

Программу составил(и):

к.ф.н., доцент, Лихачёва Ольга Николаевна

Рецензент(ы):

к. пед.н., доцент ВАК, старший преподаватель кафедры Лингвистики ФГБОУ ВО "КГМУ", Репина М.В.; заместитель директора СОШ №89 г. Краснодар, Егорова О.Б.

Рабочая программа дисциплины

Иностранный язык

разработана в соответствии с ФГОС ВО:

Федеральный государственный образовательный стандарт высшего образования по направлению подготовки 38.03.04 ГОСУДАРСТВЕННОЕ И МУНИЦИПАЛЬНОЕ УПРАВЛЕНИЕ (уровень бакалавриата) (приказ Минобрнауки России от 10.12.2014 г. № 1567)

составлена на основании учебного плана:

Направление 38.03.04 Государственное и муниципальное управление
утвержденного учёным советом вуза от 13.04.2020 протокол № 8.

Рабочая программа одобрена на заседании кафедры

Кафедра педагогики и межкультурных коммуникаций

Протокол от 09.03.2022 г. № 8

Зав. кафедрой Петракова

Согласовано с представителями работодателей на заседании НМС, протокол № 8 от 13.04.2020.

Председатель НМС проф. Павелко Н.Н.

1. ЦЕЛИ ОСВОЕНИЯ ДИСЦИПЛИНЫ (МОДУЛЯ)

1.1	«Иностранный язык» предусматривает у обучающихся развитие коммуникативной компетентности, уровень которой позволяет
1.2	использовать иностранный язык в профессиональной деятельности; повышение их
1.3	профессиональной компетентности, расширение общего кругозора, повышение уровня общей
1.4	культуры, культуры мышления, общения и речи; формирование готовности содействовать
1.5	налаживанию межкультурных и научных связей, представлять свою страну на
1.6	международных конференциях и симпозиумах, знакомиться с научной и справочной
1.7	зарубежной профессионально-ориентированной литературой.
<p>Задачи: - формирование у обучающихся иноязычной компетенции как основы межкультурного профессионального общения;</p> <p>- формирование умения самостоятельно работать с иностранным языком;</p> <p>- систематизировать основные фонетические, лексические и грамматические навыки обучающихся;</p> <p>- ознакомить обучающихся с приёмами экстенсивного (ознакомительного) и интенсивного (изучающего) видов чтения текстов на иностранном языке;</p> <p>- ознакомить обучающихся с двумя видами перевода иностранных текстов на русский язык: дословным и адекватным;</p> <p>- научить обучающихся грамотно пользоваться словарями;</p> <p>- развить у обучающихся навыки и умения самостоятельной работы над языком;</p> <p>- обеспечить обучающихся речевыми формулами (клише), позволяющими успешно осуществлять общение на иностранном языке;</p> <p>- приобрести навыки самостоятельной когнитивной деятельности</p>	

2. МЕСТО ДИСЦИПЛИНЫ (МОДУЛЯ) В СТРУКТУРЕ ОБРАЗОВАТЕЛЬНОЙ ПРОГРАММЫ

Цикл (раздел) ОП:	Б1.Б
2.1	Требования к предварительной подготовке обучающегося:
2.2	Дисциплины (модули) и практики, для которых освоение данной дисциплины (модуля) необходимо как предшествующее:

**3. ФОРМИРУЕМЫЕ КОМПЕТЕНЦИИ, ИНДИКАТОРЫ ИХ ДОСТИЖЕНИЯ
и планируемые результаты обучения****4. СТРУКТУРА И СОДЕРЖАНИЕ ДИСЦИПЛИНЫ (МОДУЛЯ)**

Код занятия	Наименование разделов и тем /вид занятия/	Семестр / Курс	Часов	Компетенции	Литература и эл. ресурсы	Практ . подг.
	Раздел 1. Модуль 1. Лингвистический материал					
1.1	Правильность произношения и чтения на иностранном языке /Пр/	1	10		Л1.1 Л1.2Л2.1 Л2.2Л3.1 Л3.2	
1.2	Самостоятельная работа 1. /Ср/	1	10		Л1.1 Л1.2Л2.1 Л2.2Л3.1 Л3.2	
1.3	Грамматика /Пр/	1	10		Л1.1 Л1.2Л2.1 Л2.2Л3.1 Л3.2	
1.4	Практическая работа 1. /Пр/	1	10		Л1.1 Л1.2Л2.1 Л2.2Л3.1 Л3.2	
1.5	Аудирование /Ср/	1	10		Л1.1 Л1.2Л2.1 Л2.2Л3.1 Л3.2	
1.6	Самостоятельная работа 2. /Ср/	1	3,8		Л1.1 Л1.2Л2.1 Л2.2Л3.1 Л3.2	
1.7	Лексика /Пр/	1	10		Л1.1 Л1.2Л2.1 Л2.2Л3.1 Л3.2	
1.8	Аттестация /КА/	1	0,2		Л1.1 Л1.2Л2.1 Л2.2Л3.1 Л3.2	
1.9	Практическая работа 2. /Пр/	1	8		Л1.1 Л1.2Л2.1 Л2.2Л3.1 Л3.2	
1.10	Продуктивное активного освоения лексики иностранного языка /Пр/	2	10		Л1.1 Л1.2Л2.1 Л2.2Л3.1 Л3.2	
1.11	Тест /Пр/	2	10		Л1.1 Л1.2Л2.1 Л2.2Л3.1 Л3.2	
1.12	Практическая работа 3. /Пр/	2	10		Л1.1 Л1.2Л2.1 Л2.2Л3.1 Л3.2	
1.13	Работа с дополнительной литературой. /Пр/	2	10		Л1.1 Л1.2Л2.1 Л2.2Л3.1 Л3.2	
1.14	Практическая работа 4. /Пр/	2	8		Л1.1 Л1.2Л2.1 Л2.2Л3.1 Л3.2	
1.15	Самостоятельная работа 3. /Ср/	2	10		Л1.1 Л1.2Л2.1 Л2.2Л3.1 Л3.2	
1.16	Самостоятельная работа 4. /Ср/	2	10		Л1.1 Л1.2Л2.1 Л2.2Л3.1 Л3.2	
1.17	Самостоятельная работа 5. /Ср/	2	3,8		Л1.1 Л1.2Л2.1 Л2.2Л3.1 Л3.2	
1.18	Аттестация /КА/	2	0,2		Л1.1 Л1.2Л2.1 Л2.2Л3.1 Л3.2	

