

Нестеренко Ирина
Юрьевна



Подписано цифровой подписью:
Нестеренко Ирина Юрьевна
Дата: 2026.05.22 15:00:48 +05'00'

УТВЕРЖДАЮ
Заместитель директора Ур СЭИ (филиал) ОУП
ВО «АТиСО» по УВР

О.В. Зубкова

« 25» марта 2025 г.

**МЕТОДИЧЕСКИЕ МАТЕРИАЛЫ ДЛЯ ПРОВЕДЕНИЯ ПРАКТИЧЕСКИХ ЗАНЯТИЙ
ПО УЧЕБНОЙ ДИСЦИПЛИНЕ**

ИНОСТРАННЫЙ ЯЗЫК В ПРОФЕССИОНАЛЬНОЙ ДЕЯТЕЛЬНОСТИ

**СПЕЦИАЛЬНОСТЬ СРЕДНЕГО ПРОФЕССИОНАЛЬНОГО
ОБРАЗОВАНИЯ**

42.02.01 Реклама
(код профессии, специальности СПО)

Специалист по рекламе
(наименование квалификации)

Кафедра: Гуманитарных естественнонаучных и математических дисциплин

Разработчики программы:

Старший преподаватель кафедры ГЕМД И.Р. Фефелова

Методические материалы обсуждены на заседании кафедры ГЕМД
протокол № 7 от «04» марта 2025 г.

Заведующий кафедрой ГЕМД

Е.П. Маскайкин

«04» марта 2025 г.

Оглавление

1 Оценочные средства для проведения текущего контроля по учебной дисциплине	3
2. Контрольно-измерительные материалы для проведения текущего контроля по учебной дисциплине.....	18

Коды формируемых общих и профессиональных компетенций	Результаты обучения (освоенные умения, усвоенные знания)
ОК-9	У1
	У2
	У3
	З1

1 Оценочные средства для проведения текущего контроля по учебной дисциплине **очное**

Задания по теме 1.1 (ОК-9)

Exercise 1. Find in the text the English equivalents for the following:

преодолевать время и расстояние; весь мир; ездить на метро; брать такси; командировка; открывать/обнаруживать; делать пересадку; ради удовольствия; средства транспорта; располагать чем-нибудь; заказать билеты заранее; пересекать океаны; расписание/график; автобусные туры; ходить в поход; цель путешествия; преимущества.

Exercise 2. Answer the following questions:

1. When do you usually travel?
2. Where do you go?
3. Do you collect information about the places you would like to visit?
4. Do you think that travel broadens one's mind?
5. Some people travel to faraway places not to see people, while others travel to meet people. What about you?
6. What places would you like to visit?
7. What do you like better, to travel alone or in a group? Why?
8. How are you going to spend your next vacation? Are you going to go anywhere? How long are you going to be on vacation? What are you going to do? Is anyone going to travel with you?
9. What do you hate doing on vacation?
10. When did you last travel by railroad?
11. From which railroad station do trains leave Moscow for the South (the North, the West, the East)?
12. Do you prefer a lower or an upper berth? Why?
13. Are you fond of travelling?
14. Why do people travel?
15. How many hours a day do you spend travelling?
16. Why do some people choose planes for travelling?
17. Do you like to travel by train? What are its advantages?
18. Would you like to go on a big ocean cruise?
19. Why can it be convenient to travel by car?
20. Have you ever been on a coach tour?
21. If you could spend a hiking holiday wherever you like, what place would you choose?

Exercise 24. Put in the missing prepositions from the list below. Retell the text.

Travelling by Train in Britain

One ... the first things a foreigner notices about British railways is the platforms. They are higher than in most parts ... the world. The platform is almost... a level with the floor of the carriages. You do not, therefore, have to climb ... into the railway carriage in Britain. This makes it a little easier to get in and ... of the carriage with your luggage.

The trains that go to and from London are very crowded ... the times when people are travelling to work, since about a million people travel... London to work each day. There are cheap tickets after a certain time ... the day, usually about 9.30 when everyone has gone to work. These are called cheap day return tickets. It is often nearly 50 per cent cheaper to travel ... London after 9.30 than before this time.

On many fast trains to London there is a dining-car ... which you can buy lunch, dinner or coffee. On others there is a buffet ... which it is possible to buy snacks and drinks. Sometimes a waiter ... the dining-car brings round cups of coffee to the passengers.

There are only two classes in Britain — first and second. A first-class ticket costs 50 per cent more than a second-class ticket. On long journeys, there is a ticket inspector, who visits every passenger to see if he has the right ticket and is not travelling ... the wrong class.

In England, train passengers seldom converse ... their fellow-travellers even on a long journey — this is more a national custom than a matter ... etiquette. When the passenger reaches the end ... his journey and leaves the train, he has to give his ticket to the ticket collector ... the exit before he can leave the station.

with; at (3); of (5); in(2); from; out; up; to (2); on

Задания по теме 1.2 (ОК-9)

Упражнения к тексту «At a Hotel».

