**УЧРЕЖДЕНИЕ ОБРАЗОВАНИЯ
ПОЛЕССКИЙ ГОСУДАРСТВЕННЫЙ УНИВЕРСИТЕТ**

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Культурный контекст профессионального общения

методические рекомендации для подготовки студентов к практическим занятиям

*специальности
1-23 01 02 «Лингвистическое обеспечение
межкультурных коммуникаций
(по направлениям)»*

Пояснительный раздел
Практический раздел
Раздел контроля знаний
Вспомогательный раздел

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ПОЯСНИТЕНАЯ ЗАПИСКА

Современные тенденции к глобализации стран на мировой арене, а также все возрастающие экономические связи обуславливают необходимость знаний культурного контекста профессионального общения для ведения межкультурных коммуникаций. Безусловно, эти знания чрезвычайно важно для бизнес-переговоров с представителями англоязычных стран. Таким образом, учебный предмет "Культурный контекст профессионального общения" является одним из важных компонентов учебной программы для студентов первой ступени высшего образования, которые в дальнейшем планирую вести межкультурную коммуникацию с англоязычными странами.

Комплекс по дисциплине "Культурный контекст профессионального общения" разработан для студентов специальности 1-23 01 02 "Лингвистическое обеспечение межкультурных коммуникаций (по направлениям)". Данные материалы представляют собой систему средств обучения, разработанных для наиболее полной реализации целей и задач, изложенных в соответствующих образовательных стандартах высшего образования и учебной программе по дисциплине.

Комплекс объединяет в себе следующие компоненты:

− Теоретический пласт, облегчающий понимание материала и изложение наиболее важных моментов культурного контекста профессионального общения;

− комплекс текстовых материалов, ориентированных на расширение знаний по предполагаемой предметной области;

− упражнения, направленные на улучшение восприятия основных компонентов предлагаемых тем;

− список рекомендованной литературы.

Данное пособие состоит из следующих структурных компонентов:

I. ПОЯСНИТЕЛЬНАЯ ЗАПИСКА, раскрывающая цели ЭУМК, его содержание и структуру;

II. ПРАКТИЧЕСКИЙ РАЗДЕЛ, содержащий учебно-методические материалы, которые предметно-тематически соответствуют программе по соответствующей дисциплине;

III. РАЗДЕЛ КОНТРОЛЯ ЗНАНИЙ, включающий задания на перевод;

IV. ВСПОМОГАТЕЛЬНЫЙ РАЗДЕЛ, УЧЕБНО-ПРОГРАММНУЮ

ДОКУМЕНТАЦИЮ (учебную программу учреждения высшего

образования по учебной дисциплине Культурный контекст профессионального общения / сост.: А.А. Манкевич. – Пинск: ПолесГУ), КРИТЕРИИ ДЕСЯТИБАЛЬНОЙ СИСТЕМЫ ОЦЕНКИ ЗНАНИЙ УЧАЩИХСЯ по дисциплине Культурный контекст профессионального общения и СПИСОК ИСПОЛЬЗОВАННЫХ ИСТОЧНИКОВ.

Особое внимание следует обратить на вопросы и задания, направленные на развитие коммуникативных способностей студентов, а также на предлагаемые списки лексики. Выполнение заданий с использованием активной лексики позволит изучить и получить всесторонние знания по темам, предлагаемым в соответствии с учебной программой дисциплины.

Communication roles in business management
Business management, its notion and functions

1.   Read and translate the following information:
   What is Business Management?

   Business management is the coordination and organization of business activities. Business managers oversee operations and help employees reach their top productivity levels. A business manager may also supervise or train new employees, help a business reach its operational and financial objectives.

   Online Education for Aspiring Leaders and Managers

   "The leader is one who, out of the clutter, brings simplicity … out of discord, harmony … and out of difficulty, opportunity."

   This great quote from the legendary big-thinker Albert Einstein captures the essence of leadership so well. Without leaders, our world can seem complex, combative, and frustrating. Today's workplaces need leaders, too, to set the right direction and foster the positive culture that companies need to survive and thrive.

   Every Organization Needs Leaders

   Not everyone can be a leader or manager at work, and many people don't want the responsibilities of overseeing employees and processes. Fortunately, others feel called to work in management roles and want to make a meaningful impact on their teams and their employers.

   Some managers go through company training to learn the skills they need. Others who are new to management "learn by doing," having to figure things out as they go. Some entry-level managers start the job with formal management education under their belts, which helps them be more confident in their supervisory roles.

   Managers Are in Demand Today

   The Bureau of Labor Statistics (BLS) expects employment in management occupations to grow five percent between now and 2029, faster than the average for all occupations.

   2. Read the following 5 Principles of Great Management. Add yours.

   Bill Davis, MA, CM, core faculty and program chair for the online degree programs in the Forbes School of Business and Technology® at the University of Arizona Global Campus, shares his key management principles.

   According to Steve Jobs, "Simple can be harder than complex: You have to work hard to get your thinking clean to make it simple." By understanding and learning to apply these universal principles, you are more likely to excel as a manager in any organization. Read this blog to learn the five principles of great management.

