



АВТОНОМНАЯ НЕКОММЕРЧЕСКАЯ ОРГАНИЗАЦИЯ ВЫСШЕГО ОБРАЗОВАНИЯ
«МОСКОВСКИЙ ГУМАНИТАРНЫЙ УНИВЕРСИТЕТ»

Сборник заданий по выполнению практических работ

по учебной дисциплине

СГ.02. Иностранный язык в профессиональной деятельности

для студентов специальности

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Пояснительная записка

Сборник заданий по выполнению практических работ по дисциплине СГ.02. Иностранный язык в профессиональной деятельности для студентов специальности (базовая подготовка), квалификация выпускника – специалист по рекламе. (Часть I) служит дополнительным пособием к основному учебнику Чиронова, И. И. Английский язык для медиаспециальностей (В1-В2): учебник для среднего профессионального образования / И. И. Чиронова, Е. В. Кузьмина. — Москва: Издательство Юрайт, 2024. Сборник предназначен для контроля и проверки степени усвоения минимума содержания и уровня подготовки студентов Колледжа МосГУ и ориентирован на тренинг лексических и грамматических единиц, изученных на практических занятиях.

Сборник содержит тексты, задания и упражнения по лексике и грамматике в пределах изучаемой программы учебной дисциплины, которые предназначен для аудиторной работы студентов.

Контроль над выполнением заданий осуществляется преподавателем и оценивается по балльной системе. Своевременное и качественное выполнение заданий является необходимым условием для успешной подготовки к различным идам контроля: текущего контроля, текущего (рубежного) контроля, промежуточной аттестации по дисциплине СГ.02. Иностранный язык в профессиональной деятельности.

Раздел 1. Роль иностранного языка в профессиональной деятельности

Тема 1.1. Страна изучаемого языка, ее культура и обычаи (Соединённое королевство Великобритании и Северной Ирландии)

TEXT 1. Geography of the United Kingdom

The United Kingdom of Great Britain and Northern Ireland (the UK) is the official name of the state, which is situated on the British Isles - a large group of islands lying off the north-western coast of Europe. This state is also called Great Britain after the main island with the same name.

The British Isles consist of two large islands - Great Britain and Ireland, and a lot of small islands the main of which are the Isle of Man, the Hebrides, the Orkney Islands, the Shetland Islands. The British Isles are washed by the Atlantic Ocean, the North Sea. The Irish Sea separates Ireland from Great Britain; the English Channel with its narrowest part the Strait of Dover separates Great Britain from the continent. Beneath the English Channel there is the Channel Tunnel, which links the UK with France. The Channel Tunnel is the longest undersea tunnel in the world. The three tunnels, each 50 km long, were made at an average of 40 m below the seabed. By the way, no one in the UK lives more than 120 km from the sea.

The mountains cover the greater part of northern, western and middle Great Britain. The North-western Highlands and the Grampians are situated in Scotland. There is Ben Nevis, the highest mountain of the British Isles (1343m). The Pennines are regarded as “the backbone of England”. Nearly the whole of Wales is occupied by the Cambrian mountains. The highest peak of the Cambrian mountains is Snowdon - 1085m. The lowlands are in the south and east of England and along the coast elsewhere in the UK.

The landscape of the UK is extremely varied, so everyone will find something they will enjoy. There are grassy plains, beautiful wide and narrow valleys, meadows, and purple heathery moorland, velvet hills, thick coniferous, mixed and broadleaf forests, picturesque lakes and marvelous beaches.

As for the climate of Great Britain, it is moderate, humid and mild due to the influence of the warm waters of the Gulf Stream. The winters are warmer and the summers are cooler than on the continent. There is a lot of rainfall throughout the year. The weather in Britain is very changeable and the English even say they have no climate but only weather. No wonder it has become a favourite topic of conversation with the British.

Vocabulary Practice

Exercise 1. Look up the words in a dictionary, transcribe and learn them: the Hebrides, beneath, a seabed, to link, a backbone, average of, to cover, to occupy, coniferous, throughout, no wonder.

Exercise 2. Put each of the following words in the sentences below: average of, covered, marvelous, no wonder, occupied, picturesque, throughout.

1. We were bored _____ the performance.
2. The house hasn't been _____ by anyone for two months.
3. Prices have risen by an _____ five percent over the past year.
4. They strolled through the _____ streets of Cambridge.
5. He was an _____ artist.
6. She _____ her son with a blanket.
7. _____ the students are so worried. They can't retake the final exam.

Exercise 3. Match the geographical names with their descriptions. You will need access to the Internet to research some of the questions. Get the information from reliable sources to ensure that your work is accurate and informed.

1. The Hebrides
2. The Shetland Islands
3. The Orkney Islands
4. Snowdon
5. Ben Nevis

A. They are located approximately 16 km north of mainland Scotland where the Atlantic Ocean meets the North Sea. Much of them are void of trees due to the strong gales. From the Stone Age to the Picts and Vikings, the islands have many sites of archaeological interest. For a long time the islands were owned by Norway, so they have a very mixed culture. Kirkwall is the largest town. It is also the point from which ferries depart for the northern isles.

B. An ancient giant of the land, it was once a massive active volcano. The name itself has a translation from the ancient Gaelic language, meaning "mountain with its head in the clouds". It is Britain's highest mountain and a highly desirable bucket list* item for hikers. It's rather hard to climb it.

*a list of the things that a person would like to do or achieve

C. To the north-east of Scotland lies a group of just over one hundred islands. Although only 29 of them are populated, they have a lot to offer. The largest island is

known as Mainland and here you will find stunning beaches, tall cliffs and sheltered alcoves.

D. It is the highest mountain in Wales. It is located in a national park. On a clear day, you can see as far as Ireland! The mountain railway was built in 1896. It is safe, and there have never been any accidents on this route. It is very popular with tourists and often described as the busiest mountain in Great Britain.

E. They are situated in the Atlantic Ocean (along the western coasts of Scotland) and divided into two groups, depending on their distance from the Scottish coast. One group of islands is named for the Norse word which, when roughly translated, means the "isles at the edge of the sea". This aptly describes them since they are the most westerly islands off the Scottish mainland. The Inner and Outer groups both have scenic, rugged landscapes, fishing villages and Gaelic-speaking communities.

Oral Practice

Exercise 4. Read the text “Geography of the United Kingdom” carefully for details. Look in the text for the answers.

1. What is the official name of Great Britain now?
2. Why is the UK called an island state?
3. What channel runs between England and France?
4. What is regarded as “the backbone of England”?
5. What do the English say about the changeable weather in Britain?

Grammar Practice

The use of Articles with Geographical Names

Zero Article	Definite Article
1. Names of continents: Europe, Asia, Australia, South America. When names of continents are modified by attributes: northern, southern, eastern, western, central, minor, south-east, Latin: Northern Europe, Latin America, South East Asia.	But: the Arctic, the Antarctic – regions, meaning the sea and the land round the North and South Poles.
2. Names of countries, provinces, cities, towns, villages: Franca, Great Britain, California, Katanga, Oslo, Delhi, Rome. No article is used with such attributes as north(ern), south(ern), ancient, old, central: Old England, Ancient Greece, Southern France.	But: countries: the FRG, The USA, the Ukraine, the Argentine (but Argentina), the Congo, the Lebanon, the Netherlands, the Cameroon, the Sudan, the Senegal.

	Provinces: the Crimea, the Caucasus, the Ruhr, the Tyrol, the Trasvaal, the Riviera. Cities: the Hague
3. Names of bays: Hudson Bay, Baffin Bay	Names of oceans, seas, rivers, straits, channels, canals: the Pacific, the Atlantic, the Baltic (sea), the Mediterranean (sea), the Black Sea, the South Seas, the Magellan Strait, the Bering Strait, the Dardanelles, the Bosphorus, the English Channel, the Suez Canal, the Volga, the Nile, the Thames, the Amazon
4. Names of separate mountain peaks, separate islands, water falls: Elbrus, Mont Blanc, Everest, Vesuvius, Sicily, Cuba, Haiti, Cyprus, Madagascar, Niagara Falls	Names of mountain chains, groups of islands: the Rocky Mountains, the Andes, the Alps, the Urals, the Philippines, the Bahamas, the Canaries, the Bermudas. Mountain passes: the Saint Gotthard Pass
5. When the names of lakes are preceded by the noun “lake” no article is used: Lake Baikal, Lake Ohio, Lake Ladoga, Lake Ontario	The names of lakes are usually used with definite article: the Baikal, the Ladoga, the Ontario.
6. Names of peninsulas: Indochina, Kamchatka, Labrador.	When the word “ peninsula ” is mentioned: the Balkan Peninsula, the Kola Peninsula
	Names of deserts: the Sahara, the Gobi, the Kara-Kum.
	The definite article is used with the pattern a common noun + of + a proper name: the City of New York, the Cape of Good Hope, the Gulf of Mexico, the Bay of Biscay, the Lake of Geneva, the Island of Majorca

Exercise 5. Find all the geographical names in the text and explain the use of definite and zero articles.

TEXT 2. The State Structure of the United Kingdom. London

The United Kingdom of Great Britain and Northern Ireland is a country to the northwest of Europe. The terms United Kingdom and Great Britain are often used interchangeably. In law, however, there is a distinction. The United Kingdom formally the United Kingdom of Great Britain and Northern Ireland comprises the

four nations. Great Britain, however, refers to Scotland, England and Wales but not Northern Ireland. At present, the four main administrative parts consist of regions and areas, which are subdivided into counties and districts. British counties are regions of the UK that are used as local government areas. The history of counties stretches back over 1,000 years. They were first called 'shires'. Shires were administrative areas created across England by the Anglo-Saxons, a group of people who arrived during the 5th century CE (abbreviation for Common Era or Christian era). Over time, the whole of Britain was split into counties. Each had an administrative capital, called a county town. In the 1880s, each county was also given a 'county council' to deal with local issues like schools, social care and public services like the police and fire services. To a greater extent, this system continues today. However, some counties have disappeared and others now don't exist except as a way to describe a region.

London is the capital city of England and the United Kingdom. Modern London is not one city that has steadily become larger through the centuries; it is a number of cities, towns, and villages that have, during the past centuries, grown together to make one vast urban area. London is situated upon both banks of the River Thames. It is the largest city in Britain and one of the largest in the world. Its population is about 9 million people. People who work in London and live in Suburbs are called commuters. They commute by train or bus from the suburbs because it is very expensive to buy a house or a flat near the center. In fact, more and more people and firms move away from the capital. London is a cosmopolitan, multicultural city. Every seventh Londoner was born outside Britain. London dominates the life of Britain. It is a big port and most important commercial, manufacturing and cultural center. There is little heavy industry in London, but there is a wide range of light industry in Greater London.

The City extends over an area of about 2.6 square kilometers in the heart of London. About half a million people work in the City but only less than 6,000 live here. It is the financial center of the UK with many banks, offices and the Stock Exchange. But the City is also a market for goods of almost every kind. The West End can be called the center of London. Here are the historical places as well as the famous parks: Hyde Park, Kensington Gardens, and St. James's Park. There is the Buckingham Palace and the Palace of Westminster in the West End. The name "West End" came to be associated with wealth, luxury, and goods of high quality. It is the area of the largest department stores, cinemas and hotels. There are over 40 theatres, several concert halls, many museums including the British Museum, and the best art galleries.

Vocabulary Practice

Exercise 6. Look up the words in a dictionary, transcribe and learn them: interchangeably, to subdivide, to stretch, council, an extent, a commuter, to dominate, to extend over, goods.

Exercise 7. Give the English equivalents to the following using the words and word-combinations from the text: графство/округ, пятый век нашей эры, мегаполис, пригород.

Exercise 8. Match the meanings.

1. commuter	a. to divide into two or more parts
2. to commute	b. to have control over a place or person
3. to dominate	c. amount; area or length
4. extent	d. a place where shares in companies are bought and sold
5. goods	e. to make some journey regularly between work and home
6. law	f. extremely big
7. so split	g. a rule that is used to order the way in which a society behaves
8. Stock Exchange	h. someone who regularly travels between work and home
9. to stretch	i. things for sale, or the things that you own
10. vast	j. to spread over a long period of time

Exercise 9. Put each of the following words in the sentences below: commuting, county, extent, goods, split, stretches, subdivide.

- _____ chapter into smaller sections.
- Rutland is the smallest _____ in England.
- The border dispute _____ back over many years.
- There were two winners and the prize was _____ between Peter and Kate.
- The police know the _____ of his injuries.
- It's exhausting _____ from Lyubertsy to London every day.
- There's a sale on home _____ this week.

Oral Practice

Exercise 10. What places of interest are mentioned in the text? Describe one of them. Let your partner guess what place you mean.

TEXT 3. Political system of the UK. The British royal family

The United Kingdom is a parliamentary democracy: government is voted into power by the people to act in the interests of the people. Every adult has the right to vote - known as 'universal suffrage'. Alongside this system, the UK is also a constitutional monarchy. Monarchy is the oldest form of government in the United Kingdom. This is a situation where there is an established monarch (a king or queen is Head of State), who remains politically impartial and with limited powers. This

means that, while The Sovereign is Head of State, the ability to make and pass legislation resides with an elected Parliament. Although the Sovereign no longer has a political or executive role, he or she continues to play an important part in the life of the nation. As Head of State, The Monarch undertakes constitutional and representational duties which have developed over one thousand years of history.

The Prime Minister is the head of government in Britain. British people vote in elections for Members of Parliament (MPs) to represent them. There are lots of political parties in the UK but the big three are the Labour Party (the main left-wing party), the Liberal Democrats (the main center party) and the Conservatives (the main right-wing party). There are also parties representing different parts of the UK, such as the Scottish National Party and Plaid Cymru in Wales. The UK voting system operates on a majority vote system. The political party that wins the most votes wins the election. For a political party in the UK to form a government, they need an overall majority. This means that the ruling party needs to have more Members of Parliament than all the other parties put together. The day after a general election the Queen invites the leader of the party that won the most seats in the House of Commons to become Prime Minister and to form a government.

The British royal family is undoubtedly one of the most famous in the world. Officially, ‘the royal family’ is comprised of the ruling monarch and all of their close relations – including the consort (husband or wife), their children, grandchildren and great grandchildren. The British royal family has belonged to the House of Windsor since 1917. Like most other families, the royal family has a host of weird and wonderful traditions they stick to. One tradition is based around a security fear. It’s common protocol in the royal family not to allow family members of the same line to travel in the same airplane together.

Vocabulary Practice

Exercise 11. Look up the words in a dictionary, transcribe and learn them: to vote, suffrage, a sovereign, impartial, to undertake, an election, overall, to rule (ruling party), undoubtedly, weird, to stick to.

Oral Practice

Exercise 12. Get the information from reliable sources to answer the questions. What was the Suffrage Movement? What did it accomplish?

Grammar Practice. Articles

Exercise 13. Read the conversation between Sophie and Nick. Sophie is teaching Nick about types of nouns. Look through the tables below. Make some notes on the topic “Countable and uncountable nouns”. Take into account that creating good quality notes on a topic can really improve your learning.

Sophie: We often use **a/an** with singular countable nouns and some with plurals. We can also use **some** with uncountable nouns.

Nick: What are examples of countable nouns?

Sophie: Here are a few: I've got **a** steak, **some** red chilli peppers, some potatoes... OK, well, I've got **a** lemon, **an** apple ... and **some** chicken breasts. I'd like **a** blue pen, please.

Nick: OK, so for things you can count, like one pen, two pens ... Why did you say **a** pen, not **one** pen?

Sophie: We often use **a/an** before singular countable nouns. Before words that start with a vowel sound, we use **an**, and before words that start with a consonant sound, we use **a**.

Nick: So is **one** wrong? As in *Would you like one drink?*

Sophie: It sounds as if you're saying one (not two). If you're offering someone a drink, you'd say *Would you like a drink?* But someone who works in a café might say, *So that's one coffee and two lemonades.*

Nick: So it's usually **a** or **an** for singular countable nouns and **a number** or **some** for plurals. How many is **some**?

Sophie: It can be any number more than one. I got **some** new jeans at the weekend. (a pair of new jeans) **Some** teachers left at the end of the year. (we don't know how many)

Nick: Is **some** or **a number** always used with plurals?

Sophie: No, have a look at these examples I'm frightened of **dogs**. (dogs in general) **Strawberries** have a lot of vitamin C. (strawberries in general)

Nick: What about uncountable nouns?

Sophie: These are nouns that don't have a plural form. I've got some **garlic** and some **butter**. I'm looking for **information** about early rock and roll. I haven't got enough **paper**. You have to get **permission** from the head teacher. Do you want some **cake**?

Nick: So, I can use **some** with uncountables too?

Sophie: Yes, we use **some** with both countables and uncountables.

Nick: How do I know whether a noun is countable or uncountable?

Sophie: A dictionary will tell you. Usually dictionaries use symbols [C] for countable and [U] for uncountable.

Nick: Just a minute. You said cake was uncountable. What about I made a cake this morning?

Sophie: Yes that's correct, but there's a difference in meaning. I made **a cake** this morning. (a whole cake – countable) Do you want **some cake**? (a piece of cake – uncountable) A box of **chocolates**. (individual chocolates – countable) I'd like **some chocolate** too. (a piece or pieces of chocolate from a bar of chocolate – uncountable)

Nick: I thought coffee and lemonade were uncountable too.

Sophie: Yes, they are usually. I love **coffee** with hot milk. (uncountable) Can you get **some coffee**? (uncountable) I'll have **a coffee**, please. (a cup of coffee, countable)

Nick: Wow, so it's more complicated than I thought.

Sophie: No, they're not really very difficult.

Nick: OK, they're easy. It's a piece of cake!

Sophie: Yes, simple! A piece of cake! *

* a piece of cake (*idiom*) – *something that is very easy to do*

Countable and uncountable nouns

Countable nouns

<i>form</i>	<i>singular</i>	<i>plural</i>
regular	fox, bed, wolf	foxes, beds, wolves
irregular	man, child	men, children
Greek/Latin	locus, crisis	loci, crises

Uncountable nouns

<i>substances</i>	<i>abstract</i>	<i>also some other</i>
air, paper, food, fish, gold, money	information, fun, knowledge, news, homework, advice	hair, equipment, weather, research, furniture, English

Singular and plural nouns

<i>Singular nouns</i>	<i>Plural nouns</i>
1) <i>collective nouns (considered as a whole)</i> congress, organization, family, army, public	1) <i>collective and pair nouns</i> goods, clothes, stairs, pants, spectacles
2) <i>nouns ending in –s (subjects, activities)</i> billiards, economics, athletics, physics	2) <i>nouns without –s</i> police, people, youth (young people), cattle
3) <i>nouns with singular form = plural form</i> means, series, species, crossroads, headquarters	

TEXT 4. The best destinations and unmissable sights in the UK

UK is one of the most visiting countries in the world. Approximately 70% of visitors come to the UK by plane. About one-seventh of the tourists choose a ferry, and a little less come by train, using Eurotunnel. About half of foreign tourists choose London as a goal of his journey. It is the most popular tourist's destination in Great Britain.

Big Ben is one of the most popular places of interest in London and symbols of England. Every year many people visit the capital of Great Britain to see it and take some photos with it in the background. It is thought that Big Ben is a high tower with a very big clock, but that's not really true. In fact, the official name of Big Ben is

actually Elizabeth Tower. The clock tower itself was previously named “Clock Tower” or “St. Stephen’s tower.” It was renamed Elizabeth Tower in 2012 for the Diamond Jubilee of Elizabeth II. Actually, Big Ben is the huge bell inside the building. Its weight is about 13 tons and it rings every hour daily: once at one o'clock, twice at two o'clock and so on. It’s considered to be the biggest bell ever made in the country. Big Ben is one of the best-known landmarks in Europe.

Edinburgh is the second most visited city of Great Britain. The major tourist attractions in the city are Edinburgh Castle, the Palace of Holyrood and the Royal Mile. Edinburgh Castle is one of the oldest fortified places in Europe. With a long rich history as a royal residence, military garrison, prison and fortress, it is alive with many exciting tales. Edinburgh Castle was home to kings and queens for many centuries. Queen Margaret (who was later made a saint) died here in 1093. The chapel built in her honour by her son, King David I, is Edinburgh’s oldest building. St Margaret’s Chapel still hosts weddings and christenings today.

The most attractive destination in Wales is Carnarfon. The city is best known for its large stone castle built by Edward I. Caernarfon Castle is one of the most majestic buildings. It holds the prestige of being a top tourist attraction in Wales. It was built in 1283 as a part of the Iron Ring—castles. This great fortress was besieged several times both by Welsh rebels and English forces but fell only twice in its lifetime. Princes who were next in line to the throne were crowned here with the title of “Prince of Wales.” Prince Charles (King Charles III) was crowned at this fortress in 1969.

