



Автономная некоммерческая профессиональная образовательная организация
«МЕЖДУНАРОДНЫЙ ВОСТОЧНО-ЕВРОПЕЙСКИЙ КОЛЛЕДЖ»
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МЕТОДИЧЕСКИЕ РЕКОМЕНДАЦИИ

**по организации и методическому сопровождению
самостоятельной работы студентов**

при изучении учебной дисциплины
ОГСЭ.03 Иностранный язык

для специальности

42.02.01 Реклама

1. ОБЩИЕ ПОЛОЖЕНИЯ ПО ПЛАНИРОВАНИЮ И ОРГАНИЗАЦИИ САМОСТОЯТЕЛЬНОЙ РАБОТЫ СТУДЕНТОВ

1.1. Методические рекомендации по организации и методическому сопровождению самостоятельной работы обучающихся СПО разработаны согласно Федеральному закону Российской Федерации от 29 декабря 2012 г. N 273-ФЗ "Об образовании в Российской Федерации"; Федеральному государственному образовательному стандарту среднего профессионального образования (по специальности); Приказу Минпросвещения России от 24.08.2022 N 762 "Об утверждении Порядка организации и осуществления образовательной деятельности по образовательным программам среднего профессионального образования", Положения об организации самостоятельной работы студентов, Методических рекомендаций по организации и методическому сопровождению самостоятельной работы студентов СПО.

1.2. Обоснование расчета времени, затрачиваемого на выполнение внеаудиторной самостоятельной работы обучающимися:

Преподаватель эмпирически определяет затраты времени на самостоятельное выполнение конкретного содержания учебного задания: на основании наблюдений за выполнением обучающимися аудиторной работы, опроса обучающихся о затратах времени на то или иное задание, хронометража собственных затрат на решение той или иной задачи из расчета уровня знаний и умений студентов. По совокупности затрачиваемых усилий и в зависимости от трудоемкости выполняемых заданий, определяется количество часов на выполнение каждого задания по самостоятельной работе. По совокупности заданий определяется объем времени на внеаудиторную самостоятельную работу по каждой теме и в целом по учебной дисциплине.

2. ВИДЫ И ФОРМЫ САМОСТОЯТЕЛЬНОЙ РАБОТЫ СТУДЕНТОВ ПО УЧЕБНОЙ ДИСЦИПЛИНЕ.

2.1. Учебной дисциплиной Иностранный язык предусмотрен следующий объем самостоятельной работы обучающихся:

Вид самостоятельной работы студентов	Объем часов (очно)
Внеаудиторная самостоятельная работа	28

2.2. Формы самостоятельной работы, виды заданий по учебным темам:

Тема самостоятельной работы № 1. Великобритания, объем часов 2.

Работа с основной и дополнительной литературой, Интернет — ресурсами; поиск информации по теме с последующим ее представлением в аудитории в форме доклада, презентаций:

1. Монолог о Лондоне.
2. Ответы на вопросы:

1. What is the capital of Great Britain?
 2. Is London a big city?
 3. What is its population?
 4. What river does London stand on?
 5. What parts is London divided into?
 6. Why is the City called the business centre of London?
 7. What places of interest does Westminster include?
 8. Who is buried in Westminster Abbey?
 9. What is the West End famous for?
 10. Why is the central square in London named Trafalgar Square?
 11. Where is the National Gallery situated?
 12. What do you know about the British Museum?
 13. The East End is an industrial area, isn't it?
 14. What is situated in the East End?
3. Подготовка презентации или доклада по теме «Времена и формы английских глаголов».

Тема самостоятельной работы № 2. Компьютеры, объем часов 4.

Работа с основной и дополнительной литературой, Интернет - ресурсами; практика в использовании терминов по указанным в практических занятиях темам; подбор диалогов по указанным темам.

1. Ответы на вопросы:
 1. Do you know a lot about computers?
 2. How often do you use computers?
 3. Can you access the internet at home?
 4. What type of computer would you like to have in the future?
 5. Do you have a printer at home?
 6. What are two disadvantages of using smartphones and tablets?
 7. What do you think about Cybercafes? Are they still useful?
 8. What are you looking for in a good computer?
 9. Do you like a job in which you have to use computers?
 10. Do you spend too much time online?
 11. Does your mother or father know how to use a computer?
 12. Do computers make life easier?

2. Аннотирование текста «Компьютеры в современном мире»;
3. Диалог на тему «Интернет и социальные сети»

Тема самостоятельной работы № 3. Образование, объем часов 4.

Работа с основной и дополнительной литературой, Интернет — ресурсами:

1. Составление таблицы по системам образования.
2. Кроссворд по теме «Образование».

Тема самостоятельной работы № 4. Моя будущая профессия, объем часов 4.

Работа с основной и дополнительной литературой, Интернет – ресурсами:

1. Ответы на вопросы:
 1. What role does advertising play in public life?
 2. Why is advertising called the lifeblood of the organization?
 3. Can you give examples of early forms of advertising?
 4. What can you say about the development of advertising?
 5. What channels does advertising use every day?
 6. What is the role of the media in advertising?
 7. Why are so many people involved in the big merchandising business?
 8. What does advertising encourage the audience to do?
 9. How often is the program interrupted to display ads?
 10. What genres are used to influence advertising?
 11. How often on Russian TV programs are interrupted for advertising?
 12. Which programs are most popular with advertisers?
 13. How does the public react to advertising on television?