	Раздел 2. Модуль 2. Социокультурные и профессиональные знания				
2.1	Овладения грамматическим строем иностранного языка /Пр/	2	10		Л1.1 Л1.2Л2.1 Л2.2Л3.1 Л3.2
2.2	Практическая работа 1. /Пр/	2	10		Л1.1 Л1.2Л2.1 Л2.2Л3.1 Л3.2
2.3	Практическая работа 2. /Пр/	2	10		Л1.1 Л1.2Л2.1 Л2.2Л3.1 Л3.2
2.4	Самостоятельная работа 2. /Ср/	2	10		Л1.1 Л1.2Л2.1 Л2.2Л3.1 Л3.2
2.5	Лексико-грамматический тест /Пр/	2	8		Л1.1 Л1.2Л2.1 Л2.2Л3.1 Л3.2
2.6	Аудирование /Пр/	2	10		Л1.1 Л1.2Л2.1 Л2.2Л3.1 Л3.2
2.7	Самостоятельная работа 1. /Ср/	2	10		Л1.1 Л1.2Л2.1 Л2.2Л3.1 Л3.2
2.8	Тест /Ср/	2	3,8		Л1.1 Л1.2Л2.1 Л2.2Л3.1 Л3.2
2.9	Аттестация /КА/	2	0,2		Л1.1 Л1.2Л2.1 Л2.2Л3.1 Л3.2
2.10	Подготовка устного монологического высказывания на иностранном языке в пределах изучаемых тем; /Пр/	2	10		Л1.1 Л1.2Л2.1 Л2.2Л3.1 Л3.2
2.11	Работы с учебно-вспомогательной литературой (словарями и справочниками по иностранному языку) /Пр/	2	10		Л1.1 Л1.2Л2.1 Л2.2Л3.1 Л3.2
2.12	Практическая работа 3. /Пр/	2	10		Л1.1 Л1.2Л2.1 Л2.2Л3.1 Л3.2
2.13	Анализ текстов /Пр/	2	8		Л1.1 Л1.2Л2.1 Л2.2Л3.1 Л3.2
2.14	Практическая работа 4. /Пр/	2	10		Л1.1 Л1.2Л2.1 Л2.2Л3.1 Л3.2
2.15	Самостоятельная работа 3. /Ср/	2	10		Л1.1 Л1.2Л2.1 Л2.2Л3.1 Л3.2
2.16	Самостоятельная работа 4. /Ср/	2	10		Л1.1 Л1.2Л2.1 Л2.2Л3.1 Л3.2
2.17	Тест /Ср/	2	3,8		Л1.1 Л1.2Л2.1 Л2.2Л3.1 Л3.2
2.18	Аттестация /КА/	2	0,2		Л1.1 Л1.2Л2.1 Л2.2Л3.1 Л3.2
	Раздел 3. Модуль 3. Сферы делового общения и грамматическая тематика				
3.1	Письменная речи на иностранном языке /Пр/	2	10		Л1.1 Л1.2Л2.1 Л2.2Л3.1 Л3.2
3.2	Практическая работа 1. /Пр/	2	10		Л1.1 Л1.2Л2.1 Л2.2Л3.1 Л3.2
3.3	Тест /Ср/	2	3,8		Л1.1 Л1.2Л2.1 Л2.2Л3.1 Л3.2
3.4	Практическая работа 2. /Пр/	2	10		Л1.1 Л1.2Л2.1 Л2.2Л3.1 Л3.2
3.5	Аудирование /Пр/	2	10		Л1.1 Л1.2Л2.1 Л2.2Л3.1 Л3.2
3.6	Самостоятельная работа 1. /Ср/	2	10		Л1.1 Л1.2Л2.1 Л2.2Л3.1 Л3.2
3.7	Лексико-грамматический тест /Пр/	2	8		Л1.1 Л1.2Л2.1 Л2.2Л3.1 Л3.2
3.8	Самостоятельная работа 2. /Ср/	2	10		Л1.1 Л1.2Л2.1 Л2.2Л3.1 Л3.2
3.9	Аттестация /КА/	2	0,2		Л1.1 Л1.2Л2.1 Л2.2Л3.1 Л3.2
3.10	Анализ текстов /Пр/	2	10		Л1.1 Л1.2Л2.1 Л2.2Л3.1 Л3.2
3.11	Практическая работа 3. /Пр/	2	10		Л1.1 Л1.2Л2.1 Л2.2Л3.1 Л3.2
3.12	Практика переводов /Пр/	2	10		Л1.1 Л1.2Л2.1 Л2.2Л3.1 Л3.2
3.13	Разговорная практика /Пр/	2	2		Л1.1 Л1.2Л2.1 Л2.2Л3.1 Л3.2
3.14	Эссе /Ср/	2	4		Л1.1 Л1.2Л2.1 Л2.2Л3.1 Л3.2
3.15	Консультация /Конс/	2	1		Л1.1 Л1.2Л2.1 Л2.2Л3.1 Л3.2
3.16	Экзамен /КАЭ/	2	0,3		Л1.1 Л1.2Л2.1 Л2.2Л3.1 Л3.2

5. ОЦЕНОЧНЫЕ МАТЕРИАЛЫ

5.1. Контрольные вопросы и задания

1. Чтение и перевод иноязычных текстов профессиональной направленности с целью полного извлечения информации, обобщение прочитанного в виде реферата, резюме, аннотации на русском и изучаемом иностранном языке.
2. Письменная фиксация информации в виде записей, конспектирования, делового письма, а также в виде докладов, рефератов, тезисов и т.п.
3. Лексические темы профессиональной направленности.
4. Грамматика (грамматический строй иностранного языка)
5. Выполнение лексико-грамматического теста.

5.2. Темы письменных работ

5.3. Фонд оценочных средств

Тестовое задание

Вариант 1

Part 1 Indirect test of oral skills

Test 1 Conversation

Задание. Прочтите следующий диалог до конца. Затем прочитайте 1-2 предложения и постарайтесь заполнить пропуски, вставив только одно слово вместо одного пропуска. Напишите свой ответ на листе для ответов.

Shopping

Nick: What's the 1 of your mangoes?
 Shop assistant: Eighty pence one. How 2 mangoes 3 you like?
 Nick: I'll take six, please. And 4 sugar.
 Shop assistant: How 5 sugar?
 Nick: A small packet, please. How 6 are the bananas?
 Shop assistant: Two pounds 7 kilo. They are excellent.
 Nick: Yes, but they are too 8 . I can't 9 them.
 Shop assistant: Is that all or would you like 10 else?
 Nick: That's all. Thank you.

Test 2 Vocabulary

Задание. Заполните пропуски одним из четырех слов или выражений, приведенных после каждого предложения. Напишите свой ответ на листе для ответов.

- Oh, sorry! What a sad mistake! -!
 A) Not at all B) Pleased to meet you C) You're welcome D) That's all right
- They've been looking for you.....
 A) in all places B) everywhere C) anywhere D) for all places
- Is it that you will buy a new car?
 A) true B) simple C) sorry D) able
- Father is,he can't go for a walk with you.
 A) bought B) sold C) busy D) drew
- When you speak slowly, I..... you, when you speak quickly, I don't.
 A) introduce B) realize C) understand D) listen
- It was quite when we got back from the trip.
 A) past B) late C) last D) letter
- We must quickly in critical situations.
 A) laugh B) feel C) wait D) act
- What time is the first of the film?
 A) show B) play C) performance D) programme
- Why have you the book so long?
 A) belonged B) eaten C) changed D) kept
- Don't wait for me if you.....
 A) have speed B) are in speed C) have a hurry D) are in a hurry

Test 3 Grammar

Задание. Заполните пропуски одним из четырех слов или выражений, приведенных после каждого предложения. Напишите свой ответ на листе для ответов.

- Can he English?
 A) speaks B) speaking C) speak D) to speak
- John speaks English, but ?
 A) does Margaret B) speaks Margaret C) Margaret speaks D) Margaret does
- What time lunch?
 A) does Jack has B) Jack has C) do Jack has D) does Jack have
- you written the letter to our teacher?
 A) Shall B) Will C) Have D) Having
- When her homework?
 A) Ella usually does B) does Ella do usually C) usually does Ella D) does Ella usually do
- If you work hard, you your exams well.
 A) pass B) will pass C) have passed D) are passing
- His son is
 A) so old as yours B) as old as your one C) so old as your one D) as old as yours
- I'm sorry that I had to stop our conversation the telephone.

- A) for answer B) for answering C) to answer D) to answering
 9. He has three children, he?
 A) don't B) hasn't C) haven't D) hadn't
 10. All the questions of this test should
 A) answer B) to answer C) be answer D) to be answered

Part 2 Reading comprehension

Test 4 Vocabulary: nouns and verbs

Задание. Заполните пропуски одним из четырех слов или выражений, приведенных после каждого предложения. Напишите свой ответ на листе для ответов.

1. His teacher always his mistakes to him.
 A) reveals B) explains C) exposes D) marks
2. This is a good of Byron's poetry.
 A) cause B) difference C) experiment D) example
3. G.Washington's birthday is a public in the USA.
 A) health B) harvest C) holiday D) husband
4. The last electric had gone when we got to the station.
 A) plant B) passenger C) lorry D) train
5. Our country has a democratic
 A) railway B) stream C) government D) mountain
6. An of modern artists' work was opened in the museum of Fine Arts last Saturday.
 A) industry B) education C) exhibition D) exception
7. Father wanted Bob to an engineer.
 A) become B) speak C) think D) seem
8. Last year she English lessons to a group of our students.
 A) worked B) defended C) drew D) gave
9. The boy helped me to the heavy box into the house.
 A) cover B) invite C) carry D) lose
10. At school always in the first row.
 A) found B) became C) sat D) fed
11. She me a magazine to read.
 A) became B) brought C) compared D) caught
12. You must not drink the water from this lake.
 A) appeared B) refused C) taken D) defended
13. When you 5 to 2, the total is 7.
 A) move B) add C) open D) prove
14. They made a to keep warm.
 A) thing B) ready C) piece D) fire
15. John Milton decided to join the for freedom not by fighting but by writing.
 A) struggle B) surprise C) terrible D) success
16. The reporter asked Bob to him the place where the car had stopped.
 A) run B) take C) give D) show
17. The English language will take place at our school in May.
 A) tradition B) competition C) condition D) attention
18. We our things on that shelf.
 A) know B) keep C) sleep D) wake
19. The travels around the sun.
 A) death B) east C) land D) earth
20. The of his friends was stronger than that of his own family.
 A) birth B) government C) influence D) harvest
21. You must work hard to your knowledge.
 A) move B) like C) improve D) mean
22. The great artist did not pay to his appearance.
 A) purpose B) attention C) demand D) felt
23. Tom the ball to another player.
 A) threw B) fell C) grew D) felt
24. They for several hours about their problems.
 A) said B) told C) spoke D) admitted
25. In some countries everybody has the to graduate from colleges.
 A) importance B) opinion C) opportunity D) development

Adjectives

26. The weather was on the day of the excursion, the sun was shining.
 A) favorite B) fine C) find D) rainy.
27. We had a evening with our friend, talking, dancing and listening to good music.