Exercise 1. Find in the text the English equivalents for the following:

забронировать номер; остановиться в гостинице; коридорный; администратор; одноместный номер; двухместный номер; регистрироваться; бланк регистрации; ключ; вешалка для ключей; современные удобства; обслуживание; плата; просить; предупреждать; приготовить счет; выезжать (выписываться)

Exercise 2. a) Answer the questions:

1. Why is it best to book a room/make a reservation?
2. How can you book a room at a hotel?
3. Who usually helps you with your luggage when you come to a hotel?
4. Whom will you address for a room when you come to a hotel?
5. What will the receptionist most probably ask you about?
6. What do you call the formality of putting down your name in a hotel register?
7. Who usually shows a traveler to his/her room?
8. Why are you requested to warn the receptionist in advance about the day and hour of signing out/checking out?

Exercise 3. a) Match the English terms with their Russian equivalents.

1. usher	a. администратор
2. in advance	b. швейцар
3. tips	c. одноместный номер
4. registration form	d. жилье
5. attendant	e. номер люкс
6. single room	f. плата
7. crew	g. коридорный, посыльный
8. porter/bellboy/bellhop	h. гость
9. bill	i. старший портье
10. guest	j. регистрационный бланк
11. accommodation	к. меблированные комнаты
12. bell captain	л. служащий гостиницы
13. charge	м. заранее
14. receptionist	п. команда, бригада
15. suite	о. чаевые
16. lodging house	р. счет

Exercise 4. Choose the correct word(s) from the list below.

The Astoria Hotel

St Petersburg is a world-famous... and the second largest in our country. The Astoria Hotel is located in the very... of the city. The ... has 430 guestrooms for a total of 800 beds. They include ... apartments, suites, double and single rooms. Most of the guest-rooms are double There is a sauna, a swimming pool, a fitness centre, a laundry, repairs and dry cleaning and a souvenir ... at the hotel. The hotel also runs a "Rent-a-Car" service.

At the hotel you have at your service three ...: "Winter Garden" seating 140, "Astoria" — 150 seats, "Angleterre" for 154 guests; a banquet hall for 130 seats, a grill-restaurant seating 60, two cabinets for ... seats, several bars, cafes and buffets.

The Astoria Hotel has a business centre which is equipped with all kinds of... facilities and a conference hall for 200 seats. At the service ... you can get the necessary travel information. The clerks will ... you in ordering any kind of public services and tickets. The Astoria Hotel is the ... hotel in Russia. Many well-known ... leaders, actors, singers, artists and poets stayed at this hotel.

help; kiosk; political; city; restaurants; hotel; 28; best; rooms; modern; several; heart; bureau

Тест по теме 1.1 и 1.2

Выберите правильный вариант ответа. (OK-9)

1) AT THE CUSTOMS

A Good afternoon, sir. Have you anything to declare?

B No, I 1 a few days. That's why I came through the door where the notice 2 "Nothing to Declare".

A Then you 3 this case, will you, sir?

B Well, it's rather a nuisance. My wife 4 me outside and I'm in a hurry.

A It won't take long, sir.

B I see. Oh, dear. I can't find the key. I 5 it.

A What a pity, sir. Then we'll have to stay here until you 6 one. Perhaps, if you 7 through all your pockets, you'd find it.

B Ah, here it is. But before you open it, I 8 you that all the watches are presents for my family.

A Hm. 9 17 of them. You 10 a large family, sir.

- | | | | | |
|----|-----------------------------|-------------------------------|------------------------------------|--------------------------------------|
| 1 | A am only abroad for | B am only abroad since | C have only been abroad for | D have only been abroad since |
| 2 | A says | B tells | C is saying | D is telling |
| 3 | A don't mind opening | B don't mind to open | C won't mind opening | D won't mind to open |
| 4 | A waits for | B is waiting for | C waits | D is waiting |
| 5 | A must have lost | B must be lost | C had to lose | D have had to lose |
| 6 | A will get | B would get | C are getting | D get |
| 7 | A look | B looked | C had looked | D would have looked |
| 8 | A need tell | B need say | C must tell | D must say |
| 9 | A They exist | B They are | C There exist | D There are |
| 10 | A have to have | B must have | C must be having | D have to be having |

2) HARD DAY AND NIGHT TRAVELLING (OK-9)

A Hello, Mr. Fletcher. You look rather tired this morning.

B I expect I do. I 11 to bed until four o'clock.

A 12 a difficult journey back from Scotland yesterday?

B Yes. The business trip was successful but the train arrived four hours late and I 13 a taxi. In the end I 14 home and found my wife 15 the door and she didn't hear me when I

rang the bell.

A So what 16 then?

B I thought I 17 to get in my breaking the kitchen window but I cut 18 hand on the glass and fell on the dustbin. My wife woke up and rang the police, thinking I was a thief. When they came, they asked me 19 to the police station with them. But my wife explained what had happened. The next time I 20 in London late at night I'll go to a hotel.