2. Реферирование текста

Job responsibilities of an advertising agent

1) Job responsibilities. Performs as an intermediary work on the presentation and promotion of goods, services, commercial ideas, the implementation of a set of measures aimed at facilitating their implementation or achieving other marketing objectives, observing the current ethical standards of advertising goods, services. Enters into contracts or agreements between the principal and the intermediary, defining the nature and scope of work to be performed at the expense and on behalf of the principal, as well as their payment according to the current tariffs or terms of the contract (agreement). Informs potential buyers and consumers about new products, services, ideas, revealing (not inherent to others) their specific features, about the practical use of the object of advertising, convincing them that it is this product (service, idea) that he needs. When conducting advertising work, refers to the opinions of a prestigious buyer or consumer, takes into account the solvency of various groups of the population. Prepares and submits reports on time. Encourages the consumer to repeatedly make purchases of goods and apply for services. Distinguishes the object of advertising from the mass of messages circulating in the media, characterizes it additionally with distinctive consumer qualities, advantages in the market of goods and services, creating demand and encouraging buyers and consumers to conclude a deal. Takes measures to ensure the participation of potential buyers and consumers in the presentations of goods

and services, as well as fairs, exhibitions, excursions to enterprises manufacturing the advertised products. Carries out work to popularize the manufacturer, its commercial relations, the principles underlying its activities, aimed at forming a benevolent attitude of buyers and consumers and ensuring the prestige of the advertiser. Conducts explanatory work among buyers and consumers of goods about guarantees, rights and ways to protect their interests. Participates in the implementation of long-term plans for the preparation and placement of advertising, taking into account the nature of demand (uniform or seasonal) for goods (services), improving the methods of its implementation, as well as in work to increase efficiency and reduce costs associated with advertising. Establishes communication with the mass media on advertising issues. Studies advanced domestic and foreign experience in the organization of advertising work, the development of new types of advertising that ensure the selection and promotion of the advertised object in the domestic and foreign markets of goods and services. Interacts with other advertising agents.

The advertising agent should know

2) An advertising agent, when performing his official duties, must know: regulatory legal acts, regulations, instructions, other guidance materials and documents related to trading activities; advertising legislation; types of advertising and the basics of organizing advertising activities; prospects for the development of the industry, enterprises, institutions, organizations producing advertised products and services; nomenclature and the range of products and services performed, their main characteristics; requirements of potential buyers (customers) of manufactured products to the services provided; current price tags and price lists; fundamentals of communication with the media, techniques and methods of business communication and negotiation; fundamentals of psychology; internal labor regulations; rules and regulations of labor protection.

Requirements for the qualification of an advertising agent

3) Qualification requirements. Secondary (full) general education and special training according to the established program without presenting work experience requirements.

1. General provisions

1. An advertising agent belongs to the category of technical performers.
2. A person with secondary (full) general education and special training according to the established program is accepted for the position of an advertising agent without presenting work experience requirements.
3. An advertising agent is accepted and dismissed by the director of the organization.
4. The advertising agent should know:
regulatory legal acts, regulations, instructions, other guidance materials and documents related to trading activities;
advertising legislation;
types of advertising and the basics of organizing advertising activities;

prospects for the development of the industry, enterprises, institutions, organizations producing advertised products and providing services;
the nomenclature and range of products and services performed, their main characteristics;
requirements of potential buyers (customers) of manufactured products to the services provided;
current price tags and price lists;
fundamentals of communication with the media, techniques and methods of business communication and negotiation;
fundamentals of psychology;
fundamentals of labor legislation;
internal labor regulations;
rules and regulations of labor protection, safety, industrial sanitation and fire protection.

5. In its activities, the advertising agent is guided by:

legislation of the Russian Federation,

The Charter of the organization,

orders and orders of employees to whom he is subordinate in accordance with this instruction,

this job description,

The rules of the internal labor regulations of the organization.

6. The advertising agent reports directly (to the director of the organization, the head of the department, etc.).

7. During the absence of an advertising agent (business trip, vacation, illness, etc.), his duties are performed by a person appointed by the director of the organization in accordance with the established procedure, who acquires the relevant rights, duties and is responsible for the performance of the duties assigned to him.

2. Job responsibilities of an advertising agent

Advertising agent:

1. Carries out as an intermediary the work on the presentation and promotion of goods, services, commercial ideas, the implementation of a set of measures aimed at facilitating their implementation or achieving other marketing objectives, observing the current ethical standards of advertising goods, services.

2. Enters into contracts or agreements between the principal and the intermediary, determining the nature and scope of work to be performed at the expense and on behalf of the principal, as well as their payment according to the applicable tariffs or the terms of the contract (agreement).

3. Informs potential buyers and consumers about new products, services, ideas,

revealing (not inherent in others) their specific features, about the practical use of the object of advertising, convincing them that it is this product (service, idea) that he needs.

4. When conducting advertising work, refers to the opinions of a prestigious buyer or consumer, takes into account the solvency of various groups of residents
5. Draws up and submits reports in due time.
6. Encourages the consumer to repeatedly make purchases of goods and apply for services.
7. Distinguishes the object of advertising from the mass of messages circulating in the media, characterizes it additionally with distinctive consumer qualities, advantages in the market of goods and services, creating demand and encouraging buyers and consumers to conclude a deal.
8. Takes measures to ensure the participation of potential buyers and consumers in the presentations of goods and services, as well as fairs, exhibitions, excursions to enterprises manufacturing the advertised products.
9. Carries out work to popularize the manufacturer, its commercial relations, the principles underlying its activities, aimed at forming a benevolent attitude of buyers and consumers and ensuring the prestige of the advertiser.
10. Conducts explanatory work among buyers and consumers of goods about guarantees, rights and ways to protect their interests.
11. Participates in the implementation of long-term plans for the preparation and placement of advertising, taking into account the nature of demand (uniform or seasonal) for goods (services), improving the methods of its implementation, as well as in work to increase efficiency and reduce costs associated with advertising.
12. Establishes communication with the mass media on advertising issues.
13. Studies the advanced domestic and foreign experience in the organization of advertising work, the development of new types of advertising that ensure the allocation and promotion of the advertised object in the domestic and foreign markets of goods and services.
14. Interacts with other advertising agents.
15. Complies with the Internal Labor regulations and other local regulations of the organization.
16. Complies with internal rules and regulations of labor protection, safety, industrial sanitation and fire protection.
17. Ensures the observance of cleanliness and order at his workplace.
18. Executes, within the framework of the employment contract, the orders of the employees to whom he is subordinate in accordance with this instruction.