Northern Ireland has developed its own culture. There are two national museums: The Ulster Museum in Belfast, which houses a collection of Irish antiquities and the Ulster Folk and Transport Museum. Ulster Museum is Northern Ireland’s treasure house of the past and present. Home to rich collections of art, history and natural sciences all set within the beautiful surroundings of Belfast’s Botanic Gardens. This national museum can boast dinosaurs, Celtic relics, contemporary art collections and an original mummy.

Any list of the best destinations and unmissable sights in Britain is bound to be subjective. Everybody has their own idea of the places, people and things that are the unmistakable images of the real United Kingdom. The tourist attractions in the UK are as varied as they are interesting, with everything from Roman ruins and medieval castles to sandy beaches and mountaintops to visit.

Vocabulary Practice

Exercise 14. Look up the words in a dictionary, transcribe and translate them: unmissable, approximately, a ferry, a goal, previously, fortified, a saint, to host, majestic, to be besieged, a rebel, to boast, a mummy.

Exercise 15. Read sentences and translate the words in italics into Russian. Take into account that almost every word in the English language has multiple meanings and may function as multiple parts of speech.

1. Children should not eat highly fortified cereals.
2. I've written my website, now I just need to find a company to host it.
3. We thanked our hosts for a very enjoyable evening.
4. Could I speak to your mummy please, James?
5. He kicked the ball into the goal.
6. He was a rebel when he was a teenager and dyed his hair pink.
7. George rebelled against his parents' plans for him and left school at the age of 16.
8. It is her proud boast that she has never missed English lessons.

Oral Practice

Exercise 16. Answer the questions.

1. What is the most popular tourist's destination in Great Britain?
2. What is the best way to get to the UK? Prove your point of view.
3. What is the official name of Big Ben?
4. When was it renamed?
5. What major tourist attractions in Edinburgh do you know?
6. What is Edinburgh's oldest building?
7. When and where was Caernarfon Castle built?
8. Who was crowned there?
9. What are the best displays of The Ulster Museum?
10. What tourist attractions would you like to visit in the UK?

Grammar Practice. Tense Review. Active Voice.

Exercise 17. Insert the words into the text and translate it. Get the information from reliable sources to make some notes on the topic "Active voice".

active/ clearly/ meaning/ passive/ people

It's very important to know the peculiarities of the English language, its grammar and usage rules. Nowadays English and British (1) _____ use different categories of voice in their everyday speech. English has two voices, active and passive, which describe the relationship between the subject and the verb of the sentence. The active voice helps the reader understand (2) _____ who or what does the action by placing it first in the sentence. The doer of the action is known as the 'subject', and this is almost always followed immediately by the action (a verb). We've seen lots of sentences with the following pattern: *The teacher gave scrap paper to the students before they took their test.* In this sentence, *the teacher* is

the subject (the doer of the action); *gave* is an action verb. This word order is typical of English sentences. Sentences like this, with the subject before its verb, are called active sentences (or are said to be in the (3) _____ voice). What do you notice about this next sentence? *The scrap paper was given to the students by their teacher before they took their test.* It has basically the same meaning, but with a different structure. We can see that the noun phrase *the teacher* is still the subject; however, it no longer occurs before the verb. It occurs after the verb and following the word *by*. Sentences with this pattern are called passive sentences (or are said to be in the (4) _____ voice).

Active voice is appropriate for writing resumes, cover letters, promoting ideas, argumentative essays. Active voice is better for these types of writing because you want your reader to believe what you are saying. You want your reader to think of you as an active writer that knows what you are talking about. Here are some two examples of active and passive sentence pairs: “Peter sent me this information”. “The information was sent me by Peter”. They have basically the same (5) _____ but with a different structure. The first one sounds more proactive and leaves your reader feeling like you’ve got things under control. To create direct, clear, and concise sentences, especially when you are writing about the actions of people, use the active voice.

Exercise 18. Decide if each sentence is active or passive. To help you decide, see if the subject (doer of the action) is before or after the verb. Some sentences contain the word *by*. Decide if it is being used as a marker of the passive or to indicate location. Identify the tenses in active voice sentences.

1. He established a reputation as an entertaining speaker.
2. His excellent reputation was mentioned by my friend.
3. She was reading by the fireplace.
4. The politicians have analyzed the questionnaires.
5. Nellie sent the Browns a present.
6. The Browns were sent a present by Nellie.
7. They won’t buy the house by the highway.
8. This computer was repaired by Charley.
9. This investor makes a lot of money.
10. The building by the bank is new.

Practice speaking for your learning portfolio.

Topic 1. “The United Kingdom of Great Britain and Northern Ireland. Geography. The State structure. London. The sights of the UK.”

Exercise 19. Use new vocabulary to present the topic about the United Kingdom of Great Britain and Northern Ireland. Apply topic related vocabulary in your speech (the geography of the country, the state structure, London, the sights of the UK).

Тема 1.2. Роль образования в современном мире

Text 5. The Educational System in Russia

Russia has one of the best mass-education systems in the world, producing a literacy rate of 98% (higher than most Western European countries). The system consists of obligatory basic education and higher education. Education in Russia is organized and coordinated by the state. It's free and available for everyone.

Education usually begins with pre-school before the age of six, although it is not compulsory. Children typically go to kindergartens or other pre-schools which focus on both intellectual and physical activities. The next step is primary school, which is part of the general education programme. Russian general education is aimed at the intellectual, emotional, moral and physical development of the individual. It aims to develop the abilities that will allow a student to adapt to life in society as well as helping individuals to make conscious choices concerning professional education. General education normally consists of 34 weeks of study per year and 27 to 36 hours of study per week. The academic year typically runs from the 1 of September to the beginning of June. School examinations are in June. General education is compulsory. The basic curriculum for has some compulsory fields of study such as the Russian language, foreign languages, mathematics, history, politics, natural sciences etc. Every school designs its own curriculum, which is based on state requirements, and there can be some extra or optional disciplines.

After completing primary and basic general education, the students participate in final examinations. They are awarded a Certificate of Basic General Education, which entitles the student to be admitted to either secondary general education or to vocational education. After completing the secondary general education, the students need to pass the State final attestation (final examinations), after which they will be awarded a Certificate of Secondary General Education. This school leaving certificate will allow students to continue to higher education: either vocational education or both non-university and university level education. Private schools are relatively uncommon in Russia. Unlike state schools, private schools usually charge tuition fees.

Vocabulary Practice

Exercise 20. Look up the words in a dictionary, transcribe and learn them: a literacy rate, obligatory, compulsory, to adapt, conscious, requirement, extra, optional, to participate, to entitle, to charge.

Exercise 21. Read sentences and translate the words in italics into Russian.

1. The medical examination before you start work is *obligatory*.
2. It took me a while to *adapt* to the new job.
3. It wasn't a *conscious* decision to lose weight. It just happened.
4. It is a legal *requirement* that you have insurance for your car.
5. Recently he's been working an *extra* two hours a day.
6. English is compulsory for all students, but art and music are *optional*.
7. She never *participates* in any of our discussions, does she?
8. Students and pensioners are *entitled* to a discount.
9. Men will not be *admitted* to the restaurant without a tie.
10. How much do you *charge* for hiring out a bicycle for a week?

Oral Practice

Exercise 22. Answer the questions:

1. What is a literacy rate in Russia?
2. What is the aim of Russian education system in general?
3. Is general education compulsory in Russia?
4. What exams do pupils pass at school?
5. Are there fee-paying schools and other educational institutions in Russia?

Grammar Practice. Pronouns

As far as pronouns go, there's bad news and there's good news. The bad news is that there are a number of different kinds of pronouns. The good news is that there are only a few pronouns of each type.

Exercise 23. Match the types with the corresponding pronouns.

Types	Pronouns
1. The subject and object pronouns (personal pronouns) are:	a. I, you, he, she, it, we, they, me, you, her, him, it, us, them
2. The reflexive pronouns are:	b. myself, yourself, himself, herself, itself, ourselves, yourselves, themselves
3. The demonstrative pronouns:	c. this, that, these, and those
4. The possessive pronouns are:	d. my, mine, your, yours, her, hers, his, its, our, ours, their, theirs
5. The interrogative pronouns are:	e. how, what, when, where, which, who, whom, whose, why
6. The common relative pronouns are:	f. that, which, who, whom, whose
7. The indefinite pronouns can be constructed with	g. some, any, no

Exercise 24. Underline all types of pronouns in each of the sentences below. Identify each type of the pronoun. Keep in mind that there may be more than one pronoun in a sentence.

1. This is absolutely unacceptable.
2. Your eyes look very tired.
3. We agreed about that.
4. What was the man carrying?
5. How can I believe you are telling the truth?
6. We often dream about important things.
7. Stop bothering me!
8. The computer on the table is mine.
9. You should take better care of yourself!
10. Anna leaves a good impression on employers who interview her.

Practice speaking for your learning portfolio.

Topic 2. “The Educational System in Russia”

Exercise 25. Use new vocabulary to present the topic about the educational system in Russia.

Text 6. The Educational System in the UK and in the USA

Part I

There are separate education systems in England, Scotland, Wales and Northern Ireland, the actual ages etc. might vary a little. School in the UK is compulsory between the ages of five and sixteen. Children younger than five can go to a toddler group (accompanied by a parent), playgroup or nursery school. Compulsory schooling begins at the age of five. Pupils first attend primary school, which lasts for six years. Often primary school in the UK is divided into infant school (the first two years) and junior school (the following 4 years).

The school year consists of three terms. Students have about 12-13 weeks of holiday per school year. When students in the UK say what year they are in, they usually use cardinal numbers, e.g. ‘year ten’. (In the USA, students would use ordinal numbers, e.g. ‘tenth grade’).

At primary school, classes run Monday to Friday from about 9 a.m. to 3 p.m. There are usually between 25 and 35 pupils in one class. They primarily learn how to read, write and count. They also learn something about their country and about religion and they begin to study their first foreign language. At secondary school, classes also run Monday to Friday, but are usually from about 8.45 to 3.30.

Typical mandatory subjects are English, Maths, Natural Sciences (Biology, Physics, Chemistry), Modern Languages (French, German, Spanish), Religion, Citizenship, Physical Education, Information and Communication Technology, Geography and History. Apart from these, schools also offer optional courses from which their students can choose. At the age of sixteen, students usually sit several exams and decide whether they want to leave school or continue in a 6th form college.

Part II

In the USA children start school when they are five or six years old. Depending on the state, schooling is compulsory until the age of 16 or 18. Children younger than five can go to a nursery school or preschool.

At the age of five or six, the children attend elementary school (also known as grade school or grammar school), which last six years. The first year at elementary school is called kindergarten. After elementary school, students attend middle school (also known as junior high school) for three years. Then they continue at high school. In some states, students have to stay in school until they are 18 years old. In other states they may leave school at 16 or 17 with parental permission. At elementary school pupils primarily learn how to read, write and count. There are about 20 to 30 pupils in one class. At junior and senior high school, mandatory subjects are English, Maths, Biology, Chemistry, Physics, Physical Education and History. Schools also offer optional courses from which the students can choose, e.g. Art, Modern languages, Computers. Physical Education is a very important subject in the United States – many students participate in sports programs.

Most students in the USA are enrolled in public schools. These are financed through taxes, so parents do not have to pay for their children's education. About 10 % of US students attend private schools, where parents have to pay a yearly fee. Another option is homeschooling: approximately 1-2 % of parents in the USA educate their children at home. Some reasons for homeschooling are religious views, special needs (e.g. handicapped children), or problems in traditional schools (bullying, drugs etc.). However, there is also opposition to homeschooling claiming that the students have difficulties socializing with others, that homeschooling (often carried out by the parents) is of a poor academic quality and that (especially concerning religion) extremist views might be encouraged. It is not common for students in the USA to wear school uniforms, but many schools have dress codes telling students what kind of clothing is or is not allowed in school. Some schools (especially private schools) have started to require their students to wear school uniforms in order to improve school discipline and avoid 'fashion cliques'.

Vocabulary Practice

Exercise 26. Find in the text and give English equivalents of the following words and word combinations:

various systems
a young child
a period of time in which students are taught something
compulsory subject
elective courses
to pass an exam
to enrol in/on

Oral Practice

Exercise 27. Answer the questions:

1. Is education compulsory in the UK?
2. What is primary school in the UK often divided into?
3. How many weeks of holiday per school year do British students have?
4. What are typical mandatory subjects in the UK?
5. How many exams do students usually sit at the age of sixteen?
6. Is schooling compulsory in the USA?
7. What levels of schooling are there in the USA?
8. Is Physical education an important subject?
9. Why do parents in the USA educate their children at home? What are the reasons for homeschooling?
10. Is it common for students in the USA to wear school uniforms?

Exercise 28. Discuss: Is education system in Russia different from the one in the USA? What do they have in common?

Grammar Practice. Sequence of Tenses

Exercise 29. Insert the words into the text and translate it. Get the information from reliable sources to make some notes on the topic "Sequence of Tenses".

both/ called/ phrases/ which

As you've seen, in language we combine words to form (1) _____. We also combine phrases to form sentences. There are various kinds of sentences. Most of the sentences are simple sentences, (2) _____ means that they are sentences that are made up of just one sentence. But sentences can be made up of more than one sentence. Each of the sentences that make up a larger sentence is (3) _____ a clause. A clause must contain at least a noun phrase functioning as the subject and a main verb.

The term "sequence of tenses" refers to the choice of the verb tense in the subordinate clause depending on the tense of the verb in the main clause. The rule of the sequence of tenses means that the tense in the subordinate clause is determined by the tense in the main clause and should agree with it (4) _____ logically and grammatically. When the main clause is in the past tense, the verb in the subordinating clause also should be in the past tense.

Exercise 30. Mark the sentences below as either right (R) or wrong (W) and correct the mistakes where necessary.

1. He says that he is fine.
2. He says that he was fine.

3. Paul said that he is feeling ill.
4. She said that she didn't have much free time.
5. He said that Jane will come there the following day.
6. Tom said that he would phone me tomorrow.
7. Nobody told me whether he had already come.
8. He asked what the matter was.
9. She asked did I like strong tea.
10. Your mother said that you were studying English.

Practice speaking for your learning portfolio.

Topic 3. "The Educational System in the UK and in the USA"

Exercise 31. Use new vocabulary to present the topic about the educational system in the UK and in the USA.

Text 7. The Largest Universities of the UK, the USA and Russia

The United Kingdom has several universities which rank among the best in the world. These universities enroll distance learning, part-time, and full-time students. The University of London is one of the largest UK university by enrollment having 161,270 full-time students. In addition, it has over 50,000 students enrolled for distance learning. University of London is a collegiate as well as a federal research university. It offers both undergraduate and post-graduate degrees. University of London boasts of approximately two million alumni in the world. Some of those notable alumni of University of London were Nelson Mandela, Desmond Tutu, Mahatma Gandhi, and Alexander Graham Bell. Furthermore, there are 84 Nobel Laureates, six Grammy Award Winners, and two Oscar Winners associated with University of London.

The USA hosts a large number of universities, some of which are famous across the world for offering high standards of education. Harvard University in Massachusetts was the first University to be established in the United States in 1636. The Institution was modeled after Cambridge and Oxford universities in England. One of the largest universities in the US in terms of undergraduate admissions is the University of Central Florida. It also has the largest student intake with a total enrollment at 63,810 students. Founded in 1963, the University of Central Florida was initially known as the Florida Technological University. The then US President, John F. Kennedy, set a target of making a human spaceflight to the moon. Florida is near Cape Canaveral where space launches are done, and therefore it was the ideal place to set up the institution.

One of the fast-growing economies in the world, **Russia** is keen to internationalize its higher education system, and is investing in developing its universities. Lomonosov Moscow State University (Lomonosov MSU) is Russia's largest and highest-ranked institution, topping the table of the QS EECA University Rankings. Moscow State University was named after the famous Russian scientist Michail Lomonosov. Lomonosov Moscow State University has a current enrollment of 47,000 students, of which 7,000 are undergraduates and 4,000 are international. Academic areas at Lomonosov Moscow State University are wide-ranging, with a total of 380 departments, 39 faculties, 15 research institutes, four museums and six branch campuses in Russia and abroad.

Vocabulary Practice

Exercise 32. Look up the words in a dictionary, transcribe and learn them: part-time students, full-time students, enrollment, undergraduate degrees, post-graduate degrees, alumni, intake, launch, a table, current.

Oral Practice

Exercise 33. Plenty of universities conduct interviews as a means of deciding between candidates who appear equally well-qualified on paper. Pretend you enter one of these universities and answer the questions:

1. What is your motivation for going to university?
2. Why did you apply to this university?
3. What do you think university can offer you?
4. What do you see yourself doing after university?

Grammar Practice. Reported Speech

Exercise 34. If we want to report what other people said, thought or felt, we can use the direct or indirect (reported) speech. Change the sentences into reported speech. Use the sequence of tenses where necessary.

1. "I like it," he said.
2. "Sasha is late," he thought.
3. "I will pass the exam," she hoped.
4. "We are exercising," he explained.
5. "I have been waiting since the morning," he complained.
6. "She went to London," I thought.
7. "I will come on Sunday," he reminded me.
8. "I shall appreciate it," he said.
9. "I may write to him," she promised.
10. "I am thirsty," said Peter (the fact is still true).

Practice speaking for your learning portfolio.

Topic 4. "The Largest Universities of the UK, the USA and Russia"

Exercise 35. Use new vocabulary to present the topic about the largest universities of the UK, the USA and Russia.

Тема 1.3. Значение иностранного языка в освоении профессии

Text 8. English language. Its origin, history, development

English is used as a mother tongue by approximately 400 million people in many countries around the world. Therefore, English is the 3rd most spoken language after Chinese and Spanish. English is recognized as an official language in 67 independent and 27 autonomous countries around the world. It is also used in business life, as well as being the official language of several of the world's institutions, including the United Nations, NATO and the European Union.

The origin of the Internet in the USA paved the way for English to become a popular language in the world. English is widely used around the world in computers and all other technological equipment. For this reason, the English language is dominant in the world of science as well. Since technology and science play a huge role in our lives today, it is not possible for English to lose its importance.

To understand the role of the English language in the modern world, it is first necessary to get acquainted with the history of its creation. Indeed, it is impossible to know exactly how language came into being. It is known that German invaders came and settled in Great Britain in the 5th century AD. They spoke German proto-language. Experts have little information about this period. This is because no written archives or documents from that period have been found. The formation of dialects is confirmed by 7th-9th century sources. They all belong to the great Alfred language, which was called British in the fifteenth and nineteenth centuries. Some experts believe that Celtic influenced the development of the English language. From the middle of the 9th century, Norwegian invaders settled in Britain. The speech of the Scandinavians had a strong influence on the development of the English language. Significant changes took place in English over the centuries after the Norman conquest. Borrowings from other languages are also known, and eventually appeared in written language. In the Middle Ages and late Middle Ages, the process of standardizing the English language was stable. Written and oral language have changed.

One of the reasons why English is a global language today and is spoken by almost 2 billion people all over the world is the British Empire. Before nearly a quarter of the world was colonized by the British Empire, English was spoken only by the British. But when they started to colonize places like Asia and Africa, they naturally started the spread of English.

The world after World War II was a vulnerable and changing world. American companies were booming and began to trade all over the world, as did Great Britain

in the previous century. This has allowed English to be used as a global trade language. It was also heavily exported through American culture, music, and Hollywood movies. The emergence of jazz, rock 'n' roll and other popular music in both the USA and the UK has influenced the culture of countries all over the world and made English a common language for the masses.

Vocabulary Practice

Exercise 36. Read the text and make a note of the new words. Transcribe and learn them. Take into account that remembering how the words were used is as important as the meanings themselves, because it will help you to use them correctly in the future.

Oral Practice

Exercise 37. Answer the questions.

1. What do you know about the history of the emergence and development of English language?
2. What is the role of English and foreign language learning in the contemporary society? Give your arguments for learning English.

Grammar Practice

Exercise 38. Adverbs do lots of different things and can be in lots of different places in a sentence. Decide whether the underlined word in each sentence is being used as an adjective or an adverb. What information do the underlined adverbs give you?

1. I never realized that you have such curly hair.
2. I live here.
3. That is a very hilly road.
4. My brother is arriving today.
5. She dances gracefully.
6. The soprano gave a masterly performance.
7. She works extremely efficiently.

Exercise 39. Look at the table below? What information does it provide? Make some notes on the topic “Formation of adverbs”.

Adjectives	Adverbs
1) nice, beautiful, angry, terrible	nicely, beautifully, angrily, terribly
2) hard, fast, early, late, daily, yearly	hard, fast, early, late, daily, yearly
3) friendly, likely, lonely, lovely, silly	-

Text 9. The role of the English language in the modern world

The role of the British in the modern world is invaluable. It is the most common language. It meets the demand in many countries around the world. It is the language of science, aviation, computers, diplomacy and tourism. Last but not least, it is the language of international communication, the media and the internet.