- | | | | | |
|----|----------------|-------------------|-------------------|-----------------|
| 11 | A didn't go | B wasn't | C haven't gone | D haven't been |
| 12 | A Had you | B Did you have | C Were you having | D Have you had |
| 13 | A must take | B must be taking | C must have taken | D had to take |
| 14 | A arrived in | B arrived to | C got | D got to |
| 15 | A has locked | B had locked | C locked | D was locked |
| 16 | A did you do | B did you | C you did | D have you done |
| 17 | A must | B have | C will have | D would have |
| 18 | A me the | B myself the | C my | D me my |
| 19 | A that I went | B that I would go | C to go | D for going |
| 20 | A shall arrive | B will arrive | C am arriving | D arrive |

3) *BUYING A HOTEL* (OK-9)

The price of hotel in Britain is going up 21 at any time since the war. There are a number of reasons for this but the 22 all is the Government's economic policy. Managers in factories see 23 so they are attracted to the idea of owning 24 business. 25 Britain's weather is often disappointing, the tourist industry is growing. Many people 26 like to combine a 27 holiday with the opportunity of improving their English. It is therefore not surprising that businessmen are buying hotels. The only thing 28 worries me is the kind of treatment their guests are 29 to receive since 30 of them know anything about hotel management.

- | | | | | |
|----|------------------------------------|------------------------------------|------------------------------------|------------------------------------|
| 21 | A more fast than | B more fast that | C faster than | D faster that |
| 22 | A most important of | B more important of | C most important from | D more important from |
| 23 | A to fall their standard of living | B falling their standard of living | C their standard of living to fall | D their standard of living falling |
| 24 | A his proper | B his own | C their proper | D their own |
| 25 | A In spite of | B Although | C Even | D However |
| 26 | A in the Continent | B in the overseas | C abroad | D foreign |
| 27 | A fortnight | B fortnight's | C two weeks | D two week's |
| 28 | A that | B what | C as | D who |
| 29 | A like | B probable | C probably | D likely |
| 30 | A little | B a little | C few | D a few |

4) A Excuse me. I haven't anywhere 31. Can you tell me 32 anybody's seat?

B I 33. There was a woman sitting there but she 34 the last station.

A I suppose it'll be all right if I sit there then. I think 35 hot in here but perhaps it's because 36 this thick coat.

B Why don't you 37? You'll be quite warm enough without it.

A Good idea. How long does it take this train 38 to London?

B About one and 39, I think.

A Perhaps I'll be able to finish the book 40. Would you like to have a look at my newspaper?

B Thank you very much.

- 31 **A** for sitting **B** that I sit **C** to sit **D** that I'm sitting
 32 **A** that this is **B** if this is **C** is this **D** whether is this
 33 **A** don't believe **B** don't believe it **C** don't think **D** don't think so
 34 **A** went out in **B** went out at **C** got out in **D** got out at
 35 **A** it's very much **B** it's very **C** there is very much **D** there is very much
 36 **A** I wear **B** I'm wearing **C** I carry **D** I'm carrying
 37 **A** put it off **B** put off it **C** take it off **D** take off it
 38 **A** to get **B** to arrive **C** coming **D** going
 39 **A** half an hour **B** a half hour **C** a half hours **D** half hour
 40 **A** I'm reading **B** that I'm reading it **C** that I read it **D** which I read

Номера вопросов	1	2	3	4	5	6	7	8	9	10
Ответы	C	A	C	B	A	D	B	C	D	B
Номера вопросов	11	12	13	14	15	16	17	18	19	20
Ответы	A	B	D	C	B	A	D	C	C	D
Номера вопросов	21	22	23	24	25	26	27	28	29	30
Ответы	C	A	D	D	B	A	B	A	D	C
Номера вопросов	31	32	33	34	35	36	37	38	39	40
Ответы	C	B	D	D	B	B	C	A	A	A

Задания по теме 2.1 (OK-9)

Task 1. a) Read and translate the text into Russian.

Choosing a Profession

Not all young people make the right choice straight off. There are individuals, of course, who from the time they are six years old "know" that they want to be "doctors" or "pilots" or "fire fighters". And there are always some boys and girls who know very well what they are going to do after leaving school.

Because of the wide differences in jobs, you should find out all you can about any job which interests you. You also need to think about how well you can do what you would like to do.

Perhaps the best way to prepare for any job is to get a good education — to do well at school, and to learn all you can outside of school. Some people decide to work a few years before entering higher education to have time to think over their decision. As a rule, people who go on to higher education after working in industry or agriculture have a clear idea of their future profession.

Fortunately, there are a lot of people you can turn to for advice and help in making your decision. At most schools, there are teachers who can counsel you and give detailed information about job qualifications. And you can talk over your ideas with family members and friends who are always ready to listen and to help. There are so many different trades and professions today, that it is not easy to decide.

b) Ask as many questions as you can.

Exercise 2. Read the text and answer the questions below.

Jim Green works at a bank. He hates it. He has, however, one great compensation, and that is his garden. When he comes home from the bank, tired and very often angry, he puts on his old clothes and works in the garden. He really enjoys this and he always feels better afterwards. "It's good people have hobbies," he usually says.

1. What does Jim do?

2. Does he like his job?
3. What does he do when he comes home from the bank?
4. What's his problem?
5. How does he feel after his work in the garden?

Exercise 3. Think and answer.