- A) frozen B) silent C) hungry D) pleasant
 28. The Australian Commonwealth is nearly as as the United States.
 A) little B) kind C) large D) high
 29. Everybody must study a language at school.
 A) forgotten B) honour C) foreign D) different

Adverbs

30. He hasn't learnt how to drive a car.
 A) still B) since C) yet D) then
 31. I know what to say when someone thanks me.
 A) among B) ago C) near D) never
 32. He couldn't change his character if he wanted to.
 A) every B) event C) whoever D) even
 33. The girl was sitting her mother.
 A) beneath B) beside C) outside D) along
 34. It was dark when we arrived.
 A) enough B) quite C) fast D) great
 35. the things that we took on the trip there was some tinned food.
 A) About B) Except C) Among D) Through
 36. Even she is old, she is very nice.
 A) if B) though C) while D) then

Phrasal verbs

37. We at the station ten minutes late.
 A) came B) went C) returned D) arrived
 38. May I ask you to introduce me your brother.
 A) with B) for C) to D) at
 39. This TV program for an hour.
 A) took B) spent C) lasted D) passed
 40. They are very good painting and drawing.
 A) at B) for C) by D) on

Test 5 Grammar

Задание. Заполните пропуски одним из четырех слов или выражений, приведенных после каждого предложения. Напишите свой ответ на листе для ответов.

1. My brother too young to do this work.
 A) are B) does C) is D) has
 2. He friends in many towns.
 A) is B) are C) have D) has
 3. Do you need new job?
 A) the B) a C) an D) –
 4. Janet sat down on chair. chair was near the window.
 A) the...The B) the...A C) a...The D) a...A
 5. She's much her sister.
 A) taller that B) more tall than C) taller than D) more tall that
 6. The building is very high, but windows are small.
 A) his B) her C) their D) its
 7. He left standing in the street.
 A) my B) me C) I D) mine.
 8. I must these sentences into English.
 A) to translate B) translate C) translating D) translates
 9. The sentences were too difficult
 A) translating B) have translated C) translate D) to translate
 10. He a letter to his friend yesterday.
 A) wrote B) will write C) is writing D) have written
 11. Bim is behind Jack. Jack is Bim.
 A) between B) beside C) in front of D) next
 12. Everyone in the office has to be by 8 o'clock.
 A) in job B) at work C) in work D) at job
 13. Peter is not at the university now, he in his room.
 A) read B) was reading C) is reading D) has read
 14. He taking his exam just now.
 A) will B) has C) is D) was
 15. The letter in pencil and it was difficult to read it.
 A) is writing B) has written C) writes D) was written

Part 3 General English language proficiency

Test 6 Gap-filling text

Задание. Прочтите следующий текст до конца. Затем прочтите 1-2 предложения и постарайтесь заполнить пропуски. Выберите одно из четырех слов, приведенных после текста. Выберите одно из четырех слов, приведенных после текста. Напишите свой ответ на листе для ответов.

Learning a foreign language

New words: accept – принимать; attitude – отношение.

The most difficult thing for a person to accept when he begins to learn a foreign language is that the foreign language is so very different from -1- own. Of course, he expects to find some differences, but -2- may sometimes seem to him -3- some of the differences are -4- unnecessary. A person's native -5- has a powerful influence on -6-. After all, he has been speaking -7- language since before he can -8-. His family, his friends, -9- complete strangers everyone around him uses -10- language. It is only -11- that a -12- would have the -13- that his language is the most beautiful, the -14- perfect, the most logical of -15- languages. Therefore, the first thing -16- must learn as he begins to -17- a foreign language is -18- each language is the -19- possible language for the people who use -20-. We would not expect -21- person from India to think -22- act exactly as a -23- from France. And we should -24- expect the language of India to -25- exactly like the French language. -26- this fact has been understood -27- accepted, many of the problems of language -28- disappear.

There are -29- attitudes which you will have -30- develop in order to learn -31- language successfully. The most important -32- these is that learning a language -33- constant practice. You must not -34- that because you -35- or heard a word or -36- one time, or five times, -37- ten times that you really -38- it and know how to -3- it. You must be ready -40- repeat new words and phrases again and -41- until you can really use -42- , automatically, without having to think -43- them.

Many students have the -44- that if they can memorize -45- list of vocabulary words they -46- be learning the language. Learning -47- language is much more than -48-. Learning new vocabulary without -49- the grammatical structure of the language is -50- like trying to build a house without using a plan.

1. A) its B) his C) their D) our
2. A) he B) all C) it D) they
3. A) than B) the C) when D) that
4. A) completely B) carefully C) immediately D) recently
5. A) house B) speech C) thought D) language
6. A) them B) him C) mankind D) activity
7. A) its B) his C) their D) our
8. A) draw B) know C) forget D) remember
9. A) even B) such C) though D) as
10. A) none B) that C) whole D) any
11. A) natural B) terrible C) illogical D) controversial
12. A) people B) woman C) person D) people
13. A) action B) feeling C) speaking D) hearing
14. A) best B) less C) more D) most
15. A) others B) his C) all D) each
16. A) some B) it C) any D) one
17. A) study B) write C) place D) like
18. A) when B) that C) the D) then
19. A) worst B) best C) difficult D) terrible
20. A) them B) all C) it D) well
21. A) to B) of C) a D) the
22. A) the B) and C) an D) as
23. A) animal B) star C) machine D) person
24. A) even B) also C) not D) surely
25. A) on B) so C) see D) be
26. A) Also B) Before C) About D) After
27. A) has B) and C) for D) to
28. A) dreaming B) building C) learning D) increasing
29. A) over B) order C) other D) once
30. A) to B) for C) the D) as
31. A) in B) a C) an D) their
32. A) at B) for C) of D) as
33. A) passes B) hopes C) ruins D) requires
34. A) teach B) think C) save D) sweep
35. A) saw B) been C) seen D) knew
36. A) text B) pause C) piece D) phrase
37. A) at B) on C) or D) to
38. A) see B) hear C) have D) know
39. A) learn B) have C) do D) use
40. A) to B) for C) of D) or

41. A) ago B) again C) eleven D) agree
 42. A) him B) their C) them D) it
 43. A) above B) about C) from D) again
 44. A) piece B) think C) book D) idea
 45. A) loud B) long C) clean D) less
 46. A) will B) have C) can D) must
 47. A) at B) but C) a D) by
 48. A) all B) that C) them D) too
 49. A) calling B) pronouncing C) knowing D) forgetting
 50. A) anything B) something C) nothing D) everything

Вариант 2

Part 1 Indirect test of oral skills

Test 1 Conversation

Задание. Прочтите следующий диалог до конца. Затем прочитайте 1-2 предложения и постарайтесь заполнить пропуски, вставив только одно слово вместо одного пропуска. Напишите свой ответ на листе для ответов.

Hobbies

- Allan: Have you 1 any hobbies?
 Ben: Yes, I 2 reading?
 Allan: What are your 3 books?
 Ben: I like adventure stories. 4 you?
 Allan: No, I don't. I like detective 5 . Have you got any 6 besides reading?
 Ben: Yes, I like 7 games. Do you play 8 games?
 Allan: Yes, I 9 . I like tennis.
 Ben: I like it, 10 .

Test 2 Vocabulary

Задание. Заполните пропуски одним из четырех слов или выражений, приведенных после каждого предложения. Напишите свой ответ на листе для ответов.

1. Oh, sorry to you waiting.
 A) make B) cause C) keep D) leave
 2. likes Phil. He's very famous.
 A) Anybody B) All people C) Nobody D) Everyone
 3. " My name is James Harris", said Mrs. Harris.
 A) daughter's B) animal's C) husband's D) passenger's
 4. Mother said: " Dinner is....." .
 A) clear B) ready C) sharp D) proud
 5. We some noise. Where does it come from?
 A) mean B) read C) lead D) hear
 6. Have you seen Helen's pen? She has it.
 A) lost B) shot C) drunk D) hurt
 7. Do you mind if I open the window?
 A) No, of course not B) Yes, of course C) No, thank you D) Yes, thank you
 8. What's the.... between a car and a plane?
 A) figure B) influence C) difference D) opinion
 9. Do you know.....about him?
 A) somebody B) anybody C) somewhere D) anything
 10. Would you please the salt.
 A) leave B) hand C) pass D) offer

Test 3 Grammar

Задание. Заполните пропуски одним из четырех слов или выражений, приведенных после каждого предложения. Напишите

свой ответ на листе для ответов.

