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**Муромский институт (филиал)**  
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**«Владимирский государственный университет  
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(МИ ВлГУ)

Кафедра *ИЯ*

«УТВЕРЖДАЮ»  
Заместитель директора по УР  
Д.Е. Андрианов  
\_\_\_\_\_ 25.05.2021

## РАБОЧАЯ ПРОГРАММА ДИСЦИПЛИНЫ

*Иностранный язык в профессиональной сфере*

**Направление подготовки**

*42.03.01 Реклама и связи с общественностью*

**Профиль подготовки**

*Реклама и связи с общественностью в  
коммерческой и производственной сфере*

Семестр	Трудоем- кость, час./зач. ед.	Лек- ции, час.	Практи- ческие занятия, час.	Лабора- торные работы, час.	Консуль- тация, час.	Конт- роль, час.	Всего (контак- тная работа), час.	СРС, час.	Форма промежу- точного контроля (экз., зач., зач. с оц.)
5	72 / 2		16			0,25	16,25	55,75	Зач.
6	72 / 2		16			0,25	16,25	55,75	Зач.
7	144 / 4		16			0,35	16,35	92	Экз.(35,65)
<b>Итого</b>	<b>288 / 8</b>		<b>48</b>			<b>0,85</b>	<b>48,85</b>	<b>203,5</b>	<b>35,65</b>

Муром, 2021 г.

## 1. Цель освоения дисциплины

Цель дисциплины: овладение необходимым и достаточным уровнем коммуникативной компетенции для решения социально-коммуникативных задач в различных областях профессиональной деятельности.

Задачи дисциплины: развитие коммуникативных умений в в разнообразных ситуациях профессионального межкультурного общения.

## 2. Место дисциплины в структуре ОПОП ВО

Изучение дисциплины «Иностранный язык в профессиональной сфере» базируется на изучении вузовского курса «Иностранный язык» для бакалавров. Углубление и расширение вопросов данного курса будет осуществляться в дальнейшей академической и профессиональной деятельности.

## 3. Планируемые результаты обучения по дисциплине

Планируемые результаты обучения по дисциплине, соотнесенные с планируемыми результатами освоения ОПОП (компетенциями и индикаторами достижения компетенций)

Формируемые компетенции (код, содержание компетенции)	Планируемые результаты обучения по дисциплине, в соответствии с индикатором достижения компетенции		Наименование оценочного средства
	Индикатор достижения компетенции	Результаты обучения по дисциплине	
УК-4 Способен осуществлять деловую коммуникацию в устной и письменной формах на государственном языке Российской Федерации и иностранном(ых) языке(ах)	УК-4.2 Использует иностранный язык как средство делового общения и обмена информацией в устной и письменной форме	Знать средства осуществления профессионально ориентированной коммуникации на иностранном языке (УК-4.2) Уметь понимать и передавать информацию профессионально ориентированного характера на иностранном языке (УК-4.2)	Тест, вопросы к устному опросу

## 4. Структура и содержание дисциплины

Общая трудоемкость дисциплины составляет 8 зачетных единиц, 288 часов.

### 4.1. Форма обучения: очная

Уровень базового образования: среднее общее.

Срок обучения 4г.

#### 4.1.1. Структура дисциплины

№ п/п	Раздел (тема) дисциплины	Семестр	Контактная работа обучающихся с педагогическим работником						Самостоятельная работа	Форма текущего контроля успеваемости (по неделям семестра), форма промежуточной аттестации(по семестрам)	
			Лекции	Практические занятия	Лабораторные работы	Контрольные работы	КП / КР	Консультация			Контроль
1	Реклама	5		16						55,75	Тестирование, устный опрос
Всего за семестр		72		16				0	0,25	55,75	Зач.
2	Реклама	6		12						26,25	Тестирование, устный опрос
3	Связи с общественностью	6		4						29,5	Тестирование, устный опрос
Всего за семестр		72		16				0	0,25	55,75	Зач.
4	Связи с общественностью	7		16						92	Тестирование, устный опрос
Всего за семестр		144		16				0	0,35	92	Экз.(35,65)
Итого		288		48					0,85	203,5	35,65

#### 4.1.2. Содержание дисциплины

##### 4.1.2.1. Перечень лекций

Не планируется.

##### 4.1.2.2. Перечень практических занятий

###### Семестр 5

###### Раздел 1. Реклама

###### Практическое занятие 1

Классификация рекламы (2 часа).

###### Практическое занятие 2

Иерархия воздействий (2 часа).

###### Практическое занятие 3

Разработка рекламной кампании (2 часа).

**Практическое занятие 4**

Разработка рекламной кампании (2 часа).

**Практическое занятие 5**

Альтернативы стратегии сообщения (2 часа).

**Практическое занятие 6**

Стратегии сообщения с эмоциональными мотивами (2 часа).

**Практическое занятие 7**

Классы средств рекламы (2 часа).

**Практическое занятие 8**

Классы средств рекламы (2 часа).

**Семестр 6***Раздел 2. Реклама***Практическое занятие 9**

Носители и графики рекламы (2 часа).

**Практическое занятие 10**

Носители и графики рекламы (2 часа).

**Практическое занятие 11**

Оценка эффективности рекламы (2 часа).

**Практическое занятие 12**

Оценка эффективности рекламы (2 часа).

**Практическое занятие 13**

Этические и юридические проблемы рекламы (2 часа).

**Практическое занятие 14**

Этические и юридические проблемы рекламы (2 часа).

*Раздел 3. Связи с общественностью***Практическое занятие 15**

Что такое связи с общественностью? (2 часа).

**Практическое занятие 16**

Что такое связи с общественностью? (2 часа).

**Семестр 7***Раздел 4. Связи с общественностью***Практическое занятие 17**

Что делают специалисты в области связей с общественностью? (2 часа).

**Практическое занятие 18**

Что делают специалисты в области связей с общественностью? (2 часа).

**Практическое занятие 19**

Управление кризисом (2 часа).

**Практическое занятие 20**

Управление кризисом (2 часа).

**Практическое занятие 21**

Связи с общественностью и пресса (2 часа).

**Практическое занятие 22**

Связи с общественностью и пресса (2 часа).

**Практическое занятие 23**

Карьеры в области связей с общественностью (2 часа).

**Практическое занятие 24**

Карьеры в области связей с общественностью (2 часа).

**4.1.2.3. Перечень лабораторных работ**

Не планируется.

**4.1.2.4. Перечень тем и учебно-методическое обеспечение самостоятельной работы**

Перечень тем, вынесенных на самостоятельное изучение:

1. Реклама в современном обществе.
2. Скрытая реклама.
3. Этические аспекты связей с общественностью.
4. Современные технологии в связях с общественностью.

Для самостоятельной работы используются методические указания по освоению дисциплины и издания из списка приведенной ниже основной и дополнительной литературы.

#### **4.1.2.5. Перечень тем контрольных работ, рефератов, ТР, РГР, РПР**

Не планируется.

#### **4.1.2.6. Примерный перечень тем курсовых работ (проектов)**

Не планируется.

### **5. Образовательные технологии**

В процессе изучения дисциплины "Иностранный язык в профессиональной сфере" используются активные и интерактивные формы проведения занятий. В ходе практических занятий также применяются ИКТ-технологии.

### **6. Оценочные средства для текущего контроля успеваемости, промежуточной аттестации по итогам освоения дисциплины.**

Фонды оценочных материалов (средств) приведены в приложении.

### **7. Учебно-методическое и информационное обеспечение дисциплины.**

#### **7.1. Основная учебно-методическая литература по дисциплине**

1. Кокорина, Е. А. English for students of PR and advertising : учебное пособие для студентов высших учебных заведений / Е. А. Кокорина. — New York : National Research, 2019. — 95 с. — ISBN 978-1-7332694-1-4. — Текст : электронный // Цифровой образовательный ресурс IPR SMART : [сайт]. - <https://www.iprbookshop.ru/86542.html>

2. Казачихина, И. А. English for Students of Public Relations and Advertising. Rendering : учебное пособие / И. А. Казачихина, О. Г. Шевченко. — Новосибирск : Новосибирский государственный технический университет, 2014. — 116 с. — ISBN 978-5-7782-2389-9. — Текст : электронный // Цифровой образовательный ресурс IPR SMART : [сайт]. - <https://www.iprbookshop.ru/45073.html>

#### **7.2. Дополнительная учебно-методическая литература по дисциплине**

1. Пособие по устной речи на английском языке для студентов неязыковых вузов / Г.Н. Замараева и др.; Владим. гос. ун-т: [Электронный ресурс]. – Владимир: Изд-во Владим. гос. ун-та, 2008. – 151 с. - <https://dspace.www1.vlsu.ru/handle/123456789/1221>

2. Яшина Н. К. Хрестоматия по переводу научно-технической литературы с английского языка на русский. - Владимир: ВЛГУ, 2011 - <https://dspace.www1.vlsu.ru/handle/123456789/3009>

#### **7.3. Перечень информационных технологий, используемых при осуществлении образовательного процесса по дисциплине, включая перечень программного обеспечения и информационных справочных систем**

В образовательном процессе используются информационные технологии, реализованные на основе информационно-образовательного портала института ([www.mivlgu.ru/iop](http://www.mivlgu.ru/iop)), и инфокоммуникационной сети института:

- предоставление учебно-методических материалов в электронном виде;

- взаимодействие участников образовательного процесса через локальную сеть института и Интернет;
- предоставление сведений о результатах учебной деятельности в электронном личном кабинете обучающегося.

Информационные справочные системы:

1. Онлайн англоязычный словарь терминов из области информационных технологии «Computer Hope», режим доступа: <http://www.computerhope.com/jargon.htm>
2. Онлайн ресурс со статьями и новостями из области информационных технологий «Ars Technica», режим доступа: <http://arstechnica.com/information-technology/>
3. Онлайн словарь Мультитран, режим доступа: <http://www.multitrans.ru/c/m.exe?a=1&SHL=2>
4. Онлайн словарь Эбби Лингво, режим доступа: <https://www.lingvolive.com/ru-ru>
5. Онлайн словари английского языка Оксфордского университета, режим доступа: <https://en.oxforddictionaries.com/>
6. Онлайн словарь английского языка Кембриджского университета, режим доступа: <http://dictionary.cambridge.org/ru/>
7. Онлайн словари и энциклопедии на «Академике», режим доступа: <http://translate.academic.ru/>

Программное обеспечение:

- 7-Zip (GNU LGPL)
- Microsoft Office Standard 2010 Open License Pack No Level Academic Edition (Государственный контракт №1 от 10.01.2012 года)
- Zoom (Свободно распространяемое ПО Freemium)
- Free Commander XE (Лицензионное соглашение FreeCommander)
- Adobe Reader XI (Общие условия использования продуктов Adobe)
- Kaspersky Endpoint Security для бизнеса - Стандартный Russian Edition. 500-999 Node 2 year Educational Renewal (продление) (Гражданско-правовой договор бюджетного учреждения №2020.526633 от 23.11.2020 года)
- Microsoft Windows 7 Professional (Программа Microsoft Azure Dev Tools for Teaching (Order Number: IM126433))
- Open Office (Apache License 2.0)

#### **7.4. Перечень ресурсов информационно-телекоммуникационной сети «Интернет», необходимых для освоения дисциплины**

iprbookshop.ru  
dspace.www1.vlsu.ru  
computerhope.com  
arstechnica.com  
multitrans.ru  
lingvolive.com  
dictionary.cambridge.org  
translate.academic.ru  
mivlgu.ru/iop

#### **8. Материально-техническое обеспечение дисциплины**

Кабинет иностранного языка

11 комплектов аудиогарнитуры; комплект учебно-методических пособий; комплект проекционного оборудования (проектор NEC V302XG + проекционный экран); плазменный телевизор Panasonic 42VS80; DVD плеер V315S; 11 компьютеров: монитор LCD 19" Samsung; сист. блок Intel E2160/1.8/2048Mb/DVD-RW; клавиатура, мышь. Доступ к сети Интернет.

Кабинет английского языка

Комплект учебно-методических пособий; компьютер: монитор LCD 19" Samsung, сист. блок Intel E2160/1.8/2048Mb/DVD-RW, клавиатура, мышь. Доступ к сети Интернет.

## **9. Методические указания по освоению дисциплины**

Практические занятия по иностранному языку в профессиональной сфере общения нацелены на обучение чтению, переводу и реферированию профессионально ориентированной иноязычной литературы. На занятиях студенты приобретают навыки работы с аутентичным иноязычным научным текстом, изучают новый лексический материал, необходимый для перевода профессионально ориентированной литературы, выполняют лексико-грамматические упражнения (включающие задания на словообразование, нахождение синонимов, антонимов, терминологических соответствий), читают и переводят тексты, составляют аннотации и рефераты по изученному материалу, выполняют задания по тексту, готовятся к устному высказыванию.

Самостоятельная работа студентов является неотъемлемой частью образовательного процесса. Задания для самостоятельной работы предназначены для углубления знаний, получаемых на практических занятиях, а также для самостоятельной проверки качества освоения дисциплины и уровня овладения его основными понятиями. Для успешного усвоения данной дисциплины рекомендуется выполнять все задания практического характера дома, самостоятельно, а также систематически контролировать себя с помощью предлагаемых тестовых заданий. Необходимо использовать все рекомендуемые словари (в том числе электронные), справочники, учебные пособия, а также интернет-ресурсы.

Для самостоятельной работы студентам рекомендуется на протяжении всего курса готовиться к практическим занятиям на основе предложенного преподавателем плана, используя рекомендуемую литературу, а также самостоятельно найденную информацию. В ходе подготовки к занятиям рекомендуется составлять план-конспект ответа, записывать возникающие вопросы по теме занятия, подбирать наглядный материал по теме. Для контроля самостоятельной работы студентов предполагается выполнение практических, индивидуальных заданий.

Форма заключительного контроля при промежуточной аттестации – экзамен. Для проведения промежуточной аттестации по дисциплине разработаны фонд оценочных средств и балльно-рейтинговая система оценки учебной деятельности студентов. Оценка по дисциплине выставляется в информационной системе и носит интегрированный характер, учитывающий результаты оценивания участия студентов в аудиторных занятиях, качества и своевременности выполнения заданий в ходе изучения дисциплины и промежуточной аттестации.

Программа составлена в соответствии с требованиями ФГОС ВО по направлению 42.03.01 *Реклама и связи с общественностью* и профилю подготовки *Реклама и связи с общественностью в коммерческой и производственной сфере*  
Рабочую программу составил ст. преподаватель *Лебедев А.Р.*\_\_\_\_\_

Программа рассмотрена и одобрена на заседании кафедры *ИЯ*

протокол № 6 от 18.05.2021 года.