   Principle No. 1: The Functions of Management

   While managers often view their work as task or supervisory in orientation, this view is an illusion.

   At the most fundamental level, management is a discipline that consists of a set of five general functions: planning, organizing, staffing, leading and

controlling. These five functions are part of a body of practices and theories on how to be a successful manager.

Understanding the functions will help managers focus efforts on activities that gain results. Summarizing the five functions of great management (ICPM Management Content):

1. Planning: When you think of planning in a management role, think about it as the process of choosing appropriate goals and actions to pursue and then determining what strategies to use, what actions to take, and deciding what resources are needed to achieve the goals.

2. Organizing: This process of establishing worker relationships allows workers to work together to achieve their organizational goals.

3. Leading: This function involves articulating a vision, energizing employees, inspiring and motivating people using vision, influence, persuasion, and effective communication skills.

4. Staffing: Recruiting and selecting employees for positions within the company (within teams and departments).

5. Controlling: Evaluate how well you are achieving your goals, improving performance, taking actions. Put processes in place to help you establish standards, so you can measure, compare, and make decisions.

Once again: Functions of Management - Planning, Organizing, Staffing, Directing & Controlling

Management has been described as a social process involving responsibility for economical and effective planning & regulation of operation of an enterprise in the fulfillment of given purposes. It is a dynamic process consisting of various elements and activities. These activities are different from operative functions like marketing, finance, purchase etc. Rather these activities are common to each and every manger irrespective of his level or status.

Different experts have classified functions of management. According to *George & Jerry*, "There are four fundamental functions of management i.e. planning, organizing, actuating and controlling".

According to Henry Fayol, "To manage is to forecast and plan, to organize, to command, & to control". Whereas Luther Gullick has given a keyword '**POSDCORB**' where P stands for Planning, O for Organizing, S for Staffing, D for Directing, Co for Co-ordination, R for reporting & B for Budgeting.

But the most widely accepted are functions of management given by KOONTZ and O'DONNEL i.e. **Planning**, **Organizing**, **Staffing**, **Directing** and **Controlling**.

For theoretical purposes, it may be convenient to separate the function of management but practically these functions are overlapping in nature i.e. they are highly inseparable. Each function blends into the other & each affects the performance of others.

1. **<u>Planning</u>**

It is the basic function of management. It deals with chalking out a future course of action & deciding in advance the most appropriate course of actions for achievement of pre-determined goals.

According to KOONTZ, "Planning is deciding in advance - what to do, when to do & how to do. It bridges the gap from where we are & where we want to be". A plan is a future course of actions. It is an exercise in problem solving & decision making.

Planning is determination of courses of action to achieve desired goals. Thus, planning is a systematic thinking about ways & means for accomplishment of pre-determined goals. Planning is necessary to ensure proper utilization of human & non-human resources. It is all pervasive, it is an intellectual activity and it also helps in avoiding confusion, uncertainties, risks, wastages etc.

2. **Organizing**

It is the process of bringing together physical, financial and human resources and developing productive relationship amongst them for achievement of organizational goals.

According to Henry Fayol, "To organize a business is to provide it with everything useful or its functioning i.e. raw material, tools, capital and personnel's". To organize a business involves determining & providing human and non-human resources to the organizational structure. Organizing as a process involves:

- Identification of activities.
- Classification of grouping of activities.
- Assignment of duties.
- Delegation of authority and creation of responsibility.
- Coordinating authority and responsibility relationships.

3. **Staffing**

It is the function of manning the organization structure and keeping it manned. Staffing has assumed greater importance in the recent years due to advancement of technology, increase in size of business, complexity of human behavior etc.

The main purpose o staffing is to put right man on right job i.e. square pegs in square holes and round pegs in round holes. According to Kootz & O'Donell, "Managerial function of staffing involves manning the organization structure through proper and effective selection, appraisal & development of personnel to fill the roles designed un the structure". Staffing involves:

- Manpower Planning (estimating man power in terms of searching, choose the person and giving the right place).
- Recruitment, Selection & Placement.
- Training & Development.
- Remuneration.
- Performance Appraisal.

- Promotions & Transfer.

4. Directing

It is that part of managerial function which actuates the organizational methods to work efficiently for achievement of organizational purposes. It is considered life-spark of the enterprise which sets it in motion the action of people because planning, organizing and staffing are the mere preparations for doing the work.

Direction is that inert-personnel aspect of management which deals directly with influencing, guiding, supervising, motivating sub-ordinate for the achievement of organizational goals. Direction has following elements:

- Supervision
- Motivation
- Leadership
- Communication

Supervision- implies overseeing the work of subordinates by their superiors. It is the act of watching & directing work & workers.

Motivation- means inspiring, stimulating or encouraging the sub-ordinates with zeal to work. Positive, negative, monetary, non-monetary incentives may be used for this purpose.

Leadership- may be defined as a process by which manager guides and influences the work of subordinates in desired direction.

Communications- is the process of passing information, experience, opinion etc from one person to another. It is a bridge of understanding.