1. Must we.... the poem by heart?
A) to learn B) learning C) learn D) being learned
2. Has Fred got his books now? Yes, my brother yesterday.
A) has given them to him B) gave them to him C) gave to him them D) has given to him them
3. Where.....on Sundays?
A) do Mike do B) Mike goes C) Mike does go D) does Mike go
4. you read anything by Dickens?
A) Are B) Were C) Have D) Was
5. They invited him yesterday but he.....
A) didn't yet say that yes B) didn't yet say yes C) hasn't yet said that yes D) hasn't said yes yet
6. If I James I happy to give him the present
A) will see...am B) see... will be C) see...am D) will see... will be
7. Is Mary Pam?
A) taller that B) so tall as C) taller D) as tall as
8. Ask him to go to this shop..... some food.
A) in order he buys B) for buying C) to buy D) for to buy
9. She'd written that before, ?
A) didn't she B) wouldn't she C) hadn't she D) shouldn't she
10. Your answer to that question is incorrect.
A) give B) given C) gave D) giving

Part 2 Reading comprehension

Test 4 Vocabulary: nouns and verbs

Задание. Заполните пропуски одним из четырех слов или выражений, приведенных после каждого предложения. Напишите свой ответ на листе для ответов.

1. He a bad mistake.
A) Did B) went C) put D) made
2. Anthony the TV set back to the shop.
A) borrowed B) took C) returned D) left
3. He had and potatoes for dinner.
A) wind B) fog C) meat D) sand
4. They sat near the to keep warm.
A) cloud B) snow C) coal D) fire
5. Visitors can see many interesting in the new museum.
A) fruits B) things C) enemies D) laws
6. We don't want to in town in summer.
A) stay B) develop C) excuse D) decide
7. Last autumn he a student of our university.
A) jumped B) invented C) became D) learned
8. You must before you answer.
A) belong B) think C) happen D) like
9. These fishermen live in a little at the seaside.
A) mountain B) road C) city D) village
10. The police the car in the forest far from the town.
A) threw B) found C) felt D) fought
11. We can travel to Germany by and sea.
A) land B) grass C) lake D) wood
12. The reporter wanted to know how everything had
A) graduated B) happened C) invited D) explained
13. We hope that he will the game
A) sell B) cut C) tell D) win
14. We always hard to finish our work in time.
A) take B) try C) shout D) wash
15. A dark covered the sky and soon it began to rain.
A) coat B) land C) cloud D) stick
16. William Hill made it the aim of his life to get a good
A) decision B) expression C) examination D) education
17. The Central Lowlands between the Western Australian Plateau and the Eastern Highlands.
A) ruin B) lie C) pay D) place
18. Mrs.Green the house at 10 o'clock every morning to go shopping.
A) draws B) comes C) leaves D) lives
19. It was great to meet the famous scientist.

- A) friendship B) honour C) memory D) knowledge
 20. This discovery is of great
 A) movement B) ability C) difficulty D) importance
 21. the young man ... so sad that evening though nothing bad had happened.
 A) gave B) flew C) felt D) lose
 22. This book doesn't..... much..
 A) pay B) look C) cost D) watch
 23. The ... autumn leaves of red and gold lie on the wet ground.
 A) fallen B) famous C) risen D) mistaken
 24. After the meal we asked for the
 A) receipt B) check-out C) payment D) bill
 25. Mark the shop and bought some new books.
 A) went B) offered C) touched D) entered

Adjectives

26. The day was really, with the bright sun shining in the blue sky.
 A) independent B) beautiful C) terrible D) yellow
 27. It was quite when we got back from the trip.
 A) part B) last C) late D) letter
 28. The doctor didn't allow her to carry things.
 A) honest B) general C) easy D) heavy
 29. After I had read through the text I was to do the test correctly.
 A) full B) hard C) ill D) able

Adverbs

30. Everybody enjoyed the film me.
 A) unless B) not C) except D) although
 31. Have you visited your parents?
 A) Not yet B) Not ever C) Already D) Ever
 32. There is an old apple-tree the house.
 A) in B) between C) behind D) through
 33. He won't be able to lift it we help him.
 A) but B) unless C) when D) or
 34. I cannot discuss the problem right now, some other day.
 A) seldom B) near C) although D) perhaps
 35. I will go, I would rather stay at home.
 A) whether B) although C) if D) just
 36. It's three months ... to our new house.
 A) since then we moved B) that we moved us C) since we moved D) that we moved

Phrasal verbs

37. This test a number of difficult tasks.
 A) composes in B) consists in C) composes of D) consists of
 38. We were tired hearing that music
 A) over B) of C) for D) on
 39. Yesterday Mike the train.
 A) waited for twenty minutes B) was expecting twenty minutes C) expected for twenty minutes D) waited twenty minutes
 40. He had previously had a car but it several times during the summer.
 A) had broken down B) was breaking up C) had broken up D) was breaking down

Test 5 Grammar

Задание. Заполните пропуски одним из четырех слов или выражений, приведенных после каждого предложения. Напишите свой ответ на листе для ответов.

1. Which the longest river in the Great Britain?
 A) has B) have C) is D) does
 2. Her sister many English magazines.
 A) is B) has C) have D) are
 3. A cat is animal
 A) a B) an C) the D) –
 4. I have got new car. I washed car yesterday.
 A) the...the B) the...a C) a...a D) a...the
 5. London is than Tallinn.
 A) biggest B) as big C) bigger D) so big
 6. He asked to read the book in English.

- A) us B) we C) our D) ours
7. He had three sons, all became musicians.
- A) who B) of which C) which D) of whom
8. The teacher can all the mistakes in our translations.
- A) to find B) finding C) find D) finds
9. It is good for our people foreign languages.
- A) to study B) study C) studied D) are studying
10. The students in the country next summer.
- A) work B) are working C) will work D) have worked
11. They have been in the United States three months.
- A) before B) for C) since D) after
12. We live the other side of the highway.
- A) by B) for C) in D) on
13. Children in the garden now.
- A) play B) have played C) plays D) are playing
14. 'Anna Karenina' by L.Tolstoi.
- A) has written B) was written C) was writing D) wrote
15. out of the window I saw him walking in the street.
- A) Was looking B) Have looked C) Looking D) Is looking

Part 3 General English language proficiency

Test 6 Gap-filling text

Задание. Прочтите следующий текст до конца. Затем прочтите 1-2 предложения и постарайтесь заполнить пропуски. Выберите одно из четырех слов, приведенных после текста. Выберите одно из четырех слов, приведенных после текста. Напишите свой ответ на листе для ответов.

Accident on the river

New words: provision – вещи; oar – весло; rope – веревка; slippery - скользкий

The next day all three started down the river. Thornton put all his provisions -1- the three dogs on the -2-. Then he, Pete and Hans -3- into the boat themselves -4- Thornton pushed off. It was difficult -5- down that river. In many -6- the current was very strong -7- it was necessary for the -8- and dogs to get off.

-9- Thornton stood in the back -10- of the boat all the -11- working with one oar, Pete -12- Hans tied a rope to -13- boat and went along the -14-.

In some places the current -15- so strong that it was -16- for Hans and Pete to -17- the boat back. And it -18- not easy work.

At an -19- bad place, about half-way -20- the river, Hans and Pete -21- pulled the boat with great -22- and Thornton fell into the -23-. The current carried him down -24- great speed. In a moment -25- was only a small black -26- in the white and blue -27- of the river. In another moment Hans -28- Pete saw him no -29-.

At first Thornton understood nothing: -30- only felt the cold and -31- water all round him. Then -32- looked back. But he could -33- see Pete and Hans.

But -34- was that black spot in -35- water just behind him? He -36- back again. It was Buck! -37- a minute the dog was -38- him and in another minute -39- held him by the tail. '-40- I am saved', thought Thornton.

-41- the current was too strong: -42- a moment Thornton saw Buck -43- do nothing. And then, suddenly, -44- felt he had hit against something -45-. They were on a -46- just below the water. But -47- long could he stay there? -48- stone was very slippery. He -49- not stay on it more -50- a few minutes. 'I must send Buck for help', he thought.