Заведующий кафедрой *ИЯ* \_\_\_\_\_ *Панкратова Е.А.*

(Подпись)

Рабочая программа рассмотрена и одобрена на заседании учебно-методической комиссии факультета

протокол № 8 от 24.05.2021 года.

Председатель комиссии ФЭМ \_\_\_\_\_ *Терентьева И.В.*

(Подпись)

(Ф.И.О.)

Фонд оценочных материалов (средств) по дисциплине  
Иностранный язык в профессиональной сфере

**1. Оценочные материалы для проведения текущего контроля успеваемости  
по дисциплине**

Оценочные средства для текущего контроля включают следующее.

**5 СЕМЕСТР**

Темы для изучения.

Рейтинг-контроль 1.

1. Классификация рекламы.

2. Иерархия воздействий.

Рейтинг-контроль 2.

1. Иерархия воздействий.

2. Разработка рекламной кампании.

3. Альтернативы стратегии сообщения.

Рейтинг-контроль 3.

1. Альтернативы стратегии сообщения.

2. Стратегии сообщения с эмоциональными мотивами.

3. Классы средств рекламы.

**ТЕСТИРОВАНИЕ**

Тема. Классификация рекламы.

1. Переведите на русский язык.

classification, classify, classified; advertising, advertisement, advertise, advertiser; direct, director, direction, directly; promote, promoter, promotion; threat, threaten, threatening; donate, donation, donative; depend, dependent, independent, dependence.

2. Переведите на английский язык.

целевая аудитория; реклама компании; пропагандистская реклама; объявить точку зрения; угрожать благополучию; предназначено; вызывать немедленную покупку; реклама для предпринимателей; влечь за собой; реклама, разработанная производителем; прямая рассылка; название торговой точки; вносить вклад.

3. Соотнесите термины с определениями.

1. A representation of the external form of a person or thing.

2. Advertising sent to prospective customers through the mail.

3. An instance of buying or selling something, a business deal.

4. A notice or announcement in a public medium promoting a product or service.

5. A person who makes a purchase.

direct mail, transaction, image, advertisement, buyer

4. Закончите предложения.

Advertising is classified by...

The special types of advertising are...

Corporate image advertising promotes...

Corporate advocacy advertising announces...

Advertising industry promotes...

Direct-response advertising elicits...

Direct-response ads request...

Business-to-business advertising promotes...

Direct mail is sent to...

Public service advertising is donated by...

Тема. Иерархия воздействий.

1. Переведите на русский язык.

information-processing model; message exposure; consumer attention; message comprehension; message retention; ad-information; purchase decisions; ad's meaning.

2. Переведите на английский язык.

влияние на потребителей; иерархия воздействий; помещать рекламные объявления; обработать сообщение; стимулировать потребителя; направлять усилия; овладеть вниманием; рекламируемый продукт; последующая покупка; хранить информацию.

3. Соотнесите термины с определениями.

1. A system in which people or objects are ranked according to relative status.

2. The state of being exposed to contact with something.

3. The regarding of someone or something as interesting or important.

4. The ability to understand something.

5. The action of consenting to receive or undertake something offered.

6. The continued possession, use, or control of something.

7. The main means of mass communication.

8. The quality of being different, new and unusual.

9. A settled way of thinking or feeling about something

10. The action of buying something.

11. The way in which one acts or conducts oneself.

hierarchy, exposure, attention, comprehension, media, acceptance, retention, novelty, attitude, purchase, behavior.

4. Закончите предложения.

The effects of advertising influence are.....

Message exposure is achieved by....

The ad stimulates the consumer....

The physical characteristics of an ad are it's....

The primary attention-getting properties include...

Attention can be grabbed by using.....

Message acceptance develops...

Message retention means....

Message retention is critical for.....

Тема. Разработка рекламной кампании.

1. Переведите на русский язык.

Target market; firm's overall communication objectives; execution perspectives; industry growth rate; market dispersion; market share; target audience; audience attention.

2. Переведите на английский язык.

Требовать анализа; выбирать; определить цели; разработать стратегию; составить расписание; оценить эффективность; точный и измеренный; совместимый с целью; тратить большую сумму; ослаблять конкуренцию; гарантировать более высокий бюджет; сформировать осведомленность; точно определить; основное достоинство; сообщение, привлекающее внимание; занимательный рекламный ролик.

3. Переведите на английский язык.

Рекламная кампания требует анализа маркетинговой ситуации, целевого рынка и общих целей фирмы. Как только фирма выбрала целевой рынок, она должна определить цели и бюджет рекламы, разработать стратегию, выбрать СМИ и оценить эффективность рекламы.

Цели рекламы должны быть реалистичными, точными и измеримыми, совместимыми с маркетинговыми и коммуникационными целями фирмы. Постановка целей позволяет фирме оценить эффективность расходов на рекламу и сосредоточить внимание на перспективах производительности и исполнения.

Бюджет рекламы зависит от размера компании, ее финансовых ресурсов, темпов роста промышленности, разбросанности рынка и положения фирмы на рынке. Крупные фирмы тратят большие суммы денег для сохранения доли на рынке и ослабления конкурентов.

Рекламодатель определяет содержание и тему рекламного сообщения, а рекламное агентство разрабатывает презентацию.

Тема рекламы – это главное преимущество продукта. С ростом конкуренции появляются более креативные и занимательные рекламные ролики.

4. Закончите предложения.

1. An analysis must be made of ...
2. The firm must determine ...
3. Advertising objectives must be ...
4. The firm should evaluate ...
5. The size of the company and its financial resources determine ...
6. A growing industry warrants ...
7. The content of the message is specified by ...
8. The ad agency develops ...
9. The theme of the message is ...
10. As competition increases ...

Тема. Стратегии сообщения с эмоциональными мотивами.

1. Переведите на русский язык.

Message strategy; Diet Pepsi commercials; fear appeals; consumer's desire; celebrity endorsement; humor appeals; consumer attention and recall; unique product benefit; media environment; television's counterpart; talk show; news program.

2. Переведите на английский язык.

Эмоциональный призыв; вызывать чувства; продавец, связанный с безопасностью; желание нравится; избегать осуждение; усилить воздействие; энергия силы; отражать преимущество; нерекламное содержание; специальная сделка; информирующая реклама; способ выделиться; телевизионный рекламный ролик в формате интервью; быть похожим; рекламировать в журнале; растущее явление.

3. Соотнесите термины с определениями.

1. A verbal, written or recorded communication sent to a recipient.
2. A plan of action or policy designed to achieve something.
3. A type of product manufactured by a particular company under a particular name.
4. A famous person, especially in entertainment or sport.
5. A statement or action which shows that you support or approve of something or someone.
6. A powerful effect that something, especially something new, has on a situation or person.
7. A person who purchases goods or services for personal use.
8. A newspaper or magazine advertisement giving information about a product in the style of an editorial or objective journalistic article.
9. An advertising film which promotes a product in an informative and supposedly objective style.
10. A person or company that pays for a product, event or job to advertised.

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Infomercial, advertorial, celebrity, consumer, impact, message, strategy, advertiser, brand, endorsement.

4. Закончите предложения.

Feelings, moods and memories are evoked using ...

Warm feelings are associated with ...

Fear appeals may be used by ...

Consumer's desire to be liked is used in ...

The persuasive impact of a message can be enhanced by ...

Unique product benefit must be reflected in ...

The advertiser is offered a way to ...

Тема. Классы средств рекламы.

1. Переведите на русский язык.

advertising media; brand awareness; local retail; sales promotions; ad claims; business-to-business; marketing communications programs.

2. Переведите на английский язык.

средства рекламы; наружная реклама; транспортная реклама; рассылка по почте; подход; возможности; создание информированности; достичь рынка; предназначаться; местная продажа; определённые участки; экономически эффективный, повторение рекламных

обращений; рекламные щиты; арендованное имущество; частый и продолжительный; демонстрация; давать возможность; разрабатывать; имеющийся в наличии.

3. Соотнесите термины с определениями.

1. A way of dealing with a situation or problem.

2. The power or ability to do something.

3. A favorable or desirable feature.

4. An area in which commercial dealings are conducted.

5. A television or radio advertisement

the action of selling something.

7. A verbal, written, or recorded communication sent to or left for a recipient.

8. A thing or things belonging to someone.

9. A large outdoor board for displaying advertisement.

billboard, property, message, sale, commercial, market, advantage, capability, approach.

4. Переведите на английский язык.

Существует семь классов средств рекламы: телевизионная, журнальная, газетная, радио, наружная, транспортная и рассылаемая по почте. У каждого из них есть свои преимущества и недостатки, и эффективность каждого зависит от его уникальных возможностей. СМИ могут быть полезны в формировании осведомлённости о марке товара. Телевизионные рекламные сообщения могут достигать массового рынка, хотя и являются дорогостоящими.

Журналы могут предоставлять сложную фактическую информацию. Рекламные сообщения могут быть долговечными и нацеленными на особую аудиторию.

Газетная реклама прекрасно подходит для содействия местной розничной продажи.

Радио реклама является экономически эффективной, и повторяется многократно.

Наружная реклама размещается на рекламных щитах, арендованных рекламодателями.

Транзитные рекламные сообщения - это знаки или объявления в общественном транспорте. Их можно назвать рекламными щитами на колёсах.

Рассылка по почте имеет свои преимущества и сферы применения.

## УСТНЫЙ ОПРОС

Ответьте на вопросы.

Тема. Классификация рекламы.

1. How can advertising be classified?

2. What types of advertising are discussed here?

3. What is corporate image advertising directed toward?

4. What does corporate image advertising promote?

5. Whom is public service advertising donated by?

6. What is direct-response advertising intended for?

7. What do direct-response ads request?

8. What is the purpose of business-to-business advertising?

9. What does cooperative advertising entail?

Тема. Иерархия воздействий.

1. How is advertising's influence on consumers explained?

2. What are these effects?

3. How does a marketer achieve message exposure?

4. What is the purpose of the next step?

5. What do primary attention-getting properties of an ad include?

6. What helps grab attention?

7. What does message comprehension mean?

8. Why must message acceptance occur?

9. When does message retention occur?

Тема. Разработка рекламной кампании.

1. What does an ad campaign require?

2. What must a firm determine?

3. What should advertising objectives be like?
4. What does setting objectives allow?
5. What does the size of the advertising budget depend on?
6. Why do companies spend much on advertising?
7. What may a growing industry warrant?
8. What does creative strategy combine?
9. What does the advertiser specify?
10. What is the theme of the message?
11. What happens when competition for audience attention increases?

Тема. Стратегии сообщения с эмоциональными мотивами.

1. What do message strategies with emotional appeals evoke?
2. What commercials associate warm feelings with their brands?
3. What do marketers of insurance use?
4. What do deodorant ads play on?
5. What are the elements of creative message strategy?
6. Who can enhance the persuasive impact of a message?
7. What can increase consumer's attention?
8. What must the message reflect?
9. What is the advertorial?
10. What do advertorials offer?
11. What is the infomercial?

Тема. Классы средств рекламы.

1. What are the classes of advertising media?
2. What does the effectiveness of each approach depend on?
3. Where can mass media can be useful?
4. What are the advantages and disadvantages of using TV for advertising?
5. What are the advantages of advertising in magazines?
6. When can newspaper advertising be used?
7. What kind of advertising can be cost for advertising?
8. What does outdoor advertising consists of?
9. What is transit advertising like?
10. What opportunities are offered by direct mail?

## 6 СЕМЕСТР

Темы для изучения.

Рейтинг-контроль 1.

1. Классы средств рекламы.
2. Носители и графики рекламы.

Рейтинг-контроль 2.

1. Оценка эффективности рекламы.
2. Этические и юридические проблемы рекламы.

Рейтинг-контроль 3.

1. Этические и юридические проблемы рекламы.
2. Что такое Связи с общественностью?

## ТЕСТИРОВАНИЕ

Тема. Носители и графики рекламы.

1. Переведите на русский язык.

Once the marketer has selected the media class, it must choose the specific advertising vehicles (specific magazines, radio, TV shows). The selection depends on the cost effectiveness of a particular outlet for reaching desired market audiences. Factors include audience size and composition and the cost of running audiences.

The most basic concepts in media scheduling are reach and frequency. Reach refers to the number of different people or households exposed to an ad or campaign over a specified time periods (usually four weeks). Frequency refers to the number of times a person or household is exposed to a

communication vehicle. Advertisers must address the basic question: Emphasize reach or frequency? When advertising is for a new brand, reach may be the paramount objective. Messages presenting detailed information or vying with heavily advertised competitors need greater frequency or repetition.

Advertisers are becoming increasingly concerned about reducing the waste of reaching consumers outside intended market segments. In response, media have taken steps to improve their efficiency. Time, Reader's Digest, Newsweek, and other magazines, for example, have invested heavily in «selective binding» technology, which permits targeting of advertising to subscribers in specific ZIP code areas.

Тема. Оценка эффективности рекламы.

1. Переведите на русский язык.

sales effectiveness research; productivity perspective; consumer reactions; focus groups; consumer recall; attitude; recall and attitude tests; inquiry evaluation; sales effectiveness evaluation; brand awareness; sales growth.

2. Переведите на английский язык.

включать в себя; оценка; предлагать; потребитель; опрос; подсказка; строгий; конкурирующий; влиять; воздействовать; все больше и больше.

3. Соотнесите термины с определениями.

1. A preliminary test or trial.

2. Someone whose job involves marketing.

3. A group of people assembled to participate in a discussion about a product before it is launched.

4. A person who purchases goods and services for personal use.

5. The exchange of a commodity for money.

6. A gift or payment to a common fund or collection.

7. A verbal, written, or recorded communication sent to or left for a recipient who cannot be contacted directly.

8. A person who replies to something such as a survey or set of questions.

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respondent, message, contribution, sale, consumer, focus group, marketer, pretesting

4. Переведите на английский язык.

Оценка рекламы включает в себя предварительное тестирование, посттестирование и исследование эффективности товарооборота. Фирмы, заботящиеся о производительности, придают большое значение эффективности своей рекламы.

Предварительное тестирование рекламных сообщений производится путём потребительских реакций через спрос и фокусные группы. Маркетологи оценивают рекламные сообщения по их привлекательности, запоминаемости потребителями, передаче сообщения и по их влиянию на намерение сделать покупку на отношения к марке.

Маркетологи используют посттестирование через проверки запоминаемости и отношения к марке, а так же оценка опроса для определения эффективности рекламной компании. При проверке припоминания без подсказки печатных рекламных сообщений респондентов опрашивают без подсказок о рекламе находящейся в журналах. При исследовании запоминаемости рекламных сообщений, используя подсказку, испытуемым дают списки рекламных, и спрашивают какие из них они помнят или читали.