The relevance of learning English can be explained by the rapid development of technology. Every year, experts from all over the world create new inventions. Words familiar to us, such as laptop, computer, scanner, mobile, etc., are derived from English. Due to the rapid development of the Internet, people of different nationalities began to cooperate closely. English is currently the language of the internet. An estimated of 565 million people use the internet every day and about 52% of the world's most visited websites are displayed in English. Therefore, learning this language gives access to over half the content of the internet, which might not be available otherwise. Some people prefer electronic language translators but they are not always accurate and precise. Whether it is for fun or for work, if you understand English, you will be able to exchange information with more people online and use many more materials.

English is not only well spoken by people whose work is related to tourism. If you know a foreign language, you can feel confident abroad. It gives you an open door to the world. It is much easier to travel anywhere. Indeed, airport announcements, train timetables, emergency information and street signs are often available in English, including countries where the native language uses a different type of alphabet. It goes without saying that, thanks to the knowledge of English, you can easily communicate with people. It is the most common second language in the world. Therefore, it is highly likely that if you meet someone from another country, you will both be able to speak English.

Many spheres of our vital activity require knowledge of the English language. The English language is an important tool but many students underestimate its importance. Some firms, including large ones, are ready to hire specialists and provide them with a good salary if they own a foreign language. Students with knowledge of the English language have a huge advantage.

Vocabulary Practice

Exercise 40. Read the text and make a note of the new words. Transcribe and learn them. Take into account that remembering how the words were used is as important as the meanings themselves, because it will help you to use them correctly in the future.

Oral Practice

Exercise 41. Give reasons for the following.

- English is currently the language of the Internet.
- English is not only well spoken by people whose work is related to tourism.

Practice speaking for your learning portfolio.

Topic 5. “The role of the English language in the modern world”

Exercise 42. Use new vocabulary to present the topic about the role of the English language in the modern world.

Text 10. The English language in my career

The role of the English language in the modern world is clear. Some areas of our life activities require a certain level of English proficiency. Whether it is for professional or personal reasons, understanding of the importance of English will help you reach your goals.

Undoubtedly English plays an important role in getting a job. People who want to get a prestigious and well-paid position must necessarily know English well. Learning a foreign language enhances cognitive and analytical abilities. Researches show that learning a new language changes the brain structures, impacting the parts of the brain responsible for memory, conscious thought and it can make you more creative. Bilingualism improves personality and increases sense of self-worth. Learning a foreign language makes the brain stronger and more versatile. Those who speak English fluently can work for large companies as it is necessary to contact international partners. By mastering English, you become a highly competitive and appealing candidate for employers. Speaking a foreign language like English will show employers that you are a dedicated and hard-working person. According to the research, candidates with knowledge of foreign language earn about 10-40% more than their colleagues.

Speaking English fluently grants you access to a wealth of resources, such as research, articles, and specialized courses, enriching your skills and knowledge in your area of interest.

In today's world, multilingualism is becoming more and more important. In addition to opening up employment opportunities, being able to speak a foreign language helps to make a real connection with people and to know more about diverse cultures, places and lifestyles. The more proficient you are, the better you can express yourself.

Vocabulary Practice

Exercise 43. Read the text and make a note of the new words. Transcribe and learn them. Take into account that remembering how the words were used is as important as the meanings themselves, because it will help you to use them correctly in the future.

Oral Practice

Exercise 44. Give reasons for the following.

- English will help me reach my goals.
- I am a highly competitive and appealing candidate for employers because I speak English fluently.

Grammar Practice

Exercise 45. Look at the table below? What information does it provide? Make some notes on the topic “Degrees of comparison”.

	Positive	Comparative	Superlative
one-syllable adjectives	big	bigger	biggest
two-syllable adjectives ending in -y, -ow, -le, -er	narrow	narrower	narrowest
other two-syllable and longer adjectives	attentive	more attentive	most attentive
adverbs ending in -ly (except <i>early</i>)	softly	more softly	most softly
Irregular forms	bad/badly; good/well; many/much; little, far	worse; better; more; less; farther/further	worst; best; most; least; farthest/furthest

Practice speaking for your learning portfolio.

Topic 6. “The English language in my career”

Exercise 46. Use new vocabulary to present the topic about the importance of English in your career.

Text 10. Difficulties of learning English as a second language

Language is a tool or media for communication and expression. It enables people to convey their feelings, ideas and thoughts. There are some languages, whose spoken and written forms are different. English is one of them. It goes without saying that learning a foreign language is one of the hardest things a brain can do. What makes a foreign language so difficult is the effort we have to make to transfer between linguistically complex structures. It's also challenging to learn how to think in another language. Above all, it takes time, hard work, and dedication.

People have differing natural aptitudes for languages. Language aptitude refers to a natural ability to analyze patterns and learn languages. Just like some people have an ear for music, others have a knack for languages. A lot of people think in their mother tongue when they start learning a new language. They tend to translate words in their head right away, which, of course, takes time. However, by doing this,

they get more and more confused. Every language speaks for itself. Thinking in the target language is essential.

Many learners hesitate to talk to people, especially native speakers so that they don't end up feeling ashamed if they make any mistakes. Native speakers are always happy when someone is trying to learn their language, so they will be proud of you when you practice your skills with them, and even if you make mistakes. They will not laugh or criticize you, but the opposite. They can help you by correcting your errors and by explaining to you their language. Speaking with native speakers leads us to another difficulty in learning a foreign language, which is poor vocabulary and grammar. Reading newspapers, blogs, watching movies and TV shows, listening to the radio in a foreign language can solve the problem. Different people find different ways to learn foreign languages, some people like visual method because it is fast and easy to understand whereas some others prefer audio way.

Many times, students fail to complete their language assignments because they don't have enough time to do it. This leads to lower grades and marks in their examinations which affects their overall performance in class. It's not entirely true that learning a foreign language is tricky. It is a way of thinking, and above all, it's an attitude.

Vocabulary Practice

Exercise 47. Read the text and make a note of the new words. Transcribe and learn them. Take into account that remembering how the words were used is as important as the meanings themselves, because it will help you to use them correctly in the future.

Exercise 48. Match the underlined words with similar meanings from the ones given below.

mistakes;

a particular job given to you;

a skill or an ability to do something easily and well;

a natural ability or skill;

to finally be in a particular place or situation;

to express a thought, feeling, or idea so that it is understood by other people;

the willingness to give a lot of time and energy to something because it is important;

difficult, in a way that tests your ability or determination

1. The homework assignment was to read the text in your student's book.
2. I tried to convey in my speech how grateful we all were for his help.
3. She thanked the staff for their dedication and enthusiasm.
4. My brother has little aptitude for sport.
5. She has the knack of making people feel comfortable.
6. The letter contains a number of typing errors.

7. This has been a challenging time for us all.
8. They're travelling across Europe by train and are planning to end up in Moscow.

Oral Practice

Exercise 49. Answer the questions.

What aspects of learning English are difficult for you?

How can you overcome your learning difficulties?

Practice speaking for your learning portfolio.

Topic 7. “Difficulties of learning English as a second language”

Exercise 50. Use new vocabulary to present the topic about the of learning English as a second language.

Тема 1.4. Роль информационных технологий в изучении иностранного языка.

Text 11. Computers in the modern world

Computers are getting deeper and deeper into our life. They are indispensable in space research, communication, medicine, metallurgy, light industry, information technology and many other branches of industry. 50 years ago, people didn't even hear of computers, and today we cannot imagine life without them. Computer technology is the fastest-growing industry in the world. The first computer was the size of a minibus and weighed a ton. Today, its job can be done by a chip the size of a pin head. And the revolution is still going on. Very soon we'll have computers that we'll wear on our wrists or even in our glasses and earrings. The next generation of computers will be able to talk and even think for themselves. They will contain electronic "neural networks". Of course, they'll be still a lot simpler than human brains, but it will be a great step forward. Such computers will help to diagnose illnesses, find minerals, identify criminals and control space travel. They save a lot of time. They seldom make mistakes. It's much faster and easier to surf the Internet than to go to the library.

On-line shopping makes it possible to find exactly what you want at the best price, saving both time and money. E-mail is a great invention, too. It's faster than sending a letter and cheaper than sending a telegram. Unfortunately, computers have some disadvantages, too. Computer cannot replace men in many situations. They do not know what emotions are. In life we must sometimes choose with help of our emotions but not only computer calculations.

Besides, there are a lot of viruses which can influence a computer and destroy the data bank in the machine, sometimes even damage the computer itself.

Computers have sometimes a bad influence on children, children get addicted to them and cruel computer games cause violence. They are certainly not very healthy for people even with a low radiation protective screen. They are very bad for eyes and sitting at the computer too long is very harmful for our spine.

Comparing advantages and disadvantages of the computers we notice that they are very useful, if we use them in a reasonable way.

Some people say that computers are dangerous. All in all, I strongly believe that computers are a useful tool. They have changed our life for the better. So why shouldn't we make them work to our advantage?

Oral Practice

Exercise 51. Answer the questions:

1. Will computers become smaller in the future?
2. Can computers help us to learn foreign languages?
3. Do you play computer games?
4. What are the advantages of on-line shopping?
5. Do you think that computers are bad for health? Why?
6. Some people say that computers make us less sociable. Do you agree?

Exercise 52. List the positive effects of the increased use of computer systems on your education in order of importance. Start with the most important one.

1. Use of computers for producing and presenting work.
2. Use of the Internet for research.
3. Subject specific software for learning.
4. Use of various digital devices, e.g. computers, smartphones, iPads for communication.
5. Use of educational apps on phones and tablets.

Exercise 53. How can a limited access to computer systems affect peoples' lives? Match the spheres and the common problems.

Economic/educational/cultural/social

1. less access to resources such as: Music – MP3/4 players / downloads / streaming Video on demand
2. exclusion (opportunity to link into social networking / developing friendship / common interest groups)
3. more difficult to access banking and other online services

4. more limited opportunity for development of skills (ICT and other functional skills)
5. goods cost more (often cheaper to buy goods / services on line)
6. no access to online training

Vocabulary Practice

Exercise 54. Make a note of the new words to talk about computers, how you use them, etc. Take into account that remembering how the words were used is as important as the meanings themselves, because it will help you to use them correctly in the future.

Text 12. The internet

The internet is a network of networks. A computer network is a group of computers that have been connected so they can communicate with each other. They can send messages to each other and can share information in the form of computer files. The internet connects a lot of these networks, and more are being added all the time. There's nothing astounding about computer networks. Many small companies have networks that connect anywhere from two or three computers to thousands of them. Lots of different networks have been joined to produce the world's largest group of connected computers. Some of the networks are run by government bodies, some by universities, some are run by business companies and firms, some by local community library systems and some are even run by schools.

When you connect to the internet, you have got an opportunity to connect to thousands of different systems. Those computers contain government archives, university databases, library catalogs, messages about any subject you can imagine, and millions of computer files containing photographs, documents, sound clips, video and whatever else you can put into digital form.

The Internet saves our time and money. We can do on-line shopping choosing the desirable thing at the best price. And then we just click "Order the delivery". We can also sell various things in the net. We often don't need to go to the library: surfing the net can easily help us to find and open the book we need. Buying stamps and envelopes isn't required if you're going to send an e-mail. It takes just a few seconds to send a message by e-mail. The Internet helps shy people to find new friends. On-line chatting through social networking websites is more comfortable for Internet users with the lack of social skills.

The Internet has changed our life for the better. There is only one disadvantage about it: some people become rather addicted to it and spend all days long surfing the net, on-line dating or playing games. Over-using the net can be dangerous because new technology victims start neglecting their families, friends, work and real hobbies.

Vocabulary Practice

Exercise 55. Read the text and make a note of the new words. Transcribe and learn them. Take into account that remembering how the words were used is as important as the meanings themselves, because it will help you to use them correctly in the future.

Oral Practice

Exercise 56. Answer the questions:

1. What is a computer network?
2. What opportunity have we got when we connect to the Internet?
3. Can the Internet help you to do your homework?
4. What are the advantages of on-line shopping?
5. Some people have made friends through the Internet. What about you?

Grammar Practice

Exercise 57 Match the numbers with the way we say them. Write a–f next to the number 1–6.

1. 266 1402 (a telephone number)
 2. 1968
 3. 8 3/4
 4. 2,661,402
 5. 3.05
 6. 1.14 m
- a. eight and three quarters
 - b. two million six hundred and sixty-one thousand, four hundred and two
 - c. two double six one four oh two
 - d. one metre fourteen
 - e. nineteen sixty-eight
 - f. three point zero five

Exercise 58. Get the information from reliable sources to make some notes on the topic “Numerals”.

Practice speaking for your learning portfolio.

Topic 8. “Computer and Internet in our life”

Exercise 59. Use new vocabulary to present the topic about computer and Internet in our life.

Text 13. Social networking in today’s world

What is a social network? It is a way of communicating with other people, especially with our family and friends. It is a good way to keep in touch. With more

than 100 million users, Russia is one of the largest social media markets worldwide. More than seven out of ten Russians use social networks. Social media are the main news source for almost 40 percent of the Russian population, ranking as the second most popular source of information after television.

The audience of social networks is growing year by year, even though some foreign social networks themselves have closed access to Russian users or were blocked in Russia in 2022 and are now inaccessible without a virtual private network (VPN). Because of this, many users have simply switched to Russian social networks. There are many different forms of social networking. All are different.

The most popular social network in Russia is VK. ‘VKontakte’ (translation: ‘InContact’) was the original name of this service. It was created by Pavel Durov in 2006, inspired by Facebook*, which had also just launched at that time. In 2014, it was bought by Mail.ru, one of the largest Russian Internet companies and, eventually, was renamed to VK. VK ranks first among all social networks in Russia, in terms of both population coverage and time of engagement. In addition to personal profiles with news feeds, there are many different groups, media, celebrity profiles, urban communities, chat rooms and so on. The social network also has its own music streaming service, a video hosting service, a gaming platform, as well as a huge number of other services and mini-apps. One of them, for example, allows you to compete with friends to see who can walk the most steps in a day. VK even has its own platform for buying and selling NFT (digital art) tokens. One of VK’s latest features is short vertical clips, like Tik-Tok, that rack up hundreds of millions of views per day. By the way, VK can also be viewed in 86 languages.

Other popular platform in the country is Telegram. It is a popular messenger, where you can exchange messages both privately and in groups. What distinguishes ‘Telegram’ from other messengers is the presence of hundreds of thousands of channels on a wide variety of topics, from personal blogs to news media. Messages with text, photos and videos in the channels are displayed chronologically and there are no recommendation algorithms at all, which attracts many users who want to control their media consumption. Telegram’s signature feature is circular shaped video messages. The number of Telegram users is constantly growing. By the way, Telegram is one of the five most popular messengers in the world.

Odnoklassniki (OK.ru) is the first social network in Russia was created in 2006, about six months earlier than VKontakte. It is more popular among the older generation. The monthly audience of OK is more than 40 million people and the social network is also popular in CIS (Commonwealth of Independent States) countries. Among OK’s features are branded stickers, virtual gifts and games.

While other social networks rely on short videos and posts, in Dzen, most of the content is limited to long texts. Although videos and small posts with photos can also be published there. Each author can enable monetization and generate revenue

from advertising if their content is popular among readers. Dzen has many personal blogs of travelers, financial experts, writers, psychologists, tarologists, stylists and, of course, there are official media pages. The core audience age is over 25 years old.

Russia has its own equivalent of YouTube. It's RUTUBE, which was created back in 2006. RUTUBE is now literally experiencing a rebirth. RUTUBE is aimed at people aged 25-34. There are about 300,000 channels with many popular Russian bloggers and journalists among their authors.

**Owned by Meta (organization recognized as extremist and banned in Russia)*

Vocabulary Practice

Exercise 60. Read sentences and match the words in italics with their meanings. Take into account that almost every word in the English language has multiple meanings and may function as multiple parts of speech.

1. The place is *inaccessible* except by trail.
 2. I found his lecture completely *inaccessible*.
 3. His confident leadership *inspired* his followers.
 4. The design of the car *has inspired* many imitations.
 5. How much champagne will we need for the *launch*?
 6. After working for the company for several years she decided to *launch* out on her own and set up in business.
 7. They announced their *engagement* at the party on Sunday.
 8. Interactive posts, whether they require the user to swipe, tap, click, key press, or comment, bring more *engagement* to a social media profile.
 9. He was known for his *engagement* with the problems of the most difficult students.
 10. Match TV Sports now comes with free live *streaming* for mobile devices.
 11. Some people object to *streaming* because it gives an unfair advantage to intelligent children.
 12. He always bought me *tokens* for a department store for my birthday.
- *to give someone an idea for a product, film, book, etc.*
 - *the activity of listening to or watching sound or video directly from the internet*
 - *pieces of paper, cards, or electronic documents with a particular amount of money that can be exchanged in a shop or online for goods*
 - *to begin something such as a plan or introduce something new such as a product*
 - *the fact of being involved with something*
 - *the process of people looking at reacting or particular information online*
 - *the act of putting school students with similar abilities in a group and teaching them together*
 - *very difficult or impossible to travel or reach*

- *an event to celebrate or introduce something new*
- *difficult to understand or admire*
- *an agreement to marry someone*
- *to make someone feel that they want to do something and can do it*

Oral Practice.

Exercise 61. Talk about your experience with social networking sites, how likely would you be to recommend your friend or colleague to join them?

Practice speaking for your learning portfolio.

Topic 9. “Social networking in today’s world”

Exercise 62. Use new vocabulary to present the topic about social networking in today’s world.

Text 14. IT in learning English

There are some valuable reasons to learn the language. First and foremost, learning English can help you pursue and obtain more career opportunities. These days, the job market is global. Many companies need employees who can communicate with partners and clients all over the world.

Using modern technology can facilitate learning English a lot. The English language experience has become more interactive and captivating thanks to modern devices. Various multimedia tools are available, and they can introduce a new dimension to the learning process. For instance, students can listen to exciting podcasts, watch engaging educational videos, or even play video games as a part of their learning journey. This way, they won’t be passive recipients who just take notes anymore. They’ll become active learners who take control of their language experience, allowing them to immerse in a linguistic environment that is richer and deeper.

Internet and smart devices revolutionized the learning experience. Now, we have numerous online dictionaries, worksheets and exercises, podcasts, articles, and e-books within just a few clicks. The abundant materials available enable students to create their own road to English language mastery.

With modern technology, students can work at their own pace and create their own learning schedules. Some software can provide students with immediate feedback and suggestions for further practice. This allows them to monitor their own progress, notice their weaknesses and work on eliminating them.

Communication with other learners has never been more accessible thanks to the Internet and smart devices. English is the most-used language online, with nearly 1 billion users typing and chatting in the language. If you can understand and read English, you’ll be able to access and enjoy many more resources online. Obviously,

this is helpful if you're just using the internet to browse and have fun. You can read online news articles. You can leave comments on an English video. You can participate in a discussion on a forum. The possibilities are endless. These give learners more opportunities to leave their comfort zones and practice the language in real-life contexts.

Modern technology can help you improve all your English skills: reading, listening, writing, and speaking. For instance, if you need to hone your listening skills, you can watch videos, listen to audiobooks or podcasts, or simply see a movie; it's all up to you. The possibilities for growth are limitless. You just need to find resources that suit your interests.

Vocabulary Practice

Exercise 63. Read the text and make a note of the new words. Transcribe and learn them. Take into account that remembering how the words were used is as important as the meanings themselves, because it will help you to use them correctly in the future.

Oral Practice

Exercise 64. Answer the questions:

1. How can English open new career opportunities?
2. What are the best ways to learn and practice English?
3. What are the common ways to communicate with people all over the world?
4. What types of entertainment can English make available?

Practice speaking for your learning portfolio.

Topic 10. "IT technology in learning English"

Exercise 65. Use new vocabulary to present the topic about IT technology in learning English.

Тема 2.1. Профессиональные требования, компетенции. Личные качества специалиста.

Text 1. Personal and professional qualities of the specialist in the field of advertising.

Advertising is all about the art of persuasion, of selling products and services. An advertiser is a salesperson creating sales for business by making people want to buy things. It is one of the most visible activities in our modern life. We are surrounded by ads all the time. When we turn on the TV or Radio, open a newspaper or magazine, or

go online, we see the handiwork of advertising. If you are an advertising professional, it is your job to create these advertisements and marketing campaigns. In our digital world the advertisement industry is becoming more and more profitable. However, to take your first steps in this field and succeed, you need to possess a range of skills. So, apart from having a great work ethic, thick skin and being social media savvy, what other key skills do you need to have to work in this exciting industry?

All the skills required for effective promotion can be roughly divided into two categories:

Hard skills. These include professional and practical skills and abilities that help an advertiser to efficiently execute specific tasks: launching ad campaigns, optimizing the promotion process, testing different approaches, etc. Hard skills can be developed, improved, and also assessed through testing.