1. A) heavy B) had C) and D) also
2. A) plane B) car C) train D) boat
3. A) got B) put C) left D) asked
4. A) if B) and C) from D) through
5. A) jumping B) looking C) getting D) giving
6. A) rivers B) stones C) places D) boats
7. A) when B) and C) at D) if
8. A) provision B) boats C) waves D) men
9. A) Not B) Only C) Because D) Already
10. A) part B) body C) wave D) bed
11. A) place B) week C) time D) man
12. A) at B) on C) or D) and
13. A) big B) the C) a D) quick
14. A) accident B) boat C) bank D) friend
15. A) was B) stood C) gave D) had
16. A) fine B) necessary C) easy D) careful
17. A) throw B) send C) leave D) pull
18. A) could B) was C) had D) found

- | | | | |
|-----------------|-------------|----------------|--------------|
| 19. A) almost | B) easily | C) especially | D) usually |
| 20. A) above | B) down | C) under | D) back |
| 21. A) suddenly | B) easily | C) beautifully | D) often |
| 22. A) strength | B) laugh | C) length | D) talent |
| 23. A) boat | B) accident | C) water | D) bank |
| 24. A) off | B) without | C) of | D) with |
| 25. A) they | B) he | C) it | D) boat |
| 26. A) dog | B) spot | C) bird | D) stone |
| 27. A) air | B) from | C) bank | D) waves |
| 28. A) none | B) neither | C) or | D) and |
| 29. A) more | B) little | C) moment | D) danger |
| 30. A) could | B) I | C) he | D) often |
| 31. A) saw | B) drank | C) left | D) swam |
| 32. A) all | B) dog | C) he | D) suddenly |
| 33. A) better | B) be | C) not | D) none |
| 34. A) when | B) ever | C) about | D) what |
| 35. A) all | B) full | C) the | D) silent |
| 36. A) laughed | B) caught | C) hoped | D) looked |
| 37. A) on | B) what | C) in | D) that |
| 38. A) through | B) beside | C) past | D) beginning |
| 39. A) somebody | B) Pete | C) they | D) Thornton |
| 40. A) How | B) Seldom | C) Now | D) Not |
| 41. A) What | B) Almost | C) Which | D) But |
| 42. A) In | B) Of | C) Before | D) Also |
| 43. A) let | B) could | C) tried | D) wanted |
| 44. A) Buck | B) boat | C) Thornton | D) wave |
| 45. A) hard | B) red | C) nice | D) soft |
| 46. A) plant | B) dog | C) stone | D) fish |
| 47. A) for | B) how | C) as | D) what |
| 48. A) at | B) on | C) a | D) the |
| 49. A) tried | B) hoped | C) must | D) could |
| 50. A) than | B) for | C) not | D) less |

Вариант 3

Part 1 Indirect test of oral skills

Test 1 Conversation

Задание. Прочтите следующий диалог до конца. Затем прочитайте 1-2 предложения и постарайтесь заполнить пропуски, вставив только одно слово вместо одного пропуска. Напишите свой ответ на листе для ответов.

Telephone conversation

- Secretary: Hello. _____ 1 _____ is Mantic Steel. Can I _____ 2 _____ you?
 Tom Stevens: Hello. Can I _____ 3 _____ to Mr. James Brown, please.
 Secretary: I'm _____ 4 _____. He is out at the moment.
 Tom Stevens: What time is he _____ 5 _____ back?
 Secretary: I'm afraid I don't _____ 6 _____ exactly. About three o'clock, I hope. Who's _____ 7 _____, please?
 Tom Stevens: My name is Tom Stevens. I'm from Oxford Textronics.
 Secretary: Can he _____ 8 _____ you when he comes _____ 9 _____?
 Tom Stevens: No, I'm afraid not. I'm leaving my office _____ 10 _____.

Test 2 Vocabulary

Задание. Заполните пропуски одним из четырех слов или выражений, приведенных после каждого предложения. Напишите свой ответ на листе для ответов.

-, I'm late.
 A) Sorry B) Excuse me C) Excuse D) I'm sorry
- What kind of did you get at the last competition.
 A) pride B) prize C) team D) record
- We didn't know wait or go home.
 A) to B) if to C) whether to D) if that we should
- Everybody seems to be tired now. When can we ... our meeting?
 A) graduate B) hope C) continue D) count
- Mother asked you to the table.

- A) air B) lay C) mean D) become
6. You must be more careful if you don't want to your things.
A) allow B) arrest C) invent D) lose
7. Be careful, he really what he said.
A) meant B) sold C) turned D) won
8. We to come back from the party not later than 10 o'clock.
A) looked B) listened C) promised D) went
9. Is she going to her exam this year?
A) expect B) enter C) make D) take
10. He didn't hear what I was
A) saying B) telling C) talking D) speaking

Test 3 Grammar

Задание. Заполните пропуски одним из четырех слов или выражений, приведенных после каждого предложения. Напишите свой ответ на листе для ответов.

- 1..... they speak English?
A) Are B) Have C) Do D) Be
2. Please, speak to sister!
A) she and she's B) her and her C) her and she's D) she and her
3. Are the books in your room? Yes, my friend
A) puts them there B) put it there C) puts it there D) put them there
4. Where are your friends now? They TV in the living-room.
A) have watched B) watched C) are watching D) were watching
5. Do you know?
A) how old is he B) how he is old C) how old he is D) how is he old
6. If it is not cold, we to the Central Park
A) go B) will go C) have gone D) would have gone
7. Their house is three times
A) so big as our one B) so big as ours C) as big as our one D) as big as ours
8. English you must work hard.
A) Knowing B) Have known C) Will know D) To know
9. The weather is better today, ?
A) hasn't it B) isn't it C) doesn't it D) wasn't it
10. I since morning and I'm very tired.
A) travel B) am traveling C) have been traveling D) was traveling

Part 2 Reading comprehension

Test 4 Vocabulary: nouns and verbs

Задание. Заполните пропуски одним из четырех слов или выражений, приведенных после каждого предложения. Напишите свой ответ на листе для ответов.

1. When we were in the forest we some flowers.
A) selected B) picked C) chose D) collected
2. This writer is for his short stories.
A) angry B) cheap C) silent D) famous
3. Jack wanted to to his friend.
A) cause B) say C) fill D) talk
4. After the flight the plane was back on the
A) ground B) piece C) air D) cloud
5. Shakespeare was born in 1564, he at the age of fifty-two.
A) entered B) decided C) died D) called
6. His story made everybody
A) frozen B) laugh C) bathe D) mention
7. He six pounds for the tickets.
A) sang B) rose C) shock D) paid
8. My friend has always me good advice.
A) bought B) covered C) driven D) given
9. John his friend at the station.
A) invented B) let C) met D) let
10. For translating this text you a dictionary.
A) meet B) reach C) pay D) need
11. Fruit is good for people's
A) health B) advice C) knowledge D) language

12. By the time we came to the theatre the..... had begun.
A) performance B) show C) game D) number
13. Grandmother planned to next Saturday at home.
A) feel B) hope C) understand D) spend
14. Suddenly the car began to
A) fly B) move C) swim D) step
15. The children had that story before.
A) shown B) brought C) moved D) heard
16. For him the Olympic games were the most important of the year.
A) freedom B) flight C) event D) fear
17. A large of books lay on the desk.
A) favour B) figure C) letter D) number
18. He a job at a shoe factory.
A) cost B) got C) helped D) felt
19. The travels around the sun.
A) east B) land C) earth D) death
20. He a parcel in his hands.
A) helped B) lost C) held D) taught
21. We did not want to any trouble.
A) cause B) laugh C) hurt D) marry
22. They sat in the third of the cinema.
A) line B) bench C) row D) line
23. Oliver had to go out and for food because his parents were very poor.
A) grow B) beg C) fly D) cost
24. John his leg while he was playing football.
A) sold B) taught C) slept D) hurt
25. The lake is clearly from our house.
A) looked B) lost C) spread D) seem

Adjectives

26. You must be when crossing the street.
A) late B) slept C) careful D) besides
27. He wanted his son to spend as much time as in the open air.
A) early B) rally C) possible D) late
28. Blue is my color.
A) favourite B) complete C) different D) difficult
29. Of all the discoveries ever made by man, radio is one of the most
A) unemployed B) possible C) separate D) wonderful

Adverbs

30. The holiday lasts September.
A) along B) until C) among D) behind
31. Tom left without saying good-bye.
A) just B) although C) however D) even
32. He was standing to the window.
A) deep B) slow C) short D) close
33. Nobody can help us..... Peter.
A) except B) expect C) until D) already
34. They haven't been to the British Museum the war
A) above B) soon C) since D) science
35. Haven't they finished their homework?
A) now B) yet C) still D) since
36. John has literature for his work.
A) all B) many C) enough D) any
- Phrasal verbs
37. It was raining when Tim the train.
A) was waiting for B) was expecting C) waited D) expected
38. This car is made plastic.
A) with B) of C) on D) by
39. That's the book
A) what I'm interested on B) I'm interested C) what I'm interested in D) I'm interested in
40. Can you me up outside the station?
A) welcome B) lift C) pick D) meet

Test 5 Grammar

Задание. Заполните пропуски одним из четырех слов или выражений, приведенных после каждого предложения. Напишите свой ответ на листе для ответов.