3. Rights of the advertising agent

The advertising agent has the right to:

1. Submit proposals for improving the work related to the duties provided for in

this instruction to the director of the organization for consideration.

2. To request from the structural divisions and employees of the organization the information necessary for him to perform his official duties.

3. Get acquainted with the documents defining his rights and obligations for the position, criteria for assessing the quality of performance of official duties.

4. Get acquainted with the draft decisions of the management of the organization concerning its activities.

5. Require the management of the organization to provide assistance, including the provision of organizational and technical conditions and the execution of established documents necessary for the performance of official duties.

6. Other rights established by the current labor legislation.

4. Responsibility of the advertising agent

The advertising agent is responsible in the following cases:

1. For improper performance or non-performance of their official duties provided for by this job description - within the limits established by the labor legislation of the Russian Federation.

2. For offenses committed in the course of their activities - within the limits established by the current administrative, criminal and civil legislation of the Russian Federation.

3. For causing material damage to the organization – within the limits established by the current labor and civil legislation of the Russian Federation.

3. Упражнение 2: Write sentences in gerund form:

- There is no sense in ... (earn) more money than you can spend.
- Do you mind ... (work) overtime?
- Normally I enjoy ... (go) out but today I'd prefer ... (stay) indoors.
- The film was really worth ... (see).
- Brent is looking forward to ... (take) a short break next month.
- She is fond of ... (have) picnics.

Для более продвинутого уровня:

- I can't remember ... (see) him before.
- Everybody enjoys ... (work) with him.
- The boy hates ... (scold).
- I am sorry for ... (disturb) you.
- The windows need ... (clean).
- It is no good ... (force) him to go with us.
- I hate ... (ask) stupid questions.
- I don't like ... (cheat)

Тема самостоятельной работы № 5. Устройство на работу, объем часов 4.
Работа с основной и дополнительной литературой, Интернет - ресурсами;
составление диалогов по указанным темам:

1. Составление диалога

Прослушайте и прочитайте диалоги про устройство на работу по ссылке:

<https://www.eslfast.com/robot/topics/employment/employment04.htm>

Составьте подобный свой диалог при приеме на работу рекламным агентом в рекламное агентство.

2. Рецензирование текста:

General information about the profession of an advertising specialist

It's amazing how ancient the profession of an advertiser is! Even 3 thousand years ago in Babylon, hawkers carried clay tablets on their chests, where all the goods they sold were listed. In ancient Egypt, such lists were made on papyrus, and in the Middle Ages, invitations to various events were voiced by heralds in the literal sense. By the way, they also called for purchasing various goods or services. In addition, our ancient ancestors in India (and then all other nations) realized the true essence of the trademark and its advantages. Initially, branding was carried out by applying a unique brand, which was called the word "brand", and it literally meant "quality mark". They also understood the benefits of promotions. Such a "promotion" could be found in the XI century in the still undeveloped territory of France, where hotel owners offered guests to evaluate the quality of local wine for free. And full-fledged advertising began to appear in the New World in the XVIII century. In the newly formed states of North America (the future US states), newspapers specializing exclusively in printing advertisements began to appear (for example, the Boston Newsletter from 1704). And finally, in 1812, the first PR agency appeared in the UK.

Today, the profession of an advertising specialist is a very popular, sought-after specialty. They are responsible for the promotion of goods and services for sale, and sometimes for the formation of the market itself with its target audience (CA) of a product. At the same time, it must be remembered that advertising actually has a two-way connection with customers, so before recommending the release of a new product, the PR manager first conducts a full-fledged analysis of consumer preferences. An advertising specialist is simply obliged to have a sufficient stock of theoretical knowledge on economics and the principles of market construction in order to understand possible pricing and marketing schemes. And despite the creative essence of the latter, PR work largely consists in carrying out strategic planning and managing the launch of new products.

Therefore, an advertising specialist is a person in demand in any organization working in the mass market: from the online marketplace to government agencies. After all, it is he who will be able to give an impetus to sales or simply identify strengths in any product, service or offer, put pressure on these arguments, forming

a real need in the audience for what is offered, as well as significantly increase the flow of customers.

Advantages and disadvantages of working as an advertising specialist

However, one should not think that everything is smooth, and the profession of a PR professional is ideal and devoid of any drawbacks. The latter include:

high level of competition among specialists of this profession in the labor market;

excess of written work (you need to be ready to defend all your proposals on paper in front of your superiors who distribute budgets);

the need to always have a cool head (especially when dealing with clients), which does not always correlate with the need to maintain a creative atmosphere;

often there is a misunderstanding of the goals of consumers (at the same time, sometimes an employer organization can act as them);

in advertising, one misplaced word or an erroneous phrase can turn an entire audience away from you. Therefore, PR can be positioned as a sphere with a high degree of personal responsibility and the influence of the human factor on the final result.

But still, the work of an advertising specialist remains attractive for many. For what reasons? Space for creativity and creative thinking. A large amount of communication that extroverts like. The presence of a significant number of non-standard, exciting events, ranging from presentations to promotions and the creation of various tools to increase customer activity, such as, for example, loyalty programs for customers. High rate of business activity. When significant results are achieved (and this is possible here, as in no other field), a sharp career takeoff is likely. Attractive prospects for self-development and income growth. The study of various markets gives a side bonus – expanding horizons and getting information about profitable areas of activity. But, of course, the scale of the activity of the basic organization (whether it is a private company or even a government agency) plays a very important role.

What does an advertising specialist do?