Soft skills. These are various personal qualities of an advertiser as an individual. For example: stress resistance, discipline, punctuality, etc. Soft skills directly influence how an advertiser will react in different situations, and they directly affect relationships within the team. You can improve soft skills as well.

It is crucial to understand that both hard and soft skills are equally important for an advertiser. Ideally, soft skills should complement hard skills, enabling advertisers to be more flexible in decision-making and find new effective approaches to promote any goods and services.

Hard Skills include:

- Theoretical Knowledge

A basic understanding of the theory and principles of product promotion on the internet and in all kinds of media is considered a mandatory skill. To achieve certain levels of success, advertisers must know the terms and concepts of paid advertising and internet marketing in general. Theoretical knowledge also includes understanding the specifics and method of evaluating basic metrics that impact the advertiser's profit. An advertiser must not only understand the principles of launching and evaluating campaigns but also know which parameters' alteration can affect the final outcome.

- Promotion Skills

The skill of setting up and launching add campaigns is one of the key hard skills for an advertiser. Promotion skills encompass not only the technical aspect of launching add campaigns but also how the advertiser structures the workflow from within. It's important to understand where the preparation of an advertising campaign starts, which elements of the scheme will be tested, and what successes can be achieved in promotion.

- Tool Proficiency

Promoting goods and services implies using a specific set of tools necessary for successful launches. Advertisers need to understand the principles of using trackers, postbacks, spy services, and be aware of their functionality.

- Copywriting and Design

Creatives are one of the key elements of an ad campaign. Advertisers regularly have to create or customize advertisements for maximum effectiveness in promotion. This is why basic copywriting (text and headline) and design (visual aspect) skills are crucial for advertisers. In a team setting, these tasks can be delegated to designers and copywriters who specialize in creating images and texts. However, when working solo, the tasks will have to be performed by the advertiser.

- Foreign Languages

An important, but not always mandatory, skill for an advertiser is proficiency in foreign languages. In your work, you will *come across* creatives, landing pages, and affiliate networks whose original language may differ from your native one. Of course, you can always use a translator or neural network. However, for better contextual understanding and finding more effective promotion strategies, understanding the language in which the promotion is planned is the preferable option.

Soft skills include:

- Creativity - It is essential to have bags of creativity and be equipped with an endless array of ideas that you can pick from your brain during an intense brainstorming session, especially when working in a field that involves creating eye-catching content. Having a creative personality and imaginative ideas will allow you to create content that can grab the consumers' attention in an often-oversaturated market.

- Team work - Creating a successful advertising campaign takes a team of talented professionals, so having the ability to work as part of a team is crucial. Account managers, creatives and marketing executives are required to routinely put their heads together and develop imaginative content while also ensuring that the client's needs are being met. The collaborative effort of those involved in a project will ultimately determine its success. Having the ability to take criticism (even when you think your idea is amazing) and incorporate other peoples' ideas into your own vision is *part and parcel* of working as part of a team of creatives.

- Effective communication skills are essential, both when you are pitching an idea to your team and during your regular discussions with clients which involve lots of back-and-forth and frequent correspondences. Whether you're having a discussion with your team or presenting a project to a client, having the ability to convey information clearly is crucial, especially in an industry that is all about selling yourself and your pitch.

- While communication skills are indeed important, the ability to actively listen is also crucial. You have to be in contact with various people, including your colleagues and clients, who will relay project details or pitch their ideas to you. As an advertiser, you cannot afford to ignore or misinterpret your clients or co-workers, especially when details are essential to the successful completion of a project.

- Having adequate computer skills is obligatory in an industry that is fast becoming focused solely on digital marketing. Most of your day-to-day operations will involve working from your computer while using software like Photoshop and Illustrator.

Also, being social media savvy will help you stay in the loop with the latest online trends and developments. The modern consumer mostly digests content through social media platforms and is determined by what pops up on their newsfeed, and having a good grasp of these different apps and tools will boost your work performance.

Being an organized individual is a must for working in the advertisement sector. A day in the life of an advertiser can be quite hectic, and being able to keep to tight deadlines while managing multiple appointments with clients and colleagues requires extraordinary organization skills.

This market is continuously evolving. Just think of how much advertising has changed in the last few decades and the changes that will inevitably take place years from now. Advertisers must continuously evolve with technology to reach new audiences. Being able to adapt to these changes will help you stay on top. The willingness and ability to learn and try new things is imperative.

Vocabulary:

persuasion [pə'sweɪz(ə)n] – убеждение, уговаривание; от гл. to persuade – убеждать

savvy ['sævi] – здравый смысл, сообразительность; искушенный, подкованный

advertise ['ædvətaɪz] – рекламировать, размещать рекламу,

advertisement [əd'vɜ:tɪsmənt] US [ædvə'taɪzmənt] – рекламное объявление, анонс, публикация (также сокр. ad, advert)

work ethic – добросовестность, трудолюбие, трудовая этика, отношение к труду

profitable - прибыльный

execute – выполнять, осуществлять, реализовать, претворить в жизнь

assess – оценивать

influence smth. – влиять на что-лб.

crucial – ключевой, критически важный, решающий

complement – дополнять, гармонично сочетаться

flexible – гибкий, податливый, уступчивый

promote – продвигать, содействовать, способствовать, повышать по службе

evaluate – оценивать, вычислять, давать оценку

metrics – количественные показатели, параметры

launch a campaign – запускать кампанию

impact – удар, воздействие, оказывать воздействие, влиять

encompass [ɪn'kʌmpəs] – содержать, охватывать, включать в себя

structure ['strʌktʃə] the workflow – структурировать рабочий процесс

tracker – устройство отслеживания, трекер

postback – отправка веб-страницей данных обратно на ту же страницу сервера

be aware of smth. – быть осведомленным о чем-лб, быть в курсе, осознавать что-лб.

copy – рекламный текст, **copywriting** – составление рекламного объявления, копирайтинг

customize – выполнять по инд. заказу, подгонять, адаптировать под индивидуальные требования

proficiency – профессиональный уровень, опытность, мастерство

come across smb. \ smth. – случайно встретиться \ наткнуться на кого-лб. \ что-лб.

landing page – целевая страница, страница попадания с внешней ссылки

affiliate networks – партнерская сеть, аффилированная сеть

consumer – потребитель

oversaturated market – перенасыщенный рынок, переполненный рынок

imaginative – образный, с богатым воображением, впечатляющий

part and parcel – неотъемлемая часть

pitch an idea – подавать \ подбрасывать идею; **pitch** – рекламный призыв, агитационная речь

convey – передавать, доносить, выражать (идею)

relay – отправлять, передавать, (ре-)транслировать, сменять; эстафета

stay in the loop with – быть в курсе, оставаться в курсе чего-лб.

boost – повышать, поднимать

pop up – внезапно возникать \ всплывать \ появляться

newsfeed – новостная лента

evolve – эволюционировать, претерпевать изменения, видоизменяться, выделять (тепло и т.п.)

Exercise 66. Answer the questions to the text:

1. What is advertising?
2. What does an advertiser do?
3. Where can we see the handiwork of advertising?
4. What are the two categories of skills that are required to be a good advertiser?
5. What do hard skills include?
6. What must advertisers know in order to achieve a certain level of success?
7. What professional tools do advertisers need in the work?
8. Why do advertisers need to know foreign languages?
9. What are the benefits of a team work?
10. Why are strong communication skills important in the sphere of advertising?
11. What computer software do advertisers use?
12. What are the ways the advertising content reaches the consumer these days?

Practice speaking for your learning portfolio.

Topic 1. Personal and professional qualities of the specialist in the field of advertising. Личностные и профессиональные качества специалиста в области рекламы.

Exercise 67. Use new vocabulary to present the topic about personal and professional qualities of the specialist in the field of advertising. (Use no less than 250 words).

Text 2. Requirements for the specialist in the field of advertising.

An advertising specialist is responsible for creating and executing marketing campaigns for a company. They work with other members of the marketing team to develop strategies, create content, and track results. Advertising specialists must have strong communication and organizational skills to be successful in this role.

Advertising Specialist job duties include:

- Developing advertising campaigns
- Planning and managing advertising budgets
- Negotiating contracts with media outlets
- Buying ad space in print, broadcast, and online media
- Creating or overseeing the production of advertising materials
- Coordinating the distribution of advertising materials
- Monitoring consumer trends and identifying potential markets
- Evaluating the effectiveness of advertising campaigns
- Researching and selecting appropriate media outlets
- Preparing reports for clients or upper management

Advertising Specialist Skills

- Adept at writing persuasive copy
- Skilled at creating ad campaigns that are on-brand and on-strategy
- Proven ability to increase click-through rates
- Experienced in managing budgets and timelines
- Strong analytical skills for measuring campaign effectiveness
- Excellent communication and presentation skills
- Ability to think outside the box and come up with creative solutions
- Familiarity with popular advertising platforms (e.g. Google Ads, Yandex.Direct, Telegram Ads, MyTarget, eLama, Aori)
- Knowledge of SEO (search engine optimizer) and how to integrate it into ad campaigns
- Keep up with latest trends in advertising and digital marketing
- Team player with a positive attitude

Advertising Specialist Job Requirements

Most advertising specialists have a bachelor's or specialist's (college or university) degree in advertising, marketing, communications, public relations or business. The first step to becoming an advertising specialist is to earn such a degree. This will give you the foundation you need to understand the principles of marketing and advertising. You should also consider completing an internship during your studies to gain practical experience in the industry. In addition to formal education, employers often value experience in advertising or marketing. This can be obtained through internships, part-time jobs, or relevant volunteer work. There are also various certifications available for Advertising Specialists, such as the Google AdWords

certification. These can demonstrate a specialist's proficiency in using key advertising platforms and tools.

Continuous learning and staying up-to-date with the latest advertising trends and technologies is crucial in this rapidly evolving field. Therefore, attending workshops, seminars, and training courses can be beneficial for career advancement.

Once you have earned your degree, the next step is to find a job in an advertising agency or a company with an in-house marketing department. Start by submitting your resume and portfolio to various companies and agencies. Once you have landed an interview, be sure to showcase your creative ideas and enthusiasm for the industry.

As you begin your career in advertising, it is important to keep up with the latest trends and technologies, attend industry events and conferences, and read trade publications to stay ahead of the curve. Additionally, consider pursuing additional education through online courses or certificate programs. By continuously learning and evolving, you will be able to create successful campaigns that stand out from the competition.

Vocabulary:

be responsible for – быть ответственным за, отвечать за

media outlet – информационное агентство, медиа-площадка

track – след; отслеживать, следить

negotiate - [ni'gəʊʃieɪt] – договариваться, обсуждать, проводить переговоры

broadcast – радио- \ телепередача, передавать \ транслировать по радио \ телевидению

adept at – хорошо разбирающийся \ обладающий компетенциями в чем-лб.

on-brand – соответствующий имиджу и идентичности бренда

click-through rate – кликабельность, число переходов по ссылке относ-но числа ее показов

think outside the box – нестандартно мыслить, мыслить шире

SEO - комплекс мер для поднятия позиций сайта в результатах выдачи поисковых систем по определенным запросам пользователей с целью продвижения сайта

keep up with – идти в ногу, успевать за, угнаться, не отставать от

degree – ученая степень, диплом об образовании

internship – стажировка, практика, интернатура

beneficial – благоприятный, выгодный, целительный; бенефициарный

in-house – штатный, на базе организации, свой собственный

submit – представлять \ предъявлять документы, подавать на рассмотрение, смиряться

showcase – демонстрировать, выставлять на всеобщее обозрение, представлять

stay ahead of the curve – быть всегда на шаг впереди, опережать

pursue – преследовать цель (добиться чего-лб.), следовать курсу, получать (образование)

stand out from – выделяться из, отличаться от

Text 3. Specifics of the Job of an Advertising Specialist. Специфика работы специалиста по рекламе.

To be honest, advertising is a highly meritocratic field. Meaning, actual skills matter more than academic credentials. On paper, a basic college degree is the bare minimum qualification. But keep in mind that this is a lucrative field with few openings and extreme competition. So if you want to stay ahead of the competition, industry-related qualifications are always essential. There is no shortage of advertising courses, both online and offline, for students looking for an entry point into advertising.

A company may hire an advertising specialist to work in-house, or the specialist may provide services independently to several companies at once. Once hired, the advertising specialist will be responsible for identifying the company's advertising goals, identifying the company's target market, and developing a marketing strategy for effectively reaching that target market. The specialist may work alone or as part of a larger team; this will generally depend on the size of the project as well as the needs of a particular business. Very large businesses and corporations will often hire teams of advertising specialists to effectively handle all aspects of a large advertising and marketing campaign.

A good advertising specialist is creative, data-driven, and has a good understanding of the customer mindset. They are able to think out-of-the-box to develop unique advertising ideas. They must also be able to work well under pressure and meet deadlines, while maintaining attention to detail. Good interpersonal skills are also vital, as they often have to work as part of a team and liaise with clients and stakeholders.

Advertising Specialists typically need to have a minimum of 1 to 3 years of relevant experience in the field of advertising, marketing, public relations, communications, or a related discipline. This experience can be acquired through internships, part-time roles, or full-time entry-level roles within an advertising or marketing agency or in-house department. Candidates for this role should have a robust understanding of advertising strategies and channels, including digital and traditional media. Experience with managing advertising campaigns, conducting market research, and analyzing advertising data are also critical.

Once the advertising specialist has a solid understanding of the target audience, he or she will need to begin to develop writing, images, video, and audio to effectively convey the advertising message. This may mean writing press releases, writing

scripts for commercials, purchasing images for print advertising, or putting together a film production for a commercial shoot. The different types of advertising strategies will often depend on the intended audience as well as the business's budget for reaching that intended audience. Print ads tend to be far less expensive than film ads, for example, so a smaller company may choose to stick to print or Internet advertising over television advertising.

For those with 3 to 5 years of experience in the field, they should have developed strong creative and strategic thinking skills. They may have also taken on project management responsibilities, overseeing the implementation of advertising campaigns from conceptualization to execution.

Individuals with over 5 years of experience may have moved into more senior roles, potentially managing a team of Advertising Specialists or coordinating with various departments to meet advertising goals. At this stage, a demonstrated ability to lead and manage large-scale advertising campaigns is often required.

Vocabulary:

meritocratic [ˌmerɪtəˈkrætɪk] – на основе заслуг, зависящий от профессиональных компетенций

credentials [krɪˈdenʃlɪz] – документы, подтверждающие квалификацию, верительная грамота

bare – простой, чистый, голый, без прикрас

lucrative [ˈluːkrətɪv] – прибыльный, доходный, перспективный

target [ˈtɑːɡɪt] – цель, мишень, целевой показатель, целевой (аудитория, рынок)

competition – конкуренция

shortage – нехватка, недостаток, дефицит

handle – обращаться с, справляться с

entry point – отправная точка, точка входа

particular [pəˈtɪkjʊlə] – особый, особенный, детальный, тщательный, специфический

liaise with [lɪˈeɪz] – устанавливать \ поддерживать связь с

stakeholder – заинтересованное лицо, долевого участник

relevant – относящийся к делу, соответственный, уместный, адекватный

robust [rəʊˈbʌst] – крепкий, здоровый, здравый, могучий, грубоватый

meet deadlines – укладываться в сроки, выполнить работу в срок

conduct – проводить, вести, дирижировать,

scripts – сценарий, письменная работа экзаменуемого, подлинник

audience – аудитория

stick to – (строго) придерживаться чего-лб., приклеиться к чему-лб.

implementation – воплощение, реализация на практике, внедрение, ввод в действие

large-scale – крупномасштабный, большого размера, массовый

Text 4. The Main Principles of Advertising. Основные принципы деятельности в отрасли Реклама.

What are the basic principles of advertising?

Advertising activities are subject to five principles: Truth, Clarity, Originality, Effectiveness, and Profitability. Especially the first two, truth and clarity, can have legal consequences. Accordingly, untrue and unclear advertisements are considered misleading advertising.

Advertisers and marketers spend a lot of time and money to create an advertisement whose target audience will be persuaded to buy their product or service. An advertisement usually uses visual images, audio, or video in combination with text-based messages to market people, products, brands, ideas, or services.

Truth as a principle of advertising

Advertising messages legally and ethically must not contain untruths or deceptions. In this context, even the concealment of important information is considered misleading. Advertisers must therefore be aware that it is not only a principle but even a legal framework condition. However, advertisers should ask themselves whether it makes sense to advertise a product that has to conceal truths in order to attract customers. The principle of truth becomes especially clear in the health industry or with products/services that can trigger addiction. For example, so-called disclaimers/safety warnings are inserted in the case of medications, alcoholic beverages, or sports betting.

Principle of clarity

The basic advertising principle of clarity is closely related to truth. As already mentioned, advertising messages are subject to the obligation to be true and clear. Under no circumstances may they be misleading or so unclear as to cause negative consequences for the potential customer.

Originality of advertising

Advertising should be unique and original. This is partly for reasons of effectiveness but also for legal reasons. Especially in times of online marketing, campaigns should be original. Target groups recognize very quickly when parts of an advertisement are copied or imitated. Of course, there are certain elements that are always built into advertising materials such as emotions and humor. But if a fast-food restaurant makes a campaign about a certain event, and another fast-food chain does the same a few weeks later, this will quickly be put into context.

Principle of advertising effectiveness

Measuring the effectiveness of advertising campaigns is essential for optimizing performance and maximizing return on investment (ROI). By tracking key performance indicators (KPIs) such as reach, engagement, conversion rate, and sales revenue, advertisers can evaluate the impact of their campaigns and make data-driven decisions to improve future initiatives. There are various approaches to measuring

advertising effectiveness in today's digital landscape: from traditional methods like surveys and focus groups to modern analytics tools and attribution models.

The advertising principle of profitability

In close connection with effectiveness, advertising should follow the principle of economic efficiency. This means that the cost of advertising should be less than the revenue generated from it. To measure and compare profitability, the Return on Ad Spend can be calculated for each campaign, as well as entire Return on Marketing Investment (ROMI).

Vocabulary:

Be subject to – подлежать, подпадать под действие, должен соответствовать

Clarity – ясность, понятность, наглядность

Consequence – следствие, последствие

to market – находить рынок сбыта, продавать на рынке

deception – обман, введение в заблуждение, от гл. deceive - обманывать

conceal – прятать, скрывать; concealment – скрывание, утаивание

therefore – поэтому, следовательно, вот почему

framework – рамки, каркас, структура

customer – клиент, заказчик, покупатель

trigger – давать толчок чему-лб, автоматически приводить к чему-лб.

Disclaimer – разъяснительное замечание, предупреждение, отказ от ответственности

put into context – устанавливать взаимосвязь, ставить в общий контекст

return on investment – доход по инвестициям, эффективность инвестиций

key performance indicators – основные производственные показатели

engagement – вовлечение, вовлеченность (пользователя)

revenue – выручка

conversion rate – показатель эффективности рекламы

data-driven – основанный на данных

attribution model - правило или набор правил, определяющих принцип распределения ценности среди точек взаимодействия в пути конверсии (модель атрибуции)

compare – сравнивать, сопоставлять \ соотносить с

Return on Ad Spend – окупаемость инвестиций в рекламу

Return on Marketing Investment – рентабельность маркетинга

Grammar Practice. Types of sentences.

В английской грамматике предложения классифицируются двумя способами: **по структуре и по цели высказывания.**

Типы предложений по структуре:

Простое предложение. Simple sentence.

I like to read books. — Я люблю читать книги. (Одна независимая основа).

Сложносочинённое предложение. Compound sentence.

I like to read books, and I read them every evening. — Я люблю читать книги и читаю их каждый вечер. (Две или более независимых основы).

Сложноподчинённое предложение. Complex sentence.

I like to read books because it's educative, and I read them every evening before I go to bed. — Я люблю читать книги, потому что это познавательно, и я читаю их каждый вечер перед тем, как лечь спать. (Два или более главных предложения и одно или более зависимых).

Типы предложений по цели высказывания:

Повествовательное предложение. Declarative sentence. (Statement):

I like to read books. — Я люблю читать книги. (Используется в качестве простого утверждения. Большинство предложений относятся именно к этому виду).

Вопросительное предложение. Interrogative sentence. (Questions):

Do you like to read books? — Ты любишь читать книги? (Используется, чтобы задать вопрос).

Восклицательное предложение. Exclamatory sentence. (Exclamation):

I need this book! — Мне нужна эта книга! (Используется для эмоциональных высказываний).

Побудительное предложение. (Повелительное наклонение). **Imperative sentence. (Commands).**

Please, bring me some books. — Пожалуйста, принеси мне книги. (Используется для просьб и команд. Подразумевает местоимение «ты» или «вы»).

Итак, вы узнали, что в английском языке бывают простые, сложносочиненные и сложноподчиненные предложения. По цели высказывания, они мало отличаются от предложений в русском.