1. Great Britain rich in minerals.
A) have B) has C) are D) is
2. he many good ideas?
A) Have B) Has C) Are D) Is
3. That's Good idea!
A) the B) a C) an D) –
4. I heardnews onradio.
A) a...a B) a...the C) the...a D) the...the
5. A boat is Than ship.
A) as small B) small C) smaller D) the smallest
6. We were so tired that we would have slept
A) anywhere B) somewhere C) however D) whatever
7. Every old palace hasstrange stories.
A) his B) their C) a D) its
8. The students had to several dictations.
A) write B) wrote C) written D) be written
9. This seems an interesting book.
A) is B) is being C) to be D) was
10. this room can as a classroom.
A) use B) be used C) have used D) to be used
11. There is a long table The corner.
A) on B) with C) of D) in
12. Do you usually have a large party Your birthday?
A) at B) with C) on D) for
13. Whyyou writing with a pencil?
A) do B) have C) had D) are
14. These new houses Two years ago.
A) were built B) have built C) built D) building
15. But the new schoolnext year.
A) will built B) will be built C) has built D) will be building

Part 3 General English language proficiency

Test 6 Gap-filling text

Задание. Прочтите следующий текст до конца. Затем прочтите 1-2 предложения и постарайтесь заполнить пропуски. Выберите одно из четырех слов, приведенных после текста. Выберите одно из четырех слов, приведенных после текста. Напишите свой ответ на листе для ответов.

The highest mountain in the world

Mount Everest is the highest mountain in the Himalayas and the highest mountain in the world. It is 8.882 metres high. Many -1- men have tried to reach the -2- of Mount Everest. It is very -3- to reach the top of a -4- mountain. The men must take warm -5- with them because it is very -6- high up in the mountains. They -7- take with them food, tents and -8- other things. They must have men -9- carry their things. And it -10- not easy to carry things in -11- mountains.

In the year 1921 seven -12- came to Mount Everest. They did -13- try to reach the top. They -14- came to see which was the -15- way up to the top.

A -16- later, in 1922, some Englishmen came -17- to Mount Everest. This time they -18- to reach the top of the -19-. They went up five miles, but -20- not get any higher. They tried -21- times. When they started out the -22- time, it began to snow and -23- men died in the snow.

The -24- went back to England, but some -25- came back to Mount Everest -26- 1924. They tried to reach the top.

-27- soon it began to snow, and -28- men could not go on. For -29- days they could not do anything -30- the wind was very strong. Only -31- men tried the third time. The -32- men watched them on their way -33-. For some time they could see -34- well. Then the clouds came down, -35- they could not see the two -36-. When the clouds opened, they saw -37- two men very high up, near -38- top. Did the men reach the -39-? Nobody knows because the men did -40- come back.

In 1953 twelve men -41- to reach the top. Nine of -42- were Englishmen, three were not. Three -43- and fifty men carried their things. -44- twelve men went up from camp -45- camp. The highest camp was more -46- up in the mountains. -47- five men reached that camp. From -48- camp two men, Hillary and Tenzing, -49- the top of the world. They -50- the first.

1. A) days B) times C) other D) hours
2. A) bottom B) tip C) foot D) top
3. A) difficult B) high C) heavy D) easy
4. A) nice B) tall C) high D) long
5. A) clothes B) fires C) materials D) things
6. A) dry B) hard C) easy D) cold
7. A) have B) must C) may D) like

8. A) same B) many C) lots D) more
 9. A) who B) that C) they D) whose
 10. A) be B) was C) is D) will
 11. A) their B) the C) same D) top
 12. A) speakers B) people C) walkers D) Englishmen
 13. A) hard B) not C) want D) no
 14. A) alone B) only C) want D) no
 15. A) best B) most C) hard D) difficult
 16. A) day B) week C) year D) time
 17. A) over B) again C) even D) already
 18. A) tried B) asked C) hated D) choose
 19. A) place B) forest C) hill D) mountain
 20. A) were B) can C) could D) should
 21. A) lots B) much C) number D) many
 22. A) long B) short C) third D) first
 23. A) little B) same C) some D) that
 24. A) men B) workers C) hunters D) soldiers
 25. A) time B) happened C) men D) them
 26. A) at B) in C) from D) on
 27. A) When B) If C) But D) This
 28. A) other B) also C) a D) the
 29. A) no B) some C) any D) only
 30. A) because B) about C) that D) then
 31. A) one B) some C) all D) any
 32. A) all B) same C) other D) last
 33. A) again B) up C) home D) high
 34. A) them B) those C) their D) these
 35. A) but B) before C) and D) after
 36. A) clouds B) men C) mountains D) tops
 37. A) some B) the C) our D) other
 38. A) the B) their C) from D) off
 39. A) cloud B) mountain C) top D) time
 40. A) nor B) neither C) no D) not
 41. A) asked B) tried C) looked D) sat
 42. A) them B) their C) us D) these
 43. A) more B) friends C) hundred D) day
 44. A) After B) Next C) Also D) The
 45. A) off B) to C) after D) by
 46. A) than B) to C) that D) higher
 47. A) Alone B) If C) Only D) When
 48. A) they B) down C) whose D) that
 49. A) opened B) reached C) drew D) lost
 50. A) wanted B) liked C) were D) be

Типовые контрольные задания или иные материалы, необходимые для оценки знаний, умений, навыков и (или) опыта деятельности, характеризующих этапы формирования компетенций в процессе освоения образовательной программы:

Контрольные задания и материалы, необходимые для оценки знаний, умений, навыков:

Примерный вариант грамматических тестов

Задание. Заполните пропуски одним из четырех слов или выражений, приведенных после каждого предложения. Напишите свой ответ на листе для ответов.

1. Can he English?
 A) speaks B) speaking C) speak D) to speak
2. John speaks English, but ?
 A) does Margaret B) speaks Margaret C) Margaret speaks D) Margaret does
3. What time lunch?
 A) does Jack has B) Jack has C) do Jack has D) does Jack have
4. you written the letter to our teacher?
 A) Shall B) Will C) Have D) Having
5. When her homework?
 A) Ella usually does B) does Ella do usually C) usually does Ella D) does Ella usually do
6. If you work hard, you your exams well.
 A) pass B) will pass C) have passed D) are passing
7. His son is
 A) so old as yours B) as old as your one C) so old as your one D) as old as yours
8. I'm sorry that I had to stop our conversation the telephone.

- A) for answer B) for answering C) to answer D) to answering
 9. He has three children, he?
 A) don't B) hasn't C) haven't D) hadn't
 10. All the questions of this test should
 A) answer B) to answer C) be answered D) to be answered

1. Read the following text which explains how job advertisements differ in three European countries.

Job Ads: Reading between the Lines

Checking out job advertisements is popular with executives worldwide. But though the activity is universal, is the same true of the advertisements? Are executive positions in different countries advertised in the same way? A comparison of the jobs pages of The Times of London, Le Monde of Paris and Germany's Frankfurter Allgemeine Zeitung suggests not.

First, what UK job seekers consider an essential piece of information- what the post pays- is absent from French and German adverts. It is often left to applicants to raise these themselves. In contrast most British advertisements mention not only salary, but also other material incentives including a car and fringe benefits. French or German advertisements rarely refer to these.

The attention given to rewards in the UK indicates the importance of the job and its responsibility. In France and Germany that information is given by the level of experience and qualifications demanded. Salary can be assumed to correspond with this.

If French or German adverts are vague about material rewards, they are precise about qualifications. They usually demand a degree in ..., not simply a degree. In Germany, for example, a technical director for a machine tool company will be expected to have a Dipl-Ing degree in Mechanical Engineering.

French advertisements go further. They may specify not just the type of grande ecole degree, but sometimes a particular set of institutions (Formation superieure X, Centrale, Mines, HEC, ESSEC), these being the most famous grandes ecoles.

All this contrasts with the vague call for «graduates» (or «graduate preferred») which is found in the UK. British companies often give the impression that they have a particular type of applicant in mind, but are not sure about the supply and will consider others. Their wording suggests hope and uncertainty, as in this advertisement from The Times: «Whilst education standards are obviously important a large measure of personal oomph* is likely to secure the success of your application».