Now let's try to figure out what an advertising specialist does. Working instructions in PR departments for positions with the same names in different companies can vary greatly. But, in general, the functionality is as follows: Public Relations Manager – creating and maintaining the image of the company and its products. Email marketer – expanding the customer base through online correspondence. Contextual advertising specialist – graphic PR design, creation of appropriate images for web animation. Art Director – coordination of the activities of the entire PR team. Advertising agent – search for PR customers, responsibility for presentations. Marketer – market research (through surveys), determining the

target audience, tracking the actions of competitors. Cryator – generation of new ideas (pure creativity).

Media buyer is responsible for advertising in the media (including on web resources).

Digital strategy analytics and some marketing options.

A strategic planner is responsible for the formation of a PR campaign strategy, that is, for ensuring that it is aimed at the target audience and corresponds to the image of the company.

Geomarketologist – the choice of optimal sites for advertising (his functions often overlap with the tasks of the media buyer).

SMM manager – promotion of PR campaigns in a web environment.

However, even with such a number of highly specialized positions in small companies, sometimes all these functions are assigned ... to one person. In addition, the development of outsourcing technologies, which help advertising specialists to gain true versatility, also contributes to the reduction of staff positions. The main task of such an employee is to choose the best of the alternatives offered by specialized agencies. And the development of strategies, of course

Professional competencies and personal qualities of an advertising specialist

It was stated above that the profession of an advertiser is not for everyone. Let's try to determine what skills, traits and personal qualities a PR specialist should have:

theoretical training in the field of market economy, psychology, design, journalism, taxation, as well as in the field of everything that falls under the voluminous definition of the concept of "Marketing";

ability to find a compromise solution;

knowledge in the field of rhetoric of business communication (including in the preparation of documents);

have the skills of an advanced computer user;

knowledge of English at the user level;

ability to establish constructive contact with media representatives;

keep in mind all the advantages and specifics of the advertised products;

maximum efficiency in work (and it depends on the ability to switch quickly);

outstanding analytical abilities;

high efficiency;

ability to work in a stressful situation;

be erudite and have a broad outlook;

be able to clearly express your thoughts, correctly setting priorities;

an advertising specialist is not a "lone wolf", but a team player;

the advertiser is required to demonstrate an original artistic taste;

and finally, the possession of decent organizational skills.

What knowledge should a PR manager have?

The regulatory framework governing the advertising sphere.

Features of competitors' PR strategies.

Various technologies for creating advertising, as well as the basics of management and marketing.

Specifics of the trade brand mechanism.

Fundamentals of ethics and aesthetics.

Formats of interaction with the media.

Current methods of processing and analyzing PR information.

The latest experience (both foreign and domestic) of brand formation and promotion. Including online technologies.

Business communication.

Persuasion technologies (both contractors and their own superiors).

Fundamentals of psychology, sociology.

What qualities should a PR manager develop?

Speaking about the need for constant self-development, it should be noted those qualities and skills that an advertising specialist is obliged to cultivate and cultivate in himself:

Literacy. There is a lot to write in this area, and there is nothing more unpleasant than to encounter errors in the correspondence of professionals, and even worse –

in the advertising slogans themselves. The absence of commas or a spelling mistake may well put an end to the career of a PR specialist.

Increased attentiveness, reaching pedantry. This quality follows from the requirement of maximum performance. In such cases, attention to detail is very important.

Objective curiosity, reaching the point of curiosity. Under the influence of technological progress, advertising is changing radically. So in order to always be in demand and "relevant", a specialist always needs to be "on the crest of a wave". Perseverance is the sister of the ability to stop to do other things. For an advertiser, this is an extremely important quality.

Creativity. A PR specialist must be a creative person!

Deep analytical skills, the ability to build logical chains and make objectively correct conclusions.

Personal characteristics of an advertising specialist

In addition to the above abilities and skills, a PR manager should have certain personal qualities in his arsenal:

communication skills;

active life position;

responsibility;

punctuality;

courage;

persistence;

leadership qualities;

stress resistance;

purposefulness;

mobility;

attentiveness;

politeness and good manners;

loyalty;

uncomplexity of thinking and unconsciousness of consciousness.

And, of course, appearance. As a rule, an advertising specialist is the face of the company. After all, it is most often seen by partners, contractors, competitors, and buyers, finally. So the appearance of the advertiser should always be presentable, and the speech should be competent and consistent.

9 facts about the work of an advertising specialist

Continuous professional development

The market (especially the advertising that is shown on the Internet) is perhaps one of the most dynamically changing on the planet. And those techniques that demonstrated acceptable results yesterday may no longer be good today. This makes it necessary for everyone who works in this market to constantly study and improve their skills. Moreover, it is necessary to take into account both domestic

and foreign technologies. It doesn't matter whose – the main thing is that they are advanced.

Math and Numbers

Of course, it would be more correct to say that in this work it is the mathematical mindset combined with a high degree of responsibility that is more useful. The advertising specialist literally lives his campaign: he uses every opportunity to make sure that the PR account is not blocked and whether moderation has been passed in order to check statistics and the budget spent.

90% of the time – at the computer

The vast majority of both working and free time is spent by a contextual advertising specialist at a computer (hence the corresponding occupational diseases). In addition, his work and rest, as a rule, are intertwined into a single whole.

Erroneous actions are normal

You should always remember: there are more troubles in life than successes. And this is the norm. The only effective, and therefore the right way to succeed is to consistently work out (that is, test) new hypotheses. It is over them that you need to think very closely.

Sketch out fifty fresh ideas-hypotheses for increasing traffic to the resource corresponding to a separate strategy, and test them all in turn. Note the results in writing. Remember: the scaling effect works here: the more hypotheses, the higher the probability of luck, and qualitative preliminary study of them only increases the chances of luck. And success in this business is the maximum number of leads for a limited budget.

Draining is natural

You always need to be mentally prepared for the fact that you can spend all the funds allocated for the campaign (drain the budget) and not achieve any significant result. The correct thesis here is this: only those who do nothing do not make mistakes. And if you literally don't test your luck, then there will never be any breakthrough. Of course, you need to be prepared for the fact that the duration of the period of bad luck may be longer than the one for which you will have enough liquidity. It makes sense to take care of the sources of replenishment of the budget in advance.