Exercise 68. Define type of sentence.

1. Ram is studying at Career Power Institute.
2. Sam was the topper of his school.
3. Have you had your breakfast?
4. Do you know that boy?
5. Hurray! We won the match!
6. Wow! This painting is so beautiful!
7. Oh! What a lovely day it is!
8. Do not make noise.
9. Oh, do shut up!
10. He has been sleeping since 8 PM.
11. Sam went to school, but he forgot his homework at home.
12. John is a good actor, but he is a bad singer.
13. His father punished him because he broke his phone while playing.
14. Before going on a trip, pack your bags.

Тема 2.2. Профессии в рекламе.

Text 5. Professions in advertising. Профессии в рекламе

There are several career paths to pursue in advertising. Some jobs focus more on the creative aspects of advertising, while others revolve around the managerial components needed in advertising. There are also several technical professions within the field. These careers collectively work together to address different parts and combinations of the communications process involved in advertising. Here are several careers you can pursue in advertising:

1. Social media coordinator

Social media coordinators manage a brand's communication across social media platforms and implement a strategy for their online presence. They plan, create and post written and visual content that captures the tone of a brand and appeals to their target audience. Social media coordinators often plan posts in advance to maintain a consistent posting schedule and follower engagement. It's critical that they stay up to date on emerging trends in order to capitalize on them.

2. Event planner

Many companies hire event planners to promote their brand, products or services through in-person and online events. Event planners oversee every step involved in producing events from conception through completion. They meet with clients to identify needs, scout locations, manage vendor relationships and client communications, negotiate contracts and manage budgets. Event planners ensure customer and attendee satisfaction and deliver results within strict deadlines.

3. Graphic designer

Graphic designers play a critical role in helping businesses meet their marketing and advertising objectives and creating the visual components of advertising. They create designs, logos and other visual concepts to communicate tone and key messaging to a company's target audience. Graphic designers need to be highly skilled using photo editing software, layout software and digital illustration to create graphic designs.

4. Web designer

Web designers plan, code and create websites and web pages. They must have a clear understanding of the principle of design in addition to the user experience in order to build websites that are user friendly and that adhere to any design standards and specifications determined by the company. Web designers play a key role in branding, increasing web traffic and acquiring and retaining customers. They also maintain and make ongoing improvements to websites.

5. Market researcher

Market research analysts play a critical role in helping companies determine their target audience, how to sell their products and services and key market trends to capitalize on. They develop various methodologies to gather data on consumers, competitors and trends to guide a company's marketing strategy. Market research analysts use data-driven insights to help identify future opportunities.

6. Copywriter

Advertising agencies often hire copywriters to create written content to promote and sell various goods and services. Copywriting can include short- and long format pieces, such as promotional emails, product descriptions and slogans. Copywriters often have to interpret the ideas of their client and turn them into a catchy and persuasive copy that meets expectations in terms of tone and messaging. It's becoming more common for copywriters to produce content for a company's social media platforms and other digital channels, including websites and blogs.

7. Account executive

The role of advertising account executive encompasses a combination of business development and customer relationships management. They serve as a liaison between the client and creative team at an advertising agency and are responsible for relaying critical information about budgets, target audience and market competition to the appropriate teams and providing accurate interpretations of a client's goals and objectives.

8. Production manager

An advertising production manager oversees multiple tasks and creative teams involved in the production of advertising campaigns and other media. Core responsibilities include scheduling, producing and delivering all work created by marketing and advertising teams within tight deadlines. They're also responsible for networking with vendors who supply work on a freelance or contract basis. Production managers develop cost-effective campaigns.

9. Creative director

Creative directors typically work to develop the identity of a brand through various creative directives. They're responsible for creating, planning and delivering content to their clients. Creative directors collaborate with designers, copywriters and other marketing teams to produce creative content for a company's marketing initiatives.

Vocabulary:

pursue – преследовать цель (добиться чего-лб.), следовать курсу, получать (образование)

revolve – вращать(-ся), поставить на повтор

address – обращение, обращаться к, направлять(-ся) к, рассматривать (вопросы)

capture – захватить, пленить

appeal to – апеллировать, обращаться к, интересоваться, взывать к
maintain – поддерживать (в эксплуатационном состоянии), укреплять
capitalize on – извлечь пользу \ выгоду из, нажить капитал, с выгодой воспользоваться
emerge – появиться, показаться, возникнуть
scout – разведывать, разыскивать
vendor relationships – отношения с поставщиками
objective – цель, намерение
layout – оформление, планировка, схема проекта \ размещения \ расположения
adhere to – придерживаться чего-лб., оставаться верным, прилипнуть
cost-effective – рентабельный, экономически эффективный

Exercise 69. Find English equivalents of the following sentences in the text:

1. Они создают дизайн, логотипы и другие визуальные концепции, чтобы донести тональность и ключевые идеи до целевой аудитории компании.
2. Они встречаются с клиентами, чтобы определить потребности, разведать места, управлять отношениями с поставщиками и общением с клиентами, согласовывать контракты и управлять бюджетами.
3. Эти профессии коллективно работают вместе, чтобы охватить различные части и комбинации коммуникационного процесса, связанного с рекламой.
4. Основные обязанности включают планирование, производство и выполнение всей работы, созданной отделами маркетинга и рекламы, в сжатые сроки.
5. Они должны иметь четкое понимание принципов дизайна в дополнение к пользовательскому опыту, чтобы создавать веб-сайты, удобные для пользователя и соответствующие всем стандартам и спецификациям дизайна, определенным компанией.
6. Очень важно, чтобы они были в курсе новых тенденций, чтобы извлечь из них выгоду.
7. Они служат связующим звеном между клиентом и творческой командой рекламного агентства и отвечают за передачу важной информации о бюджетах, целевой аудитории и рыночной конкуренции соответствующим командам, а также за точную интерпретацию целей и задач клиента.
8. Им часто приходится интерпретировать идеи своего клиента и превращать их в запоминающийся и убедительный текст, который соответствует ожиданиям с точки зрения тональности и посыла.
9. Они разрабатывают различные методологии для сбора данных о потребителях, конкурентах и тенденциях для определения маркетинговой стратегии компании.
10. Они несут ответственность за создание, планирование и доставку контента своим клиентам.

Practice speaking for your learning portfolio.

Topic 2. Professions in advertising. Профессии в рекламе.

Exercise 70. Use the above text and new vocabulary to present a topic about professions in Advertising (Use no less than 250 words).

Text 6. Business style. Dress code.

Dress codes can be difficult to decipher, so here's a breakdown of common dress codes in business culture. From casual to business casual to formal attire, each dress code has its own guidelines and expectations. We'll dwell on some of the most common dress codes in business environment.

- **Casual dress code** is the most relaxed dress code, allowing for comfortable clothing like jeans, t-shirts, and sneakers.
- **Business casual dress code** is a step up from casual and is often seen in office environments, with nice khakis or dress pants paired with a collared shirt.
- **Formal dress code** requires suits, ties, and dresses, with traditional business colors like black, navy blue, gray, or brown.

Casual Dress Code

The **casual dress code** is the most relaxed and informal dress code. It allows individuals to feel comfortable while still looking presentable. This dress code is suitable for informal occasions where there is no strict dress requirement.

For men, casual attire typically includes jeans or khakis paired with a t-shirt or a casual button-down shirt. Sneakers or casual shoes are the preferred footwear. Women can opt for jeans, skirts, or dresses paired with a stylish top. Comfortable shoes such as sandals or sneakers are appropriate for casual dress.

It's important to note that while casual dress allows for comfort and informality, it's still essential to maintain a neat and clean appearance. Avoid clothing with offensive graphics or slogans and ensure that your clothing fits appropriately.

Business Casual Dress Code

Business casual dress code strikes a balance between professional attire and casual comfort. It is commonly observed in office environments and certain professional settings. While the specifics may vary depending on the company, the general guidelines remain consistent.

For men, business casual attire typically includes nice khakis or dress pants paired with a collared shirt. Ties are optional but can add a touch of formality. Dress shoes or loafers are the appropriate choice for footwear.

Women have more flexibility in their business casual outfits. Dress pants or skirts paired with a fashionable top are common choices. Heels or dressy flats can complete the look. It is important to dress modestly and avoid overly revealing or flashy clothing.

Remember, each workplace may have its own interpretation of business casual attire. It is always a good idea to observe and follow the dress code guidelines set by your employer or the specific event you are attending.

Formal Dress Code

The **formal dress code** is a sophisticated attire that is typically reserved for special events and occasions. It requires individuals to dress in a more elegant and professional manner. For men, a business suit with a tie is considered appropriate for **formal dress code**. The suit should be in traditional business colors such as black, navy blue, gray, or brown.

Women, on the other hand, have more flexibility when it comes to formal dress code. They can opt for a business-style dress with heels or a business suit. It's important for women to choose dresses or suits that are tailored and well-fitted for a polished look.

When dressing in formal attire, it is important to pay attention to the details. Men should ensure that their suit is well-pressed and the tie is neatly tied. Women should focus on accessorizing their outfit with appropriate jewelry and carrying a stylish handbag. Overall, the formal dress code calls for a refined and sophisticated appearance. Benefits of the Formal Dress Code:

- Exudes professionalism and sophistication
- Sets a formal and respectful tone for the event or occasion
- Allows individuals to showcase their sense of style through elegant attire
- Creates a more formal and organized atmosphere
- Provides a clear dress code guideline for attendees

Formal dress code allows individuals to make a memorable impression with their polished and refined appearance.

Black Tie Dress Code

The **black tie dress code** is one of the most formal dress codes, typically reserved for prestigious events and formal occasions. It requires both men and women to adhere to specific guidelines to ensure an elegant and sophisticated appearance.

For men, a tuxedo is the standard attire for black tie events. This includes a black or midnight blue dinner jacket, a formal white shirt, black trousers with a satin stripe, a black bow tie, black dress socks, and black dress shoes. A cummerbund or waistcoat is also commonly worn to complete the look.

Women have more flexibility in their black tie attire options. Floor-length evening gowns are the traditional choice, but shorter, fancy dresses are also acceptable as long as they are not too casual. Neutral or dark colors are preferred, and the attire should be accessorized with formal jewelry and evening shoes.

The **black tie dress code** exudes an air of sophistication and elegance, making it perfect for gala dinners, awards ceremonies, charity balls, and other high-profile events.

Vocabulary:

decipher [dɪ'saɪfə] – расшифровать, разобраться

breakdown – анализ, разбивка на категории, разбор, расшифровка; упадок, разрушение
 attire – наряд, одеяние
 dwell on – останавливаться на чем-то, подробно разобрать
 allows for – позволять,
 khakis – брюки цвета хаки
 dress pants – классические, строгие брюки; dress shoes – классические \ модельные туфли, dressy flats – нарядные туфли без каблуков, балетки
 opt for – прибегнуть к, сделать выбор в пользу
 tailored and well-fitted – подогнанный и хорошо сидящий
 strike a balance – подвести итог, соблюсти баланс
 appropriate – подходящий, надлежащий, соответствующий
 flashy – яркий, вульгарный
 sophistication [sə'fɪstɪ'keɪʃ(ə)n] – утонченность, изысканность, искушенность
 exude [ɪg'zju:d] – излучать, распространять вокруг себя, выделять сквозь поры
 tuxedo [tʌ'ksi:dəʊ], dinner jacket – смокинг
 satin stripe – атласный (не сатиновый!) лампас
 high-profile – статусный, крупнейший, медийный

Text 7. Business acquaintance. Деловое знакомство

Nobody will know what a good person you are or what a great product you have created until you tell them about it. And for this it is necessary to establish new business contacts.

It is best to establish useful professional contacts at large thematic events - conferences, exhibitions, meetings of employers with students, professional master classes. It's good if you are a professional yourself and you have something to share. If you have no work experience, or you have decided to change the field of activity, or have not worked for a long time for various reasons, you probably think that you have absolutely nothing to interest a potential employer. You feel like an impostor who will certainly be exposed and politely rejected.

Do not despair. There are some simple and working ways to get the attention of the people you want, even if you have nothing to brag about.

Test the waters

Much depends not so much on your self-presentation as on your desire to get to know the interlocutor as best as possible. Getting to know a potential employer is like a first date, where you just look at each other. If it turns out that you do not suit each other at all, well, it's good that you quickly figured it out. You can immediately start looking for someone more suitable.

Ask questions instead of retelling your own resume. Think in advance what is important to you and what is unacceptable in your future work. Be interested in

project details and company policies. It will feel awkward at first, but it will quickly pass.

Show genuine interest

Do not ask questions that can be answered yes, no, or “I have been with this company for three years”. You don't need data. You need a conversation to remember. Do not forget that every person, even of the highest rank, wants to be heard and understood. The trouble is that in most cases we listen to the interlocutor in order to answer and say what we think. Suppress this desire in yourself and just listen. While answering, repeat what you heard in other words and ask a new question.

From the moment you approach the interlocutor, he expects you to start presenting yourself. When he sees that you are listening to him, without trying to draw attention to your own person, he will thankfully tell you whatever you want.

Think about what you can offer to the interlocutor

Even if you've never worked, you still have a lot to offer. The main thing that your future manager wants to know about you is how you can be useful. Therefore, do not start communicating with a potential employer by asking about salaries and working conditions.

If he sees you as a worthy candidate and wants to get you on his team, you can probably negotiate acceptable terms. But first, think about what you can give your employer.

Take your time and do not impose

If you managed to strike up a conversation with the person you are interested in, do not start planning your future relationship and do not offer to meet tomorrow morning to continue the conversation. All that is required of you is to be **liked** here and now. In the future, this will play into your hands.

Don't show your strengths and weaknesses right away

In an effort to please, you do not need to demonstrate all your merits at once. Your interlocutor will mentally compare himself with you, and it will not be very pleasant for him to lose in this comparison. Throwing yourself to the other extreme and showing self-doubt is also not worth it. Just don't hide the fact that you would like to improve your qualifications and learn something new.

By acknowledging your weaknesses, you give your opponent the right to his own imperfections. Both of you will relax and your conversation will become more casual.

Vocabulary:

establish contacts – устанавливать контакты, наладить связи, завести знакомства

interlocutor [ˌɪntəˈlɒkjətə] – собеседник, контактное лицо

imposter - [ɪmˈpɒstə] – обманщик, самозванец

test the waters – прощупать почву

be exposed – здесь быть разоблаченным \ раскрытым; подвергаться, находиться под угрозой
awkward ['ɔ:kwəd] – неуклюжий \ неуклюже, неловкий \ неловко, затруднительно
unacceptable – неприемлемо (-ый)
suppress – подавлять, пресекать, удерживать
strike up a conversation- завязать/начать разговор
play into your hands- сыграет вам на руку
merit - заслуга
extreme - крайность
immediately [ɪ'mi:diətli] – немедленно, непосредственно
to impose - навязывать\ся
acknowledge – признавать, подтверждать

Grammar Practice. Word order the sentence.

В английском языке основной порядок слов можно описать формулой: subject — verb — object (подлежащее — сказуемое — дополнение).

Пример: Mary reads many books. — Мэри читает много книг.

1. Подлежащее — это существительное или местоимение, которое стоит в начале предложения (кто? — Mary).
2. Сказуемое — это глагол, который стоит после подлежащего (что делает? — reads).
3. Дополнение — это существительное или местоимение, которое стоит после глагола (что? — books).

В английском языке отсутствуют падежи, поэтому необходимо строго соблюдать основной порядок слов, так как часто это единственное, что указывает на связь между словами.

В **утвердительных предложениях** подлежащее обычно стоит **на первом месте** перед сказуемым и может быть выражено:

существительным (с артиклем или без) - **Students** spend time in the fast-food restaurants.

местоимением – **They** spend time in the fast-food restaurants.

инфинитивом – **To eat** fast-food is not healthy.

герундием – **Eating** vegetables and fruit is healthy.

Сказуемое стоит **на втором месте** может быть выражено:

одним смысловым глаголом (Students **spend** free time in the fast-food restaurants.)

несколькими глаголами во временных формах с вспомогательными глаголами, после которого идет основной (Students **are writing** test now. Students have already **written** test.)

Частица not в отрицательных предложениях тоже входит в состав сказуемого.

(To eat fast-food **is not healthy**).

Дополнение, если оно есть в предложении, стоит на **третьем месте** и как правило, выражено другим существительным и употребляется после сказуемого (Students spend **time** in the fast-food restaurants).

Exercise 71. Make and translate sentences.

1. usually / at 10 o'clock / out of the garage / in the morning / drives / his bike / Fred
2. a shower / after dinner / often / Mrs Lewis / takes
3. a parking place / near the library / we / find / seldom
4. to / I / on / a / night-club / sometimes / Saturdays / go
5. fly / my parents / to Australia / sometimes / I / in winter / and
6. enjoys / very much / swimming / in the pool / always / Mary
7. hardly / last year / could / skate / I
8. is / near / house / there / new / a / our / cinema
9. got / my / problems / I / with / have / home-task / some
10. well / think / your / very / I / don't / sister / drives
11. to / parents / once / the theatre / month / my / a / go
12. his / car / two / ago / Jim / sold / years
13. necklace / can't / anywhere / Cindy / her / find
14. been / to / India / Mike / has / year / already / this
15. lunch / never / weekdays / she / has / on

Тема 3.1. Понятие о рекламе, определение, задачи и роль в социуме.

Text 8. The concept of advertising. Понятие о рекламе.

Initially, advertising comes from the Latin words 'reclama' (shout out) and 'reclamare' (respond, demand). Advertising is a component of marketing. These two terms are not the same thing. **Marketing** is the broad process of researching consumer needs, collecting and evaluating data related to those needs and developing strategies for reaching consumers, of which advertising is a strategy that is used. **Advertising** strictly refers to the **process of reaching potential customers in an effort to make sales**. Advertising is also known as mass selling. It is not as effective as personal selling but it does facilitate communication with a large number of potential buyers at a time.

Advertising is aimed at a group of persons and not at an individual. But it is not for the whole general public because all the members of a society do not make up the target group. Many may not be in the habit of purchasing advertised goods. The message of advertising is designed to arouse the demand of the target group, but it is a **general** mass communication to potential customers. The communication may take the form of visual or oral messages for the purpose of informing and influencing the public, i.e. the target group.

Advertising is a commercial transaction involving payment to a third party, i.e. one or more of the media. Advertising is paid communication because the organization for whom the advertisement is made pays the fees and charges for the services rendered by various media.

Advertising is a process which gives information to the public about the product. It is persuasive, controlled, identifiable, and influences the targeted audience. The advertising message is persuasive and informative enough to motivate potential customers. It is only when it is persuasive and creative that it would increase sales. The time, place, message and direction of advertising are controlled to make them effective and purposive. The selection of the medium, message and time is carefully done to achieve the most economical results. The controlled element distinguishes an advertisement from publicity because, in the latter case, the control technique is not applied; but in the former case, the control function is a vital necessity. The message and presentation of an advertisement should be recognized by receivers or customers. Advertising aims at a target group. Although it does not distinguish between target and non-target group, it is designed to influence the target group. The desire, purchasing power, status, entertainment elements and attractiveness to suit the target group are considered while framing an advertisement.

Vocabulary:

reach – достигать, добиться внимания, дотянуться до

refer to – касаться, относиться к, означать, ссылаться

facilitate [fə'sɪlɪteɪt] – облегчать, содействовать

aimed at – направленный на, нацеленный на, рассчитанный на

be in the habit of *doing smth.* – иметь привычку что-то делать

purchase – покупать, приобретать

transaction – сделка, транзакция

render a service – оказать услугу

purposive – преднамеренный, служащий определенной цели, целенаправленный

distinguish from – отличать от, distinguish between – проводить грань между, различать между

recognize – узнать внешне, признавать (что-лб, кого-лб.)

frame – создавать каркас, структурировать, компоновать

Grammar Practice. Interrogative sentences.