5. Controlling

It implies measurement of accomplishment against the standards and correction of deviation if any to ensure achievement of organizational goals. The purpose of controlling is to ensure that everything occurs in conformities with the standards. An efficient system of control helps to predict deviations before they actually occur.

According to *Theo Haimann*, "Controlling is the process of checking whether or not proper progress is being made towards the objectives and goals and acting if necessary, to correct any deviation".

According to Koontz & O'Donell "Controlling is the measurement & correction of performance activities of subordinates in order to make sure that the enterprise objectives and plans desired to obtain them as being accomplished". Therefore controlling has following steps:

a. Establishment of standard performance.

  b. Measurement of actual performance.

  c. Comparison of actual performance with the standards and finding out deviation if any.

  d. Corrective action.

Management roles. Interpersonal roles: figurehead, leader and liaison. Informational roles: monitor, disseminator and spokesperson. Decision roles: entrepreneurs, disturbance handler, resource allocator, and negotiator

1.   Read and translate the following information:

As a manager, you probably fulfill many different roles every day.

For instance, as well as leading your team, you might find yourself resolving a conflict, negotiating new contracts, representing your department at a board meeting, or approving a request for a new computer system.

Put simply, you're constantly switching roles as tasks, situations, and expectations change. Management expert and professor Henry Mintzberg recognized this, and he argued that there are ten primary roles or behaviors that can be used to categorize a manager's different functions.

In this article and video, we'll examine these roles and see how you can use your understanding of them to improve your management skills.

What Are Mintzberg's Management Roles?

Mintzberg published his Ten Management Roles in his book, "Mintzberg on Management: Inside our Strange World of Organizations," in 1990.

The ten management roles are:

1.   Figurehead.
2.   Leader.
3.   Liaison.
4.   Monitor.
5.   Disseminator.
6.   Spokesperson.
7.   Entrepreneur.
8.   Disturbance Handler.
9.   Resource Allocator.
10.   Negotiator.

The 10 roles are then divided up into three categories, as follows:

Category	Roles
	Figurehead
Interpersonal	Leader
	Liaison
	Monitor
Informational	Disseminator
	Spokesperson
	Entrepreneur
Decisional	Disturbance Handler
	Resource Allocator

Category   Roles

Negotiator

Let's look at each of the ten managerial roles in greater detail.

Interpersonal Management Roles

The managerial roles in this category involve **providing** information and ideas.

1. **Figurehead** – As a manager, you have social, ceremonial and legal responsibilities. You're expected to be a source of inspiration. People look up to you as a person with authority, and as a figurehead.

2. **Leader** – This is where you provide leadership for your team, your department or perhaps your entire organization; and it's where you manage the performance and responsibilities of everyone in the group.

3. **Liaison** – Managers must communicate with internal and external contacts. You need to be able to network effectively on behalf of your organization.

Informational Management Roles

The managerial roles in this category involve **processing** information.

4. **Monitor** – In this role, you regularly seek out information related to your organization and industry, looking for relevant changes in the environment. You also monitor your team, in terms of both their productivity, and their well-being.

5. **Disseminator** – This is where you communicate potentially useful information to your colleagues and your team.

6. **Spokesperson** – Managers represent and speak for their organization. In this role, you're responsible for transmitting information about your organization and its goals to the people outside it.

Decisional Management Roles

The managerial roles in this category involve **using** information.

7. **Entrepreneur** – As a manager, you create and control change within the organization. This means solving problems, generating new ideas, and implementing them.

8. **Disturbance Handler** – When an organization or team hits an unexpected roadblock, it's the manager who must take charge. You also need to help mediate disputes within it.

9. **Resource Allocator** – You'll also need to determine where organizational resources are best applied. This involves allocating funding, as well as assigning staff and other organizational resources.

10. **Negotiator** – You may be needed to take part in, and direct, important negotiations within your team, department, or organization.

Applying Mintzberg's Management Roles

You can use Mintzberg's 10 Management Roles model as a frame of reference when you're thinking about developing your own skills and knowledge.

(This includes developing yourself in areas that you consciously or unconsciously shy away from.)

First, examine how much time you currently spend on each managerial role. Do you spend most of your day leading? Managing conflict? Disseminating information? This will help you decide which areas to work on first.

Next, get a piece of paper and write out all ten roles. Score yourself from 1-5 on each one, with 1 being "Very skilled" to 5 being "Not skilled at all."

Once you've identified your weak areas, use the following resources to start improving your abilities in each role.

Figurehead

Figureheads represent their teams. If you need to improve or build confidence in this area, start with your image, behavior, and reputation

. Cultivate humility and empathy, learn how to set a good example at work, and think about how to be a good role model

.

Leader

This is the role you probably spend most of your time fulfilling. To improve here, start by taking our quiz, How Good Are Your Leadership Skills?

This will give you a thorough understanding of your current abilities.

Next, learn how to be an authentic leader

, so your team will respect you. Also, focus on improving your emotional intelligence

– this is an important skill for being an effective leader.

Liaison

To improve your liaison skills, work on your professional networking

techniques. You may also like to take our Bite-Sized Training course on Networking Skills

.