Методы оценки эффективности товарооборота являются самыми убедительными тестами эффективности рекламы. Они выясняют, привела ли реклама к увеличению продаж. Оценка рекламы основывается на росте продаж.

Тема. Этические и юридические проблемы рекламы.

1. Переведите на русский язык.

Long-term brand recognition, mass markets, federal trade commission, youth markets, advertising messages.

2. Переведите на английский язык.

Этические проблемы, доступность продуктов, долгосрочное признание, улучшить образ, увеличить эффективность, критики осуждают, потерпеть неудачу, осуществлять контроль, сделать выбор, обманывать потребителей, вводящее в заблуждение представление, приводить к, ошибочное решение, исправить информацию, направленный на детей, влиять на решение родителей, нежелательные рекламные сообщения, право на частную жизнь.

3. Соотнесите термины с определениями.

1. An important topic or problem for debate or discussion.
2. An advantage or profit gained from something.
3. The fact of being who or what a person or thing is.
4. Money received on a regular basis, for work or investments.
5. The action of buying and selling goods and services.
6. An idea, feeling, or opinion about something or someone.
7. A conclusion or resolution reached after consideration.
8. The state or condition of being free from observed or disturber by other people.
9. A person who purchases goods and services for personal use.
10. A type of product manufactured by a particular company under a particular name.

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brand, consumer, privacy, decision, impression, trade, income, identity, benefit, issue.

4. Переведите на английский язык.

Реклама обеспечивает много полезных функций для покупателей, рекламодателей и общества. Покупатели получают информацию о свойствах продуктов и брендов. Рекламодатели создают долгосрочное узнавание бренда. Общество может усилить экономическую эффективность с помощью рекламы. Продукты продаются на массовых рынках по более низким ценам и распределяются по широким географическим зонам. Некоторые критики утверждают, что реклама стимулирует потребности, создавая нереалистичные идеалы. Если так легко склонить человека к покупке, почему так много продуктов терпят крах? Кажется более вероятным, что покупатели контролируют рынок, делая свой выбор. Федеральная Торговая Комиссия запрещает рекламные сообщения, которые обманывают потребителей. Молодежный рынок обладает огромным потенциалом для бизнеса. Много рекламы направлено на детей. Рекламодатели знают, что молодые потребители влияют на решения родителей и сами обладают значительной покупательной способностью.

Тема. Что такое Связи с общественностью?

1. Переведите на русский язык.

Client's various publics; the client's work; online fan groups; public relations success; PR trade; press release; today's public relations professional; community outreach; volunteer programs; PR representative; cable TV news program.

2. Переведите на английский язык.

Создавать и поддерживать; с точки зрения; формировать мнение; требовать понимания; браться за проблему; интересы аудитории; профессиональная сфера связи с общественностью; составить проект; выбранные представители СМИ; социально-ориентированная программа; развивать отношения.

3. Соотнесите термины с определениями.

1. The professional maintenance of a favorable public image by a company or other organization or a famous person.
2. A group of people living together in one place.
3. Information or actions that are intended to attract the public's attention to someone or something.
4. An official statement issued to newspapers giving information on a particular matter.
5. An organization's involvement with or activity in the community, especially in the context of social welfare.
6. A person who freely offers to take part in an enterprise or undertake a task.
7. Someone who is employed by a business at a senior level.

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Executive, volunteer, outreach, press release, publicity, community, public relations.

#### 4. Переведите на английский язык.

Основное предназначение связей с общественностью формировать и поддерживать имидж компании или лица в глазах общественности, то есть тех, кто формирует мнение и клиенте. Эта общественность или аудитория включает клиентов, потенциальных клиентов, членов общины и члены СМИ, студентов, их родителей, иностранных граждан и т.д.

Успех связей с общественностью требует понимание проблем и интересов каждой аудитории. Специалист по связям с общественностью должен использовать мощный инструмент – гласность.

Специалист по связям с общественностью составляет пресс-релизы и является публичным лицом клиента. Он организует социально-ориентированные и волонтерские программы, развивает отношения с потенциальными инвесторами. Администратор по связям с общественностью участвует в новостных телепрограммах и отвечает на трудные вопросы.

Тема. Реклама в современном обществе.

1. Ответьте на вопросы.

1. When did advertising increase?

2. What did industry need?

3. What was mass marketing designed for?

4. What doctrine was adopted by advertisers?

5. Who was called the founder of advertising?

6. Why did the tobacco companies hire Bernays?

7. Who was responsible for the purchasing in their household?

8. Who recognized the value of women's insight?

2. Являются ли следующие утверждения верными или неверными.

1. As the supply of manufactured products expanded, advertising increased.

2. Industry wanted to profit from the higher rate of production.

3. Industry was not interested in recruiting workers as consumers of its products.

4. Mass marketing was invented as a tool of influencing consumers' behavior.

5. Human instincts cannot be sublimated into the desire to purchase goods.

6. Sigmund Freud was the founder of modern advertising and public relations.

7. Bernays was hired to create good associations with tobacco smoking.

8. Women had a lot of career choices in business.

9. Advertisers never recognized the value of women's insight.

Тема. Скрытая реклама.

1. Переведите на русский язык.

Covert advertising is when a product or brand is imbedded in entertainment and media. For example, in a film, the main character can use an item or other of a definite brand.

Press advertising describes advertising in a printed medium such as a newspaper, magazine, or trade journal. This encompasses everything from media with a very broad readership base, such as a major national newspaper or magazine, to more narrowly targeted media such as local newspapers and trade journals on very specialized topics.

Billboards are large structures located in public places which display advertisements to passing pedestrians and motorists. Most often, they are located on main roads; however, they can be placed in any location with large amounts of viewers.

Celebrity branding is the type of advertising focused upon using celebrity power, fame, money, popularity to gain recognition for their products and promote specific stores or products. Advertisers often advertise their products, for example, when celebrities share their favorite products or wear clothes by specific brands or designers.

2. Ответьте на вопросы.

What is called covert advertising?

How can advertising be embedded in a film?

What is meant by press advertising?

What does advertising encompass?

What are billboards?

Where are billboards located?

What is called celebrity branding?

What is the role of celebrities in advertising?

3. Переведите на английский язык.

В скрытой рекламе продукт внедряется в какое-либо представление. Герои фильма могут использовать товар определённой торговой марки.

Печатные издания размещают рекламные объявления. Рекламные щиты демонстрируют рекламные объявления для прохожих и автомобилистов. Они ставятся в любом месте с большим количеством зрителей. Знаменитости так же участвуют в продвижении товаров и рекламе магазинов.

#### УСТНЫЙ ОПРОС

Ответьте на вопросы.

Тема. Оценка эффективности рекламы.

1. What is included in the evaluation of advertising?
2. How is pretesting ads done?
3. What do marketers do?
4. How do marketers use protesting?
5. How do respondents questioned in unaided recall tests?
6. What is done in aided recall tests?
7. What are the most strangest tests?
8. What do these tests assess?
9. Why are sales effectiveness evaluations difficult?
10. What are evaluations of advertising effectiveness based on?

Тема. Этические и юридические проблемы рекламы.

1. What does advertising provide?
2. What do benefit for buyers include?
3. What does advertising do for advertisers?
4. What does advertising do for society?
5. What do some critics say?
6. Is it easy to manipulate people into buying?
7. How can buyers exercise control over the marketplace?
8. What advertising messages are prohibited by the Federal Trade Commission?
9. What is required in some sentences?
10. What does the youth market offer?
11. What do advertisers know?
12. What are many people irritated by?

Тема. Что такое Связи с общественностью?

1. What is the task of public relations?
2. What is a public in terms of PR?
3. Whom can these publics include?
4. What is necessary for public relations success?
5. What must a PR professional know?
6. What is the chief duty of a PR professional?
7. Who can be a public face of a client?
8. What can the PR professional organize?
9. What can the PR representative cultivate?
10. What is the task of the PR executive?

#### 7 СЕМЕСТР

Темы для изучения.

Рейтинг-контроль 1.

1. Что делают специалисты в области Связей с общественностью?
2. Управление кризисом.

Рейтинг-контроль 2.

1. Управление кризисом.

2. Связи с общественностью и пресса.

Рейтинг-контроль 3.

1. Связи с общественностью и пресса.

2. Карьеры в области Связей с общественностью.

### ТЕСТИРОВАНИЕ

Тема. Что делают специалисты в области Связей с общественностью?

1. Переведите на русский язык.

Public relations professionals; the PR department; crises management plan; news story; client's product, service and personal history.

2. Переведите на английский язык.

Получить бесплатную рекламу; составлять сообщения для прессы; быть похожим на газетный материал; развивать отношения; подборка материалов для прессы; свежий и современный; считаться экспертами; обучать служащих; отвечать за что-либо; проводить пресс конференцию; когда следует; управлять кризисом.

3. Соотнесите термины с определениями.

1. Information or action that are intended to attract the public's attention to someone or something.

2. A place, person, or thing from which something comes or can be obtained.

3. A package of promotional material provided to members of the press to brief them about a product, service or candidate.

4. A person who is paid to work for an organization or for another person.

5. A time of intense difficulty or danger.

6. A person who makes statements on behalf of a group or another individual.

-----  
spokesman, crisis, employee, press kit, source, publicity.

4. Переведите на английский язык.

Работа специалистов по связям с общественностью заключается в получении бесплатной рекламы для своего клиента. В СМИ рассылаются сообщения с информацией необходимой для написания положительного материала о клиенте.

Пресс-релиз должен быть похож на интересный газетный материал, объясняющий, чем хороши продукты, услуги или личная история клиента.

Специалисты по связям с общественностью развивают отношения с представителями СМИ. Журналисты более склонны читать сообщения от знакомого и проверенного источника, являющегося при этом свежим, своевременным и отвечающим их интересам.

Специалисты по связям с общественностью создают подборки материалов для прессы и считаются экспертами по отношениям со СМИ. Их часто просят обучить работников предприятия эффективно взаимодействовать со СМИ.

Отдел по связям с общественностью отвечает за организацию и проведение пресс конференций.

Специалисты по связям с общественностью работают в кризисных ситуациях. Они создают антикризисный план, который требует официального представителя.

Тема. Управление кризисом.

1. Переведите на русский язык.

Crisis management; public relations professional; crisis management plan; outside PR consultant; businesses practices; media attention; PR staff member; crisis communications.

2. Переведите на английский язык.

Преодолеть кризис; создать план; быстро реагировать; наносящая ущерб история; стихийное бедствие; человеческая ошибка; проступок руководства; юридический проблемы; честная самооценка; внешний консультант; распознать сомнительную практику; переориентировать внимание СМИ; ослабить возможное бедствие; уменьшить опасность; иметь представителя; исполнительный директор; штатный сотрудник; уметь приносить извинения; восстановление испорченной репутации; заявление на жестком юридическом языке.

3. Соотнесите термины с определениями.

1. Illegal or dishonest behavior.
  2. The state or condition of being wrong.
  3. A sudden or a natural catastrophe that causes great damage.
  4. Evolution of oneself or one's actions, attitudes, or performance.
  5. Physical harm that impairs the value, usefulness, or normal function of something.
  6. The formal and technical language of legal documents.
  7. Time difficulty, danger or anxiety about the future.
  8. A person who makes statements on behalf of a group or another individual.
  9. Statement of regret for doing wrong, being impolite, hurting somebody's feelings.
  10. The general opinion about the character, qualities, etc of somebody or something.
- 

Legalese, damage, self-assessment, disaster, error, wrongdoing, crisis, spokesman, apology, reputation.

4. Переведите на английский язык.

Специалисты по связям с общественностью также управляют кризисами. Они создают антикризисный план для быстрой профилактической реакции в случаях возникновения потенциально угрожающей ситуации. Потенциальная кризисная ситуация можно разделить на четыре основные категории: стихийные бедствия; технические проблемы; человеческий фактор и проступок или юридический проблемы руководства. Хороший антикризисный план требует честной самооценки организации. Иногда требуется пригласить внешнего консультанта для анализа организации на возможные кризисы. Этим людям легче распознать узкие места в работе фирмы. Они могут перенаправить внимание СМИ, чтобы ослабить ущерб.

Для организации важно иметь официального представителя, являющегося лицом и голосом организации во время кризиса. Это может быть исполнительный директор или президент организации или штатный сотрудник отдела СО, специализирующийся по кризисному управлению. Этот человек должен уметь приносить извинения. Искреннее извинение может восстановить подпорченную репутацию, а жесткое заявление на юридическом языке может ухудшить ситуацию.

Тема. Связи с общественностью и пресса.

1. Переведите на русский язык.

Exist, existence, existent, existing, maintain, maintenance, relate, relation, relationship, relative, report, reporter, reportage, trust, trustee, trustful, trustee, trust worthy, trusty, save, saver, saving, savior, feel, feeler, feeling, feelingly.

2. Переведите на английский язык.

Поддерживать отношения; обращать внимание; забрасывать сообщениями; проверенный источник; завоевать доверие; предназначенный для газетных сенсаций; реальный рассказ; наиболее важные моменты; восхвалять достоинства; достойный освещения в печати; радио или телепередача; экономить ценное время; выискивать источники; собирать факты; исказить факты; публицистическая статья; представить для публикации; информирующая реклама.

3. Соотнесите термины с определениями.

1. An important topic or problem for debate or discussion.
  2. Special skill or knowledge that is acquired by training, study, or practice.
  3. Each of several items in a list, typically a summary of the arguments in a presentation.
  4. Thinking or doing what is right and avoiding what is wrong.
  5. Something that you can choose or do in preference to one or more alternatives.
  6. A newspaper page opposite the editorial page, devoted to personal comment.
  7. An advertisement in mass media giving information about a product in the study of an objective journalist article.
  8. An event, fact, or person that is considered to be interesting enough to be reported in mass media.
-

Advertorial, newsworthy, Op-Ed, option, virtue, bullet point, expertise, issue.

4. Переведите на английский язык.

Специалисты по СО не могут работать без прессы. Они проводят большую часть времени, поддерживая и развивая отношения с представителями СМИ. Журналисты более доверяют материалам из проверенных источников. Пресс-релизы должны читаться как реальные рассказы, а не как статьи, воспевающие клиента. В них должно быть нечто достойное освещение в СМИ.

Хорошо написанный материал может сберечь драгоценное время журналиста, уходящее на поиск источников и сбор фактов. Если газета искажает факты, то специалист по СО пишет статью с выражением личной точки зрения автора и публикует ее. Альтернативой этому может стать информирующая реклама.

Тема. Карьеры в области Связей с общественностью.

Ответьте на вопросы.