Общие вопросы (General Questions) задаются собеседнику с целью получить подтверждение или отрицание высказанной в вопросе мысли и, таким образом, требуют ответа *да* или *нет*. Общие вопросы произносятся с повышающейся интонацией, т.е. с повышением голоса в конце предложения. **Do you speak English well? (Вы хорошо говорите по-английски?). Can you translate this article? (Вы можете ли вы перевести эту статью?).**

В английском языке, кроме повышающейся интонации, общие вопросы имеют порядок слов, отличающийся от порядка слов повествовательного предложения. Это отличие состоит в том, что вспомогательный или модальный глагол, входящий в состав сказуемого, ставится в начале предложения перед подлежащим. Сказуемое, таким образом, расчленяется на две части, отделяемые одна от другой подлежащим. Когда в составе сказуемого нет вспомогательного глагола, т.е. когда сказуемое выражено глаголом в Present или Past Indefinite, то перед подлежащим ставятся соответственно формы **do (does)** или **did**; смысловой же глагол ставится в форме инфинитива (без to) после подлежащего. Порядок остальных членов предложения остается такой же, как и в повествовательном предложении. Когда в состав сказуемого входят два или три вспомогательных глагола, то только первый из них ставится перед подлежащим: **He has been working since morning. Has he been working since morning? The work will have been done by 5 o'clock tomorrow. Will the work have been done by 5 o'clock tomorrow?**

Сказуемое, выраженное глаголами **to be** и **to have** в Present или Past Indefinite, ставится перед подлежащим: **He is in Moscow. Is he in Moscow? She has a large flat. Has she a large flat?**

Ответы на общие вопросы обычно даются в краткой форме. Обычной формой ответов являются ответы, состоящие из **Yes** или **No**, подлежащего, выраженного соответствующим местоимением, и вспомогательного или модального глагола. В отрицательном ответе частица **not** обычно сливается с вспомогательным или модальным глаголом: **Do you speak English? Yes, I do. No, I don't. Is he resting? Yes, he is. No, he isn't. Can you swim? Yes, I can. No, I can't.**

Отрицательная форма общих вопросов образуется при помощи частицы **not**, которая ставится после подлежащего перед смысловым глаголом. В разговорной речи частица **not** сливается с вспомогательным или модальным глаголом. Общие вопросы в отрицательной форме выражают удивление и соответствуют в русском языке вопросам, начинающимся с *разве?* или *неужели?* **Don't you know him? Неужели вы его не знаете? Haven't you seen him? Разве вы его не видели?**

В ответах на общие вопросы в отрицательной форме следует обращать внимание на разницу в употреблении **no** и **yes** в английском языке и *нет* и *да* в русском языке. В английском языке в утвердительном ответе всегда стоит **yes**, а в отрицательном – **no**. В русском языке *нет* может стоять как в утвердительном, так и в отрицательном ответе: **Didn't you speak to him yesterday? Разве вы не говорили с ним вчера? Yes, I did. Нет, говорил. No, I did not. Нет, не говорил.**

Специальные вопросы (Special Questions) вопросы начинаются с вопросительного слова (или группы слов), заменяющего тот член предложения,

к которому относится вопрос. Они начинаются словами **who?** *кто?* **what?** *что?* *какой?* **which?** *который?* **when?** *когда?* **where?** *где?* *куда?* **why?** *почему?* **how?** *как?* **how much?** *сколько?* **how long?** *как долго?* *сколько времени?* и др. Специальные вопросы произносятся с понижающейся интонацией, т.е. с понижением голоса на последнем ударном слоге.

Порядок слов в специальных вопросах такой же, как и в общих вопросах (т.е. вспомогательный или модальный глагол стоит перед подлежащим), но в отличие от них перед вспомогательным или модальным глаголом стоит вопросительное слово или группа слов. Например, к предложению ***The teacher read an interesting story to the students yesterday.*** (*Вчера преподаватель читал студентам интересный рассказ*) можно поставить следующие вопросы:

- 1) Вопрос, относящийся к обстоятельству времени **yesterday**: When did the teacher read an interesting story to the students? Когда преподаватель читал студентам интересный рассказ?
- 2) Вопрос, относящийся к предложному косвенному дополнению **to the students**: To whom did the teacher read an interesting story yesterday? (Кому преподаватель читал вчера интересный рассказ?)
- 3) Вопрос, относящийся к прямому дополнению **an interesting story**: What did the teacher read to the students yesterday? Что преподаватель читал студентам вчера?
- 4) Вопрос, относящийся к определению **interesting**: What story did the teacher read to the students yesterday? Какой рассказ читал студентам вчера?
- 5) Вопрос, относящийся к сказуемому **read**: What did the teacher do yesterday? (Что преподаватель делал вчера?).

Когда вопрос относится к определению, то вопросительные слова **what**, **which**, *какой*, *который*, **whose** *чей*, **how much**, **how many** *сколько* стоят непосредственно перед существительными, которые они определяют, в отличие от русского языка, в котором соответствующие вопросительные слова могут быть отделены от определяемых существительных другими словами: **What story** are you reading? **Какой рассказ** вы читаете? **Какой** вы читаете **рассказ**? **How many books** did you buy? **Сколько книг** вы купили?

Ответы на специальные вопросы, как и в русском языке, даются полные с повторением всех членов предложения, логически необходимых для данного ответа. При этом, как и в русском языке, члены предложения, выраженные существительным, обычно заменяются местоимениями: **When did the teacher read an interesting story to the students? He read it to them yesterday.**

В специальных вопросах отрицательная частица *not* ставится после подлежащего. В разговорной речи частица *not* сливается с вспомогательным или модальным глаголом: **Why didn't you come yesterday? Почему вы не пришли вчера? What doesn't he understand? Чего он не понимает?**

Вопросы к подлежащему (Question to the subject), которые относятся к подлежащему, начинаются с вопросительных местоимений **who? кто? what? что?** играющих в вопросе роль подлежащего, за которым следует сказуемое (как вспомогательный или модальный глагол, так и смысловой глагол) называются вопросами к подлежащему. В отличие от других вопросов, в таких вопросах употребляется порядок слов повествовательного предложения. Глагол после **who? what?** в роли подлежащего употребляется, как и глагол после *кто* и *что* в русском языке, в форме 3-го лица единственного числа.

подлежащее	сказуемое	дополнение	обстоятельство
Who	is reading	a book	at the window?
Who	gave	you English lessons	yesterday?
Who	came		here yesterday?

Порядок слов повествовательного предложения употребляется также в вопросах, относящихся к определению подлежащего. Такие вопросы начинаются с вопросительных местоимений **what? какой? which? который? whose? чей? how much? how many? сколько?** за которыми непосредственно следует подлежащие: **What book is lying on the table? Какая книга лежит на столе? How many students work in that laboratory? Сколько студентов работает в этой лаборатории?**

Ответы на вопросы, относящиеся к подлежащему или его определению, обычно даются в краткой форме. Они состоят из подлежащего (существительного или местоимения) и сказуемого, выраженного вспомогательным или модальным глаголом, входящим в состав сказуемого вопроса. **Who is standing at the window? My sister is. Who can do it? I can. Who gives you English lessons? Ann does.**

Альтернативный вопрос (The Alternative Question) представляет собой два общих вопроса, соединённых союзом **or**. Второй вопрос обычно бывает неполным. Альтернативные вопросы обычно произносятся с повышением голоса перед союзом **or** и с понижением голоса в конце предложения на последнем ударном слове. **Did you spend your vacation in the Crimea or (did**

you spend it) in the Caucasus? Вы провели отпуск в Крыму или на Кавказе? Is he resting or (is he) working? Он отдыхает или работает?

Хотя альтернативные вопросы начинаются с вспомогательного глагола и, таким образом, являются по форме общими вопросами, они по содержанию являются специальными вопросами, поскольку они относятся к какому-нибудь члену предложения. Альтернативные вопросы поэтому требуют таких же ответов, как и специальные вопросы, т.е. полных ответов. Do you like tea or coffee? I like tea. Когда альтернативный вопрос относится к подлежащему, то второму подлежащему всегда предшествует вспомогательный или модальный глагол. Такой вопрос требует краткого ответа, как и всякий специальный вопрос, относящийся к подлежащему: **Did you speak to them, or did the manager? The manager did. Will you go there, or will your wife? My wife will.**

Альтернативные вопросы могут также начинаться с вопросительного слова. Такие вопросы состоят из специального вопроса и следующих за ним двух однородных членов предложения, соединенных союзом **or**: **Where did you spend your leave: in the Crimea or in the Caucasus? Где вы провели отпуск: в Крыму или на Кавказе?**

Разделительный вопрос (The Disjunctive Question) представляет собой утвердительное или отрицательное предложение, к которому присоединён краткий общий вопрос, состоящий из соответствующего местоимения и того вспомогательного или модального глагола, который входит в состав сказуемого повествовательного предложения. Если сказуемое стоит в утвердительной форме Present или Past Indefinite т.е. в его составе нет вспомогательного глагола, то в кратком вопросе употребляются соответственно формы **do (does)** или **did**: **You speak French, don't you? Вы говорите по-французски, не правда ли? He hasn't returned from Moscow yet, has he? Он ещё не вернулся из Москвы, не правда ли?** Разделительные вопросы задаются в том случае, когда говорящий желает получить подтверждение высказывания, содержащегося в повествовательном предложении. Когда говорящий ожидает утвердительного ответа, то вопросу предшествует утвердительное предложение, а вспомогательный или модальный глагол в вопросе употребляется в отрицательной форме. Если же говорящий ожидает отрицательного ответа, то вопросу предшествует отрицательное предложение, а вспомогательный или модальный глагол в вопросе употребляется в утвердительной форме. Краткий общий вопрос соответствует в русском языке словам *не правда ли? не так ли? да?* Первая часть разделительного вопроса произносится с понижающейся интонацией, а вторая часть – с повышающейся интонацией. **She is very busy, isn't she? Она очень занята, не правда ли? She isn't very busy, is she? Она не очень занята, не правда ли?** Ответы на расчленённые вопросы, как и на все общие вопросы, обычно бывают краткими и могут выражать как согласие с говорящим, так и несогласие с ним:

вопрос	Ответ, выражающий	
	Согласие с говорящим	Несогласие с говорящим
<i>А. Вопросу предшествует утвердительное предложение:</i> Your friend speaks English, doesn't he? Ваш приятель говорит по-английски, не правда ли? <i>Б. Вопросу предшествует отрицательное предложение:</i> Your friend doesn't speak English, does he? Ваш приятель не говорит по-английски, не правда ли?	Yes, he does. Да, говорит. No, he doesn't. Да, не говорит.	No, he doesn't. Нет, не говорит. Yes, he does. Нет, говорит.

Как видно из приведенных примеров, в ответах на вопросы с предшествующими отрицательными предложениями существует расхождение в употреблении **no** и **yes** в английском языке и *нет* и *да* в русском языке. В английском языке **no** может стоять только в отрицательном ответе, а **yes** – в утвердительном ответе, в то время как в русском языке *да* может стоять в отрицательном ответе, а *нет* – в утвердительном.

Exercise 72. Ask general questions to the sentences.

Example: Mary grows beautiful flowers in the garden. (Мэри выращивает красивые цветы в саду.) – Does Mary grow flowers in the garden? (Мэри выращивает цветы в саду?)

The weather is cold today. (Сегодня холодная погода.) – Is the weather cold today? (Погода холодная сегодня?)

1. John was tired after work. (Джон устал после работы.)
2. We live in a small town. (Мы живем в маленьком городке.)
3. Summer has started at last. (Лето началось, наконец-то.)
4. They have already left. (Они уже ушли.)
5. My parents got married in Paris. (Мои родители поженились в Париже.)
6. She can lose her temper easily. (Она может легко выйти из себя.)
7. The party will start in time. (Вечеринка начнется вовремя.)
8. The dogs are sleeping. (Собаки спят.)
9. The umbrella was broken. (Зонт был сломан.)

10. He always gives money to homeless children. (Он всегда дает деньги беспризорным детям.)

Exercise 73. Ask special questions.

Example: I am interested in psychology. (What...?) (Я интересуюсь психологией.)
– What are you interested in? (Чем ты интересуешься?)

A strange man came here last night. (When...?) (Странный человек приходил сюда прошлой ночью.) – When did the strange man come here? (Когда приходил сюда странный человек?)

1. The twins were born in June. (When...?) (Близнецы родились в июне.) (Когда...?)
2. We had a great time in Disneyland. (Where...?) (Мы классно провели время в Диснейлэнде.) (Где...?)
3. Mr. Black can play chess very well. (How...?) (Мистер Блэк умеет играть в шахматы очень хорошо.) (Как...?)
4. The salad is not fresh. (Why...?) (Салат несвежий.) (Почему...?)
5. My wife prefers juice to tea. (Who...?) (Моя жена предпочитает сок вместо чая.) (Кто...?)
6. Tom orders Japanese food every Friday. (What...?) (Том заказывает японскую еду каждую пятницу.) (Что...?)
7. I meet a lot of people at work. (Where...?) (Я встречаюсь со многими людьми на работе.) (Где...?)
8. They will have lunch at home. (Where...?) (Они будут обедать дома.) (Где...?)
9. The film has just started. (What film...?) (Фильм только что начался.) (Какой фильм...?)
10. I have been to the doctor. (Where...?) (Я был у врача.) (Где...?)

Exercise 74. Ask alternative questions.

Example: Nick wants to become a lawyer. (Ник хочет стать юристом.) (a waiter - официант) – Does Nick want to become a lawyer or a waiter? (Ник хочет стать юристом или официантом?)

There are five eggs in the fridge. (В холодильнике 5 яиц.) (ten – десять) – Are there five or ten eggs in the fridge? (В холодильнике 5 или 10 яиц?)

1. He will study French in Canada. (Он будет изучать французский в Канаде.) (German – немецкий)
2. They are football fans. (Они – футбольные фанаты.) (hockey – хоккей)
3. Her granny can tell fortunes from cards. (Ее бабушка умеет предсказывать по картам.) (candles – свечи)

4. I have made an apple-pie. (Я приготовила яблочный пирог.) (a banana cake – банановый торт)
5. Ann bought a nice dress yesterday. (Аня купила красивое платье вчера.) (a skirt – юбка)
6. This car was manufactured in Japan. (Эта машина была произведена в Японии.) (Germany – Германия)
7. They must pay for the taxi. (Они должны заплатить за такси.) (the lunch – обед)
8. The post-office opens at 9. (Почта открывается в 9.) (at 8 – в восемь)
9. Fiona and John paint their house every five years. (Фиона и Джон красят свой дом каждые 5 лет.) (their bedroom – их спальня)
10. She visited all the museums in Istanbul. (Она посетила все музеи в Стамбуле.) (the shops – магазины)

4. Выберите из правой колонки верное окончание разделительного вопроса. Переведите вопросы.

Exercise 75. Choose the second part of the disjunctive question. Translate them.

Example: 1 – e

(Она необщительна, не так ли?)

- | | |
|---------------------------------------|------------------|
| 1. She isn't sociable, | a. mustn't they? |
| 2. Mark was satisfied, | b. do they? |
| 3. Your kids never argue with you, | c. didn't she? |
| 4. Let's dance, | d. do you? |
| 5. Tom can dive well, | e. is she? |
| 6. Our partners must keep their word, | f. won't it? |
| 7. Helen has washed up, | g. doesn't she? |
| 8. You don't trust me, | h. wasn't he? |
| 9. Your mum works as an accountant, | i. hasn't she? |
| 10. It will be cloudy tomorrow, | j. did they? |
| 11. Betty found a new job, | k. can't he? |
| 12. They didn't sell their car, | l. shall we? |

Text 9. Functions and classification of advertising.

The role of advertising in the life of society is very versatile. Advertising aims at fulfilling a variety of different purposes.

Advertising Persuades People to Take Action. A quick look at a group of advertisements will show that they use similar language. Many advertisements are

direct response advertisements, which are designed to make the viewer take a specific action *now*. Words and phrases often used in direct response ads include:

- Buy now - Book now - Click here - Get started
- Try now - Start your trial - Schedule your call

It Teaches People About Products. Another effect of advertising is **educating consumers** about specific products and services. In an advertisement prospective buyers are shown how the product works and how it can solve the problems they face or at least provide some relief for those problems.

Advertising Influences Consumer Behavior. At its core, the influence of advertising in everyday life is the power to **alter what consumers think and feel**. A successful ad cultivates desire within the viewer and makes his \ her *want* to buy a product while minimizing any doubts s\he has about the product. An advertisement might counter potential doubts in the customer's mind by mentioning a money-back guarantee or by offering a free trial.

Ads Can Make Shopping Easier. Advertising can make shopping easier because it lets consumers know that a retailer carries that product and that they can go there to purchase it. When shopping for hair care products, a buyer might be confused by the sheer number of products he encounters. An advertisement showing that a specific product was designed for his hair texture can make his decision easier because he trusts that the product will work for his hair.

Advertising Communicates Price and Value. Another important aspect of advertising is that it communicates a product or service's price as well as its relative *value*. An ad might push viewers to take advantage of a short-term promotion where they can get a \$300 gutter cleaning for only \$199 or might communicate that at a specific store, they can buy designer clothing for half the price they would pay for the same garments at other retailers.

Advertising eliminates or lessens seasonal fluctuations.

Advertising creates more business for all – Competitive advertising of two or more manufacturers in the same field expands market; and creates more business for all. This is exemplified by the fact that not only the use of a particular brand of an article, say, a portable typewriter, is recommended but the use of the article is vigorously suggested with the result that more typewriters of different makes are being sold.

Advertising raises the standard of living – It is helping to stimulate desire for better things. Many of the so-called luxuries of yesterday are today's necessities, and the things enjoyed today exclusively by the wealthy may tomorrow be enjoyed by those of smaller incomes. Advertising, in spreading the news and increasing the desire for better things and, in many cases, decreasing costs, has rendered great service to humanity.

There are several branches or types of advertising which can be used by the companies:

1. **Print Advertising** - The print media has been used for advertising since long ago. The newspapers and magazines are quite popular modes of advertising for

different companies all over the world. Using the print media, the companies can also promote their products through brochures and fliers.

2. **Broadcast Advertising** - This type of advertising is very popular all around the world. It consists of television, radio, or Internet advertising. The ads on the television have a large audience and are very popular. The cost of the advertisement depends on the length of the ad and the time at which the ad would be appearing. For example, the prime time ads would be more costly than the regular ones. Radio advertising is not what it used to be after the advent of television and Internet, but still there is specific audience for the radio ads too.
3. **Outdoor Advertising** - Outdoor advertising makes use of different tools to gain customer's attention. The billboards, kiosks, and events and tradeshow are an effective way to convey the message of the company. The billboards are present all around the city but the content should be such that it attracts the attention of the customer. The kiosks are an easy outlet of the products and serve as information outlets for the people too. Organizing events such as trade fairs and exhibitions for promotion of the product or service also in a way advertises the product. Therefore, outdoor advertising is an effective advertising tool.
4. **Covert Advertising** – is also known as “guerrilla advertising”. This is a unique way of advertising in which the product or the message is subtly included in a movie or TV serial. There is no actual ad, just the mention of the product in the movie. For example, Tom Cruise used the Nokia phone in the movie Minority Report («Особое мнение»).
5. **Public Service Advertising** - As evident from the title itself, such advertising is for the public causes. There are a host of important matters such as AIDS, political integrity, energy conservation, illiteracy, poverty and so on all of which need more awareness as far as general public is concerned. This type of advertising has gained much importance in recent times and is an effective tool to convey the message.

Vocabulary:

versatile – разносторонний

relief – облегчение

core – суть, стержень, сердцевина

alter - изменять

retailer – розничный торговец

encounter – натолкнуться, встретиться

sheer – самоё, легкий, прозрачный

gutter – сток, сточная канава, канализация

vigorously – рьяно, настойчиво, решительно

garments – одежда, одеяние

fluctuation – колебание, отклонения

exemplify – подтверждать примером, пояснять, подтверждать

advent – пришествие, наступление (эпохи)

outlet – торговая точка, склад \ магазин распродажи остатков продукции

subtly – тонко, неувидимо, слегка

integrity – прямота, цельность, принципиальность

guerrilla – подпольщик, партизан

Practice speaking for your learning portfolio.

Topic 3. Functions and classification of advertising. Функции и классификация рекламы.

Exercise 76. Use the above text and new vocabulary to present a topic about functions and classification of advertising. (Use no less than 250 words).

Тема 3.2. Виды рекламы.

Text 10. Print and media advertising.

Print advertising is a widely used form of advertising. These advertisements appear in newspapers or magazines and are sometimes included as brochures or fliers. Print advertisements are only effective when people see them. When people browse through newspapers and publications, these advertisements should grab the attention of the potential customer. The decision to buy the product might not be instantaneous, but it does settle down in their subconscious mind. Next time they see the product in the market, they are tempted to buy it.

A sizable share of the total advertising budget is spent on advertising in newspapers. Their messages can be longer than those on the radio and TV and the message may therefore be more complex and lengthy. Since newspapers are local, they provide opportunities for direct communication between a product and its local dealers or distributors. Because newspapers supply news, they offer an atmosphere of factual information and of currency that may be favourable for some advertising situations. A disadvantage of using newspapers is that the cost of reaching a national or large regional market may be high. In addition, the printed copy does not reproduce the ad as finely as a magazine does. And consumers do not keep the issue for long periods of time, nor do they pass it on to others, as they often do with a magazine.