Monitor

To improve here, learn how to gather information

effectively and overcome information overload. Also, use effective reading strategies, so that you can process material quickly and thoroughly, and learn how to keep up-to-date with industry news

.

Disseminator

To be a good disseminator you need to know how to share information and outside views effectively, which means that good communication skills are vital.

Learn how to share organizational information with Team Briefings

. Next, focus on improving your writing skills. You might also want to take our communication skills quiz

, to find out where else you can improve.

Spokesperson

To be effective in this role, make sure that you know how to <u>represent your organization at a conference</u>

. You may also want to read our articles on <u>delivering great presentations</u> and <u>working with the media</u>

(if applicable to your role).

Entrepreneur

To improve here, build on your <u>change management</u>

skills, and learn <u>what not to do when implementing change</u> in your organization. You'll also need to work on your <u>problem solving</u> and <u>creativity skills</u>

, so that you can come up with new ideas, and implement them successfully.

Disturbance Handler

In this role, you need to excel at <u>conflict resolution</u>

and know <u>how to handle team conflict</u>. It's also helpful to be able to <u>manage emotion in your team</u>

Resource Allocator

To improve as a resource allocator, learn how to <u>manage a budget</u>

, <u>cut costs</u>, and <u>prioritize</u>, so that you can make the best use of your resources. You can also use <u>VRIO Analysis</u>

to learn how to get the best results from the resources available to you.

Negotiator

Improve your negotiation skills by learning about <u>Win-Win Negotiation</u> and <u>Distributive Bargaining</u>

.

You might also want to read our article on <u>role-playing</u>
– this technique can help you prepare for difficult negotiations.

2.   Read the following Key Points. Add yours.

Mintzberg's 10 Management Roles model sets out the essential roles that managers play. These are:

1.   Figurehead.
2.   Leader.
3.   Liaison.
4.   Monitor.
5.   Disseminator.
6.   Spokesperson.
7.   Entrepreneur.
8.   Disturbance Handler.
9.   Resource Allocator.
10.   Negotiator.

You can apply Mintzberg's 10 Management Roles model by using it as a frame of reference when you want to develop your management skills. Work on the roles that you fulfill most often as a priority, but remember that you won't necessarily fulfill every role as part of your job.

Types of managerial representatives

n carrying out the responsibilities of planning, organizing, leading, and controlling, managers take on many different roles. A role is a set of behavioral expectations, or a set of activities that a person is expected to perform. Managers' roles fall into three basic categories: *informational roles, interpersonal roles,* and *decisional roles.* These roles are summarized in **(Figure)**. In an informational role, the manager may act as an information gatherer, an information distributor, or a spokesperson for the company. A manager's interpersonal roles are based on various interactions with other people. Depending on the situation, a manager may need to act as a figurehead, a company leader, or a liaison. When acting in a decisional role, a manager may have to think like an entrepreneur, make decisions about resource allocation, help resolve conflicts, or negotiate compromises.

Managerial Decision Making

In every function performed, role taken on, and set of skills applied, a manager is a decision maker. Decision-making means choosing among alternatives. Decision-making occurs in response to the identification of a problem or an opportunity. The decisions managers make fall into two basic categories: programmed and nonprogrammed. Programmed decisions are made in response to routine situations that occur frequently in a variety of settings throughout an organization. For example, the need to hire new personnel is a common situation for most organizations. Therefore, standard procedures for recruitment and selection are developed and followed in most companies.

3. Read and translate an article about The Many Roles Managers Play in an Organization

Information   Roles

Monitor
- Seeks out and gathers information relevant to the organization
- Finding out about legal restrictions on new product technology

Disseminator
- Provides information where it is needed in the organization
- Providing current production figures to workers on the assembly line

Spokesperson
- Transmits information to people outside the organization
- Representing the company at a shareholders' meeting

Interpersonal   Roles

Figurehead
- Represents the company in a symbolic way

- Cutting the ribbon at ceremony for the opening of a new building

Leader

- Guides and motivates employees to achieve organizational goals
- Helping subordinates to set monthly performance goals

Liaison

- Acts as a go-between among individuals inside and outside the organization
- Representing the retail sales division of the company at a regional sales meeting

Decisional **Roles**

Entrepreneur

- Searches out new opportunities and initiates change
- Implementing a new production process using new technology

Disturbance handler

- Handles unexpected events and crises
- Handling a crisis situation such as a fire

Resource allocator

- Designates the use of financial, human, and other organizational resources
- Approving the funds necessary to purchase computer equipment and hire personnel