1. What is a hobby?
2. Do you have many different hobbies?
3. What do you usually do in your spare time?
4. Do you know what your mother's hobby is?
5. Do you learn more interesting things about the world, people, countries and nature if you have a hobby?
6. What are you fond of?
7. What subjects are you interested in?
8. What can you do well?
9. You want to follow in your father's footsteps, don't you?
10. Why do you want to become an accountant/a lawyer/a manager/ an economist?
11. Which of the following are you most interested in?
 - numbers - words, ideas
 - languages - tools and materials
 - colours, forms - music
 - dance, athletics - cars
 - computers - animals
12. What kind of work do you prefer?
 - physically active work - creative work
 - work done alone - work done outdoors
 - routine work - work done for yourself

Тест по теме 2.1 (OK-9)

Задание 1. Заполните пропуски в тексте.

advertise a position	hire	experience	CV	HR department
a letter of application	suitable	candidates	education	apply for the job
recruitment agency	recruit	interview		

When a company needs to ___1___ new people, it may decide to ___2___ in the "NEED HELP" section of a newspaper. People who are interested can then ___3___ by sending in ___4___ and ___5___ containing details of their ___6___ and ___7___. A company may also ask ___8___ to complete a standard application form. The company's ___9___ will then select the most ___10___ applications and prepare a short list of candidates, who are invited to attend an ___11___. Another way for a company to ___12___ is by using the services of a ___13___ which provides a list of suitable candidates.

Задание 2. Найдите 13 пар синонимов и переведите их на русский язык.

- | | | | |
|-------------|-------------------------|---------------|---------------|
| ▪ recruit | ▪ letter of application | ▪ abilities | ▪ job |
| ▪ position | ▪ employment interview | ▪ employ | ▪ search firm |
| ▪ candidate | ▪ recruitment agency | ▪ choose | ▪ resume |
| ▪ hire | ▪ human resources | ▪ training | ▪ education |
| ▪ skills | ▪ job interview | ▪ applicant | ▪ select |
| ▪ CV | ▪ personnel | ▪ good points | ▪ employer |
| ▪ employ | ▪ cover(ing) letter | ▪ interviewer | ▪ strengths |

Задание 3. Ответьте на вопросы о процессе трудоустройства.

- 1) How can you find a job?
- 2) What are the parts of a CV?
- 3) What information does an application letter contain?

Номера вопросо в	Ответы	Номера вопросов	Ответы	
Задание 1		Задание 2		
1	hire	1	recruit	employ
2	advertise a position	2	employ	hire
3	apply for the job	3	position	job
4	application letter	4	candidate	applicant
5	CV	5	skills	abilities
6	experience	6	CV	resume
7	education	7	letter of application	cover(ing) letter
8	candidates	8	employment interview	job interview
9	HR department	9	recruitment agency	search firm
10	suitable	10	personnel	staff
11	interview	11	choose	select
12	recruit	12	training	education
13	recruitment agency	13	good points	strengths
Задание 3				
1	In a newspaper/magazine, the Internet, through friends/relatives, in a recruitment agency, etc.			
2	Personal details, objective, experience, educations, additional skills, hobbies, references.			
3	Source of information about the job opening, short description of experience and education, explanation of suitability for the job and hope for an interview.			

Задания по теме 2.2 (OK-9)

Task 1. Match the parts of the sentences (in some cases there is more than one variant).

- | | |
|---|--|
| 1) I am writing to... | a) ...you have a group rate? |
| 2) It is with regret... | b) ...breakfast and all taxes. |
| 3) Please find enclosed... | c) ...your quotation. |
| 4) The price includes... | d) ...book a room for two days. |
| 5) We require... | e) ...confirm this booking. |
| 6) Could you let me know if... | f) ...a cheque for the deposit. |
| 7) Is your quotation for... | g) ...from 19 th to 21 st September. |
| 8) For all reservations we require... | h) ...a hotel with suitable facilities. |
| 9) In the name of... | i) ...confirm your reservation for... |
| 10) We would be pleased to receive... | j) ...half board with English breakfast. |
| 11) We are looking for... | k) ...an all-in tariff? |
| 12) I would be grateful if you could... | l) ...a confirmation by fax. |
| 13) We are pleased to... | m) ...Will Smith. |
| 14) For three days... | n) ...that I have to cancel the reservation. |

Task 2. Fill in the gaps in the letters with the words on the right.

1) The Chairman and the <u>1</u> Director of this Company will be visiting Glasgow in September, for the World <u>2</u> , and will require a <u>3</u> with two <u>4</u> . A <u>5</u> room, on the same <u>6</u> if possible, will also be needed for their <u>7</u> .	a) bedrooms b) suite c) floor d) single e) accommodation f) charges g) managing
Please let me know whether we can receive this <u>8</u> from 10 to 15 September <u>9</u> . I shall be glad to have a reply by fax, with details of your <u>10</u> .	

	h) Trade Fair i) inclusive j) secretary
2) Our __1__ Director, Mr. Rogers, will be __2__ in London next week and will then __3__ to Sweden and Finland. We shall be therefore __4__ if you will __5__ a seat for him on a __6__ leaving Britain on or about the 21 st , for Stockholm. Your __7__ for the fare and booking __8__ will be paid by our National Bank, who have __9__ to do so on our behalf. We thank you in advance for your kind __10__ to this matter.	a) account b) obliged c) plane d) technical e) go on f) book g) arriving h) fee i) attention j) instructions

Задания по теме 2.3 (OK-9)

Task 1. Give the Russian equivalents for the following words:

Quantity, branch, profit, independent company, to specialize, warehouse, the main activity, annual growth, dependent company, annual sales, to be situated, employee, motto.