1. How can public relations be defined?
2. What is an alternative to public relations?
3. What can public communications supplement?
4. What can PR improve?
5. What do PR focus on?
6. Why do large companies operate PR departments?
7. What do smaller companies deal with?
8. What do companies try to build?
9. What do general public demand?
10. What do companies show today?
11. Where does a PR department play a critical role?

#### УСТНЫЙ ОПРОС

Ответьте на вопросы.

Тема. Что делают специалисты в области Связей с общественностью?

1. What is the main task of PR professional?
2. How can free publicity be obtained?
3. What kind of press releases do PR professionals craft?
4. What kind of press releases are journalist likely to read?
5. What is another job of public relations?
6. What is contained in a press kit?
7. Who is regarded as media relations experts?
8. What else do PR professionals do?
9. What is the PR department responsible for?
10. Who manages crises and how?

Тема. Управление кризисом.

1. What is one of the important tasks of PR professionals?
2. How do PR professionals manage crises?
3. What are the main kinds of PR crises?
4. What is required for a good crisis management plan?
5. How can an outside PR consultant help?
6. Why should an organization have a spokesman?
7. Who can become an official spokesman?
8. What skill is necessary for a spokesman?

Тема. Связи с общественностью и пресса.

1. How do PR professionals spend most of their day?
2. What press releases are reporters likely to pay attention to?
3. How can a PR person win the trust of mass media?
4. Do journalists need PR contacts and releases?
5. What other weapons are there in the arsenal of a PR professional?
6. What is an Op-Ed article?

7. What is an advertorial?  
 Тема. Карьеры в области Связей с общественностью.
1. How can public relations be defined?
  2. What is an alternative to public relations?
  3. What can public communications supplement?
  4. What can PR improve?
  5. What do PR focus on?
  6. Why do large companies operate PR departments?
  7. What do smaller companies deal with?
  8. What do companies try to build?
  9. What do general public demand?
  10. What do companies show today?
  11. Where does a PR department play a critical role?

**Общее распределение баллов текущего контроля по видам учебных работ для студентов**

Рейтинг-контроль 1	Тестирование, устный опрос	до 15/15/10
Рейтинг-контроль 2	Тестирование, устный опрос	до 15/15/10
Рейтинг-контроль 3	Тестирование, устный опрос	до 50/50/20
Посещение занятий студентом		до 5
Дополнительные баллы (бонусы)		до 5
Выполнение семестрового плана самостоятельной работы		до 10

**2. Промежуточная аттестация по дисциплине**

**Перечень вопросов к экзамену / зачету / зачету с оценкой.**

**Перечень практических задач / заданий к экзамену / зачету / зачету с оценкой (при наличии)**

5 СЕМЕСТР (ЗАЧЕТ)

УК-4

БЛОК 1. ЗНАТЬ.

ТЕСТИРОВАНИЕ

ВАРИАНТ 1

Выберите правильный ответ.

1) The name given to a product by a company so that the product can be recognized...

1. brand name
2. definition
3. title
4. image

2) Telling people publicly about a product or service in order to persuade them to buy it...

1. advertising
2. marketing
3. identifying
4. satisfying

3) A notice or announcement in a public medium promoting a product or service...

1. advertisement
2. management
3. development
4. statement

- 4) A name or trademark connected with a product or producer...
  1. brand
  2. slogan
  3. logo
  4. image
- 5) A number of events intended to advertise or advance some goods...
  1. promotional campaign
  2. management
  3. development
  4. presentation
- 6) The process of creating a brand image that engages the hearts and minds of customers...
  1. branding
  2. promoting
  3. marketing
  4. advertising
- 7) A form of competitive advertising on which two or more brands are compared...
  1. comparative advertising
  2. consumer advertising
  3. national advertising
  4. informational advertising
- 8) A planned series of advertisements...
  1. advertising campaign
  2. sponsorship
  3. presentation
  4. promotion
- 9) A market in which a company is trying...
  1. target market
  2. foreign market
  3. home market
  4. free market
- 10) A short phrase that is easy to remember used in advertisement...
  1. slogan
  2. brand
  3. logo
  4. image

Соотнесите термины с определениями.

1.
  1. A representation of the external form of a person or thing.
  2. Advertising sent to prospective customers through the mail.
  3. An instance of buying or selling something, a business deal.
  4. A notice or announcement in a public medium promoting a product or service.
  5. A person who makes a purchase.

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direct mail, transaction, image, advertisement, buyer

2.
  1. A system in which people or objects are ranked according to relative status.
  2. The state of being exposed to contact with something.
  3. The regarding of someone or something as interesting or important.
  4. The ability to understand something.
  5. The action of consenting to receive or undertake something offered.
  6. The continued possession, use, or control of something.
  7. The main means of mass communication.
  8. The quality of being different, new and unusual.
  9. A settled way of thinking or feeling about something

10. The action of buying something.
11. The way in which one acts or conducts oneself.

---

hierarchy, exposure, attention, comprehension, media, acceptance, retention, novelty, attitude, purchase, behavior.

3.

1. A verbal, written or recorded communication sent to a recipient.
2. A plan of action or policy designed to achieve something.
3. A type of product manufactured by a particular company under a particular name.
4. A famous person, especially in entertainment or sport.
5. A statement or action which shows that you support or approve of something or someone.
6. A powerful effect that something, especially something new, has on a situation or person.
7. A person who purchases goods or services for personal use.
8. A newspaper or magazine advertisement giving information about a product in the style of an editorial or objective journalistic article.
9. An advertising film which promotes a product in an informative and supposedly objective style.
10. A person or company that pays for a product, event or job to advertised.

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Infomercial, advertorial, celebrity, consumer, impact, message, strategy, advertiser, brand, endorsement.

ВАРИАНТ 2

Выберите правильный ответ.

- 1) A symbol or other small design adopted by an organization to identify its product...
  1. logo
  2. brand
  3. slogan
  4. image
- 2) A person who buys goods or services from a shop or business...
  1. customer
  2. advertiser
  3. producer
  4. manager
- 3) A person or a company that pays for a product to be advertised...
  1. advertiser
  2. customer
  3. investor
  4. buyer
- 4) A period of PR activity involving several events and techniques with definite start and end dates...
  1. PR campaign
  2. advertising campaign
  3. presentation
  4. promotion
- 5) A planned and sustained effort to establish and maintain goodwill and mutual understanding between an organization and its target public...
  1. public relations
  2. publicity
  3. promotion
  4. sponsorship
- 6) The group of people at which advertisements are aimed...
  1. advertising target
  2. advertising budget
  3. advertising strategy

4. advertising campaign
- 7) The financial or material support of an event, activity, person, organization or donor...
  1. sponsorship
  2. advertising
  3. publicity
  4. promotion
- 8) An organization's target audience: customers, employees, shareholders, suppliers and society in general...
  1. target public
  2. consumers
  3. suppliers
  4. society
- 9) A verbal, written or recorded communication sent to a recipient...
  1. message
  2. letter
  3. telegram
  4. presentation
- 10) Someone who is famous, especially in areas of entertainment such as films, music, writing or sport...
  1. celebrity
  2. advertiser
  3. customer
  4. sponsor

Соотнесите термины с определениями.

1.
  1. A way of dealing with a situation or problem.
  2. The power or ability to do something.
  3. A favorable or desirable feature.
  4. An area in which commercial dealings are conducted.
  5. A television or radio advertisement
- the action of selling something.
7. A verbal, written, or recorded communication sent to or left for a recipient.
8. A thing or things belonging to someone.
9. A large outdoor board for displaying advertisement.

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billboard, property, message, sale, commercial, market, advantage, capability, approach.

2.
  1. A preliminary test or trial.
  2. Someone whose job involves marketing.
  3. A group of people assembled to participate in a discussion about a product before it is launched.
  4. A person who purchases goods and services for personal use.
  5. The exchange of a commodity for money.
  6. A gift or payment to a common fund or collection.
  7. A verbal, written, or recorded communication sent to or left for a recipient who cannot be contracted directly.
  8. A person who replies to something such as a survey or set of questions.

---

respondent, message, contribution, sale, consumer, focus group, marketer, pretesting

3.
  1. An important topic or problem for debate or discussion.
  2. An advantage or profit gained from something.
  3. The fact of being who or what a person or thing is.
  4. Money received on a regular basis, for work or investments.

5. The action of buying and selling goods and services.
  6. An idea, feeling, or opinion about something or someone.
  7. A conclusion or resolution reached after consideration.
  8. The state or condition of being free from observed or disturber by other people.
  9. A person who purchases goods and services for personal use.
  10. A type of product manufactured by a particular company under a particular name.
- 

brand, consumer, privacy, decision, impression, trade, income, identity, benefit, issue.

### ВАРИАНТ 3

Выберите правильный ответ.

- 1) A newspaper or magazine advertisement about a product in the style of an objective journalistic article...
  1. advertorial
  2. message
  3. information
  4. promotion
- 2) An advertising film which promotes a product in an informative and objective style...
  1. infomercial
  2. documentary
  3. PR campaign
  4. talk show
- 3) A television or radio advertisement...
  1. commercial
  2. message
  3. advertorial
  4. publicity
- 4) A large outdoors board for displaying advertisements...
  1. billboard
  2. wall painting
  3. sales message
  4. poster
- 5) The action of buying something...
  1. purchase
  2. sale
  3. selection
  4. promotion
- 6) Attention given to someone or something by the media...
  1. publicity
  2. advertising
  3. promotion
  4. announcement
- 7) The exchange of a commodity for money; the action of selling something...
  1. sale
  2. purchase
  3. advertising
  4. promotion
- 8) A plan of action or policy designed to achieve something...
  1. strategy
  2. campaign
  3. promotion
  4. management
- 9) Someone who writes the words for advertisement...
  1. copywriter
  2. advertiser

3. promotion
4. sponsor
- 10) Advertising that is aimed at consumers through the entire country...

1. national advertising
2. local advertising
3. institutional advertising
4. cooperative advertising

Соотнесите термины с определениями.

1.

1. The professional maintenance of a favorable public image by a company or other organization or a famous person.

2. A group of people living together in one place.

3. Information or actions that are intended to attract the public's attention to someone or something.

4. An official statement issued to newspapers giving information on a particular matter.

5. An organization's involvement with or activity in the community, especially in the context of social welfare.

6. A person who freely offers to take part in an enterprise or undertake a task.

7. Someone who is employed by a business at a senior level.

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Executive, volunteer, outreach, press release, publicity, community, public relations.

2.

1. Information or action that are intended to attract the public's attention to someone or something.

2. A place, person, or thing from which something comes or can be obtained.

3. A package of promotional material provided to members of the press to brief them about a product, service or candidate.

4. A person who is paid to work for an organization or for another person.

5. A time of intense difficulty or danger.

6. A person who makes statements on behalf of a group or another individual.

---

spokesman, crisis, employee, press kit, source, publicity.

3.

1. Illegal or dishonest behavior.

2. The state or condition of being wrong.

3. A sudden or a natural catastrophe that causes great damage.

4. Evolution of oneself or one's actions, attitudes, or performance.

5. Physical harm that impairs the value, usefulness, or normal function of something.

6. The formal and technical language of legal documents.

7. Time difficulty, danger or anxiety about the future.

8. A person who makes statements on behalf of a group or another individual.

9. Statement of regret for doing wrong, being impolite, hurting somebody's feelings.

10. The general opinion about the character, qualities, etc of somebody or something.

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Legalese, damage, self-assessment, disaster, error, wrongdoing, crisis, spokesman, apology, reputation.

## УСТНЫЙ ОПРОС

Ответьте на вопросы.

Тема. Классификация рекламы.

1. How can advertising be classified?

2. What types of advertising are discussed here?

3. What is corporate image advertising directed toward?

4. What does corporate image advertising promote?

5. Whom is public service advertising donated by?
6. What is direct-response advertising intended for?
7. What do direct-response ads request?
8. What is the purpose of business-to-business advertising?
9. What does cooperative advertising entail?

Тема. Иерархия воздействий.

1. How is advertising's influence on consumers explained?
2. What are these effects?
3. How does a marketer achieve message exposure?
4. What is the purpose of the next step?
5. What do primary attention-getting properties of an ad include?
6. What helps grab attention?
7. What does message comprehension mean?
8. Why must message acceptance occur?
9. When does message retention occur?

Тема. Разработка рекламной кампании.

1. What does an ad campaign require?
2. What must a firm determine?
3. What should advertising objectives be like?
4. What does setting objectives allow?
5. What does the size of the advertising budget depend on?
6. Why do companies spend much on advertising?
7. What may a growing industry warrant?
8. What does creative strategy combine?
9. What does the advertiser specify?
10. What is the theme of the message?
11. What happens when competition for audience attention increases?

Тема. Стратегии сообщения с эмоциональными мотивами.

1. What do message strategies with emotional appeals evoke?
2. What commercials associate warm feelings with their brands?
3. What do marketers of insurance use?
4. What do deodorant ads play on?
5. What are the elements of creative message strategy?
6. Who can enhance the persuasive impact of a message?
7. What can increase consumer's attention?
8. What must the message reflect?
9. What is the advertorial?
10. What do advertorials offer?
11. What is the infomercial?

Тема. Классы средств рекламы.

1. What are the classes of advertising media?
2. What does the effectiveness of each approach depend on?
3. Where can mass media can be useful?
4. What are the advantages and disadvantages of using TV for advertising?
5. What are the advantages of advertising in magazines?
6. When can newspaper advertising be used?
7. What kind of advertising can be cost for advertising?
8. What does outdoor advertising consists of?
9. What is transit advertising like?
10. What opportunities are offered by direct mail?

6 СЕМЕСТР (ЗАЧЕТ)

УК-4

БЛОК 1. ЗНАТЬ.

ТЕСТИРОВАНИЕ

## ВАРИАНТ 1

Подберите соответствующий заголовок к тексту.

1) Advertising is not easily defined. It means a paid form of non-personal communication that is transmitted through mass media such as television, radio, newspapers, magazines, direct mail, public transport vehicles, outdoor displays and now also the Internet. Advertising creates an awareness about old and new products and services.

1. advertising
2. mass media
3. communication
4. public transport

2) Advertising is an important factor in accelerating the distribution of products. Three main objectives of advertising are: 1) to produce knowledge about the product or service; 2) to create preference for it; and 3) to stimulate thought and action about it. Advertising promotes the sale of a product or service.

1. objectives of advertising
2. types of advertising
3. distribution of products
4. sale of products

3) Advertising belongs to the modern industrial world. Evidence of advertising can be found in cultures that existed thousands of years ago, but advertising became a major industry in the 20th century. Today the industry employs hundreds of thousands of people and influences the behavior and buying habits of billions of people.