Negotiator

- Represents the company at negotiating processes
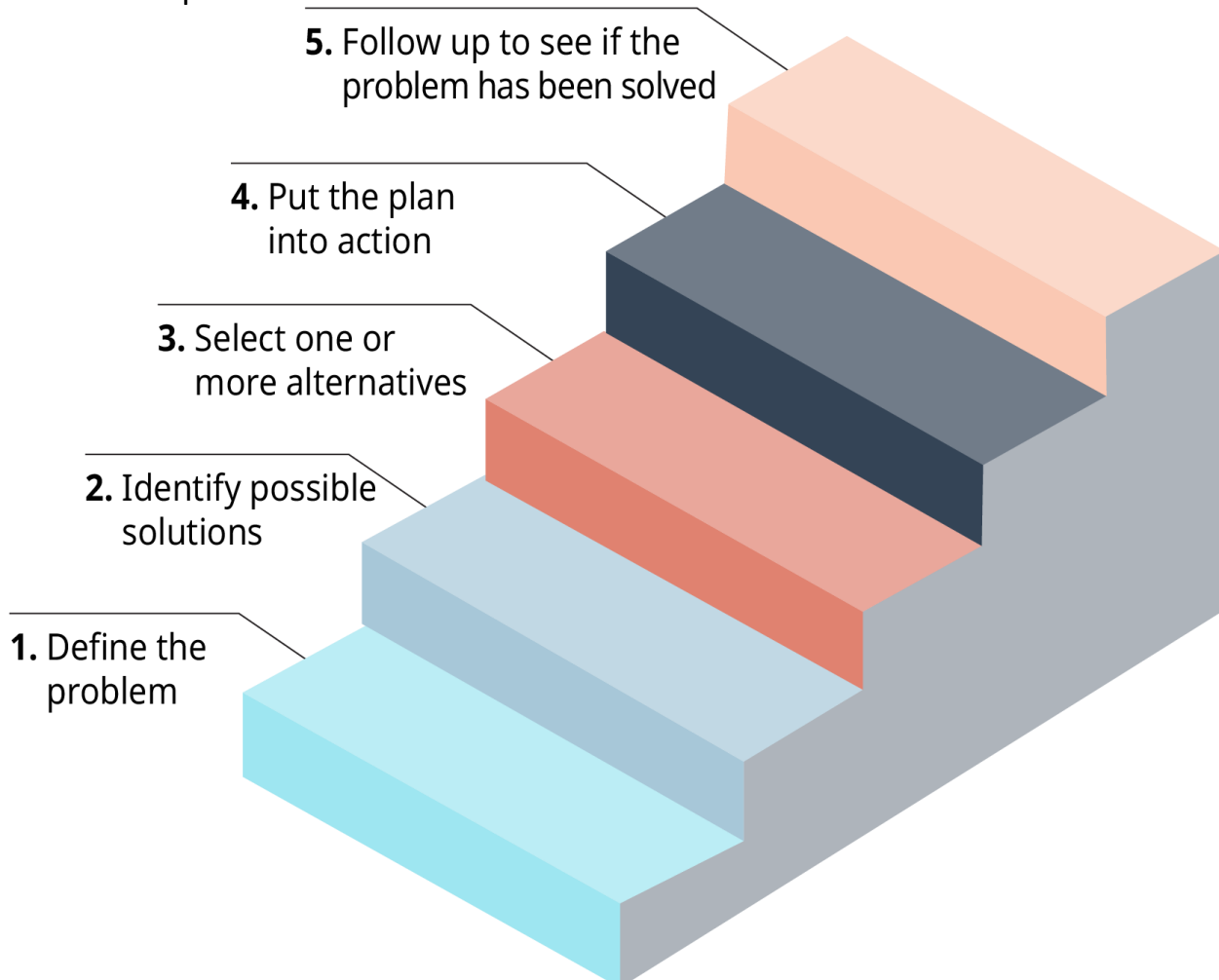- Participating in salary negotiations with union representatives

4. Read and summarize the following article:

Infrequent, unforeseen, or very unusual problems and opportunities require nonprogrammed decisions by managers. Because these situations are unique and complex, the manager rarely has a precedent to follow. The earlier example of the Norfolk Southern employee, who had to decide the best way to salvage a five-mile-long piece of railroad track from the bottom of Lake Pontchartrain, is an example of a nonprogrammed decision. Likewise, when Hurricane Katrina was forecast to make landfall, Thomas Oreck, then CEO of the vacuum manufacturer that bears his name, had to make a series of nonprogrammed decisions. Oreck's corporate headquarters were in New Orleans, and its primary manufacturing facility was in Long Beach, Mississippi. Before the storm hit, Oreck transferred its computer systems and call-center operations to backup locations in Colorado and planned to move headquarters to Long Beach. The storm, however, brutally hit both locations. Oreck executives began searching for lost employees, tracking down generators, assembling temporary housing for workers, and making deals with UPS to begin distributing its product (UPS brought food and water to Oreck from Atlanta and took vacuums back to the company's distribution center there). All

of these decisions were made in the middle of a very challenging crisis environment.

Whether a decision is programmed or nonprogrammed, managers typically follow five steps in the decision-making process:

1. Recognize or define the problem or opportunity. Although it is more common to focus on problems because of their obvious negative effects, managers who do not take advantage of new opportunities may lose competitive advantage to other firms.