Task 2. Translate the following words and expressions from Russian into English:

Деятельность, годовые продажи, расположение, склад, филиал, главный офис, доход, рост, наемный служащий, зарабатывать, производство, степень независимости компании, клиент, специализироваться.

YANDEX

Read the text, fill in the gaps and translate.

Traditionally, the task of any search engine was to find __1__ on the internet. Now they have a broader understanding of its role: that of a universal __2__, an assistant, a guide to everything that surrounds us. It's about giving the right suggestion at the right place and __3__, help making a choice, and the possibility to get things done.

Yandex is a Russian multinational technology company __4__ in Internet-related services and products. Yandex __5__ as the 4th largest search engine worldwide. Yandex's history began in the early 1990s when Arkady Volozh and Arkady Borkovsky founded the company Arkadia. In 1993 Arkadia became a __6__ of Comptek International. Yandex as a company appeared in 2000. At that time there were only 25 employees and all __7__ could fit on a single server. It's headquarters are in Moscow, Russia. It has offices in seven countries, __8__ more than 6,000 people. It also operates in Belarus, Kazakhstan, Turkey and Ukraine. More than 55.2 million people in Russia use its __9__ on their desktop computers (April 2016). Most of its revenues are derived from contextual advertising, based on what web users are looking for.

The __10__ of the 'happiness of the user' is crucial for us. Our team of specialists represents many scientific disciplines, including mathematics, data analysis, programming, __11__, and many others. Besides working on products and technologies at Yandex, some of our experts teach, lecture and train students and young specialists. We run our own educational programs. We also partner with Russia's __12__ research centres and universities, including the Moscow Institute of Physics and Technology and the Higher School of Economics.

aid, services, data, information, linguistics, time, ranked, concept, subdivision, leading, employing, specializing.

Task 4. Try to describe the company on behalf of its employee:

1. I work in ----- as a-----.
2. It is an independent company. It is a branch of-----.

3. The company was founded in -----.
4. We employ-----.
5. Its main activity is-----.
6. Our customers are-----.
7. The head office is situated in-----.
8. It has-----branches in-----.
9. The company has-----warehouses.
10. Our annual growth is-----.
11. Our annual turnover is-----.
12. Our motto is-----.

Задания по теме 2.4, 2.5, 2.6 (ОК-9)

Задание 1. Лексический диктант по терминам

advertisement — ad	рекламное объявление; рекламное сообщение
advertiser	газета с рекламными объявлениями
advertising — publicity	публикация рекламных объявлений; рекламное дело
advertising agency	рекламное бюро
advertising agent	агент по рекламе
advertising budget	смета расходов на рекламу
advertising campaign	рекламная кампания
advertising columns	разделы объявлений в газете
advertising consultant	консультант по рекламе
advertising dealer	рекламный агент
advertising effectiveness	эффективность рекламы
advertising expenses	затраты на рекламу
advertising in the yellow pages	публикация рекламных объявлений в телефонном справочнике
advertising man — adman	специалист по рекламе
advertising manager	руководитель рекламного агентства
advertising media	средства распространения рекламы
advertising planner	специалист по планированию рекламы
advertising poster (GB) — advertising board (US)	доска объявлений
advertising rate	цена рекламы; тариф на публикацию рекламы
advertising support	рекламная поддержка; финансирование за счет рекламы
advertising to sales ratio	показатель реклама-сбыт
announcement — press release	сообщение для прессы
art director	руководитель отдела художественного оформления рекламы
audience	аудитория
audience composition	состав аудитории
average audience	средняя аудитория
average circulation	средний тираж
billboards (GB) — hoardings (US)	доска объявлений; рекламный щит
billsticking — billposting	расклейка афиш; реклама посредством афиш
bleed page	полоса, напечатанная под обрез
blow-up	увеличенная репродукция; увеличенное изображение