The marketer (advertiser) chooses the client, and not vice versa

Online promotion, Internet marketing are high-margin areas with low entry barriers. As a result, the industry has literally turned into a funnel for scammers of all stripes, as well as outright amateurs. Therefore, it is only necessary to prove yourself once as an intelligent specialist who knows how to achieve results, and you can be sure that everyone around you will inundate you with their requests for the promotion of websites, landing pages, accounts, etc. The demand will far exceed the supply, and you will always choose your client, and not vice versa. So, you will determine your own fee. Tempting, isn't it?

The main thing here is not to get down to business if you are not sure that you will not be able to achieve results.

The market has no boundaries, especially on the Internet

Now all the markets in the world have become global. The Internet has moved them to one field, where the manufacturer, each company now has access to consumers in the most remote corners of the globe. This means that a potential client of a PR manager can be a firm in any region (with local specifics, of course, which is becoming less and less significant due to globalization).

Having achieved a positive result by promoting a company in one area, you can confidently offer your services to another located in another part of the world. The main thing is to stick to the following three "not":

don't lie;

don't promise what you can't do;

don't talk about what you don't know.

The best advertising specialist will refuse the proposed order faster than he will take up the task without having the necessary competence. The only way to increase the customer base is to improve your own skills. And lying is the primary enemy here.

The marketer is not tied to the place in any way

A freelance specialist can live anywhere: even on the ocean coast, even in the capital center – the financial result will not depend on the location in any way! The main condition is the availability of a stable Internet, since 90% of the time will have to be spent not just on the computer, but on the Network.

The possibility of starting your own business

Developing as a PR specialist, you can pick up worthwhile ideas. No, this is not a banal plagiarism at all – it is a reassessment of hypotheses and products that have not been (in your opinion) appreciated by the market until now. If you have mastered advertising mechanics (primarily on the Internet), and also have a worthwhile idea about a promising product, then you can try to work... directly on yourself.

That is, we are talking about starting your own business, where the organization of PR campaigns will no longer be a product that you sell, but a means of your own production. Promising!

Тема самостоятельной работы № 6. Праздники, объем часов 4.

Работа с основной и дополнительной литературой, Интернет — ресурсами; подбор и чтение диалогов по указанным темам.

1. Ответы на вопросы:

Choose any traditional holiday in Russia/Great Britain/the USA

- When is the holiday celebrated?
- Is it celebrated as a family or a group?
 - Does your family celebrate this holiday?
 - Has your family always celebrated this holiday? If not, when did you start celebrating it?
- When does the celebration for this holiday generally start?
- Is it a religious holiday?
 - Which religion celebrates it?
 - Is attending a temple or a church on that day part of the celebration?

- Are there specific prayers or blessings that go with the holiday?
- Are there special foods connected with the holiday?
 - Have you eaten any of these foods?
 - Do you or did you like the foods?
 - Can you make these foods? Are you good at making them?
- Is gift giving a part of this holiday?
 - Are there specific types of gifts to be given?
 - Who are they given to?
- What are some of the things that are done to show that this holiday is being observed?
- What does the holiday stand for? Why is this holiday celebrated?
- Are the banks, post offices or schools closed for this holiday?
- Is there is a person or god connected with the holiday?
 - Who are they and do you believe in them?
 - If you do not believe in these people or gods, does the celebration of these bother you in any way (e.g., ignored, dismissed, angry, etc.)?

2. Чтение диалога вслух:

Thanksgiving

Mary: Mom, are we almost there yet? I am so hungry I could eat this whole dish of cornbread!

Mom: Not quite, Mary. We have about another hour of driving before we reach Grandma's house. I know both of you are very hungry, so how about some apples? I cut some into slices before we left this morning.

Tom: What about the cornbread, Mom? Can we each have a piece? They look so good!

Mom: Not yet Tom. Don't you want to wait until you get to Grandma's house and share the cornbread with everyone? Remember, Thanksgiving is a holiday to celebrate with family.

Tom: OK, Mom. I suppose I can wait until we get there then. Mary, do you want to share some of these apple slices with me?

Mary: Yes, please! I am so hungry—I cannot wait to eat Aunt Grace's yams, Grandma Patty's mashed potatoes, Uncle Joe's steaks...

Tom: Uncle Tom's turkey, or Aunt Sue's pumpkin pie!

Mom: Stop it you two! I am getting hungry now too!

Mary: Mom, why do we always eat these types of foods on Thanksgiving? What is so special about these dishes?

Mom: Actually, the food is not the focus of Thanksgiving. We eat these dishes because they are traditional Thanksgiving dishes; however, the main focus of this holiday is really to praise and give thanks to God for all our blessings. And what better way to celebrate God's blessings than to gather with our family, the biggest blessing of all?

Tom: I learned in History class that Thanksgiving does not happen on a specific date like Christmas does every December 25th. Instead, Thanksgiving is always celebrated on the fourth Thursday of November each year.

Mary: Ahhhh! So Thanksgiving is like Tet? There is no specific date for Tet. Tet just starts on the first day of the new moon.

Tom: I suppose you could say that Thanksgiving and Tet are similar in that manner. But they are two completely different holidays! Didn't you learn anything about Thanksgiving in your class? Do you remember the Pilgrims or the Native Americans?

Mary: Yes, I remember learning about Squanto, the Native American who taught the Pilgrims how to grow corn when they first came to America. He was a big help to the Pilgrims, and without him, they might not have survived.

Tom: So, to show their appreciation, the Pilgrims hosted a feast and invited the Native Americans to eat with them. This is probably another reason why our family comes together for Thanksgiving.

Mom: That is right, Tom. Families also come together to appreciate one another.

Mary: Does that mean that Dad will make it to Grandma's house in time for Thanksgiving dinner then?