Magazines are a means of reaching different markets, both regional and national, and of general and specific interest. The primary advantages of magazine advertising are selectivity of market targets; quality reproduction; long life; and the prestige associated with some magazines. The quality of magazine reproduction is usually high. Consumers sometimes keep individual copies for long periods of time, reread them, or pass them on to others. Some magazines have prestige value. The advertisers can cover national or large regional markets at a low cost per contact (per individual reached). Another feature of potential interest to the advertiser is the mood or

atmosphere created by some magazines. The primary disadvantage is that magazines lack the flexibility of newspapers, radio and TV. Another disadvantage is the high cost. Because of the high cost factor, many small advertisers do not employ this medium. Also magazines have long closing periods, sometimes as long as a month.

Mailers are another type of print ads. These can range from well-designed postcards to simple paper leaflets. These are usually delivered by the postal workers in people's mailboxes. The problem with these mailers is that they get least attention and are usually considered as junk and thrown away even without reading. To reduce this occurrence, companies sometimes make use of fliers. These are paper ads which are handed over to individuals in person. The logic is that if the ad is given to people personally, they will pay more attention to it, which is actually true to some extent.

Though print advertising is still very popular, with the advent of the Internet, the print ads in the publications have gone down because Internet has a wider reach online. In recent years, advancements have been made in technology, and advertising through the internet and telecommunication has become increasingly popular. But the most common forms of advertising media, besides print advertising, include TVs, radios, and outdoor billboards.

TV and radio are two of the most important advertising media known as broadcast media. Television has become a very important tool to advertise for companies. Companies can target serials, reality shows, sports events, live events etc. which are showcased on TV's and understand the demographics of the people watching the TV. TV channels are anyways classified as news, sports, knowledge, entertainment, movies, kids etc. This helps advertisers to pick and choose the channel. Thus TV is one of the most widely used advertising media in the world. Advertising slots are sold by broadcasting companies and channels based in popularity of TV shows, TRPs etc. As a tool for marketing and advertising, radio is the most cost effective tool which a customer can have. Since radios have high penetration and are easy for customers to buy, they are a good tool for advertising. Radios enable companies to reach out to a wide range of customers. Since radio cater to the needs of a particular city or region, it is a good way to advertise based on customers selected from geographic segmentation. Thus, radio is one of the most effective tools as advertising media.

With the consistent growth in internet penetration, companies have started using online media for promotion of their goods and services. People are constantly connected to the internet through social media, website browsing etc. Advertisements on the internet are commonly referred to as "digital advertising". Digital advertising has the capability to reach large numbers of people due to the fact that the internet is widely used and it has the facility to track the advertisements' effectiveness as the advertisers are able to use cookies and purchase the data of the surfers. Digital advertising is more engaging and can provide an instant response and possibly a new customer. By having your product appear at the top of a search engine, it is likely to

attract new customers to your website. Email ads are also a common form of digital advertising since they are cost-effective and can be personalized to a target audience. The growth of digital advertising has resulted in the consumer having unlimited access to information about products and their competitive prices. The use of digital advertising has made it easier for smaller businesses to enter the competitive market with a unique and innovative idea or product. This is because digital advertising is cost-effective and has the potential to reach a large audience through SMS, social media chat groups, online ads, blogs, content advertising, affiliate marketing, etc. Online and mobile media are also overlapping at times as websites can be accessible both through desktop, laptop and smartphones.

Vocabulary:

instantaneous – мгновенный, сиюминутный, немедленный

subconscious mind - подсознание

be tempted – соблазняться, прельщаться, быть искушаемым

supply – поставлять, обеспечивать, снабжать

currency – *здесь* действительность, текущий момент

turn out - оказаться

reproduce - воспроизводить

selectivity - избирательность

lack – нехватка, не хватать, испытывать недостаток

leaflet - листовка

junk – мусор, барахло, хламье

occurrence – явление, частота проявления, случай

to some extent – в некоторой степени

target – выбирать мишенью

penetration – проникание,

enable – позволять, давать возможность \ право

advertising slots – рекламный слот, рекламная пауза

facility – удобство

affiliate marketing – партнерский маркетинг, аффилированный маркетинг

overlap – частично перекрывать, накладываться друг на друга

Practice speaking for your learning portfolio.

Topic 4. Print and Media Advertising. Печатная реклама и реклама в СМИ.

Exercise 77. Use the above text and new vocabulary to present a topic about print and media advertising. (Use no less than 250 words).

Text 11. Outdoor advertising. Наружная реклама

Outdoor advertising collectively refers to all media options that are displayed outdoors like billboards, posters, bus-shelter ads, transit ads, neon sign boards and so on and it is the most popular form of traditional advertising. In the industry, it is commonly referred to as OOH (out-of-home) advertising as it includes methods of advertising that are designed to reach consumers when they are out of their homes.

Outdoor advertising can be placed along highways, near stores or educational institutions, on mobile billboards, almost anywhere the law permits. While billboards are the most popular form of outdoor ads, digital out-of-home advertising is the fastest growing one. Although outdoor advertising is at times susceptible to damage by harsh weather and vandalism, generally it is a highly effective way to:

- Build brand awareness
- Boost visibility
- Drive sales especially for local businesses.

The success of outdoor advertising campaigns depends mainly on factors like location, duration, ad dimensions, and the visuals of the ad like how you make a logo, imagery, font and color though the location is considered by many to be the single most important factor. A good outdoor advertising campaign delivers the right message, at the right time and place, to the right audience. The advertising is highly targeted and relevant in terms of location, demographics, consumer behavior and part of the day.

There are many different types of outdoor advertising and they can be broadly classified into four main categories. They are

- **Hoardings, also known as billboards**, are generally located in high traffic areas such as along highways or near shopping malls to attract the attention of the highest number of drivers and pedestrians. This type of outdoor advertising is really effective at creating and boosting brand awareness as the ad is always visible 24×7. They include bulletins, posters, vinyl billboards, painted billboards, digital billboards and mobile billboards.
- **Transit advertising** collectively refers to all kinds of advertising placed inside or on means of public transportation or close to public transportation stations like auto branding, cab branding, metro advertising, bus shelter, bus branding, airports, petrol pumps, train branding and train stations. This type of outdoor advertising is one of the least expensive ways to advertise and is a favorite among local advertisers as it allows them to reach a very select segment of the population. The transit ads displayed inside the vehicle also carry the unique advantage of a long exposure to the ad as people are exposed to the ad for the entire length of the ride.
- **Street furniture advertising** includes options like news racks, mall kiosks, ATM kiosks, park benches and telephone booths. This type of outdoor advertising is known as street-level urban media, street furniture is placed at eye level for foot traffic and can be really attention grabbing for pedestrians as well as commuters. People can really absorb and engage with the message of the ad as they wait for their bus or train. They are also fairly inexpensive and allow the advertisers a good scope to get creative with their ads.
- **Non-transit advertising** - Besides above-mentioned outdoor advertising examples, there are also a lot of ever-growing alternate/non-traditional outdoor media options such as walking billboards, pole kiosks, hot-air balloons, sailboats and malls advertising (kiosks, standees, cutouts, elevator wraps, cricket stadium, food court advertising. LED screens).

Vocabulary:

bus-shelter – автобусная остановка

transit ads – реклама на транспорте

permit – разрешение, разрешать

susceptible - предрасположенный, восприимчивый

harsh – суровый, жесткий

brand awareness – узнаваемость бренда

dimensions - размеры

font - шрифт

pedestrian - пешеход

branding – фирменное оформление, символика торговой марки

hoardings – временные заборы, часто служащие щитом для рекламы

bulletin – настенное объявление, бюллетень, сводка

absorb

exposure – *здесь* воздействие

allow a goods scope to do – давать широкое поле для того, чтобы делать что-то

standee – картонный макет cutout – вырезанная фигура

Practice speaking for your learning portfolio.**Topic 5. Outdoor Advertising. Наружная реклама.**

Exercise 78. Use the above text and new vocabulary to present a topic about outdoor advertising. (Use no less than 250 words).

Text 12. Product placement. Продакт плейсмент.

Product placement is a form of advertising where items and services are showcased within a TV show or movie, rather than in a separate commercial. This is different from traditional ads that are displayed during commercial breaks or as banner ads on websites. When people watch a paid promotion that has been strategically placed, they may not be aware that it's an advertisement. The purpose of placing the product in the visual content is to catch the viewer's attention and impact their future purchases, whether they realize it or not.

The advertising industry utilizes various methods for product placement such as:

- **TV and movie placement** – Visual product placement is a marketing technique used in movies and television shows. It involves featuring prominent characters using a particular product or service, even if the product or service is not explicitly named.
- **Video game placement** – In modern video games, marketers have the option to pay for virtual product placement. Thanks to advancements in digital editing technology, these products can be seamlessly integrated into the game's narrative, much like in a movie.
- **Social media placement** – Social media personalities can receive payment from brands to feature their products in their posts. Examples include a

lifestyle influencer creating a video at a specific hotel or showcasing a makeup routine featuring a particular product.

- **Verbal placement** – Influencer marketing can also be done subtly by compensating a famous personality to mention a product or service during an interview or public appearance. For instance, a celebrity endorser may mention a brand name during an interview, or even speak about a particular product in the context of their own life.
- **Retail floor placement** – One of the oldest forms of product placement is when companies pay for prominent displays in retail stores. This method predates film, video games, and social media.

Producers sometimes use “product displacement,” a process of removing logos using digital editing, or “greeking,” which involves covering or altering recognizable labels, when advertisers don’t want their brands shown in productions.

Benefits of Product Placement for Businesses

- **Optimized brand visibility and awareness** – Product placement is a type of advertising that increases your brand awareness among potential customers. When people come across your product through various mediums such as movies, video games, or social media, you have more opportunities to create a lasting impression on them.
- **Strengthens positive brand awareness** – Smart placement can display your product effectively while maintaining a smooth viewing experience for the audience. On the other hand, traditional commercials may bother customers and result in unfavorable impressions of the brand. Product placement, even when obvious, can still feel more natural than a traditional commercial since it is integrated into other content rather than being a standalone ad.
- **Cost-effective compared to traditional advertising** – If your campaign is large enough, using paid product placements may be more beneficial in the long run compared to traditional advertising methods. To discover good deals, you can work with new social media influencers or small film production companies. By doing so, you’ll face less competition and may be able to get better prices through negotiation.

Product Placement Best Practices

- **Provide clear and honest information to the audience** – If you collaborate with an influencer to promote your products, make sure to clearly state that it is a paid partnership to be transparent with your audience. When you use social media, be sure to include your brand’s handles as links. It’s perfectly fine to acknowledge that your post is an advertisement.
- **Try to focus on a storyline or plot to make your content more relevant** – Ensure that your product is integrated seamlessly into the narrative if it is featured in a movie, TV show, or video game. Consider how FedEx is

seamlessly incorporated into the plot of Cast Away («Изгой»), starring Tom Hanks as a FedEx employee. The actions of Hanks' character, which are reliable, have a positive impact on the company. This type of product placement helps to enhance the film's storyline.

- **Please provide an integration that improves the way your users view content** – Marketers need to aim to make viewers feel positive about your product being mentioned. This message implies that your product should improve their viewing experience rather than make it worse. An example is the online video game Fortnite, which enables players to incorporate branded products such as Nike Air Jordans onto their in-game avatars. This allows Nike to receive brand exposure while providing players with the opportunity to interact with their products.

Best Product Placement Examples

There are many blatant product placement examples that you may have noticed at different movies, shows, events, etc. Let's have a look at some of the product placement campaign examples –

1) James Bond- Aston Martin

The partnership between James Bond and Aston Martin is one of the oldest in film history. While various brands are featured in Bond movies, such as Omega and Heineken, Aston Martin is the most closely associated with the franchise.

2) Iron Man – Audi

Iron Man's portrayal by Robert Downey Jr. was the catalyst for Audi's partnership with the Marvel Cinematic Universe production company, which has now become a staple in their movies.

3) Forrest Gump- Nike

Nike trainers were promoted by Tom Hanks' character Forrest Gump in a famous scene from the movie. Forrest receives a pair of Nike Cortez running shoes and the camera shows him close-up while he's lacing them up.

"Home Alone"

The famous comedy also features quite a bit of advertising. In the first film, the characters only drink Pepsi. However, in the second part, "Home Alone 2: Lost in New York," they switch to Coca-Cola. The plot includes advertising for the airline American Airlines. Santa Claus gives Kevin Tic Tacs instead of candy, which he has run out of. In a store, the young protagonist buys Tropicana juice and Tide detergent along with other items. The burglars track Kevin in a Dodge vehicle. In the second film, some scenes were shot in the legendary Plaza Hotel in New York. In one scene, even the hotel's owner, Donald Trump, appears, with Kevin asking him for directions.

"The Devil Wears Prada"

This film lived up to its name and became a showcase for luxury brands. In the opening scenes, the fashion magazine editor-in-chief, Miranda Priestly, enters with a Prada handbag. The mention of this brand also appears on a poster in the office. Miranda arrives at work in a Mercedes. She gets coffee from Starbucks. In the magazine office, employees use Apple equipment. Of course, in a film about the

fashion world, one of the most famous luxury brands appears. Anne Hathaway's character undergoes a transformation and wears Chanel jewelry, while Miranda receives a gift from the fashion house, seen behind her in a bag.

"Twilight"

In the first part of the saga, vampires drive Volvo and Mercedes cars.

Vocabulary:

display – изображать, показывать; стенд с товаром

feature – показывать (в главной роли) выводить в качестве звезды в фильме и т.п.

explicitly – недвусмысленно, явным образом, прямо, открыто

prominent – выдающийся, значительный, заметный

advancements – успехи, прогресс, продвижение

seamlessly – органично, незаметно

narrative – повествование

endorser – рекомендатель, сторонник

compensate – вознаграждать, оплачивать услуги

predate – предшествовать, предварять

greeking – замазывание логотипа

bother – беспокоить, надоедать

result in – привести в результате

standalone – отдельно стоящий, изолированный

obvious – очевидный

brand's handles – дескрипторы бренда (хэштеги)

relevant – убедительный, заслуживающий внимание, относящийся к делу, соответственный

storyline – сюжетная линия

brand exposure – представленность, заметность бренда

blatant ['bleɪt(ə)nt] – явный, очевидный, наглый, беспардонный, кричащий

staple – основной, постоянно присутствующий (товар)

protagonist – главный герой

burglar – вор, разбойник, вламывающийся в дом

Practice speaking for your learning portfolio.

Topic 6. Product placement. Продакт плейсмент.

Exercise 79. Use the above text and new vocabulary to present a topic about product Placement. (Use no less than 250 words).

Text 13. Social advertising.

Public Service Advertising, commonly known as public service announcements (PSAs), serves as a marketing tool to educate the public on matters deemed to be in the public interest. Public service advertising addresses a wide array of social concerns, ranging from health and safety to environmental issues and civic

responsibilities. The advertising industry has a tradition of contributing free advertising space for charitable causes, a practice dating back to the early 1900s.

Difference between Commercial Advertisements and PSAs

	Commercial Advertisements	Public Service Advertisements (PSAs)
Basis		
Objective	Aim to promote a product, service, or brand and drive sales or revenue.	Aim to raise awareness, change public opinion, and promote social causes or actions.
Target Audience	Target a specific demographic or group likely to purchase the advertised product or service.	Target a broader audience, often broadcast on public service media or published in newspapers and magazines.
Content	Focus on the features and benefits of the product or service, using persuasive language and visuals.	Focus on informative and persuasive content related to the social issue being addressed, utilizing attention-getting techniques.
Cost	Firms pay for ads to reach their target audience.	Typically, produced pro bono by advertising agencies and media outlets or at a reduced cost for non-profit organizations.

Public service advertising is designed to inform the public on issues that are frequently considered to be in the general best interests of the community at large. Typically, it reflects a political viewpoint, philosophical theory, religious concept or humanitarian notion.

The public service advertising campaigns are often sponsored by trade associations, civic organizations, non-profit institutions or religious groups. In contrast to commercial advertisements, public service advertisements have the main objective as a form of invitation or appeal for the public to do something.

Public service advertising is often disseminated through numerous channels, including various forms of traditional media, as well as electronic media. The welfare of the public is the central theme of virtually all public service advertising. Public welfare issues include personal safety, access to community resources, and encouraging a vigorous level of community participation.

A sizable portion of public service announcements are aimed at improving public health. This type of advertising warns the public of dangers to a person's health, such as smoking cigarettes. They also include advertisements that encourage people to receive preventative screenings for diseases, and many offer toll free phone numbers or website addresses. Other public health announcements warn about sexually

transmitted diseases, and still others consist of major advertising campaigns aimed to prevent violent deaths. These include suicide prevention ads that list warning signs of suicidal behavior, and firearm safety campaigns.

Another type of public service advertising seeks to increase disaster preparedness within communities. This is often used in advance of an approaching hurricane, for example, or in areas where tsunamis or earthquakes can be expected to occur at some point in the future. In times of violent events, such as terrorist attacks, this type of advertising may be an important part of dispensing vital advice to citizens on how to access essential resources.

Public service advertising that seeks to improve community participation may be considered an important factor in maintaining a vigorous democratic system of government. These ads may also encourage citizens to pull together in difficult times, such as in those cases when a government's ability to help citizenry is compromised. Reminders to vote through public announcements, encouraging citizen activism in crime prevention, and keeping citizens informed are some other purposes of this type of public service advertising. In many countries, many laws exist that stipulate broadcasters devote a certain amount of their resources to keeping the public informed through public service announcements.

Vocabulary:

Public Service Advertising – социальная реклама

wide array of – широкий круг, разнообразные

charitable causes – благотворительность

awareness – осознанность, осведомленность

pro bono – бесплатно, на безвозмездной основе

humanitarian notion – гуманитарное понятие \ принцип

disseminate – распространять, рассылать

preventative – профилактический

sexually transmitted diseases – болезни, передающиеся половым путем

dispense – распространять, раздавать

citizenry – гражданское население

be compromised – оказаться под вопросом \ угрозой, пострадать

stipulate – предусматривать, предписывать, ставить условие

Practice speaking for your learning portfolio.

Topic 7. Social Advertising. Социальная реклама.

Exercise 80. Use the above text and new vocabulary to present a topic about social advertising. (Use no less than 250 words).

Grammar practice. Subordinate (Dependent) clause.

Subordinate (Dependent) clause — это зависимая часть в составе сложноподчинённого предложения, которая поясняет главное предложение и зависит от него. I'm afraid that you leave me no choice — Я боюсь, что ты не оставляешь мне выбора. Именное придаточное предложение (Noun Clause). Noun Clause — это придаточное предложение, которое выполняет функцию существительного: What he did was wrong — То, как он поступил, было неправильно (It was wrong).

Subordinate clause в английском языке помогает более понятней и грамотней передавать основную мысль в речи. Придаточные предложения, как и в русском языке, делятся на несколько типов. Чаще всего их используют, чтобы образовать косвенную речь. Основными же союзами в придаточных предложениях являются "that" (что, чтобы), "because" (потому что), "as" (как, так как), "if, whether" (если, ли) "after" (после того (как)), "before" (перед тем как). Важно! После союзов придаточных предложений, должен идти глагол в прошедшем времени или to be

Вот несколько примеров **Subordinate clause**:

I know that I bought the car in Germany. Я знаю, что я купил эту машину в Германии.

You like him, because he is a good guy

Тебе нравится он, потому что он - хороший парень.

I don't know whether he smokes. Я не знаю курит ли он

Важно. Союзы If и whether это одно и то же, но только whether можно сразу поставить перед инфинитивом, а if - нельзя (напомню, что инфинитивом может быть, например "to buy"). Например:

I don't know whether to buy it or not. Я не знаю стоит ли покупать это или нет

I don't know if I want to buy it or not. Я не знаю, хочется ли мне покупать это или нет.

- Также образуют более сложные придаточные предложения, используя вопросительные слова: "whoever" (кто бы ни), "wherever" (где бы ни), "whatever" (что бы ни), "however" (как бы ни), и так далее.

Wherever you go, I'll follow you. Куда бы ты ни пошёл, я последую за тобой.

Whatever you do, I'll help you. Что бы ты ни делал, я помогу тебе.

Так как придаточные предложения в английском языке поясняют главное, они выполняют роль различных членов предложения, отсюда и появились их типы и названия. Итак, придаточные предложения бывают:

1. Придаточными подлежащего (the subject clause), вводимыми союзами that (что), if / whether (ли), who (кто), what (что), which (который), when (когда), where (где), how (как), why (почему).

Eg: Whether we met there or not does not mean anything now. – Встречались мы или нет, сейчас не имеет никакого значения.

2. Придаточными сказуемого (предикативное – the predicative clause), которое водится теми же союзами, что и предыдущее придаточное предложение в английском языке.

Eg: The question is whether he knows about her betrayal or not. – Вопрос в том, знает ли он о ее предательстве или нет.

3. Придаточными дополнительными (the object clause), которые присоединяются к главному предложению с помощью союзов: that, if / whether, what, who, which, where, how, why.

Eg: He told us that he had seen us buying a bouquet of flowers. – Он сказал, что видел, как мы покупали букет цветов.