booklet	буклет; рекламный проспект
brand image	образ бренда
broadcasting	передача
market coverage	охват рынка
mass advertising	массовая реклама; широкая рекламная кампания с использованием всех видов и форм рекламы
mass communication	средства массовой информации
mass media — media	средства массовой информации
media buyer	специалист по закупке рекламного времени или пространства
media buying	закупка средств рекламы
media buying agency	агентство по закупке средств рекламы
media department	рекламный отдел
media planner	составитель плана использования средств рекламных кампаний; разработчик плана использования средств рекламы; специалист по планированию использования средств рекламы; специалист по средствам рекламы, планирующий их использование; медиапланирист
media planning	планирование и использование средств рекламы; медиапланирование
media strategy	общий подход к выбору средств рекламы
merchandising	продвижение товара; стимулирование сферы торговли
misprint	типографская ошибка
mural advertising	стенная реклама
neon sign	неоновая реклама
news agency	агентство новостей
newsletter	рекламный проспект; информационное письмо
number of copies	тираж; число экземпляров
opinion leaders	лидеры мнений
opinion maker	лица, формирующие общественное мнение
opinion poll	выяснение общественного мнения путем выборочного опроса
order card	бланк заказа
outdoor sign	вывеска; уличный щит
pay-off	выплата
peak time	пиковое время
periodic	периодический
pocket edition	карманное издание
point of purchase advertising (POPA)	реклама в местах продажи
point of sale material	материалы для рекламных стендов
popularity rating — audience	рейтинг популярности
poster (GB) — board (US)	рекламный плакат
posting	расклейка плакатов
press agent	представитель органов печати; пресс-секретарь
press cutting — clippings	вырезка из периодической печати
press office	пресс-бюро; пресс-служба
brochure	рекламный проспект; рекламный буклет

campaign briefing	заседание кампании
campaign evaluation	оценка результатов кампании
campaign testing	апробирование кампании
campaign turnover	оборот кампании
caption	подпись под иллюстрацией
cartoons	комиксы
to cast	распределять роли
circulation	тираж; людской поток; аудитория
classified advertisements	объявления рубричной рекламы
to clip	вырезать (из газеты)
clipping agency	бюро вырезок
close-up	увеличенное изображение; крупный план
column	газетный столбец, рубрика, колонка
column width	ширина колонки
columnist	ведущий рубрики
commercial	рекламный ролик; передача, оплаченная фирмой в рекламных целях
commercial break	рекламная пауза
communication	коммуникация; общение; контакт
communication plan	схема связи
comparative advertising	сравнительная реклама
complimentary copy	бесплатный экземпляр рекламного издания; авторский экземпляр
consumer acceptance	принятие идеи потребителем; принятие товара потребителем
consumer advertising	потребительская реклама
consumer promotion	стимулирование потребителей; мероприятия по стимулированию, нацеленные на потребителей
copywriter	составитель рекламных текстов; текстовик; автор текста
corporate advertising	реклама, создающая имидж компании; реклама фирмы
corporate campaign	кампания престижной рекламы; престижная кампания
creative department	творческий отдел
creativity	творческая жилка; творческое начало
cross advertising	перекрестная реклама
daily paper	ежедневная газета
direct advertising	прямая реклама
door-to-door advertising	реклама от двери к двери
economy size	экономичный размер
press release	официальная информация для печати
to promote	рекламировать; раскручивать
promoter	пропагандист; приверженец
promotion	раскрутка
promotional action	рекламная акция
promotional campaign	кампания по раскрутке; кампания по стимулированию
promotional costs	затраты на рекламную деятельность
promotional support	рекламно-пропагандистская поддержка
publisher	издатель

publishing	издание; опубликование
radio commercial	ролик радиорекламы
ratings	оценочные коэффициенты
readership	читательская аудитория
to recall	запоминать; припоминать
reportage	репортаж
sales incentive	средство стимулирования продаж
salesforce promotion	продвижение торгового персонала
script	текст; шрифт
shop display	выставка товаров в витрине
shop sign	вывеска
shop window	витрина магазина
short	киножурнал
short commercial	короткая реклама
sketch	набросок; зарисовка
sky-writing	надписи в небе
slide	каретка
slogan	рекламная формула
socio-economic groups	социально-экономические группы
to sponsor	финансировать; инвестировать; спонсировать
sponsor	финансист; инвестор; спонсор
sponsorship	спонсорская поддержка
spot	короткая вставка
storyboard	кадроплан; раскадровка
strategic planning	стратегическое планирование
strengthening of the campaign	укрепление кампании
editor	издатель
editorial advertising	редакционное сообщение
editorial article	редакционная статья
effective reach	эффективный охват
exhibitors' area	место участников выставки
feedback	отклик; отзыв
follow-on campaign	последующая кампания
follow-up campaign	повторная кампания
frame	кинокадр
gag	реприза; комическая ситуация
gatefold	калитка
graphic designer	художник-оформитель
graphics	шрифтовое оформление
headline	заголовок
high-circulation weekly magazine	крупнотиражный еженедельный журнал
high circulation	крупный тираж
house agency	внутрифирменное рекламное агентство
house magazine	фирменный журнал
household panel	потребительская панель
image	образец, имидж