2. Gather information so as to identify alternative solutions or actions.

3. Select one or more alternatives after evaluating the strengths and weaknesses of each possibility.

4. Put the chosen alternative into action.

5. Gather information to obtain feedback on the effectiveness of the chosen plan.

5. Follow up to see if the problem has been solved

4. Put the plan into action

3. Select one or more alternatives

2. Identify possible solutions

1. Define the problem

Business communication in a changing world

1. Read and translate the following information:

What Is Business Ethics?

By definition, business ethics refers to the standards for morally right and wrong conduct in business. Law partially defines the conduct, but "legal" and "ethical" aren't necessarily the same. Business ethics enhances the law by outlining acceptable behaviors beyond government control.

Corporations establish business ethics to promote integrity among their employees and gain trust from key stakeholders, such as investors and consumers. While corporate ethics programs have become common, the quality varies. According to the 2018 Global Business Ethics Survey (GBES), less than one in four U.S. workers think their company has a "well-implemented" ethics program.

Business ethics is an essential skill.

Almost every company now has a business ethics program. In part, that's because technology and digital communication have made it easier to identify and publicize ethical missteps. To avoid the negative implications, companies are devoting more resources to business ethics. In one survey of accountants, for example, 55 percent said they believe the importance of business ethics will continue to grow in the next three years. In addition to establishing formal programs, companies are creating ethical workplaces by hiring the right talent. "High integrity and honesty" is the second-most important skill for business leaders, according to a recent survey. Today's business professionals must understand the link between business ethics and business success.

Business ethics drives employee behavior.

According to the 2018 Global Business Ethics survey, employees are more likely to apply ethical reasoning when their company clearly demonstrates why business ethics is important. Ninety-nine percent of U.S. employees who experience a strong ethics culture said they're prepared to handle ethical issues. Companies that advocate for business ethics motivate their employees to perform their roles with integrity.

The first step in building this kind of ethical culture is to create an ethics program. According to the U.S. Department of Commerce, a complete ethics program should touch on all of the business functions. That includes operations, human resources, and marketing, to name a few. The global research company Gartner advises companies to integrate their ethics program with business operations.

Doing so can maximize the program's impact by making ethical processes part of employees' workflow. According to Gartner, an ethics program should:

1. Define the program mandate
2. Mitigate and monitor risk
3. Establish policies and procedures
4. Oversee allegations of misconduct
5. Provide training and communications
6. Reinforce behavioral expectations

7.   Manage the function of behavior ethics

Corporations have a critical role in developing good ethics in business. But educational institutions also play a fundamental part in shaping ethical leaders. U.S. News & World Report reported that ethics education is vital to a well-rounded MBA curriculum. At the University of Redlands, we understand why business ethics is important. Business professionals currently face some of the world's most significant problems. Complex dilemmas like climate change, safety, and security require critical thinking and ethical reasoning. That's why we equip students with these skills.

Redlands' ACBSP-accredited MBA program develops students as competitive and ethical business leaders. Through a cutting-edge, interactive curriculum, we prepare students to meet and advocate for the behavioral expectations of an ethical workplace. Our students investigate the ethical, legal, and social factors of decision-making, and cultivate an ethical framework of business decisions in one of four concentration areas. We underscore ethics throughout our online MBA program, preparing students to promote an exceptional culture of ethics wherever they choose to work.

Business ethics benefits the bottom line.

Another reason why business ethics is important is that it can improve profitability. Honorees on this year's list of the World's Most Ethical Companies outperformed the Large Cap Index by 10.5 percent over three years. A well-implemented ethics program can also reduce losses. Twenty-two percent of cases examined in the 2018 Global Study on Occupational Fraud and Abuse cost the victim organization $1 million or more. Companies that practice questionable ethics may also experience a decrease in stock price and severed business partnerships, which can affect profitability. In addition, business ethics is linked to customer loyalty. Over half of U.S. consumers said they no longer buy from companies they perceive as unethical. On the flip side, three in 10 consumers will express support for ethical companies on social media. Business ethics cultivates trust, which strengthens branding and sales.

Understanding why business ethics is important

Amidst growing scrutiny of business practices, it's more important than ever for companies to carry out work the right way. Ethics programs are an exceptional tool for promoting moral conduct. Organizations also need employees dedicated to ethical decision-making.

Role of globalization

1.   Read, summarize and translate the following article:

What is globalization?

Globalization is the process by which ideas, knowledge, information, goods and services spread around the world. In business, the term is used in an economic context to describe integrated economies marked by free trade, the free flow of capital among countries and easy access to foreign resources, including labor markets, to maximize returns and benefit for the common good.

Globalization, or globalisation as it is known in some parts of the world, is driven by the convergence of cultural and economic systems. This convergence promotes -- and in some cases necessitates -- increased interaction, integration and interdependence among nations. The more countries and regions of the world become intertwined politically, culturally and economically, the more globalized the world becomes.

How globalization works

In a globalized economy, countries specialize in the products and services they have a competitive advantage in. This generally means what they can produce and provide most efficiently, with the least amount of resources, at a lower cost than competing nations. If all countries are specializing in what they do best, production should be more efficient worldwide, prices should be lower, economic growth widespread and all countries should benefit -- in theory.