1. advertising in the modern world
2. advertising in the past
3. modern industries
4. history of advertising

4) Advertising can be divided into two broad categories - consumer advertising and trade advertising. Consumer advertising is directed at the public. Trade advertising is directed at wholesalers or distributors who resell to the public. Consumer advertising can be divided into national advertising and local advertising.

1. types of advertising
2. consumer advertising
3. local advertising
4. trade advertising

## ВАРИАНТ 2

Подберите соответствующий заголовок к тексту.

1) Advertisements introduce people to new products or remind them of the existing ones. Their first function is to inform. The second function is to sell. Thirdly, since the majority of advertisements are printed in our press we pay less for newspapers and magazines, also TV in most countries is cheap.

1. functions of advertises
2. types of advertising
3. history of advertising
4. advertising media

2) Advertising offers a wide range of interesting different jobs and career paths. Careers in advertising may involve working for advertisers, media, advertising agencies, or suppliers and special services. Advertising draws people from a variety educational backgrounds. Opportunities for advancement are greater in advertising than in other industries.

1. careers in advertising
2. advertising education
3. advertising vehicles
4. types of advertising

3) To reach the consumer, advertisers employ a wide variety of media. Mass media is a term embracing television, radio, motion pictures, and large-circulation newspapers and magazines. The

mass media often functions as the locus of social control and the source of popular culture. The media is largely financed by advertising.

1. mass media
2. advertising
3. functions of advertising
4. source of culture

4) Outdoor advertising is an effective way to reach a highly mobile audience that spends a lot of time on the road. Outdoor advertising serves as a reminder medium and one that can trigger an impulse buy. One of the forms of outdoor advertising is hoarding. The messages on outdoor boards have to be very brief.

1. outdoor advertising
2. advertising audience
3. forms of advertising
4. hoarding

### ВАРИАНТ 3

Подберите соответствующий заголовок к тексту.

1) Advertising is subject to both government regulation and industry self-regulation to prevent deceptive advertising or to limit the visibility of advertising. Federal, state, and city governments have all passed legislation restricting advertising.

1. advertising regulation
2. advertising types
3. government regulation
4. self-regulation

2) Publicity has a number of uses. It can make people aware of a company's products, brands or activities; help a company maintain a certain level of positive public visibility; and enhance a particular image, such as innovativeness or progressiveness. Companies also try to overcome negative images through publicity.

1. uses of publicity
2. types of publicity
3. public visibility
4. negative image

3) There are types of publicity mechanisms/ the most common is the press release which is usually a single page containing fewer than 300 words. A feature article is a longer manuscript. A press conference is a meeting called to announce a major news event. Third party endorsement is a recommendation from a respected personality.

1. kinds of publicity
2. press conference
3. press release
4. public relations

4) Publicity is communication in news story form about an organization, its products or both that is transmitted through a mass medium at no charge. It can be presented through a variety of vehicles. Publicity is sometimes viewed as part of public relations. It is the result of various public relations efforts.

1. publicity
2. public relations
3. communication
4. mass media

### УСТНЫЙ ОПРОС

Ответьте на вопросы.

Тема. Оценка эффективности рекламы.

1. What is included in the evaluation of advertising?
2. How is pretesting ads done?
3. What do marketers do?
4. How do marketers use protesting?

5. How do respondents questioned in unaided recall tests?
6. What is done in aided recall tests?
7. What are the most strangest tests?
8. What do these tests assess?
9. Why are sales effectiveness evaluations difficult?
10. What are evaluations of advertising effectiveness based on?

Тема. Этические и юридические проблемы рекламы.

1. What does advertising provide?
2. What do benefit for buyers include?
3. What does advertising do for advertisers?
4. What does advertising do for society?
5. What do some critics say?
6. Is it easy to manipulate people into buying?
7. How can buyers exercise control over the marketplace?
8. What advertising messages are prohibited by the Federal Trade Commission?
9. What is required in some sentences?
10. What does the youth market offer?
11. What do advertisers know?
12. What are many people irritated by?

Тема. Что такое СВЯЗИ с ОБЩЕСТВЕННОСТЬЮ?

1. What is the task of public relations?
2. What is a public in terms of PR?
3. Whom can these publics include?
4. What is necessary for public relations success?
5. What must a PR professional know?
6. What is the chief duty of a PR professional?
7. Who can be a public face of a client?
8. What can the PR professional organize?
9. What can the PR representative cultivate?
10. What is the task of the PR executive?

7 СЕМЕСТР (ЭКЗАМЕН)

УК-4

БЛОК 1. ЗНАТЬ.

ТЕСТИРОВАНИЕ

Выберите правильный ответ.

- 1) The name given to a product by a company so that the product can be recognized...
  1. brand name
  2. definition
  3. title
  4. image
- 2) Telling people publicly about a product or service in order to persuade them to buy it...
  1. advertising
  2. marketing
  3. identifying
  4. satisfying
- 3) A notice or announcement in a public medium promoting a product or service...
  1. advertisement
  2. management
  3. development
  4. statement
- 4) A name or trademark connected with a product or producer...
  1. brand
  2. slogan
  3. logo

4. image
- 5) A number of events intended to advertise or advance some goods...
  1. promotional campaign
  2. management
  3. development
  4. presentation
- 6) The process of creating a brand image that engages the hearts and minds of customers...
  1. branding
  2. promoting
  3. marketing
  4. advertising
- 7) A form of competitive advertising on which two or more brands are compared...
  1. comparative advertising
  2. consumer advertising
  3. national advertising
  4. informational advertising
- 8) A planned series of advertisements...
  1. advertising campaign
  2. sponsorship
  3. presentation
  4. promotion
- 9) A market in which a company is trying...
  1. target market
  2. foreign market
  3. home market
  4. free market
- 10) A short phrase that is easy to remember used in advertisement...
  1. slogan
  2. brand
  3. logo
  4. image
- 11) A symbol or other small design adopted by an organization to identify its product...
  1. logo
  2. brand
  3. slogan
  4. image
- 12) A person who buys goods or services from a shop or business...
  1. customer
  2. advertiser
  3. producer
  4. manager
- 13) A person or a company that pays for a product to be advertised...
  1. advertiser
  2. customer
  3. investor
  4. buyer
- 14) A period of PR activity involving several events and techniques with definite start and end dates...
  1. PR campaign
  2. advertising campaign
  3. presentation
  4. promotion
- 15) A planned and sustained effort to establish and maintain goodwill and mutual understanding between an organization and its target public...

1. public relations
  2. publicity
  3. promotion
  4. sponsorship
- 16) The group of people at which advertisements are aimed...
1. advertising target
  2. advertising budget
  3. advertising strategy
  4. advertising campaign
- 17) The financial or material support of an event, activity, person, organization or donor...
1. sponsorship
  2. advertising
  3. publicity
  4. promotion
- 18) An organization's target audience: customers, employees, shareholders, suppliers and society in general...
1. target public
  2. consumers
  3. suppliers
  4. society
- 19) A verbal, written or recorded communication sent to a recipient...
1. message
  2. letter
  3. telegram
  4. presentation
- 20) Someone who is famous, especially in areas of entertainment such as films, music, writing or sport...
1. celebrity
  2. advertiser
  3. customer
  4. sponsor
- 21) A newspaper or magazine advertisement about a product in the style of an objective journalistic article...
1. advertorial
  2. message
  3. information
  4. promotion
- 22) An advertising film which promotes a product in an informative and objective style...
1. infomercial
  2. documentary
  3. PR campaign
  4. talk show
- 23) A television or radio advertisement...
1. commercial
  2. message
  3. advertorial
  4. publicity
- 24) A large outdoors board for displaying advertisements...
1. billboard
  2. wall painting
  3. sales message
  4. poster
- 25) The action of buying something...
1. purchase

2. sale
  3. selection
  4. promotion
- 26) Attention given to someone or something by the media...
1. publicity
  2. advertising
  3. promotion
  4. announcement
- 27) The exchange of a commodity for money; the action of selling something...
1. sale
  2. purchase
  3. advertising
  4. promotion
- 28) A plan of action or policy designed to achieve something...
1. strategy
  2. campaign
  3. promotion
  4. management
- 29) Someone who writes the words for advertisement...
1. copywriter
  2. advertiser
  3. promotion
  4. sponsor
- 30) Advertising that is aimed at consumers through the entire country...
1. national advertising
  2. local advertising
  3. institutional advertising
  4. cooperative advertising
- 31) Advertising that is aimed at informing people in a particular area where they can purchase a product or service...
1. local advertising
  2. national advertising
  3. institutional advertising
  4. cooperative advertising
- 32) This type of advertising is designed to create a favorable impression of a business or institution...
1. institutional advertising
  2. informational advertising
  3. consumer advertising
  4. national advertising
- 33) An attempt to reach a particular target market by designing a series of advertisements...
1. advertising campaign
  2. branding
  3. presentation
  4. promotion
- 34) An official statement issued to newspapers give information on a particular matter...
1. press release
  2. press conference
  3. interview
  4. information

УК-4

БЛОК 1. ЗНАТЬ.

ТЕСТИРОВАНИЕ

Соотнесите термины с определениями.

- 1.
1. A representation of the external form of a person or thing.
2. Advertising sent to prospective customers through the mail.
3. An instance of buying or selling something, a business deal.
4. A notice or announcement in a public medium promoting a product or service.
5. A person who makes a purchase.

---

direct mail, transaction, image, advertisement, buyer

- 2.
1. A system in which people or objects are ranked according to relative status.
2. The state of being exposed to contact with something.
3. The regarding of someone or something as interesting or important.
4. The ability to understand something.
5. The action of consenting to receive or undertake something offered.
6. The continued possession, use, or control of something.
7. The main means of mass communication.
8. The quality of being different, new and unusual.
9. A settled way of thinking or feeling about something
10. The action of buying something.
11. The way in which one acts or conducts oneself.

---

hierarchy, exposure, attention, comprehension, media, acceptance, retention, novelty, attitude, purchase, behavior.

- 3.
1. A verbal, written or recorded communication sent to a recipient.
2. A plan of action or policy designed to achieve something.
3. A type of product manufactured by a particular company under a particular name.
4. A famous person, especially in entertainment or sport.
5. A statement or action which shows that you support or approve of something or someone.
6. A powerful effect that something, especially something new, has on a situation or person.
7. A person who purchases goods or services for personal use.
8. A newspaper or magazine advertisement giving information about a product in the style of an editorial or objective journalistic article.
9. An advertising film which promotes a product in an informative and supposedly objective style.
10. A person or company that pays for a product, event or job to advertised.

---

Infomercial, advertorial, celebrity, consumer, impact, message, strategy, advertiser, brand, endorsement.

- 4.
1. A way of dealing with a situation or problem.
2. The power or ability to do something.
3. A favorable or desirable feature.
4. An area in which commercial dealings are conducted.
5. A television or radio advertisement
- the action of selling something.
7. A verbal, written, or recorded communication sent to or left for a recipient.
8. A thing or things belonging to someone.
9. A large outdoor board for displaying advertisement.

---

billboard, property, message, sale, commercial, market, advantage, capability, approach.

- 5.
1. A preliminary test or trial.
2. Someone whose job involves marketing.

3. A group of people assembled to participate in a discussion about a product before it is launched.
4. A person who purchases goods and services for personal use.
5. The exchange of a commodity for money.
6. A gift or payment to a common fund or collection.
7. A verbal, written, or recorded communication sent to or left for a recipient who cannot be contacted directly.
8. A person who replies to something such as a survey or set of questions.

---

respondent, message, contribution, sale, consumer, focus group, marketer, pretesting

6.

1. An important topic or problem for debate or discussion.
2. An advantage or profit gained from something.
3. The fact of being who or what a person or thing is.
4. Money received on a regular basis, for work or investments.
5. The action of buying and selling goods and services.
6. An idea, feeling, or opinion about something or someone.
7. A conclusion or resolution reached after consideration.
8. The state or condition of being free from observation or disturbance by other people.
9. A person who purchases goods and services for personal use.
10. A type of product manufactured by a particular company under a particular name.

---

brand, consumer, privacy, decision, impression, trade, income, identity, benefit, issue.

7.

1. The professional maintenance of a favorable public image by a company or other organization or a famous person.
2. A group of people living together in one place.
3. Information or actions that are intended to attract the public's attention to someone or something.
4. An official statement issued to newspapers giving information on a particular matter.
5. An organization's involvement with or activity in the community, especially in the context of social welfare.
6. A person who freely offers to take part in an enterprise or undertake a task.
7. Someone who is employed by a business at a senior level.

---

Executive, volunteer, outreach, press release, publicity, community, public relations.

8.

1. Information or action that are intended to attract the public's attention to someone or something.
2. A place, person, or thing from which something comes or can be obtained.
3. A package of promotional material provided to members of the press to brief them about a product, service or candidate.
4. A person who is paid to work for an organization or for another person.
5. A time of intense difficulty or danger.
6. A person who makes statements on behalf of a group or another individual.

---

spokesman, crisis, employee, press kit, source, publicity.

9.

1. Illegal or dishonest behavior.
2. The state or condition of being wrong.
3. A sudden or a natural catastrophe that causes great damage.
4. Evolution of oneself or one's actions, attitudes, or performance.
5. Physical harm that impairs the value, usefulness, or normal function of something.
6. The formal and technical language of legal documents.

7. Time difficulty, danger or anxiety about the future.
  8. A person who makes statements on behalf of a group or another individual.
  9. Statement of regret for doing wrong, being impolite, hurting somebody's feelings.
  10. The general opinion about the character, qualities, etc of somebody or something.
- 

Legalese, damage, self-assessment, disaster, error, wrongdoing, crisis, spokesman, apology, reputation.

10.

1. An important topic or problem for debate or discussion.
2. Special skill or knowledge that is acquired by training, study, or practice.
3. Each of several items in a list, typically a summary of the arguments in a presentation.
4. Thinking or doing what is right and avoiding what is wrong.
5. Something that you can choose or do in preference to one or more alternatives.
6. A newspaper page opposite the editorial page, devoted to personal comment.
7. An advertisement in mass media giving information about a product in the study of an objective journalist article.
8. An event, fact, or person that is considered to be interesting enough to be reported in mass media.

-----  
Advertorial, newsworthy, Op-Ed, option, virtue, bullet point, expertise, issue.

УК-4

БЛОК 2. УМЕТЬ.

ТЕСТИРОВАНИЕ

Подберите соответствующий заголовок к тексту.

1) Advertising is not easily defined. It means a paid form of non-personal communication that is transmitted through mass media such as television, radio, newspapers, magazines, direct mail, public transport vehicles, outdoor displays and now also the Internet. Advertising creates an awareness about old and new products and services.