in-store demo	демонстрация товара в магазине
in-store promotion	реклама товара в магазине
informative advertising	информативная реклама
insertion – advertisement	публикация
inside cover	оборот обложки
jingle	музыкальный рекламный ролик
key-account manager	менеджер по работе с ключевыми клиентами
large print run	печать крупным шрифтом
layout	макет
leaflet (GB) — folder (US)	буклет; небольшая тонкая брошюра
leit motiv	лейтмотив
lettering	шрифтовое оформление
local advertising	местная реклама
magazine circulation	тираж журнала
mail advertising	реклама почтой
subheading	подзаголовок
subliminal advertising	скрытая реклама
subscriber	абонент; подписчик
subtitle	титр
support campaign	поддерживающая кампания
supporting promotion	поддержка раскрутки
tabloid	малоформатная газета
tailor-made promotion	раскрутка на основе индивидуального подхода
target group	целевая группа
tax on advertising	налог на рекламу
technical magazine	технический журнал
television audience measurement (TAM)	измерение аудитории
test campaign	пробная рекламная кампания
testimonial	рекомендация товара
throwaway – flier	рекламный листок; флаер
tied-in advertising	координируемая реклама
tied-in campaign	координируемая кампания
total ratings	суммарный рейтинг
trade journal	профессиональный журнал; отраслевой журнал
trade magazine	профессиональный журнал; отраслевой журнал; торговый журнал
transfer (GB) – decal (US)	переводная картинка
transport advertising	транспортная реклама
TV network	телевизионная сеть
TV spot-commercial	краткое коммерческое телеобъявление
visual	иллюстративный элемент
visual appeal	внешняя привлекательность
visual proposal	внешний план
to visualize	визуализировать
window-dresser	оформитель витрин
window bill	реклама в витринах

window display	выставка товаров в витрине
window streamer	витринная наклейка; витринный вымпел
zapping	переключение каналов в целях бегства от рекламы

Задание 2.Перевод текста

Вариант 1

GETTING THINGS DONE WITH TEAMS

You've probably heard about the increasing importance of teams for making things happen. But, what's a team? And why should you bother? Couldn't you get what you need done all by yourself?

A team is two or more people who work together to achieve a common goal—say, creating a new product line, or bringing company policies up to date, or planning the company picnic. Teams work because they don't rely solely on the skills, knowledge, and abilities of just one person. By collecting and focusing the talent of a *group* of people—employees from different functions and levels of the organization—teams can solve even the most difficult problems. And because the front-line employees who are often tapped for teams are much closer to customers and vendors than are the men and women who manage them, the decisions they make are often better ones.

In the good old days, most organizations were designed in a very simple fashion—as strict hierarchies, with the top managers or owners at the top, the middle managers and supervisors in the middle, and the workers at the bottom. This design—similar to the traditional military organization, where privates report to corporals, who report to sergeants, who report to captains, and so on, up to the commanding general—was reinforced both formally through organization charts and delegations of authority, and informally through such things as executive privileges, reserved parking spaces, executive washrooms, and the like.

While hierarchies have long been an effective way to run an organization, this is less so the case nowadays. In today's business-at-the-speed-of-light environment, organizations that are wedded to strict hierarchies—where orders have to travel through numerous levels of employees before they reach the workers who will implement them—cannot respond quickly enough to fast-changing market conditions.

New forms of doing business—including the widespread use of teams, which can respond fast and flexibly—are taking hold, and the old ways of doing business are quickly going out of fashion. To make organizational sense of this fundamental change, businesses are increasingly moving away from a structure of traditional, functional divisions that once separated organizational units (for example, manufacturing, sales, engineering, inventory, and so forth) from one another. In their place are *teams*—comprised of employees from different organizational units—whose members work together to perform tasks and achieve common goals. Most businesses still organize their operations by departments, divisions, and so forth, but smart managers now encourage, rather than discourage, their employees to cross formal organizational lines to get their work done more efficiently and effectively.

(B. Nelson, P. Economy. *The Management Bible*)

Вариант 2.

WHAT IS MARKETING?

A market can be defined as all the potential customers sharing a particular need or want. Marketing is the process of developing, pricing, distributing and promoting the goods or services that satisfy such needs. Marketing therefore combines market research, new product development, distribution, advertising, promotion, product improvement, and so on. According to this definition, marketing begins and ends with the customer. Truly successful marketing understands the customers so well that the product or service satisfies a need so perfectly that the customer is desperate to buy it. The product almost sells itself. Of course this will only happen if the product or service is better than those of competitors.

Companies are always looking for marketing opportunities – possibilities of filling unsatisfied needs in areas in which they are likely to enjoy a differential advantage, due to their particular competencies. Marketing opportunities are generally isolated by market segmentation – dividing a market into submarkets or segments according to customers' requirements or buying habits. Once a target market has been identified, a company has to decide what goods or services to offer, always remembering the existence of competitors.

Marketers do not only identify consumer needs, they can anticipate them by developing new products. They will then have to design marketing strategies and plan marketing programmes, and then organize, implement, and control the marketing effort. Once the basic offer, for example a product concept has been established, the company has to think about the marketing mix – the set of all the various elements of a marketing programme, their integration, and the amount of effort that a company can expend on them in order to influence the target market. The best-known classification of these elements is the 4 P's: Product, Price, Promotion and Place.

Aspects to be considered in marketing a product include its quality, its features, style, brand name, size, packaging, services and guarantee, while price includes consideration of things like the basic list price, discounts, the length of the payment period, and possible credit terms. Place in a marketing mix includes such factors as distribution channels, coverage of the market, locations of points of sale, inventory size, and so on. Promotion groups together advertising, publicity, sales promotions, and personal selling.

The next stage is to create long-term demand, perhaps by modifying particular features of the product to satisfy changes in consumer needs or market conditions.