Policies that promote free trade, open borders and international cooperation all drive economic globalization. They enable businesses to access lower priced raw materials and parts, take advantage of lower cost labor markets and access larger and growing markets around the world in which to sell their goods and services.

Money, products, materials, information and people flow more swiftly across national boundaries today than ever. Advances in technology have enabled and accelerated this flow and the resulting international interactions and dependencies. These technological advances have been especially pronounced in transportation and telecommunications.

Among the recent technological changes that have played a role in globalization are the following:

Internet and internet communication. The internet has increased the sharing and flow of information and knowledge, access to ideas and exchange of culture among people of different countries. It has contributed to closing the digital divide between more and less advanced countries.

Communication technology. The introduction of 4G and 5G technologies has dramatically increased the speed and responsiveness of mobile and wireless networks.

Globalization

1.   Read and translate the following information:

What is globalization?

Globalization is the process by which ideas, knowledge, information, goods and services spread around the world. In business, the term is used in an economic context to describe integrated economies marked by free trade, the free flow of capital among countries and easy access to foreign resources, including labor markets, to maximize returns and benefit for the common good.

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IoT and AI. These technologies are enabling the tracking of assets in transit and as they move across borders, making cross-border product management more efficient.

Blockchain. This technology is enabling the development of decentralized databases and storage that support the tracking of materials in the supply chain. Blockchain facilitates the secure access to data required in industries such as healthcare and banking. For example, blockchain provides a transparent ledger that centrally records and vets transactions in a way that prevents corruption and breaches.

Transportation. Advances in air and fast rail technology have facilitated the movement of people and products. And changes in shipping logistics technology moves raw materials, parts and finished products around the globe more efficiently.

Manufacturing. Advances such as automation and 3D printing have reduced geographic constraints in the manufacturing industry. 3D printing enables

digital designs to be sent anywhere and physically printed, making distributed, smaller-scale production near the point of consumption easier. Automation speeds up processes and supply chains, giving workforces more flexibility and improving output.

Why is globalization important?

Globalization changes the way nations, businesses and people interact. Specifically, it changes the nature of economic activity among nations, expanding trade, opening global supply chains and providing access to natural resources and labor markets.

Changing the way trade and financial exchange and interaction occurs among nations also promotes the cultural exchange of ideas. It removes the barriers set by geographic constraints, political boundaries and political economies.

For example, globalization enables businesses in one nation to access another nation's resources. More open access changes the way products are developed, supply chains are managed and organizations communicate. Businesses find cheaper raw materials and parts, less expensive or more skilled labor and more efficient ways to develop products.

With fewer restrictions on trade, globalization creates opportunities to expand. Increased trade promotes international competition. This, in turn, spurs innovation and, in some cases, the exchange of ideas and knowhow. In addition, people coming from other nations to do business and work bring with them their own cultures, which influence and mix with other cultures.

The many types of exchange that globalization facilitates can have positive and negative effects. For instance, the exchange of people and goods across borders can bring fresh ideas and help business. However, this movement can also heighten the spread of disease and promote ideas that might destabilize political economies.

History of globalization

Although many people consider globalization a twentieth century phenomenon, the process has been happening for millennia. Examples include the following:

- **The Roman Empire.** Going back to 600 B.C., the Roman Empire spread its economic and governing systems through significant portions of the ancient world for centuries.

- **Silk Road trade**. These trade routes, which date from 130 B.C. to 1453 A.D., represented another wave of globalization. They brought merchants, goods and travelers from China through Central Asia and the Middle East to Europe.

- **Pre-World War I.** European countries made significant investments overseas in the decades before World War I. The period from 1870 to 1914 is called the golden age of globalization.

- **Post-World War II.** The United States led the effort to create a global economic system with a set of broadly accepted international rules. Multinational institutions were established such as the United

Nations (UN), International Monetary Fund, World Bank and World Trade Organization to promote international cooperation and free trade.

The term *globalization* as it's used today came to prominence in the 1980s, reflecting several technological advancements that increased international interactions. IBM's introduction of the personal computer in 1981 and the subsequent evolution of the modern internet are two examples of technology that helped drive international communication, commerce and globalization.

Globalization has ebbed and flowed throughout history, with periods of expansion and retrenchment. The 21st century has witnessed both. Global stock markets plummeted after the Sept. 11, 2001, terrorist attacks in the United States, but rebounded in subsequent years.

More recently, nationalist political movements have slowed immigration, closed borders and increased trade protectionism. The pandemic has had similar effects on borders and immigration and also disrupted supply chains. However, overall, the early 21st century has seen a dramatic increase in the pace of global integration. Rapid advances in technology and telecommunications are responsible for much of this change.

What is the G20?

The G20, or Group of Twenty, is an international forum that aims to foster international cooperation by addressing global economic issues, such as financial stability and climate change. The G20 is made up of 19 countries and the European Union, including most of the world's largest economies.

The nations involved account for 60% of the planet's population, 75% of global trade and 80% of world GDP. It was founded in 1999, following the 1997 financial crisis, and has met every year since then.