In the UK qualification beyond degree level make employers nervous, but in France or Germany it is difficult to be «overqualified». Many people on German executive boards have doctorates and the French regard five or six years of intensive post-baccalaureat study at a grand ecole as ideal training. British managers are not selected primarily for their intelligence, as managers are in France, or for their expert knowledge, as in Germany. Instead, the British give importance to social, political and leadership skills.

This difference also shows in the personal qualities mentioned. British advertisements stress energy, ability to communicate and motivate. German advertisements like achievement, but it tends to be less personality-driven. German companies want candidates with sound knowledge, experience and competence in their field. They rarely recruit novices as do British employers. French advertisements refer more to intellectual qualities like analytical aptitude and independence.

Even the tone of the job advertisements is different in the three countries. By French and German standards, British advertisements are very racy**. They attract young executives with challenges such as: «Are you reaching your potential? », whereas French and German advertisements are boringly direct, aiming to give information about the job rather than to sell it.

All these points are to three different conceptions of management. The French regard it as intellectually complex, the Germans as technically complex, and the British as interpersonally complex. But they agree on one thing: it is complex.

Jean-Louis Barsoux

*oomph=enthusiasm

**racy=bold, exciting

2. Now complete the chart with the information each country provides in its advertisements.

	UK	France	Germany
Salary	1	Essential piece of information.	2 Not mentioned. 3 Not mentioned.
Material incentives	4	5	6
Degrees/qualifications	8	9	7
School attended	11	10	12
Personal qualities	14	13	15
Tone of job advertisement	17	16	18
Conceptions of management	20	19	21

3. Paragraphs 1-9 contain advice for business leaders. Choose the appropriate heading for each paragraph from the list below.

- A leader should be a good teacher and communicator.
- A leader must manage time and use it effectively.
- A leader must have technical competence.
- A leader must provide vision.
- A leader must be visible and approachable.
- A leader should be introspective.
- A leader should be dependable

h. A leader should open-minded.

i. A leader should have a sense of humour.

1. In large organizations, leaders should spend no more than four hours a day in their offices. The rest of the time, they should be out with their people, talking to lower-level employees and getting their feedback on problem areas. They should be making short speeches and handing out awards. They should be traveling widely throughout their organizations.
2. The best leaders are those whose minds are never closed and who are eager to deal with new issues. Leaders should not change their minds too frequently after a major decision has been made, but if they never reconsider, they are beginning to show a degree of rigidity and inflexibility that creates problems for the organization.
3. Executives must take a disciplined approach to their schedules, their post, their telephone calls, their travel schedules and their meetings. Staying busy and working long hours are not necessarily a measurement of leadership effectiveness.
4. Leaders may run efficient organizations, but they do not really serve the long-term interests of the institution unless they plan, set goals and provide strategic perception.
5. The leader must be willing to pass on skills, to share insights and experiences, and to work very closely with people to help them mature and be creative.
6. Leaders should let people know that life is not so important that you can't sit back occasionally and be amused by what is happening. Laughter can be a great reliever of tension.
7. Reliability is something that leaders must have in order to provide stability and strength to organizations. Leaders must be willing to be flexible but consistency and coherence are important elements of large organizations.
8. Leaders must not only understand the major elements of their businesses but must also keep up with any changes.
9. Leaders should be able to look at themselves objectively and analyze where they have made mistakes and where they have disappointed people.

4. The following sentences are incomplete. Four words or phrases marked a, b, c and d are given beneath each sentence. Choose the one word or phrase that best completes the sentence.

1. Domestic sales have _____ by 6% over the last year.

- a raised
- b lose
- c risen
- d arisen

2. Continued expansion to new markets will depend _____ whether we are able to raise new capital.

- a of
- b in
- c for
- d on

3. The _____ department staff has been cut back substantially.

- a product
- b production
- c produce
- d producing

4. Our headquarters are _____ in Mountain View, California.

- a positioned
- b located
- c set out
- d established

5. The new management team has succeeded _____ stricter cost control.

- a to introduce
- b the introduction of
- c in introducing
- d for introducing

6. Jack Bogart _____ the post of Managing Director since 1995.

- a has filled
- b filled
- c fills
- d has been filled

7. Companies often _____ job applicants to take personality tests.

- a is required
- b are requiring
- c require
- d requires

8. We firmly believe _____ providing career development opportunities for all our employees.

- a on
- b for
- c in
- d at

9. It looks like you have _____ a mistake on our invoice.

- a make

- b do
c made
d done
10. I'd like to introduce you to James Stewart, who _____ our accounting department last week.
a joined
b has joined
c was joined
d has been joined
11. When David Kidd opened his franchise, he _____ such long hours.
a wasn't used to work
b didn't use to work
c wasn't used to working
d didn't used to working
12. The bank has _____ approved our loan application.
a currently
b already
c eventually
d always
13. Television was invented by a _____ engineer.
a Scot
b Scottish
c Scotch
d Scotland
14. You can use your bank card to _____ cash at ATMs worldwide.
a transfer
b pay
c deposit
d withdraw
15. On-line banking _____ you check your balance whenever you want.
a lets
b enables
c allows
d permits

5. READING

New Kids on the Business Block: Thatcher's Enterprise Babes are Taking the Tycoon's World by Storm

by Ruth Sunderland

Dylan Wilk runs his own multimillion-pound business and could afford to retire. He draws a six-figure salary and drives a bright yellow BMW M3. Holidays are spent in California or skiing in Austria.

But Wilk is only 23 years old. He set up his company, Gameplay, at the age of 20 and in just three years it has become Britain's second-largest mail-order supplier of computer games with 35 staff and a turnover of £7.5 million in 1997, set to double this year. He is one of Thatcher's babes – the children born or brought up since 1979 when she swept to power and started the enterprise revolution.

Now as 'young adults' they are taking the business world by storm. One in eight of all startup businesses is founded by an entrepreneur aged 16 to 24 and there is a growing band of teenage and twenty – something tycoons. They include 14-year old Tom Hartley, who recently hit the headlines after becoming Britain's youngest self-made millionaire by selling Porsches.

Andrew Collins, 21, started Firemagic Fireworks, at the age of 19. He is turning over £100,000 a year and has just taken on a new partner, his former chemistry teacher, Pete Taschimowitz, who encouraged his interest in pyrotechnics.

Collins loves his work but admits success has come at a price. 'Starting a business at that age is not easy. I have to work seven days a week and my social life is out of the window. My girlfriend doesn't even like fireworks'.

Several organisations have been set up to help young entrepreneurs; including the Prince's Youth Business Trust, a charity that offers loans and advice, and oil company Shell's Live WIRE scheme, which provides free guidance. But young hopefuls face greater barriers than their mature counterparts and run high risk of failure.

In spite of some undeniable success stories, two-thirds of startups by under 25s end in failure within four years, a far higher rate than for older people. Eighties' entrepreneur Alan Sugar, who set up his first business at 19, believes starting too young can be damaging. Sugar says: 'I would not want to see many entrepreneurs straight out of school. They need to have some experience of work and real life.' Many also face a daunting hurdle trying to raise finance, since banks are often unwilling to lend to someone without a financial record. Gulam Kadir, 21, had to overcome his bank manager's opposition to found the Ruhani Moslem Funeral Service at the age of 19. It now has a turnover of nearly £100,000. Kadir says: 'I was turned down for a loan because they said I was too young for the funeral business. People do not expect a young person in this area. I knew it wouldn't be easy, but I was determined.'

Youngsters may also experience prejudice from customers and suppliers who see them as naïve and inexperienced. Victoria Goodwin, 22, set up her own decorative finishes business based in Sheffield when she was 20, and has recently worked on the set of a TV soap opera. She says: 'Being young can be a drawback, but it can also be an advantage because some customers believe you don't have preconceived ideas and will do what they want.'

Richard Street, chief executive of the Prince's Youth Business Trust, believes future generations must learn the lessons of Thatcher's children or risk losing out in the employment market. He says: 'Business education would certainly benefit young people: not all will become entrepreneurs, but they need to be prepared because they will have flexible careers with periods in jobs and periods of

self-employment.'