Marketing can also involve the attempt to influence or change consumers needs and wants. Companies try to do this in order to sell their products; governments and health authorities sometimes try to change people's habits for their own good or for the general good. In other words, marketing also involves regulating the level, timing and character of demand.

Задание 3. Обсуждение содержания англоязычной профессиональной литературы
Вариант 1. Переведите на какие вопросы дает ответ книга "15 QUESTIONS ABOUT SOCIAL MEDIA» Moruzzi Massimo

The 15 Questions:

1. What Are Social Networks?
2. What Are Social Media?
3. What Is Social Media Marketing?
4. Are Companies Doing It Right?
5. Why Are Companies Sending People Over to Social Media?
6. Does It Make Sense?
7. Do People Really Want to Engage with Brands?
8. Do Companies Really Want to Engage with Their Customers?
9. Are Social Media Useful for Customer Service?
10. What Is the Value of a Facebook "Like"?
11. What Does "Earned Media" Mean?
12. What Is "Organic Reach"?
13. Is the Free Lunch Over?
14. What Happens Now?
15. What Is the Dumbest Social Media Stunt Ever?

Вариант 2. Переведите на какие вопросы дает ответ книга "15 QUESTIONS ABOUT NATIVE ADVERTISING» Moruzzi Massimo

The 15 Questions:

1. What Is Native Advertising?
2. Is It a New Practice?
3. Is Native Advertising Legal?
4. Are Content Marketing and Native Advertising the Same?

5. What Happened to Social Media Marketing?
6. What Is Social Media Marketing Today?
7. What About Influencer Marketing?
8. Does Native Advertising Happen Only on Social Media?
9. What About Native Advertising on Newspapers?
10. Can It Get Any Worse?
11. Does Native Advertising Work?
12. Why Does It Work?
13. Does It Have Negative Consequences?
14. Should Native Advertisement Be Deregulated?
15. What Does the Future Hold for Native Advertising?

2. Контрольно-измерительные материалы для проведения текущего контроля по учебной дисциплине

Шкала оценки для проведения текущего контроля по учебной дисциплине в устной форме

№ п/п	Оценка за ответ	Характеристика ответа
1	Отлично	- полно раскрыто содержание материала; - материал изложен грамотно, в определенной логической последовательности; - точно используется терминология; - показано умение иллюстрировать теоретические положения конкретными примерами, применять их в новой ситуации; - продемонстрированные знания и умения позволяют самостоятельно решать поставленные задачи; - ответ прозвучал самостоятельно, без наводящих вопросов; - продемонстрирована способность творчески применять знание теории к решению профессиональных задач; - допущены одна - две неточности при освещении второстепенных вопросов, которые исправляются по замечанию. - количество баллов за освоение компетенций от 8 до 9
2	Хорошо	- вопросы излагаются систематизировано и последовательно; - продемонстрированные знания и умения позволяют самостоятельно решать поставленные задачи, однако требуют определенного контроля; - продемонстрировано умение анализировать материал, однако не все выводы носят аргументированный и доказательный характер; - ответ удовлетворяет в основном требованиям на оценку «отлично», но при этом имеет один из недостатков: в изложении допущены небольшие пробелы, не исказившие содержание ответа; приобретенный

		практический опыт, знания и умения требуют не значительной корректировки в процессе выполнения задания; допущены ошибка или более двух недочетов при освещении второстепенных вопросов, которые легко исправляются по замечанию преподавателя. - количество баллов за освоение компетенций от 5 до 7
3	Удовлетворительно	- неполно или непоследовательно раскрыто содержание материала, но показано общее понимание вопроса и продемонстрированы умения, достаточные для дальнейшего усвоения материала; - при неполном знании теоретического материала выявлен недостаточный уровень знаний и умений; студент не может применить теоретические знания на практике; - количество баллов за освоение компетенций от 3 до 4
4	Неудовлетворительно	- не раскрыто основное содержание учебного материала; - обнаружено незнание или непонимание большей или наиболее важной части учебного материала; - допущены ошибки в определении понятий, при использовании терминологии, которые не исправлены после нескольких наводящих вопросов - отсутствуют практический опыт, знания и умения по предлагаемым ситуационным вопросам или задачам, количество баллов за освоение компетенций менее 3. - отказ от ответа или отсутствие ответа

Шкала оценки для проведения текущего контроля по учебной дисциплине в письменной форме

№ п/п	Оценка за ответ	Характеристика ответа
1	Отлично	Материал раскрыт полностью, изложен логично, без существенных ошибок, выводы доказательны и опираются на теоретические знания Количество баллов за освоение материала от 8 до 9
2	Хорошо	Основные положения раскрыты, но в изложении имеются незначительные ошибки выводы доказательны, но содержат отдельные неточности Количество баллов за освоение материала от 5 до 7
3	Удовлетворительно	Изложение материала не систематизированное, выводы недостаточно доказательны, аргументация слабая. Количество баллов за освоение материала от 3 до 4
4	Неудовлетворительно	Не раскрыто основное содержание материала, обнаружено не знание основных положений темы. Не сформированы компетенции, умения и навыки. Количество баллов за освоение компетенций менее 3 Ответ на вопрос отсутствует