1. advertising
2. mass media
3. communication
4. public transport

2) Advertising is an important factor in accelerating the distribution of products. Three main objectives of advertising are: 1) to produce knowledge about the product or service; 2) to create preference for it; and 3) to stimulate thought and action about it. Advertising promotes the sale of a product or service.

1. objectives of advertising
2. types of advertising
3. distribution of products
4. sale of products

3) Advertising belongs to the modern industrial world. Evidence of advertising can be found in cultures that existed thousands of years ago, but advertising became a major industry in the 20th century. Today the industry employs hundreds of thousands of people and influences the behavior and buying habits of billions of people.

1. advertising in the modern world
2. advertising in the past
3. modern industries
4. history of advertising

4) Advertising can be divided into two broad categories - consumer advertising and trade advertising. Consumer advertising is directed at the public. Trade advertising is directed at wholesalers or distributors who resell to the public. Consumer advertising can be divided into national advertising and local advertising.

1. types of advertising

2. consumer advertising

3. local advertising

4. trade advertising

5) Advertisements introduce people to new products or remind them of the existing ones. Their first function is to inform. The second function is to sell. Thirdly, since the majority of advertisements are printed in our press we pay less for newspapers and magazines, also TV in most countries in cheap.

1. functions of advertises

2. types of advertising

3. history of advertising

4. advertising media

6) Advertising offers a wide range of interesting different jobs and career paths. Careers in advertising may involve working for advertisers, media, advertising agencies, or suppliers and special services. Advertising draws people from a variety educational backgrounds. Opportunities for advancement are greater in advertising than in other industries.

1. careers in advertising

2. advertising education

3. advertising vehicles

4. types of advertising

7) To reach the consumer, advertisers employ a wide variety of media. Mass media is a term embracing television, radio, motion pictures, and large-circulation newspapers and magazines. The mass media often functions as the locus of social control and the source of popular culture. The media is largely financed by advertising.

1. mass media

2. advertising

3. functions of advertising

4. source of culture

8) Outdoors advertising is an effective way to reach a highly mobile audience that spends a lot of time on the road. Outdoor advertising serves as a reminder medium and one that can trigger an impulse buy. One of the forms of outdoor advertising as hoarding. The messages on outdoor boards have to be very brief.

1. outdoor advertising

2. advertising audience

3. forms of advertising

4. hoarding

9) Advertising is subject to both government regulation and industry self-regulation to prevent deceptive advertising or to limit the visibility of advertising. Federal, state, and city governments have all passed legislation restricting advertising.

1. advertising regulation

2. advertising types

3. government regulation

4. self-regulation

10) Publicity has a number of uses. It can make people aware of a company's products, brands or activities; help a company maintain a certain level of positive public visibility; and enhance a particular image, such as innovativeness or progressiveness. Companies also try to overcome negative images through publicity.

1. uses of publicity

2. types of publicity

3. public visibility

4. negative image

11) There are types of publicity mechanisms/ the most common is the press release which is usually a single page containing fewer than 300 words. A feature article is a longer manuscript. A press conference is a meeting called to announce a major news event. Third party endorsement is a recommendation from a respected personality.

1. kinds of publicity
2. press conference
3. press release
4. public relations

12) Publicity is communication in news story form about an organization, its products or both that is transmitted through a mass medium at no charge. It can be presented through a variety of vehicles. Publicity is sometimes viewed as part of public relations. It is the result of various public relations efforts.

1. publicity
2. public relations
3. communication
4. mass media

13) An advertising agency can assist a business in several ways. It supplies the client company with the services of highly skilled specialists – not only copywriters, artists and production coordinators but also media experts, researcher and legal advisers. Advertising agencies are the core of the advertising industry.

1. An advertising agency
2. advertising industry
3. highly skilled specialists
4. media experts

14) In the USA, newspapers are the second most popular advertising medium after television. They enable advertisers to reach readers of all age groups, ethnic backgrounds, and income levels. Typically, advertising makes up about 65 percent of a newspaper content and generates about 65 percent of a newspaper's revenue.

1. advertising in newspaper
2. newspapers and television
3. advertising and newspapers
4. types of advertising

## ТЕСТИРОВАНИЕ ЧТЕНИЕ

Прочитайте текст и выполните задания, следующие за ним.

### COMMUNICATION

1. Communicating – or getting our message across – is the concern of us all in our daily lives whatever language we happen to use. Learning to be better communicators is important to all of us in both our private and public lives. Better communication means better understanding of ourselves and others; less isolation from those around us and more productive, happy lives.

2. We begin at birth by interacting with those around us to keep warm, dry and fed. We learn very soon that the success of a particular communication strategy depends on the willingness of others to understand and on the interpretation they give to our meaning. Whereas a baby's cry will be enough to bring a mother bringing with a clean nappy and warm milk in one instance, it may produce no response at all in another. We learn then that meaning is never one-sided. Rather, it is negotiated, between the persons involved.

3. As we grow up our needs grow increasingly complex, and along with them, our communication efforts. Different words, we discover, are appropriate in different settings. The expressions we hear in the playground or through the bedroom door may or may not be suitable at the supper table. We may decide to use them anyway to attract attention. Most of our communication strategies develop unconsciously, through imitation of persons we admire and would like to resemble to some extent -and the success we experience in our interactions.

4. Formal training in the classroom affords us an opportunity to gain systematic-practice in an even greater range of communicative activities. Group discussions, moderated by the teacher, give young learners important practice in taking turns, getting the attention of the group, slating one's views and perhaps disagreeing with others in a setting other than the informal family or playground situations with which they are familiar. Classrooms also provide practice in written communications

of many kinds. Birthday cards are an early writing task for many children. Reports, essays, poems, business letters, and job application forms are routinely included in many school curricula and provide older learners with practical writing experience.

1. Определите, является ли утверждение:

Communication is an important part of people's daily activity.

1) истинным            2) ложным            3) в тексте нет информации

2. Определите, является ли утверждение:

There are different forms of communication activities to be practiced in classrooms.

1) в тексте нет информации            2) истинным            3) ложным

3. Определите, является ли утверждение:

It is impossible to be engaged in a communicative activity in the classroom.

1) в тексте нет информации            2) истинным            3) ложным

4. Определите, является ли утверждение:

Communication means using hands, body and face expression to send messages.

1) истинным            2) ложным            3) в тексте нет информации

5. Укажите, какой части текста (1, 2, 3, 4) соответствует следующая информация:

Being good at communication implies more successful life.

1) 3            2) 4            3) 1            4) 2

6. Укажите, какой части текста (1, 2, 3, 4) соответствует следующая информация:

1) 3            2) 2            3) 1            4) 4

7. Ответьте на вопрос

What does the success of communication strategy depend on? It depends on...

1) ... the ability to speak different languages.

2) ... the ability to understand and to interpret the meaning of partner's words.

3) ... the ability to develop communication techniques unconsciously.

4) ... the ability to use intonation; gestures, facial expressions.

8. Определите основную идею текста

1) Effective communication process involves both expression and negotiation.

2) A person should be equally good at all elements of communication.

3) People learn to communicate at birth.

4) Communication means getting one's message across.

DO WE HAVE TO BE VIOLENT?

1. For centuries philosophers, psychologists and anthropologists have tried to explain why men behave violently. Some psychologists think that violence or aggressiveness is an instinct which we are all born with. We need violent motivation in order to survive, they say, just as animals do. Aggressiveness is connected with courage, energy and will. Besides this positive side, aggressiveness also has a negative side. If we cannot satisfy our needs safely, we will satisfy them in a way that hurts others. According to this theory, society cannot get rid of aggressiveness, but it can provide safer outlets for our violent needs.

2. Other psychologists think that aggressiveness is something which we learn as children, just as we learn to walk and talk. The world in which we live is aggressive and violent. We learn that in order to get what we want in this world we must be aggressive and violent. According to this theory, if we really wanted to get rid of violence, we could. We must only learn non-violent means of achieving our goals.

3. Another approach says that aggressiveness is always the result of frustration. Every time we do not get what we want, that is whenever our wishes are frustrated, we become aggressive. According to this theory, we must find outlets for our aggressiveness which do not hurt others. Since we will probably always face some kind of frustration, we will always have to live with our need to be violent

4. According to this theory there are two separate lands of aggressiveness with different origins and different social consequences. One land of aggressiveness is an instinct which we are born with; our need to defend ourselves against an attack. We share this instinct with animals. Without it we could not survive, but we must also learn to use it properly. The second kind of aggressiveness is entirely negative, because it serves no purpose and is only destructive. Some people

are dominated by then need to be violent. This form of aggressiveness is not an instinct but is probably the result of a small child's very negative experience with the worlds around him. According to the biological and social theory, it is extremely difficult to change a person who has become aggressive in the destructive way.

1. Определите, является ли утверждение:

Aggressiveness has both positive and negative consequences.

1) истинным            2) ложным            3) в тексте нет информации

2. Определите, является ли утверждение:

Violence is the instinct people are born with.

1) в тексте нет информации            2) истинным            3) ложным

3. Определите, является ли утверждение:

Frustration is always the result of violence.

1) в тексте нет информации            2) истинным            3) ложным

4. Определите, является ли утверждение:

There are two sources of violence.

1) истинным            2) ложным            3) в тексте нет информации

5. Укажите, какой части текста (1, 2, 3, 4) соответствует следующая информация:

Violence is the problem which is widely discussed by social scientists.

1) 3            2) 4            3) 1            4) 2

6. Укажите, какой части текста (1, 2, 3, 4) соответствует следующая информация:

According to one of the theories people became violent when their wishes didn't meet their needs.

1) 3            2) 2            3) 1            4) 4

7. Ответьте на вопрос

What is the positive side of violence? Violence helps people...

- 1) ... to change the society they live in.
- 2) ... to survive in the aggressive world.
- 3) ... to achieve their goals without hurting others.
- 4) ... to communicate with animals.

8. Определите основную идею текста

- 1) There are different theories explaining people's violence and aggressiveness.
- 2) The result of violence can be both positive and negative.
- 3) The world people live in is violent enough.
- 4) There exist certain psychological techniques to prevent aggressiveness.

#### LANGUAGE

1. There is a sea of language around us. From that sea comes a constant flow of messages in Brooklynese and Basque, teenybop and Tibetan. And all those messages are wrapped in sounds and silences and signals.

2. Every person has to learn his language. A human baby raised by apes would learn only the language of apes and other animals. To learn a human language, a human baby-would have to hear it from humans. But much animal talk is not learned. On the contrary, it's inborn. A cat will purr and meow even if it never hears another cat. With any human language, a person can talk about the future and the past. He can discuss ideas—kindness, truth, honesty, justice. He can make almost any number of sentences—including sentences he never heard before. No animal language is so rich in uses and possibilities.

3. Speech is what most writing starts out from. Writing is a secondhand method of trying to say what the sounds and the signals of language say. Written language is separate from spoken language. Children learn to speak without any special training. But reading and writing—written language—have to be specially taught. Written language has a life of its own. Every written language was invented long after spoken language began. In fact, not all languages have a written form. Written language also has its own style. For one thing, written language doesn't change as fast as spoken language. For another thing, people do not commonly write the way they speak. Often writing is more formal.

4. People don't usually talk to themselves. They talk to other people. And their talk has social meaning. Only part of the social meaning of a conversation is earned by words. Take saying hello or talking about the weather. Often such talk has little dictionary meaning. It is a way of being friendly or polite. Choice of language often has social meaning. An informal "Yeah" in the neighborhood carries a relaxed meaning. Often it is replaced by a formal "Yes" in a classroom or at a job interview.

1. Определите, является ли утверждение:

To learn an animal language an animal baby has to hear it from animals.

1) истинным            2) ложным            3) в тексте нет информации

2. Определите, является ли утверждение:

People can't learn to write without special training.

1) в тексте нет информации            2) истинным            3) ложным

3. Определите, является ли утверждение:

People can make a great number of sentences.

1) в тексте нет информации            2) истинным            3) ложным

4. Определите, является ли утверждение:

Sociologists consider language to be the foundation of every culture.

1) истинным            2) ложным            3) в тексте нет информации

5. Укажите, какой части текста (1, 2, 3, 4) соответствует следующая информация:

There are a lot of languages existing in the world.

1) 3            2) 4            3) 1            4) 2

6. Укажите, какой части текста (1, 2, 3, 4) соответствует следующая информация:

People's conversation has a social meaning.

1) 3            2) 2            3) 1            4) 4

7. Ответьте на вопрос

What is the difference between spoken and written language?

1) Written language was a great invention of the mankind.

2) Written language is the method of expressing ideas.

3) Written language is more formal than spoken language and it doesn't change so fast.

4) Every language has its written form.

8. Определите основную идею текста

1) Human language is rich in possibilities.

2) Language which sets apart human from other living beings includes speech, written characters necessary for communication in different situations.

3) People chose language in accordance with social situation.

4) People use both spoken and written language.

#### READING

1. The ability to see and understand written or printed language is called reading. People who cannot read are said to be illiterate. The ability to read is one of the foundation skills in all industrialized societies. In such societies written language is the chief means of transmitting culture and the benefits of civilization from one generation to another. Researchers estimate that about 30 percent of the adult women and about 15 percent of the adult men in the world cannot read, and many more have only minimal reading abilities. Many organizations are dedicated to teaching adults to read, but illiteracy has persisted.

2. Like many human abilities, reading is a learned skill. It must be taught. Young children learn to read a very few years after learning to speak. In doing so, they are made to see a connection between the words they have learned to say and the ones they see on a printed page. The words that appear on a page are printed symbols. The mind interprets those symbols as words it already knows in a rapid recognition process based on the individual's past experiences.

3. Words and their meanings are recognized together. Beyond the decoding of words is comprehension. This is more than just understanding the words, sentences, and paragraphs. It is a matter of seeing relationships and of connecting what is stated on a page with what one already knows about a subject. A good deal of reading stimulates the imagination as the reader pictures what is being read.

4. Several factors determine a reader's level of comprehension and assimilation: intellectual ability, the range of personal experiences, and the speed at which one reads. Intellectual ability and the breadth of experience are personal matters, and they often have something to do with the age of the individual. The more one has learned and experienced, the more one tends to gain from reading. The speed of reading is more subject to control. Slow readers can be trained to read faster.

1. Определите, является ли утверждение:

All people in the world are literate.

1) истинным                      2) ложным                      3) в тексте нет информации

2. Определите, является ли утверждение:

Speed of reading can be improved.

1) в тексте нет информации                      2) истинным                      3) ложным

3. Определите, является ли утверждение:

The more the person read, the better his imagination is.

1) в тексте нет информации                      2) истинным                      3) ложным

4. Определите, является ли утверждение:

Slow analytical reading is necessary for absorbing details.