Mail on Sunday

6. Read the following statements about the article and indicate whether they are true (T) or false (F).
1. Dylan Wilk, who founded Gameplay at the age of 20, retired three years later after becoming a millionaire.
 2. Gameplay is the largest British retail chain specialising in computer games.
 3. Over ten percent of new businesses are started by people under the age of 25.
 4. Tom Hartley inherited most of his money.
 5. Andrew Collins set up his company with his chemistry teacher.
 6. Shell offers loans to young entrepreneurs.
 7. Entrepreneurs in their early 20s are more likely to succeed than older people who go into business for themselves.
 8. Many banks are reluctant to provide financing to youngsters.
 9. The bank accepted Gulam Kadir's loan application because his business concept was unusual for a young person.
 10. Some customers like doing business with young entrepreneurs as they are more flexible.

Product and Corporate Advertising

1 Read the following article and choose the best sentence (A-I) from the list opposite to complete each gap.

Would you call your friends if it meant hearing ads every three minutes - er, make that free minutes?

You pick up the telephone, dial the number and before it rings a cheerful voice says, "Hello! This call is sponsored by..." 1 _____. We've come to tolerate (maybe) TV ads that cut into movies just at the dramatic moment, or intrude on soccer matches right when crucial play begins. In American football, referees even halt play for commercials. But how many people would be willing to have a phone call repeatedly interrupted for "a brief word from our sponsor"?

Answer: plenty.

That's the verdict from Sweden, where an outfit called Gratistelefone is the offering free, advertising-supported calls in a two-month trial. Lines are overloaded. 2 _____. They are not, it seems. A caller dials a toll-free number, and then dials any other number in Sweden. 3 _____. There's no charge for as the caller - or the person called - wants to talk, or is willing to have conversation punctuated by chirpy jingles. 4 _____. But giveaways know no age barrier, says Borden. "We were a bit amazed, but we're getting lots of middle-aged and older people. For them it's no bother." He wouldn't confirm published reports that the system is getting 30,000 callers a day, but did say it is so popular that on some evenings the circuits are jammed. And what's in it for advertisers in this brave new medium? 5 _____. "Because the ad only 10 seconds long and your friend is waiting on the line, you can't really go to the bathroom," says Broden. "It's very cost-efficient." A handful of organizations, including a movie theater chain, a radio station, a snacks company and a charity, are already running ads, which cost about 13 cents per spot, and dozens more have expressed interest. Gratistelefone has bigger, not to mention Big Brother-like plans. 6 _____. Then, different callers might hear different ads, tailored to the advertisers' needs. There's even the technology to play separate ads to each person on the line - the caller from the rural north might hear a pickup truck pitch, while the recipient in Stockholm could listen to one for a local restaurant. The company plans to extend the service nationwide in Sweden in the next few months, and it has been deluged by inquiries from other countries. If the (READ TIME!) idea catches on and (READ TIME!) consumers elsewhere prove tolerant (READ TIME!) of such interruption, who knows where it may lead?

By Jay Branegan

- A. Each ad has a very small – but equally captive – audience.
- B. Gratistelefone leases capacity from other telephone operators at bulk rates.
- C. "We were afraid consumers would be annoyed by the breaks," says Peter Borden, the marketing director.
- D. Future customers will have to provide a telephone number and all-important demographic data – age, sex marital status, address and so one.
- E. We put up with commercial between songs on the radio.
- F. They hope to make profits by charging advertisers for the chance to reach the world's most narrowly targeted audience.
- G. Not surprisingly, young people and students have been the biggest users in the test.
- H. Although Sweden's telephone market has been competitive for some time, long-distance charges can still be high.
- I. The caller hears one 10-second ad while the connection is made, another in a minute, and then one spot every minute.

2 Combine a word from A with one from B to match each of the definitions below.

A

Target

Celebrity

Hard

Company

Ad

Publicity Public relation Product
B Sell Logo Audience Endorsements Launch Event Agency Stunt
1. _____ an aggressive, persuasive way of selling of product.
2. _____ the marketing and advertising effort that is organised to promote a new item when it goes on the market.
3. _____ a printed symbol that stands for a business or their brand.
4. _____ an organised gathering to get media coverage for a brand, product or store opening.
5. _____ the demographic group that an advertising campaign is aimed at.
6. _____ well-known people promoting a particular product.
7. _____ a firm that specialises in creating advertising campaigns for business.
8. _____ an unusual, sometimes shocking action intended to attract people's attention in order to promote a brand or product.
5.4. Перечень видов оценочных средств

6. УЧЕБНО-МЕТОДИЧЕСКОЕ И ИНФОРМАЦИОННОЕ ОБЕСПЕЧЕНИЕ ДИСЦИПЛИНЫ (МОДУЛЯ)			
6.1. Рекомендуемая литература			
6.1.1. Основная литература			
	Авторы, составители	Заглавие	Издательство, год
Л1.1	Гришаева Е.Б., Машукова И.А.	Деловой иностранный язык: Учебное пособие	Красноярск: Сибирский федеральный университет, 2015, URL: http://znanium.com/catalog/document?id=158275
Л1.2	Жумабекова Г.Ж., Филатова Е.В.	Иностранный язык (английский). Political and social matters: Учебно-методическая литература	Новосибирск: Новосибирский государственный технический университет (НГТУ), 2010, URL: http://znanium.com/catalog/document?id=183381
6.1.2. Дополнительная литература			
	Авторы, составители	Заглавие	Издательство, год
Л2.1	Украинец И.А.	Иностранный язык (английский) в профессиональной деятельности: Учебное пособие	Москва: Российский государственный университет правосудия, 2019, URL: http://znanium.com/catalog/document?id=364544
Л2.2	Грищенко Н.А., Ершова Е.О.	Иностранный язык. Английский. (Деловая сфера коммуникации): Учебное пособие	Красноярск: Сибирский федеральный университет, 2019, URL: http://znanium.com/catalog/document?id=380319
6.1.3. Методические разработки			
	Авторы, составители	Заглавие	Издательство, год
Л3.1	Украинец И.А.	Иностранный язык (английский) в профессиональной деятельности: Учебно-методическая литература	Москва: Российский государственный университет правосудия, 2015, URL: http://znanium.com/catalog/document?id=281408
Л3.2	Васильченко Ю.А., Вахабова А.А.	Деловой иностранный язык: Учебное пособие	Волгоград: ФГБОУ ВПО Волгоградский государственный аграрный университет, 2019, URL: http://znanium.com/catalog/document?id=357354

6.3.1. Лицензионное и свободно распространяемое программное обеспечение, в том числе отечественного производства	
6.3.1.1	Windows 10 Pro RUS Операционная система – Windows 10 Pro RUS Подписка Microsoft Imagine Premium – Order №143659 от 12.07.2021
6.3.1.2	7-Zip Архиватор 7-Zip Программное обеспечение по лицензии GNU GPL
6.3.1.3	Яндекс Браузер Браузер Яндекс Браузер Лицензионное соглашение на использование программ Яндекс Браузер https://yandex.ru/legal/browser_agreement/
6.3.1.4	Mozilla Firefox Браузер Mozilla Firefox Программное обеспечение по лицензии GNU GPL
6.3.1.5	LibreOffice Офисный пакет LibreOffice Программное обеспечение по лицензии GNU GPL

7. МТО (оборудование и технические средства обучения)			
Ауд	Наименование	ПО	Оснащение
401	Помещение для проведения занятий лекционного типа	7-Zip Яндекс Браузер LibreOffice	60 посадочных мест, преподавательское место, доска, мультимедийный проектор (переносной), переносной ноутбук
402	Помещение для проведения занятий лекционного типа, семинарского типа, курсовых работ (курсовых проектов), групповых и индивидуальных консультаций, текущего контроля и промежуточной аттестации.	7-Zip Яндекс Браузер LibreOffice	36 посадочных мест, преподавательское место, доска, мультимедийный проектор (переносной), переносной ноутбук
407	Помещение для проведения занятий лекционного типа	7-Zip Яндекс Браузер LibreOffice	40 посадочных мест, преподавательское место, доска, мультимедийный проектор (переносной), переносной ноутбук
408	Помещение для проведения занятий лекционного типа, семинарского типа, курсовых работ (курсовых проектов), групповых и индивидуальных консультаций, текущего контроля и промежуточной аттестации.	7-Zip Яндекс Браузер LibreOffice	30 посадочных мест, преподавательское место, доска, мультимедийный проектор (переносной), переносной ноутбук

8. МЕТОДИЧЕСКИЕ УКАЗАНИЯ ДЛЯ ОБУЧАЮЩИХСЯ ПО ОСВОЕНИЮ ДИСЦИПЛИНЫ (МОДУЛЯ)

9. МЕТОДИЧЕСКИЕ УКАЗАНИЯ ОБУЧАЮЩИМСЯ ПО ВЫПОЛНЕНИЮ САМОСТОЯТЕЛЬНОЙ РАБОТЫ