Mom: Of course he will! Dad shortened his business trip a few days just so he could make it to Grandma's house for Thanksgiving, so you see how important Thanksgiving is? I called Uncle Joe before we left home to ask him to pick up Dad from the airport. He might even be at Grandma's house already, waiting for us to get there!

Mary: Great! I really wish we were already at Grandma's house! I cannot wait to see Dad!

Tom: Yeah, and then we can all eat together! What a great Thanksgiving!

3. Лексико-грамматические упражнения:

Упражнение 1. Раскройте глаголы из скобок в правильной форме.

1. I wish I _____ (be) taller so that I could be in the basketball team.
2. I wish I _____ (can drive) a car and we could go travelling.

3. The Browns live in the city, but they wish they _____ (live) in the suburbs.
4. Robert can't dance very well, but he wishes he _____ (can dance) better.
5. Kate is having a hard time learning English at the University. She wishes she _____ (study) it better at school.
6. Mike didn't go to college after school. Now, he wishes he _____ (go) to college.
7. The weather was hot while we were there. I wish it _____ (be) a bit cooler.
8. I wish you _____ (stop) watching TV while I am talking to you.
9. I wish she _____ (can come) yesterday but she had an important meeting.
10. I wish I _____ (know) someone to whom I could have gone for advice when I was 18.

Упражнение 2. Подчеркните верный вариант.

- 1) I wish he... (will get/got/would get) on better with his parents.
- 2) I wish you... (stopped/will stop/ would stop) talking at the lessons.
- 3) I wish I... (have/ had/had had) more money.
- 4) If only I... (was having / have had / had had) the chance to study when I was younger.
- 5) If only I... (would keep / kept / had kept) my appointment with the dentist yesterday. I wouldn't have toothache now.
- 6) If only you... (will/would/ wouldn't) make less noise.
- 7) I wish I ... (had been / hadn't been / weren't) disappointed after such an inspiring speech yesterday.
- 8) If only you ... (had been / would be / were) tolerant of each other's moods in your family! You would get on better.
- 9) I wish I... (had learnt / learnt / have learnt) to trust my own judgments in my childhood.

Работа с основной и дополнительной литературой, Интернет – ресурсами:

1. Выписки из текста
2. Аннотирование текста

Let's talk about hobbies

I've been passionate about hobbies my whole life. I love learning, collecting, researching and developing new skills. Some of these skills have proven useful in my career, and some are just for me to enjoy. Today we're gonna talk about the private ones. The ones that make life better and help us decompress at the end of a long day.

Growing up together Emma and I had a LOT of hobbies including: horse back riding, gymnastics, basketball (yes really), writing children's books, knitting, line dancing, cooking, reading, acting, painting, drawing, singing, dying our hair (every color!), collecting vintage, cheerleading, photography, running, scrapbooking, wood working, beer making, sewing, baking, collecting and everything in between. It's fun to stay busy with stuff that makes you happy. Hobbies come and go over the years. I love the idea of always having a "current obsession".

If you're in the market for a new hobby, here are a few tips to help you choose the right one for you...

1. Find something that helps you forget your day and unwind.

Running is my perfect "alone time" hobby. I like to run with headphones and listen to my favorite guilty pleasure music. I have time to think. I forget about work. When I'm done I feel renewed. I love all of these things. It's also a good hobby for my personality type, because I can make and achieve small goals, which is a huge source of motivation for me. Right now I'm working my way up to a 10 mile run and it feels amazing to get closer and closer to my goal. In the end the goals are secondary, though. What I get out of my hobby is that it sets aside time just for me. Some people may feel exactly the opposite, needing a social hobby instead.

2. Take inventory.

Literally, look around your home and see if there are any neglected hobbies that you started but haven't completed. Last week our brother reminded Emma how she had been writing a children's book (this was four or five years ago), and she had totally forgotten about it! She never finished that project, and now she's thinking she might pick it up again, just for fun.

You also need to take inventory of your life and think about what kind of time you have to devote to a hobby. We are all busy, especially during certain seasons of life. So be honest with yourself about what kind of time you have to devote to a hobby and don't over-commit or try something that you just realistically can't accomplish. A hobby is something you should do for you and should make you

feel good about yourself, not constantly sad that you aren't achieving as much as you think you should or are unable to really enjoy it.

3. Explore things first.

If you're feeling stuck, try going to a hobby store and just walking around. You don't have to buy anything. Just look around and dream about what you might like to try. Talk to your friends and see what they are doing. Maybe you can join them? Or maybe they will give you an idea for a project you might like to try. And if possible, try things out before you commit (financially or otherwise). For example, if you're thinking you might like to try rock climbing, go with a friend and use their equipment before you dive in and commit to joining a gym or buying supplies. Use your mom's sewing machine and see if you like sewing before you buy your own. This may seem like a no-brainer, but I've definitely been guilty of making those impulse buys only to watch it later collect dust. Giving yourself freedom to explore different options is a great way to feel like you don't have to stick with something you end up not loving. Go ahead and dip your toes in the water!

What about you? What hobbies are you in love with right now? What helps you relax?

3. Чтение текстов вслух:

Прочитайте один из отрывков из книги «Наблюдая за англичанами. Скрытые правила английского поведения» Кейт Фокс и скажите, какое времяпрепровождение является наиболее популярным для англичан.

A Television rules

We do watch quite a lot of television – the national average is about three to three and a half hours a day — but television cannot be said to be killing the art of conversation. In the same survey, 97 per cent of respondents had also entertained or visited friends or relations in the past month. I am also always somewhat skeptical about television viewing figures, ever since I was involved in a research project in which a team of psychologists installed video cameras in ordinary people's sitting rooms to monitor how much television they watched and how they behaved while watching. The subjects all filled in forms every day, saying what programmes they had seen and estimating how much of each programme they had actually watched.