1) истинным                      2) ложным                      3) в тексте нет информации

5. Укажите, какой части текста (1, 2, 3, 4) соответствует следующая информация:

While learning to read children connect spoken words with written symbols.

1) 3                      2) 4                      3) 1                      4) 2

6. Укажите, какой части текста (1, 2, 3, 4) соответствует следующая информация:

Adults can be taught to read in special educational institutions.

1) 3                      2) 2                      3) 1                      4) 4

7. Ответьте на вопрос

What is comprehension?

1) It is the ability to see connections between printed words and one's knowledge.

2) It is understanding sentences and paragraphs.

3) Comprehension stimulates the person's imagination.

4) It is recognizing meanings of the words.

8. Определите основную идею текста

1) People should learn to read to be literate.

2) The ability to read based on the comprehension is important for person's imagination and education.

3) Reading is one of many human abilities.

4) It is possible to determine comprehension in accordance with three factors.

## RELIGION

1. As a word religion is difficult to define, but as a human experience it is widely familiar. The 20th-century German-born U.S. theologian Paul Tillich gave a simple and basic definition of the word: "Religion is ultimate concern". This means that religion encompasses that to which people are most devoted or that from which they expect to get the most fundamental satisfaction in life. Consequently, religion provides adequate answers to such basic questions as "What are the origins of the world? What is the meaning of human life? Why do people die and what happens afterward? Why is there evil? How should people behave?"

2. The word religion comes from the Latin word religio, which to the ancient Romans represented all the unknown forces around them that inspired awe and anxiety. Their religion was based on establishing mutual trust between the divine and human in order to secure the benevolence of the gods and their help in mastering those unknown forces.

3. Regardless of definitions, most religions (as the word is normally used) have certain elements in common. These include common rituals to perform, prayers to recite, places to frequent or avoid, holy days to keep, a body of literature to read and study, truths to affirm, leaders to follow, and ordinances to obey. Many have buildings set aside for worship, and there are activities such as prayer, sacrifice, contemplation, and perhaps magic.

4. The existence of religion is rooted in the fundamental human desire to try to understand the origin of the world, why there is death, or the answers to other basic questions. Thus, all statements

about God or the gods are statements of belief. The assertion that there is no God—atheism—also is a statement of belief. In the case of religions based on supposedly historical events, interpretations of those events are accepted by believers as true, while nonbelievers may arrive at completely different interpretations.

1. Определите, является ли утверждение:

Rituals are ones of the basic elements of any religion.

1) истинным                      2) ложным                      3) в тексте нет информации

2. Определите, является ли утверждение:

Religion is connected with human wish to find answers to the questions about world.

1) в тексте нет информации                      2) истинным                      3) ложным

3. Определите, является ли утверждение:

The Latin word “religion” meant trust and belief.

1) в тексте нет информации                      2) истинным                      3) ложным

4. Определите, является ли утверждение:

Monotheistic religions center on the belief in and worship of one, unique God.

1) истинным                      2) ложным                      3) в тексте нет информации

5. Укажите, какой части текста (1, 2, 3, 4) соответствует следующая информация:

In some religions believers attend special buildings in order to go through certain rituals.

1) 3                      2) 4                      3) 1                      4) 2

6. Укажите, какой части текста (1, 2, 3, 4) соответствует следующая информация:

The essence of religion is connected with question of belief.

1) 3                      2) 2                      3) 1                      4) 4

7. Ответьте на вопрос

How can religion be defined?

1) Religion is a matter that is of importance and devotion to a person.

2) Religion is a human experience.

3) It is not possible to define religion.

4) Religion is unknown forces of human life.

8. Определите основную идею текста

1) Religion is dealt with a person’s relation to God or gods, moral conduct and participation in rituals.

2) Most religions have common elements.

3) There are several definitions of the word religion.

4) Believers and nonbelievers have different interpretations of events.

#### SMALL GROUP COMMUNICATION

1. Small group communication involves give-and-take exchanges between a relatively small number of people. A small group involves at least three but has no precise upper limit. The important thing is not how many people are involved but whether the people are aware of each other as individuals and feel that they can participate in the discussion.

2. The first small group in which most people communicate is the family. Family communication often occurs around the dinner table, in the living room, and in the car. As children mature they become members of other small groups: peer play groups, church or synagogue classes, and day-care center or preschool groups. When children enter school they become members of classes. As they progress through school they communicate in an ever-increasing number of groups: scouting, dance classes, musical groups, athletic teams, and school clubs.

3. As adults people begin families of their own, become members of groups of people who work together, form friendship groups, join recreational and athletic teams, and become active in community groups. Throughout life people continue to participate in small-group contexts.

4. Scholars often classify groups by function. Among the functional groups that have been identified are learning, social, therapy, problem-solving, political action, and worship groups. Given the variety of functions, effective participation in groups requires a variety of skills. As members, people must learn to help the group to accomplish its purpose or function. Their behaviors toward this end are called task roles. But people must also help each other to feel good about group membership and participation. Their behaviors toward these end are called group maintenance or

social roles. In addition, group members must become aware of individual actions that interfere with effective group functioning. Good group members are team players – they sacrifice self-interests for the welfare of the group.

1. Определите, является ли утверждение:

The size of the group is the most important factor for successful communication.

1) истинным            2) ложным            3) в тексте нет информации

2. Определите, является ли утверждение:

I small group communication people have task and social roles.

1) в тексте нет информации            2) истинным            3) ложным

3. Определите, является ли утверждение:

Small groups can be classified in accordance with their functions.

1) в тексте нет информации            2) истинным            3) ложным

4. Определите, является ли утверждение:

Many small groups are also the part of a large group called an organization.

1) истинным            2) ложным            3) в тексте нет информации

5. Укажите, какой части текста (1, 2, 3, 4) соответствует следующая информация:

1) 3            2) 4            3) 1            4) 2

6. Укажите, какой части текста (1, 2, 3, 4) соответствует следующая информация:

People take part in different small group during the whole life.

1) 3            2) 2            3) 1            4) 4

7. Ответьте на вопрос

What are group members?

1) They become members of the increasing number of groups.

2) Good group members can participate in the discussion.

3) They can exchange information between limited amount of people.

4) They are the members of team who respect interests of the group.

8. Определите основную идею текста

1) Communication is an important aspect of social behavior.

2) Members of the group should help the group to accomplish its purpose.

3) Participating in different small groups people exchange information and accomplish

different purposes.

4) There are different functional groups identified by scientists.

## THE SOCIAL SCIENCES

1. There is no single science of society or science of humanity. Instead, there are several branches of learning that deal with the origins and activities of human groups. The size of such group ranges from the family, tribe, and nation up to the relationships between nations. These subjects are called social sciences, and they include anthropology, economics, political science, sociology, social psychology, social geography, international relations, and comparative law. History is sometimes included as a social science.

2. Since 1950 the term behavioral sciences has come into prominence in the colleges and universities. It refers to such subjects as psychology, sociology, social psychology, and social or cultural anthropology. The benefit of bringing these subjects together under the umbrella term behavioral sciences has been to draw them closer to the natural sciences. Sometimes behavioral science and social science are used as equivalents, but many scholars insist on distinguishing between them.

3. The subject matter of the social sciences was carefully studied long before the sciences themselves were named. The naming did not happen until the 19th century. Before then, the courses that are today studied as political science, law, ethics, psychology, or economics all fell within the province of philosophy. The classical Greek philosophers—especially Socrates, Plato, and Aristotle—believed that anything humans could experience or think about was worth investigating.

4. Since the early years of the 20th century, in the schools of the United States some of these subjects have been blended into a single course called social studies. The purpose of social studies is to provide a comprehensive survey of the whole range of human life in all periods of history and all

parts of the world, in today's schools the interdisciplinary social studies courses persist, but they are not the single source of schooling in the social sciences.

1. Определите, является ли утверждение:

The term social sciences appeared in the 19th century.

1) истинным            2) ложным            3) в тексте нет информации

2. Определите, является ли утверждение:

History is always treated as a social science.

1) в тексте нет информации            2) истинным            3) ложным

3. Определите, является ли утверждение:

The problems of the social sciences were investigated before this term appeared.

1) в тексте нет информации            2) истинным            3) ложным

4. Определите, является ли утверждение:

Economics was the first social science to set itself off from the rest.

1) истинным            2) ложным            3) в тексте нет информации

5. Укажите, какой части текста (1, 2, 3, 4) соответствует следующая информация:

Social sciences include a wide range of subjects dealing with human groups.

1) 3            2) 4            3) 1            4) 2

6. Укажите, какой части текста (1, 2, 3, 4) соответствует следующая информация:

Before the 19th century some social sciences were studied by philosophers.

1) 3            2) 2            3) 1            4) 4

7. Ответьте на вопрос

What was the advantage of introducing behavioral sciences?

1) Behavioral sciences and social sciences can used as synonyms.

2) Behavioral sciences include such subjects as psychology, sociology, social psychology, and social or cultural anthropology.

3) Behavioral sciences were studied in colleges and universities.

4) It gives the possibility to connect behavioral sciences with natural Sciences.

8. Определите основную идею текста

1) Social science study social behavior.

2) Scientists should investigate everything people can experience or think about.

3) There are several sciences which have focus on the activities of human groups.

4) Since the beginning of the 20th century social sciences are studied in different educational institutions.

#### THE SUMMERHELL EXPERIMENT

1. Summerhill began as an experimental school. It is now a demonstration school, for it demonstrates that freedom works. When starting the school, we had one main idea: to make the school fit the child – instead of making the child fit the school. Having taught in ordinary schools for many years, I knew the other way very well. It was wrong because it was based on an adult conception of what a child should learn. The other way dated from those days when psychology was still an unknown science.

2. We decided to make a school in which we should allow children freedom to be themselves. In order to do this, we had to renounce<sup>1</sup> all discipline, all direction, all suggestion, all moral training, all religious instruction. It required a complete belief in the child as a good, not an evil, being. For almost forty years, this belief has become a final faith<sup>2</sup>. If left to himself without adult suggestion of any kind, he will develop as far as he is capable of developing.

3. What is Summerhill like? For one thing, lessons are optional<sup>3</sup>. Children can go to them or stay away from them – for years if they want to. There is a timetable – but only for the teacher's. The children have classes usually according to their age, but sometimes according to their interest. We have no new methods of teaching, because we do not consider that teaching in itself matters very much. Whether a school has or has not a special method for teaching long division<sup>4</sup> is of no significance, for long division is of no importance except to those who want to learn it. And the child who wants to learn long division will learn it no matter how taught.

4. Children who come to Summerhill as kindergarteners attend lessons from the beginning of their stay; but pupils from other schools vow<sup>5</sup> that they will never attend any lessons again at any

time. They play and cycle and get in people's way, but they fight shy of lessons. This sometimes goes on for months. Summerhill is possibly the happiest school in the world. I seldom hear a child cry, because children when free have much less hate to express than children who are depressed. Love means approving of children, and that is essential in every school.

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1 to renounce – отказываться

2 faith – убеждения

3 be optional – факультативный

4 long division – деление столбиком

5 to vow – клясться

1. Определите, является ли утверждение:

In the Summerhill school there is no timetable for pupils.

1) истинным                    2) ложным                    3) в тексте нет информации

2. Определите, является ли утверждение:

They wanted children to be disciplined at school.

1) в тексте нет информации                    2) истинным                    3) ложным

3. Определите, является ли утверждение:

There is moral training and religious institutions in Summerhill school.

1) в тексте нет информации                    2) истинным                    3) ложным

4. Определите, является ли утверждение:

Children can develop their best abilities being taught at home under the guidance of their parents.

1) истинным                    2) ложным                    3) в тексте нет информации

5. Укажите, какой части текста (1, 2, 3, 4) соответствует следующая информация:

The idea of Summerhill school is to make school attractive and acceptable for children.

1) 3                    2) 4                    3) 1                    4) 2

6. Укажите, какой части текста (1, 2, 3, 4) соответствует следующая информация:

Summerhill is a school where children know they are loved and approved of.

1) 3                    2) 2                    3) 1                    4) 4

7. Ответьте на вопрос

What experiment did they do in Summerhill? They allowed children...

1) ... to cry at the lessons.

2) ...to attend only the lessons they want.

3) ... to be out of school for years.

4) ... to express their hatred for lessons.

8. Определите основную идею текста

1) At school children should be free and happy and develop as they can develop.

2) Special activities help children to fight shy of lessons.

3) Children should have classes according to their interests.

4) It is necessary to have special methods of teaching.

#### THE WORKSHOP OF THE WORLD

1. During the 19th century Britain was transformed from a mainly agricultural society into an industrial one. This change has been called the Industrial Revolution because of the dramatic effect it had on the British way of life. People moved to the rapidly expanding towns and cities, railways were developed to transport goods around the country and by 1900 Britain has become a major world power.

2. The coal and iron found in the North-east, the Midlands, Scotland and South Wales provided the power for factories in those areas. The waterways of Newcastle and Glasgow provided easy access to the sea and ship-building industries flourished. Cotton arrived at the great port of Liverpool from the USA and India to be made into cloth in the textile industries nearby. The sheep in the Yorkshire dales provided wool and the coalfields powered the mills. The humid climate of Lancashire was particularly good for the cotton-spinning process. By 1900 Britain was producing over a third of the world's manufactured goods and had earned the title 'The Workshop of the World'.

3. The Industrial Revolution was built on the use of machines in factories. Since the 1950s Britain's manufacturing industries have replaced the machine operators with computers and this 'automation' has led to a decline in the number of employees in manufacturing industries. More manufactured goods are bought and used than ever before but a lot of these goods are imported. By the beginning of the twentieth century other industrial countries, like the USA, were competing with Britain's exports and countries in the Far East have been able to provide cheaper products since the 1970s.

4. During the last 40 years there has been a rise in smaller industries, known as 'light industries'. These industries use electricity and are not dependent on raw materials such as coal so they are 'footloose', i.e. they can be located anywhere. Many light industries are located on the edge of towns or on industrial estates.

1. Определите, является ли утверждение:

Britain is one of the first industrialized nations.

1) истинным                      2) ложным                      3) в тексте нет информации

2. Определите, является ли утверждение:

The US has been competing with Britain since the times of the Industrial Revolution.

1) в тексте нет информации                      2) истинным                      3) ложным

3. Определите, является ли утверждение:

The climate and the geographical position contributed to the success of the British economy during the Industrial Revolution.

1) в тексте нет информации                      2) истинным                      3) ложным

4. Определите, является ли утверждение:

Britain and the Soviet Union competed in the industrial sphere in the 20th century.

1) истинным                      2) ложным                      3) в тексте нет информации

5. Укажите, какой части текста (1, 2, 3, 4) соответствует следующая информация:

Light industries are not connected with any manufacturing or source of raw materials.

