mistakes:**

Our meeting is to begin on 5 p.m. (2 mistakes)

This client is dangerous deal with. (1 mistake)

It take me 20 minutes to come at home. (2 mistakes)

- **Put the words in the right order:**

- is/ TV programme/ in/ minutes/ to begin/ my / 15/ favourite.
- difficult/ this/ book/ is/ to read.

- are/ time/ you/ the task/ to do/ in.
- **What do the following abbreviations mean?**
CEO, BRIC, BBC, NY, NBA.
- **Speak on the grammar rule: The Infinitive**
- **Speak on the topic**

Test Card № 5

Theme: “Advertising”

Grammar: The Gerund

1. Translate the sentences from Russian into English:

1. Реклама играет большую роль в нашем обществе. 2. Телезрителей раздражает большое количество рекламы на телевидении. 3. Реклама помогает выбрать хороший товар. 4. Читая газеты, мы часто встречаем рекламу разных товаров. 5. Этот рекламный ролик очень полезный и информативный.

2. Translate the sentences from English into Russian:

1. Our company advertises Snickers bars. 2. Advertisement plays a great role in television. 3. If Jane hadn't refused to work overtime, she would have got promotion. 4. I have my own business in Paris. 5. What do you do for a living? – I'm an advertising specialist in a big organization.

3. Fill in with the prepositions where it is necessary:

- The defendant denied ... stealing the money.
- This program is aimed ... attracting attention of the customers.
- The management succeeded ... bringing down the production costs.
- I tried ... talking ... the policeman but he didn't listen ... me.
- He forgot ... closing the door.

4. Use the correct form of the verbs in brackets:

- The boy remembered (to see) the ocean for the first time.
- In spite of my (to enter) the room he went on (to speak).
- After the quarrel the woman stopped (to visit) our house.

5. Correct the mistakes:

Note: there is only one mistake in each sentence.

When the man saw our entering the café, he stopped talking to us about the incident.

My sister was always good in swimming.

Our advertisement is aimed to attracting the public.

VI. What do the following abbreviations mean?

SOS, NASA, AIDS, UFOs, FBI.

6. Speak on the grammar rule: The Gerund

7. Speak on the topic

Test Card № 6

Theme: “Advertising”, “Bank”

Grammar: The Gerund

I. Translate the sentences from Russian into English:

1. Реклама является неотъемлемой частью телевидения сегодня. 2. Реклама приносит хороший доход компании. 3. Если вам срочно нужны деньги, вы можете взять аванс. 4. Читая газеты, мы часто встречаем рекламу разных товаров. 5. Долги могут привести к серьезным проблемам.

II. Translate the sentences from English into Russian:

1. Our company advertises Snickers bars. 2. Because of the high interest on money borrowed, the credit card debt becomes harder and harder to pay back. 3. In order to open a bank account you'll need to complete an application form and to provide certain personal information. 4. The amount of money increases as the person deposits more money into account. 5. What do you do for a living? – I'm an advertising specialist in a big organization.

III. Translate the words and word combinations from Russian into English:

выписка со счета, банкир, иметь счет в банке, рекламировать товары, яркая реклама, сберегательная книжка, банкрот, рекламный слоган, банковское дело.

IV. Use the correct form of the verbs in brackets:

1. The boy remembered (to see) this beautiful monument for the first time.
2. Your jeans are so dirty, they need (to wash).
3. After the quarrel the woman stopped (to talk to) me.

V. What do the following abbreviations mean?

CEO, GMT, AIDS, ABM, BBC.

VI. Speak on the grammar rule: The Gerund

VII. Speak on the topic

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