The differences between their estimates and the reality showed that when people tell a survey researcher that they spent an evening, or an hour «watching television», it is more than likely that they were doing no such thing. What they often mean is that they had the television on while they chatted with family or friends, played with the dog, read the newspaper, squabbled over the remote, gossiped on the telephone, cut their toenails, nagged their spouse, cooked and ate supper, did the ironing and Hoovering, shouted at their children, fell asleep and so on, perhaps occasionally only glancing at the television screen during that period.

B Reading rules

I would add that reading books ranks as even more popular than DIY and

gardening in national surveys of leisure activity, and over 80 per cent of us regularly read a daily newspaper. Our passion for word games and verbal puzzles is well known, but it is also worth noting that every one of the non-verbal hobbies and pastimes that occupy our leisure time — such as fishing, stamp collecting, trainspotting, bird watching, walking, doing sports, keeping pets, flower arranging, knitting and pigeon fancying — has at least one, if not many more specialist magazines devoted to it. The more popular hobbies each have it least half a dozen dedicated weekly or monthly publications, as well as umpteen Internet sites, and we often spend much more time reading about our favourite pastime than we do practising it.

C Cyberspace rules

In recent times, the English have found a new and perfect excuse to stay at home, pull up the imaginary drawbridge and avoid the traumas of face-to-face social interaction: the Internet, e-mail, chatrooms, surfing, messaging — the whole thing could have been invented for the insular, socially handicapped, word-loving English. In cyberspace, we are in our element: a world of disembodied words. No need to worry about what to wear, whether to make eye contact, whether to shake hands or kiss cheeks or just smile. No awkward pauses or embarrassing starts; no need to fill uncomfortable silences with weather-speak; no polite procrastinating or tea-making or other displacement activity; no need for the usual prolonged goodbyes. Nothing physical, no actual corporeal human beings to deal with at all. Just written words. Our favourite thing.

D Pet rules and «petiquette»

Keeping pets, for the English, is not so much a leisure activity as an entire way of life. In fact, «keeping pets» is an inaccurate and inadequate expression — it does not begin to convey the exalted status of our animals. An Englishman's home may be his castle, but his dog is the real king. People in other countries may buy luxurious five-star kennels and silk-lined baskets for their pets, but we, the English, let them take over the whole house.

The unwritten rules allow our dogs and cats to sprawl all over our sofas and chairs, always hogging the best places in front of the fire or television. They get far more attention, affection, appreciation, encouragement and «quality time», than our children, and often better food.

Imagine the most overindulged, well dressed, adored bambino in Italy, and you will get a rough idea of the status of the average English pet.

E Rules of the game

It's no accident that almost all of the most popular sports and games played around the world today originated in England. Football, baseball, rugby and tennis were all invented here, and even when we didn't actually invent a sport or game, the English were usually the first to lay down a proper, official set of rules for it (hockey, horseracing, polo, swimming, rowing, boxing — and even skiing, for heaven's sake). And that's not counting all the rather less athletic games and pastimes such as darts, pool, billiards, cards, cribbage and skittles. And let's not forget hunting, shooting and fishing. We didn't create or codify all of these, of course, but sports and games are widely recognized as an essential part of our culture, our heritage and our legacy — one cannot talk about Englishness without talking about sports and games.

Тема самостоятельной работы № 8. Искусство и культура, объем часов 4.

Работа с основной и дополнительной литературой, Интернет - ресурсами; составление диалогов по указанным темам:

1. Составление плана:

Составьте подобную анкету по другим видам искусства и культуры, для опроса своего собеседника

Art

Quotations

"Creativity is allowing yourself to make mistakes. Art is knowing which ones to keep." - Scott Adams

"Without art, the crudeness of reality would make the world unbearable." - George Bernard Shaw

Questions

- How often do you go to art museums?
- Do you consider yourself to be artistic?
- What do you think about modern art paintings?
- How many forms of art can you name? What is your favorite form of art?
- Is graffiti art? Why or why not?
- What is the most famous statue in your country?
- Who is your favorite artist? Why do you like them so much?
- Do you think that art is important to society? Why?
- Have you ever tried drawing, painting, sculpting, or something else artistic?
- What is the most famous painting in your country?
- What is traditional art like in your culture?
- What country do you think is the most creative?
- Why is art so expensive? Do you think it should be more, or less, expensive?
- Do you have any artistic friends? What kinds of art do they create?

2. Ответы на вопросы:

Попробуйте проверить свои знания по искусству и культуре на сайте:

<https://www.wanderlustchloe.com/art-literature-quiz/>

3. Составить диалог по теме

1) - Do you often go to art galleries?

- I try to, yeah.

- What kind of art do you like?

- I like a lot of different art. My favourite is probably landscapes. Things involving the ocean.

- Do you have a favourite painting or poster in your house?

- Do I have a favourite? I have a Kandinsky that I'm quite fond of.

- Can you describe it?

- It's hard to describe and don't even know the name of it, but it's just, it's beautiful

and colourful and it's in motion.

2) - Do you often go to art galleries?

- No, almost never in fact. Almost never.

- What kind of art do you like?

- Not, well, not one kind I don't think. I like art which has a sort of emotional effect on me, I suppose. But it could be anything. I mean it's not a particular style, it's more, a sort of, what I see in it. If it means something to me, then I think I appreciate it.

- Do you have a favourite painting or poster in your house?

- Most of the art in my house is actually painted by my father. I've got, I must have 20 or 30 paintings by him. He paints, I take holiday snaps and he sort of improves them and paints them, you know, a photograph of Florence, say, and he'll take out some buildings and invent some replacements, and I, you know, I rather like that. It's almost like a sort of version of holiday photos, but with his personality superimposed, which is quite interesting.

3) - Do you often go to art galleries?

- I don't go as often as I should actually. A lot of my friends go quite a bit and I never seem to find the time. It might be because I'm outside London. I think if you live in London, you spend more time, or it's more available for you to go to them. So I don't go as much as I should.

- What kind of art do you like?

- I like art that feels very accessible, that you can understand. So portraiture and photography as well. Travel photography I find really interesting.