1) 3                      2) 4                      3) 1                      4) 2

6. Укажите, какой части текста (1, 2, 3, 4) соответствует следующая информация:

The 19th century changes were called a "revolution".

1) 3                      2) 2                      3) 1                      4) 4

7. Ответьте на вопрос

Why was Britain called "The Workshop of the World" in the nineteenth century?

1) Because of the growing importance of Britain in the world.

2) Because of the groaning prosperity of its inhabitants.

3) Because it produced more manufacture goods than any other country.

4) Because it was able to complete successfully with the USA and the countries of the

Far East.

8. Определите основную идею текста

1) Britain should preserve its industrial heritage in spite of all modern challenges.

2) Britain has remained one of the most important industrialized countries in the world.

3) The industrial heritage of Britain is being re-examined now.

4) The appearance of machines has changed the world of industry forever.

UNIVERSITIES IN THE UK

1. Universities in Britain are a magnet for students all over the world. There are currently over 250,000 from outside Britain studying at British universities. The largest single group is Chinese students. There are currently 50,000 in the UK, The British government expects the total number of overseas students to be around 900,000 by 2020, and also thinks that a quarter of these will be Chinese. But why is the UK such a popular destination for university students? Well, the quality of your course is guaranteed. All courses are assessed by an independent system, so you can be assured that your course is officially approved and has wide international recognition.

2. The British education system is flexible in provision for the needs of a modern society. It is also cost-effective. Degree courses are usually shorter and more intensive than in other countries. There are lots of scholarships available. You normally need 3 A-levels, which are the exams taken by

people leaving school at 18, in order to enter a course. You also need an IELTS score of at least 5.5, but many universities offer foundation or access courses to prepare students for their studies.

3. British universities offer a personalized but independent approach. The emphasis is on creative and independent thought, which helps develop the skills you will need to compete in the global job market. Tutors not only teach but also provide support and guidance. As a result, international students have a very low drop out rate and a very high pass rate.

4. It is very simple to become an international student in the UK. The British Council offers a free and impartial service to anyone who is interested in studying in the UK, and an organization called UCAS assists you in finding a course and making an effective application. The UK is a dynamic and cosmopolitan place. The countryside is beautiful, and the theatres, museums, architecture and rich history make it a fascinating place to live and study. Why not give it a go?

1. Определите, является ли утверждение:

Most UK universities offer preparatory courses.

1) истинным            2) ложным            3) в тексте нет информации

2. Определите, является ли утверждение:

To enter the UK Universities is very difficult task for foreign students.

1) в тексте нет информации            2) истинным            3) ложным

3. Определите, является ли утверждение:

In the UK universities there are lots of students from the Far East.

1) в тексте нет информации            2) истинным            3) ложным

4. Определите, является ли утверждение:

Public support is a norm in the British education system.

1) истинным            2) ложным            3) в тексте нет информации

5. Укажите, какой части текста (1, 2, 3, 4) соответствует следующая информация:

In the UK, it takes less time to obtain a university degree than in many other countries.

1) 3            2) 4            3) 1            4) 2

6. Укажите, какой части текста (1, 2, 3, 4) соответствует следующая информация:

There is an independent assessment system in the UK universities.

1) 3            2) 2            3) 1            4) 4

7. Ответьте на вопрос

What is the teaching approach in the UK universities?

1) The students are taught to be creative and intelligent.

2) The teachers are very strict.

3) They are taught to be free-minded.

4) The student can do whatever they want.

8. Определите основную идею текста

1) Studying in the UK universities is free.

2) Studying in the UK universities is very interesting and prestigious.

3) Studying in the UK universities is very cheap and simple.

4) Studying in the UK universities is very fashionable.

#### WORKING RELATIONSHIPS

1. Getting on well with colleagues, as anyone who works in an office knows, is a vital element in our working lives. Many office jobs involve a great deal of time spent talking. One British study of 160 managers, for example, found that they spent between one third and 90 per cent of their time with other people.

“Working relationships”, write social psychologists Michael Argyle and Monika Henderson, 'are first brought about by the formal system of work, but are elaborated in several ways by informal contacts of different kinds.' And good relationships at work, research shows, are one of the main sources of job satisfaction and well-being.

2. Are there any 'rules of relationships' that might be useful as general markers of what to do and what not to do in your dealings with others?

Michael Argyle and his colleagues have found that there are such rules. Through interviews with people they operated a number of possible rules. Then they asked others to rate how important those rules were in twenty-two different kinds of relationships. These included relationships with

spouses, close friends, siblings and work colleagues as well as relationships between work subordinates and their superiors.

3. The researchers discovered five 'universal' rules that applied to over half of all these relationships:

Respect the other's privacy.

Look the other person in the eye during conversation.

Do not discuss what has been said in confidence with the other person.

Do not criticise the other person publicly.

Repay debts, favours or compliments no matter how small.

4. This doesn't mean that nobody breaks these rules, as we all know – it just means that they are seen as important. The 'looking in the eye' rule, for example, is a crucial aspect of good social skills. It is very uncomfortable to have to talk to someone who never, or hardly ever, looks at you during the conversation. One needs to look at the person one is talking to see if they're still attending and to monitor their reactions. To signal interest, the listener has to look quite frequently at the person who is speaking. Trying to get to know the other person a bit more, if you can manage it, is really quite a good approach.

1. Определите, является ли утверждение:

People spend a lot of their time interacting with their workmates.

1) истинным            2) ложным            3) в тексте нет информации

2. Определите, является ли утверждение:

The communication rules are used to establish good working relationships.

1) в тексте нет информации            2) истинным            3) ложным

3. Определите, является ли утверждение:

Being in a team means that everyone is in the same place.

1) в тексте нет информации            2) истинным            3) ложным

4. Определите, является ли утверждение:

The "looking in the eye" rule isn't considered to be important for social interaction.

1) истинным            2) ложным            3) в тексте нет информации

5. Укажите, какой части текста (1, 2, 3, 4) соответствует следующая информация:

It is necessary to make a good eye contact with a person while talking.

1) 3            2) 4            3) 1            4) 2

6. Укажите, какой части текста (1, 2, 3, 4) соответствует следующая информация:

To maintain good relationships one should avoid public criticism.

1) 3            2) 2            3) 1            4) 4

7. Ответьте на вопрос

Why are good relationships important for people's working lives?

1) Good relations afford people to feel pleased with their job.

2) Getting on well with colleagues people spend less time together.

3) Good relationships help people to relax.

4) Getting on well with colleagues is an important element of financial success.

8. Определите основную идею текста

1) There are rules regulations that can be applied to different kinds of relationships.

2) Some sorts of problems can arise in relationships between people who work together.

3) It is important to be a good listener.

4) Good relationships in the workplace means job satisfaction and more productive,

happy lives.

## СОБЕСЕДОВАНИЕ

ОБЩЕПРОФЕССИОНАЛЬНЫЕ ТЕМЫ: "Классификация рекламы", "Иерархия воздействий", "Разработка рекламной кампании", "Альтернативы стратегии сообщения", "Стратегии сообщения с эмоциональными мотивами", "Классы средств рекламы", "Носители и графики рекламы", "Оценка эффективности рекламы", "Этические и юридические проблемы рекламы", "Что такое Связи с общественностью?", "Что делают специалисты в области Связей

с общественностью?", "Управление кризисом", "Связи с общественностью и пресса", "Карьеры в области Связей с общественностью".

Ответьте на вопросы.

#### ВАРИАНТ 1

1. How can advertising be classified?
2. How is advertising's influence on consumers explained?
3. What does an ad campaign require?
4. What do message strategies with emotional appeals evoke?
5. What are the classes of advertising media?
6. What is included in the evaluation of advertising?
7. What does advertising provide?
8. What is the task of public relations?

#### ВАРИАНТ 2

1. What is the main task of PR professional?
2. What types of advertising are discussed here?
3. What are these effects?
4. What must a firm determine?
5. What commercials associate warm feelings with their brands?
6. What does the effectiveness of each approach depend on?
7. What do benefit for buyers include?
8. How is pretesting ads done?

#### ВАРИАНТ 3

1. Whom can these publics include?
2. What kind of press releases do PR professionals craft?
3. What are the main kinds of PR crises?
4. How can a PR person win the trust of mass media?
5. What can public communications supplement?
6. What is corporate image advertising directed toward?
7. How does a marketer achieve message exposure?
8. What should advertising objectives be like?

#### ВАРИАНТ 4

1. What do deodorant ads play on?
2. How do marketers use protesting?
3. What does advertising do for society?
4. What is necessary for public relations success?
5. What is required for a good crisis management plan?
6. What can PR improve?
7. What does corporate image advertising promote?
8. What is the purpose of the next step?

#### ВАРИАНТ 5

1. What do primary attention-getting properties of an ad include?
2. What are the elements of creative message strategy?
3. What does the size of the advertising budget depend on?
4. How do respondents questioned in unaided recall tests?
5. What do some critics say?
6. What must a PR professional know?
7. What is another job of public relations?
8. How can an outside PR consultant help?

#### ВАРИАНТ 6

1. Why should an organization have a spokesman?
2. What is an Op-Ed article?
3. Why do large companies operate PR departments?
4. What is direct-response advertising intended for?
5. What helps grab attention?

6. Why do companies spend much on advertising?
7. Who can enhance the persuasive impact of a message?
8. When can newspaper advertising be used?

#### ВАРИАНТ 7

1. What kind of advertising can be cost for advertising?
2. What are the most strangest tests?
3. How can buyers exercise control over the marketplace?
4. Who can be a public face of a client?
5. Who is regarded as media relations experts?
6. Who can become an official spokesman?
7. What is an advertorial?
8. What do smaller companies deal with?

#### ВАРИАНТ 8

1. What do companies try to build?
2. What is the purpose of business-to-business advertising?
3. Why must message acceptance occur?
4. What does creative strategy combine?
5. What must the message reflect?
6. What is transit advertising like?
7. What does outdoor advertising consists of?
8. What do these tests assess?

#### ВАРИАНТ 9

1. What is required in some sentences?
2. What can the PR representative cultivate?
3. What is the PR department responsible for?
4. What do general public demand?
5. Where does a PR department play a critical role
6. What happens when competition for audience attention increases?
7. What is the infomercial?
8. What do marketers do?

#### ВАРИАНТ 10

1. What is the theme of the message?
2. What do advertorials offer?
3. What opportunities are offered by direct mail?
4. What are evaluations of advertising effectiveness based on?
5. What does the youth market offer?
6. What are many people irritated by?
7. What is the task of the PR executive?
8. Who manages crises and how?

### **Методические материалы, характеризующие процедуры оценивания**

#### 5 семестр (зачёт)

1. Тестирование (Термины, определения, чтение (профессиональная лексика).
2. Собеседование по общепрофессиональным темам: "Классификация рекламы", "Иерархия воздействий", "Разработка рекламной кампании", "Альтернативы стратегии сообщения", "Стратегии сообщения с эмоциональными мотивами", "Классы средств рекламы".

#### 6 семестр (зачет)

1. Тестирование (Термины, определения, чтение (профессиональная лексика).
2. Собеседование по общепрофессиональным темам: "Носители и графики рекламы", "Оценка эффективности рекламы", "Этические и юридические проблемы рекламы", "Что такое связи с общественностью?", "Что делают специалисты в области связей с

общественностью?", "Управление кризисом", "Связи с общественностью и пресса", "Карьеры в области связей с общественностью".

7 семестр (экзамен)

Экзамен проводится в электронной и устной формах в соответствии с контролируемыми результатами образования:

1) электронная форма - тестирование в ИОП MOODLE (УК-4. Блок 1 – знать);

2) электронная и устная формы - тестирование в ИОП MOODLE и собеседование (УК-4. Блок 2 – уметь).

Экзаменационная работа включает три задания:

Задание 1. Блок 1. Термины. Определения. (10 (5+5) вопросов)

Задание 2. Блок 2. Чтение. Профессиональная лексика. (10 (5+5) вопросов).

Задание 3.1. Блок 3. Чтение (8 вопросов)

Задание 3.2. Блок 3. Собеседование (8 вопросов)

Тестовые задания размещены в ИОП MOODLE:  
<https://www.mivlgu.ru/iop/course/view.php?id=274>.

Максимальная сумма баллов, набираемая студентом по дисциплине равна 100.

Оценка в баллах	Оценка по шкале	Обоснование	Уровень сформированности компетенций
Более 80	«Отлично»	Содержание курса освоено полностью, без пробелов, необходимые практические навыки работы с освоенным материалом сформированы, все предусмотренные программой обучения учебные задания выполнены, качество их выполнения оценено числом баллов, близким к максимальному	<b>Высокий уровень</b>
66-80	«Хорошо»	Содержание курса освоено полностью, без пробелов, некоторые практические навыки работы с освоенным материалом сформированы недостаточно, все предусмотренные программой обучения учебные задания выполнены, качество выполнения ни одного из них не оценено минимальным числом баллов, некоторые виды заданий выполнены с ошибками	<b>Продвинутый уровень</b>

50-65	«Удовлетворительно»	Содержание курса освоено частично, но пробелы не носят существенного характера, необходимые практические навыки работы с освоенным материалом в основном сформированы, большинство предусмотренных программой обучения учебных заданий выполнено, некоторые из выполненных заданий, возможно, содержат ошибки	<i><b>Пороговый уровень</b></i>
Менее 50	«Неудовлетворительно»	Содержание курса не освоено, необходимые практические навыки работы не сформированы, выполненные учебные задания содержат грубые ошибки	<i><b>Компетенции не сформированы</b></i>

### **3. Задания в тестовой форме по дисциплине**

Примеры заданий:

Пример задания закрытого типа.

Прочитайте текст и выберите подходящее заглавие.

Publicity has a number of uses. It can make people aware of a company's products, brands or activities; help a company maintain a certain level of positive public visibility; and enhance a particular image, such as innovativeness or progressiveness. Companies also try to overcome negative images through publicity.

Uses of Publicity

Types of Publicity

Public Visibility

Negative Image

Пример задания открытого типа.

Впишите одно подходящее по смыслу слово для данных предложений.

A \_\_\_\_\_ of a product is the version of it that is made by one particular manufacturer.

This is my favourite \_\_\_\_\_ of shampoo.

The ultimate goal of many marketing campaigns is to create \_\_\_\_\_ loyalty.

Полный перечень тестовых заданий с указанием правильных ответов, размещен в банке вопросов на информационно-образовательном портале института по ссылке <https://www.mivlgu.ru/iop/question/edit.php?courseid=274>

Оценка рассчитывается как процент правильно выполненных тестовых заданий из их общего числа.