4. Придаточными определительными (the attributive clause), и для работы с ними понадобятся такие союзы: who (который), whose (чей), which / that (который), where (где), why (почему).

Eg: The woman who helped us was a doctor from our local hospital. – Женщина, которая помогла нам, была доктором из нашей районной больницы.

5. Придаточными обстоятельственными (the adverbial clause) , которые имеют свою собственную классификацию.

Прежде всего, это придаточные предложения места (the adverbial clause of place), которые, исходя из названия, требуют лишь союзов where (где, куда) и wherever (где бы ни, куда бы ни).

Eg: The dog sleeps wherever he wants. – Собака спит там, где захочет.

Затем следуют такие придаточные предложения в английском языке, как **придаточные обстоятельственные времени** (the adverbial clause of time). Соответственно для них нужны союзы, определяющие временные параметры: when (когда), after (после того как), before (до того как), till (до тех пор, пока), while (в то время как), since (с тех пор как), as soon as (как только).

Eg: She was still crying when he entered the room. – Она все еще плакала, когда он вошел в комнату.

Далее выделяем такую группу, как **придаточные обстоятельственные причины** (the adverbial clause of reason) и объясняем их союзами because (потому что), as / since (так как).

I called you because I needed money. – Я позвонил тебе, потому что мне нужны были деньги.

Плавню переходим к **придаточным обстоятельственным цели** (the adverbial clause of purpose). Запоминаем вводные союзы that (чтобы), so that / in order that (для того чтобы), lest (чтобы не...).

Eg: She must speak louder so that everybody could hear her. – Она должна говорить громче, чтобы все ее слышали.

Конечно, не забываем про такие придаточные предложения в английском языке, как **придаточные обстоятельственные условия** (the adverbial clause of condition), опирающиеся на союзы if (если), provided that / on condition that (при условии что).

Eg: If you find the book I asked, I will fulfill my promise. – Если ты найдешь книгу, которую я просила, я выполню свое обещание.

Еще остались подгруппы **придаточных обстоятельственных образа действия** (the adverbial clause of manner), сравнения (the adverbial clause of comparison) и уступки (the adverbial clause of concession). Первая и вторая подгруппы придаточных предложений в английском языке нуждаются в союзах as (как), as if / as though (как будто бы). А вот для третьей подойдут though (хотя), no matter how (как бы ни было), no matter what (чтобы то ни было, в любом случае).

Eg: She is looking at her mother as if she doesn't recognize her. – Она смотрит на мать так, как будто бы не узнает ее.

Exercise 81. Put a suitable relative pronoun.

who, which, that, when, why, where или whose.

1. His sister, ... name is Lara, works at the library.
2. Her last film, ... I couldn't understand at all, was a great success.
3. Give him something ... will take away the pain.
4. I work in the town ... my son lives.
5. We'll show you the poem ... changed my life.
6. Doctors, ... claim money, are shameless.
7. Is there a shop near here ... sells milk?
8. That's the main reason ... I came to you.
9. I'll never forget my childhood ... I was so happy.
10. People ... live in flats shouldn't have animals.
11. The car ... he bought last month is fantastic.

12. This is the most beautiful waterfall ... we have ever seen!

Exercise 82. Connect the sentences using subordinate clauses.

Eg: My dad works in a factory. It makes parts for computers. (Мой отец работает на фабрике. Она производит детали для компьютеров.) – The factory ... makes parts for computers. – The factory where my dad works makes parts for computers. (Фабрика, на которой работает мой отец, производит детали для компьютеров.)

1. There is a bakery near my house. It sells wonderful pies. – The bakery ... sells wonderful pies.
2. They lived in a cottage. It was struck by lightning. – The cottage ... was struck by lightning.
3. Jane made a seafood salad. Nobody likes it. – Nobody likes the salad
4. Jack is an architect. He designed the Opera House. – Jack is the architect
5. The woman didn't apologize. Her cat bit me. – The woman ... didn't apologize.
6. Madonna is a famous American singer. Her parents were born in Italy. – Madonna ... is a famous American singer.
7. The apartment is the biggest in the house. The lawyer lives there. – The apartment ... is the biggest in the house.
8. We play tennis in a sports centre. It is very expensive. – The sports centre ... is very expensive.

Тема 4.1. Связи с общественностью (PR) в системе массовых коммуникаций.

Text 14. The role of the media in the life of society.

It goes without saying that mass media have become part and parcel of any contemporary society. The press, the radio and the television play a very important part in the life of the society. They inform, educate and entertain people. They also influence the way people look at the world and make them change their views. As sociologists say, news is not what happens, it is what you see or read about in mass media. In other words, mass media play a very important role in molding public opinion.

Millions of people watch TV and read newspapers in their spare time. The daily paper dominates family life at breakfast. Most of people can't do without a newspaper in the underground or during the lunch break. Say, my family subscribes to *Izvestiya* and *Komsomolka*, because they are informative, interesting and objective. (Pretty often I buy ... at the newsstands, as I'm interested in ...).

TV also dominates the life of the family most of the time. It's needless to say that a TV set is not just a piece of furniture. It is someone who is "one of the family".

It is also a habit-forming drug which is impossible to resist. The radio is turned on most of the time, creating a permanent background noise. In fact, it does not interfere with your activities. I can easily listen to the radio while doing Maths, peeling potatoes or doing the washing up.

Generally, I'm not very keen on politics, but I do watch the news programme and various comments and discussions called forums. At a forum several authorities exchange views on social, economic and political problems, as well as on books of common interest. A number of sides are represented so that the listeners or the viewers could hear various opinions. In fact, such broadcasts are very popular with the Russian audience as people are able to see their leaders, deputies and presidents.

Various radio and TV shows, such as a panel game or a quiz programme also attract a large audience. During a radio panel-game people send questions to the studio to be answered by the members of the panel, who compete for the best results. I personally adore watching "Brain Ring," because I do believe that quick-minded intellectuals should be able to earn proper money. Besides, it's both exciting and educative.

It's no secret that some of the TV and radio stations are owned by big corporations, thus the owners can advertise whatever they choose. Very often the firms and joint ventures sponsor shows and programmes, thus giving common people a good chance to make a fortune or to win a valuable prize.

I dare say that mass media stimulate science and progress. To advertise their goods, commercial firms buy TV and radio time. Most of the up-to-date goods, new inventions and technologies become popular and well known with the help of mass media. So mass media promote quality and progress into our everyday life.

Of course, advertising promotes business and benefits businessmen. However, it annoys ordinary people. The play you are watching on TV may be interrupted several times by an appeal to use a new perfume or detergent, or drink a certain beer. And though we are used to everything being advertised, watching such programmes gives one a headache instead of providing relaxation.

I would say that it's a great pity that such immense cultural possibilities of Russian mass media are used mainly for the purpose of selling more things... Some critics declare that advertising allows great commercial firms to pull the rest of the people down to their own intellectual level.

However, it would be fair to say that our mass media do try to raise the cultural level of the people or to develop their artistic taste. I'm generally too short of time to attend an exhibition or to go to the theatre, but I watch a play or a ballet on TV with great pleasure. Thus, mass media can save us a lot of time, money and efforts, keeping people aware of what is happening in the world around us.

Vocabulary:

adore - обожать

annoy - досаждать, надоедать

background - фон, задний план

be keen on - сильно желать чего-либо

be short of time - не хватать (о времени)
habit - привычка
immense - огромный, громадный
joint venture - совместное предприятие
mold - формировать
part and parcel - неотъемлемая часть
resist - сопротивляться

I. Answer the questions:

1. Why do mass media become part of any contemporary society?
2. What part do mass media play in the life of society?
3. Why does TV dominate the lives of the most families?
4. What is a forum?
5. What kinds of programmes attract vast audiences?
6. How do mass media stimulate science and progress?
7. Why are people annoyed by TV commercials?
8. How can mass media raise the cultural level of the people?

Practice speaking for your learning portfolio.

Topic 8. The role of the media in the life of society. Роль СМИ в жизни общества.

Exercise 83. Use new vocabulary to present the topic about the role of the media in the life of society. (Use no less than 250 words).

Text 15. Dependence of PR departments on the media

The purpose of public relations (PR) is to inform, shape opinions and attitudes, and motivate. This can only be accomplished if people receive messages constantly and consistently.

The media, in all their variety, are cost-effective channels of communication in an information society. They are the multipliers that enable millions of people to receive a message at the same time. Through the miracle of satellite communications, the world is a global village of shared information. On a more specialized level, the media are no longer just mass communication. Thousands of publications and hundreds of radio, television, and cable outlets enable the public relations communicator to reach very specific target audiences with tailored messages designed just for them. Demographic segmentation and psychographics are now a way of life in advertising, marketing, and public relations.

The media's power and influence in a democratic society reside in their independence from government control. Reporters and editors make independent judgements about what is newsworthy and what will be disseminated. They serve as screens and filters of information, and even though not everyone is happy with what they decide, the fact remains that media gatekeepers are generally perceived as more objective than public relations people who represent a particular client or organization.

This is important to you because the media, by inference, serve as third-party endorsers of your information. Media gatekeepers give your information credibility and importance by deciding that it is newsworthy. The information is no longer from your organization. Consequently, your dependence on the media requires that you be accurate and honest at all times in all your public relations materials.

Vocabulary:

be designed for smb – быть предназначенным для кого-либо

channels of communication – каналы связи

cost-effective - рентабельный

disseminate - распространять

endore information – поддерживать, распространять информацию

gate-keeper - редактор

inference – заключение, вывод

make a judgment – сделать заключение

reside in smth – принадлежать чему-либо, заключаться в чем-либо

satellite communications – спутниковая связь

shape opinions and attitudes – формировать точку зрения, мнение

tailored message – сообщение, составленное с учетом ситуации, рассчитанное на определенную аудиторию

target audience – целевая аудитория

I. Write down questions for these answers:

The purpose of public relations is to inform, shape opinions and attitudes, and motivate.

The media's power and influence in a democratic society reside in their independence from government control.

Media gate-keepers give your information credibility and importance by deciding that it is newsworthy.

Practice speaking for your learning portfolio.

Topic 9. Dependence of PR departments on the media. Зависимость

PR-отделов от СМИ.

Exercise 84. Use new vocabulary to present the topic about dependence of PR departments on the media. (Use no less than 250 words).

Text 16. Tabloid journalism.

Newspapers and broadcast shows are not all alike, and the level of commitment to journalistic standards ranges from wholehearted to nonexistent. Some periodicals

are highly praised for their objective and fair reporting, whereas others are famous for headline stories based on hearsay.

The same situation exists in television. Some shows are known as "tabloid television" and "trash TV" because they concentrate on the sensationalism and have used the facade of traditional journalism on what is pure entertainment. This has been called "journaltainment".

The proliferation of tabloid television means that you have to be very careful.

In the race for ratings, some shows have started to offer more sensationalism and the manipulation of events for greater effect.

Such lapses of journalistic standards are a major concern for the media because the antics of some reporters affect the credibility of all journalists.

Your challenge is to make sure you don't paint all media with the same brush. You should continue to give service to responsible journalists and provide information. However, if a reporter has a reputation for sensationalism, you are probably better off if you simply refuse to be interviewed or provide information.

If you do decide to work with a tabloid television reporter, there are some points that can help you keep control of the situation:

- Never do an adversarial interview alone. One option is to have a lawyer sit in on the interview.
- Research the interviewer's record before facing the camera. Know his or her method of questioning.
- Don't accept any document on camera. Surprise documents can be used to trip up subjects and make them look foolish.
- Get a commitment that you will be able to respond to accusations made by others as part of the story.
- If cornered, counterattack. Take the offensive and accuse the reporter of unprofessional conduct, incompetence, or a lack of understanding of the subject.

Vocabulary:

accuse smb of smth - обвинять кого-либо в чем-либо

adversarial - враждебный, недоброжелательный

antics - проделки, кривляние, шутовство

commitment to smth - преданность, верность, обязательство

corner smb - «загнать в угол», «припереть к стене»

hearsay - слухи

lack of smth - отсутствие чего-либо

lapse - падение

make accusations - выдвигать обвинение

proliferation - распространение

race for ratings - погоня за рейтингом

sensationalism - сенсационность

tabloid - низкопробный, бульварный

tabloid press - бульварная пресса

take the offensive - перейти в наступление

trash - чтиво, макулатура, дешевка

trip up - запутать

I. Match the words to make word combinations, translate them and use in sentences of your own:

adversarial	stories
unprofessional	standards
headline	interview
major	conduct
jounalistic	information
provide	concern

Practice speaking for your learning portfolio.

Topic 10. Tabloid journalism. Таблоидный журнализм.

Exercise 85. Use new vocabulary to present the topic about tabloid journalism. (Use no less than 250 words).

Text 17. Effective relations between PR departments and the media.

There will always be areas of friction and disagreement between public relations people and journalists, but that doesn't mean that there can't be a solid working relationship based on mutual respect for each other's work, including journalists.

A good working relationship with the media is vital for a public relations writer. Indeed, one definition of public relations is the building of relationship between the organization and its various publics.

Dealing with the Media

Many guidelines for dealing effectively with the media have been compiled. Most of them are well tested and proven, but you must always remember that there are no ironclad rules. Media people are also individuals to whom a particular approach may or may not be applicable. Here's a list of general guidelines.

1. ***Know your media*** Be familiar with the publications and broadcast outlets that are regularly used. Know their deadlines, news format, audiences, and needs. Do your homework on other publications and broadcast shows before sending a pitch letter or news material.

2. ***Limit your mailings*** Multiple news releases are inefficient and costly, and they alienate media gatekeepers. Send releases only to publications and broadcast outlets that would have an interest in the information.

3. **Localize** Countless surveys show that the most effective materials have a local angle. Take the time to develop that angle before sending materials to specific publications.

4. **Send newsworthy information** Don't bother sending materials that are not newsworthy. Avoid excessive hype and promotion.

5. **Practice good writing** News materials should be well written and concise. Avoid technical jargon in materials sent to nontechnical publications.

6. **Avoid gimmicks** Don't send T-shirts, teddy bears, balloon bouquets, or other frivolous items to get the attention of media gatekeepers.

7. **Be environmentally correct** Avoid giant press kits and reams of background materials. Save trees.

8. **Be available** You are the spokesperson for an organization. It is your responsibility to be accessible at all times, even in the middle of the night. Key reporters should have your office and home telephone numbers.

9. **Get back to reporters** Make it a priority to respect your promises and call reporters back in a timely manner. They have deadlines to meet.

10. **Answer your own phone** Use voice mail systems as a tool of service, not as screening device. Reporters (like other people) hate getting bogged down in the electronic swamp of endless button pushing.

11. **Be truthful** Give accurate and complete information even if it is not flattering to your organization. Your facts and figures must be clear and dependable.

12. **Answer questions** There are only three acceptable answers: "Here it is", "I don't know but I'll get back to you within an hour" and "I know but I can't tell you now because...". "No comment" is not one of the three alternatives.

13. **Protect exclusives** If a reporter has found a story, don't give it to anyone else.

14. **Be fair** Competing media deserve equal opportunity to receive information in a timely manner.

15. **Help photographers** Facilitate their work by getting people together in a central location, providing necessary props, and supplying subjects' full names and titles.

16. **Explain** Give reporters background briefings and materials so that they understand your organization. Tell them how decisions were reached and why.

17. **Remember deadlines** The reporter must have enough time to write a story. One good rule is to provide information days or weeks in advance. In addition, don't call a media outlet to make a pitch at deadlines time.

18. **Praise good work** If a reporter has written or produced a good story, send a complimentary note. A copy to the editor is also appreciated.

19. **Correct errors politely** Ignore minor errors such as misspellings, inaccurate ages, and wrong titles. If there is a major factual error that skews the accuracy of the entire story, talk to the reporter who wrote the story. If that doesn't work, talk to the editor or news director.

Vocabulary:

alienate - отдалять
angle – точка зрения, подход
applicable - применимый
avoid - избегать
compile - составить
concise – краткий, сжатый
deadline – крайний срок
definition - определение
device - приспособление
facilitate - облегчать
flatter - льстить
guidelines - правила
ironclad rules – «железные» правила
meet the deadline – выполнить в срок
pitch letter – рекламное- информационное письмо
priority - приоритет
props - реквизит
ream - груда
skew - искать
take the time – не торопиться
vital – жизненно важный
voice mail system – автоответчик

Exercise 86. Translate the following words and word-combinations into Russian. Make up sentences of your own:

1. to meet a deadline
2. to miss a deadline
3. to set a deadline
4. to work under a tight deadline
5. at deadline time
6. in advance
7. to establish priorities
8. a top/high/first priority
9. to have/take/get priority
10. to get one's priorities straight/right

Exercise 87. Answer the following questions:

1. What should be done to know your media?
2. How can you limit your mailings?
3. Why is it important to localize your materials?
4. What sort of information should be sent?
5. How should news materials be written?
6. Why should gimmicks be avoided?
7. What does “to be environmentally correct” mean?

8. Why should you be always accessible for the media?
9. Why can't "No comment" be one of the possible answers to reporters' questions?
10. In what way should you be fair to competing media?
11. How can you help photographers?
12. In what way should you react to errors?

Темы для ПА -1

Вариант 1. Соединенное королевство Великобритании и Северной Ирландии. Географическое положение. Государственное устройство. Лондон. Достопримечательности. The United Kingdom of Great Britain and Northern Ireland. Geography. The State structure. London. The sights of the UK.

Вариант 2. Система образования в России. The Educational System in Russia.

Вариант 3. Система образования в Великобритании и США. The Educational System in the UK and in the USA.

Вариант 4. Крупнейшие университеты Великобритании, США и России. The Largest Universities of the UK, the USA and Russia.

Вариант 5. Роль английского языка в современном мире. The role of the English language in the modern world.

Вариант 6. The English language in my career.

Вариант 7. Трудности при изучении английского языка. Difficulties while learning foreign language.

Вариант 8. Компьютер и интернет в нашей жизни. Computer and Internet in our life.

Вариант 9. Социальные сети в современном мире. Social networking in today's world.

Вариант 10. Роль информационных технологий в изучении иностранного языка. IT technology in learning English.

Критерии оценки:

максимальное количество набранных баллов – 5:

оценка «отлично» — 5 баллов (полное раскрытие темы 100-90 %, отсутствие серьезных грамматических, фонетических и лексических ошибок);

оценка «хорошо» — 4 балла (неполное раскрытие темы 89-70 %, наличие незначительных грамматических, фонетических, лексических ошибок);

оценка «удовлетворительно» — 3 (частичное раскрытие темы 69- 50 %, наличие значительных грамматических, фонетических, лексических ошибок);

оценка «неудовлетворительно» — 2 балла (частичное раскрытие темы 49-0 %, наличие грубых грамматических, фонетических, лексических ошибок).

При выставлении оценки за Промежуточную аттестацию (ПА-1) учитываются: результаты работы студента на практических занятиях за истекший период и посещаемость (средняя арифметическая оценка), оценка за Текущий

(рубежный) контроль, оценка за устный ответ по листам портфолио по пройденным до ПА-1 темам: Результаты ПА-1 заносятся в учебный журнал и ведомость ПА-1.

Темы для ПА -2

Вариант 1. Личностные и профессиональные качества рекламиста. Personal and professional qualities of the specialist in the field of advertising.

Вариант 2. Профессии в рекламе. Professions in advertising.

Вариант 3. Функции, классификация рекламы. Functions and Classification of Advertising.

Вариант 4. Печатная реклама и реклама в СМИ. Print and Media Advertising.

Вариант 5. Наружная реклама. Outdoor Advertising.

Вариант 6. Продакт плейсмент. Product placement.

Вариант 7. Социальная реклама. Social Advertising.

Вариант 8. Роль СМИ в жизни общества. The role of the media in the life of society.

Вариант 9. Зависимость PR-отделов от СМИ. Dependence of PR departments on the media

Вариант 10. Таблоидный журнализм. Tabloid journalism.

Критерии оценки:

максимальное количество набранных баллов – 5:

оценка «отлично» — 5 баллов (полное раскрытие темы 100-90 %, отсутствие серьезных грамматических, фонетических и лексических ошибок);

оценка «хорошо» — 4 балла (неполное раскрытие темы 89-70 %, наличие незначительных грамматических, фонетических, лексических ошибок);

оценка «удовлетворительно» — 3 (частичное раскрытие темы 69- 50 %, наличие значительных грамматических, фонетических, лексических ошибок);

оценка «неудовлетворительно» — 2 балла (частичное раскрытие темы 49-0 %, наличие грубых грамматических, фонетических, лексических ошибок).

При выставлении оценки за Промежуточную аттестацию (ПА-2) учитываются: результаты работы студента на практических занятиях за истекший период и посещаемость (средняя арифметическая оценка), оценка за Текущий (рубежный) контроль, оценка за устный ответ по листам портфолио по пройденным до ПА-2 темам