- Do you have a favourite painting or poster in your house?

- I do actually and it's in my parents' house. It's a painting that my best friend did for our family because she's an artist by profession. And she painted a picture of my mum and I, a photo that we took when I was very young and painted it as if from the point of view of the person taking the picture and it's a really interesting picture and she set it on the cliffs in Cornwall, which is where our family used to spend a lot of time. And it's a really lovely picture that she painted for us as a gift. So, yeah, that's it.

4) - Do you often go to art galleries?

- Yeah, fairly often, whenever I'm in a new town and there's a good gallery there I'll try and go. Yeah, I'm quite keen.

- What kind of art do you like?

- Generally 20th century and generally not figurative, not representational, a bit abstract I quite like, yeah.

- Do you have a favourite painting or poster in your house?

- Gosh! I have a Rothko poster that I really like, yes.

- Can you describe it?
- It's blocks of colour basically, sort of large blocks of a sort of magenta and grey. Very stark, but I like it, yeah.

3. ОРГАНИЗАЦИЯ КОНТРОЛЯ САМОСТОЯТЕЛЬНОЙ РАБОТЫ СТУДЕНТОВ

Результаты самостоятельной работы

Оценки за выполнение заданий могут выставляться по пятибалльной системе или в форме зачета и учитываться как показатели текущей успеваемости обучающихся.

Качественная оценка индивидуальных образовательных достижений		Критерии оценки результата
балл (оценка)	вербальный аналог	
5	отлично	Представленные работы высокого качества, уровень выполнения отвечает всем требованиям, теоретическое содержание курса освоено полностью, без пробелов, необходимые практические навыки работы с освоенным материалом сформированы, выполнены все предусмотренные программой обучения задания.
4	хорошо	Уровень выполнения работы отвечает всем требованиям, теоретическое содержание курса освоено полностью без пробелов, некоторые практические навыки работы с освоенным материалом сформированы недостаточно, все предусмотренные программой обучения задания выполнены, некоторые из выполненных заданий, возможно, содержат ошибки.
3	удовлетворительно	Уровень выполнения работы отвечает большинству основных требований, теоретическое содержание курса освоено частично, но пробелы не носят существенного характера, необходимые практические навыки работы с освоенным материалом в основном сформированы, большинство предусмотренных программой обучения заданий выполнено, некоторые виды заданий выполнены с ошибками.
2	не удовлетворительно	Теоретическое содержание курса освоено частично, необходимые практические навыки работы не сформированы, большинство предусмотренных программой обучения заданий не выполнено.

4. ИНФОРМАЦИОННОЕ ОБЕСПЕЧЕНИЕ ОБУЧЕНИЯ.

Перечень рекомендуемых учебных изданий, Интернет-ресурсов, дополнительной литературы

I Основные источники

1. 1. Архипович, Т. П. Английский язык для гуманитариев (B1). В 2 ч. Часть 1 : учебник и практикум для среднего профессионального образования / Т. П. Архипович, В. А. Короткова. — Москва : Издательство Юрайт, 2023. — 445 с. — (Профессиональное образование). — ISBN 978-5-534-11030-2. — Текст : электронный // Образовательная платформа Юрайт [сайт]. — URL: <https://urait.ru/bcode/516424>
2. Архипович, Т. П. Английский язык для гуманитариев (B1). В 2 ч. Часть 2 : учебник и практикум для среднего профессионального образования / Т. П. Архипович, В. А. Короткова. — Москва : Издательство Юрайт, 2023. — 452 с. — (Профессиональное образование). — ISBN 978-5-534-11031-9. — Текст : электронный // Образовательная платформа Юрайт [сайт]. — URL: <https://urait.ru/bcode/516604>

II Дополнительные источники

1. Полубиченко, Л. В. Английский язык для колледжей (A2-B2) : учебное пособие для среднего профессионального образования / А. С. Изволенская, Е. Э. Кожарская ; под редакцией Л. В. Полубиченко. — Москва : Издательство Юрайт, 2023. — 184 с. — (Профессиональное образование). — ISBN 978-5-534-09287-5. — Текст : электронный // Образовательная платформа Юрайт [сайт]. — URL: <https://urait.ru/bcode/516472>

III Периодические издания

1. Гуманитарный вектор. — Чита : Забайкальский государственный университет. — ISSN 1996-7853. — Режим доступа: <http://znanium.com/catalog/product/957048>.
2. Журнал филологических исследований,. - Текст : электронный. - URL: <https://znanium.com/catalog/product/1876266>
3. Этническая культура : международный научный журнал. — Чебоксары : Среда, 2022. - Т. 4, № 1. — 72 с. — ISSN 2713-1696. - Текст : электронный. - URL: <https://znanium.com/catalog/product/1928389>
4. НИР. Современная коммуникативистика. - Текст : электронный. - URL: <https://znanium.com/catalog/product/1841371>
5. Новый филологический вестник)-М.:Издательство Ипполитова,2014.-150 с. [Электронный ресурс]. - Текст : электронный. - URL: <https://znanium.com/catalog/product/504775>
6. Многоязычие в образовательном пространстве : научный журнал. - Ижевск : Удмуртский Государственный университет. - ISSN 2500-0748. - Текст : электронный. - URL: <https://znanium.com/catalog/product/1246151>

IV Программное обеспечение и Интернет-ресурсы

Интернет-ресурсы:

Обучающие материалы

www.macmillanenglish.com - интернет-ресурс с практическими материалами для формирования и совершенствования всех видов речевых умений и навыков.

Методические материалы

www.hltag.co.uk Humanising Language Teaching

www.iatefl.org International Association of Teachers of English as a Foreign Language

www.etprofessional.com reviews, practical ideas and resources

V Перечень методических рекомендаций, разработанных преподавателем

1. Методические рекомендации по выполнению практических работ
2. Методические рекомендации по организации и методическому сопровождению самостоятельной работы студентов