Since 2008, the G20 has held an annual summit that brings together heads of state to discuss important economic issues. The G20's president is selected annually on a rotating basis, and that person's home country hosts the summit.

In 2019, the summit was held in Osaka, Japan, and it addressed issues such as women's empowerment, climate change and artificial intelligence. The 2020 summit was to be in Riyadh, Saudi Arabia, but was held virtually because of the pandemic. Three of the main themes addressed were empowering people, especially women and youth; safeguarding the planet; and long-term strategies to share the benefits of innovation and technological advancement. The 2021 summit will be held in Rome, Italy, and will focus on recovery from the pandemic and climate change.

The members of G20 are Argentina, Australia, Brazil, Canada, China, France, Germany, Japan, India, Indonesia, Italy, Mexico, Russia, South Africa, Saudi Arabia, South Korea, Turkey, the United Kingdom, the United States and the European Union. Spain is a permanent guest of the organization.

2. Summarize the following article:

Types of globalization: Economic, political, cultural

There are three types of globalization.

1. **Economic globalization.** Here, the focus is on the integration of international financial markets and the coordination of financial exchange. Free trade agreements, such the North American Free Trade Agreement and the Trans-Pacific Partnership are examples of economic globalization. Multinational corporations, which operate in two or more countries, play a large role in economic globalization.

2. **Political globalization.** This type covers the national policies that bring countries together politically, economically and culturally. Organizations such as NATO and the UN are part of the political globalization effort.

3. **Cultural globalization.** This aspect of globalization focuses in a large part on the technological and societal factors that are causing cultures to converge. These include increased ease of communication, the pervasiveness of social media and access to faster and better transportation.

These three types influence one another. For example, liberalized national trade policies drive economic globalization. Political policies also affect cultural globalization, enabling people to communicate and move around the globe more freely. Economic globalization also affects cultural globalization through the import of goods and services that expose people to other cultures.

Effects of globalization

The effects of globalization can be felt locally and globally, touching the lives of individuals as well as the broader society in the following ways:

- **Individuals.** Here, a variety of international influences affect ordinary people. Globalization affects their access to goods, the prices they pay and their ability to travel to or even move to other countries.

- **Communities.** This level encompasses the impact of globalization on local or regional organizations, businesses and economies. It affects who lives in communities, where they work, who they work for, their ability to move out of their community and into one in another country, among other things. Globalization also changes the way local cultures develop within communities.

- **Institutions.** Multinational corporations, national governments and other organizations such as colleges and universities are all affected by their country's approach to and acceptance of globalization. Globalization affects the ability of companies to grow and expand, a university's ability to diversify and grow its student body and a government's ability to pursue specific economic policies.

While the effects of globalization can be observed, analyzing the net impact is more complex. Proponents often see specific results as positive and critics of globalization view the same results as negative. A relationship that benefits one entity may damage another, and whether globalization benefits the world at large remains a point of contention.

Internationalization and localization are both product strategies used in globalizing industries.

Examples of globalization

Multinational corporations are a tangible example of globalization. Some examples include the following:

- **McDonald's** had 39,198 fast-food restaurants in 119 countries and territories, according to its Securities and Exchange Commission filing at the <u>end of 2020</u>. It employed more than 2.2 million people at that time, the filing said.
- **Ford Motor Company** reported in 2021 that it works with about 1,200 <u>tier 1</u> suppliers around the globe.
- **Amazon's** <u>recent expansion</u> has it using tens of thousands of suppliers and employing more than nearly 1.3 million full- and part-time employees.

Through their influence on social and economic development in the countries that host them, multinational corporations embody the contradictions of globalization. They bring jobs, skills and wealth to the region they are investing or doing business in. But they also can destroy local businesses, exploit cheap labor and threaten indigenous cultures. The benefits they offer are often unsustainable because the loyalty of multinationals is to their investors and bottom lines and not to the local people, economies and cultures where they are doing business.

Another example of globalization is the response to the COVID-19 pandemic. Because the world was able to communicate across boundaries, nations were able to work together to quickly produce vaccines for the virus. In addition, doctors traveled where they were needed. For example, Cuba sent doctors to Italy at the beginning of the pandemic to assist with the crisis as it developed there.

However, countries also enacted strict travel restrictions and many closed their borders to cut down on the free movement of people and spread of the virus.

Benefits of globalization

Globalization enables countries to access less expensive natural resources and lower cost labor. As a result, they can produce lower cost goods that can be sold globally. Proponents of globalization argue that it improves the state of the world in many ways, such as the following:

- **Solves economic problems.** Globalization moves jobs and capital to places that need these resources. It gives rich countries access to lower cost resources and labor and poorer countries access to jobs and the investment funds they need for development.
- **Promotes free trade.** Globalization puts pressure on nations to <u>reduce tariffs</u>, subsidies and other barriers to free trade. This consequently promotes economic growth, creates jobs, makes companies more competitive and lowers prices for consumers.
- **Spurs economic development.** Theoretically, globalization gives poorer countries access to foreign capital and technology they would

not otherwise have. Foreign investment can result in an improved standard of living for the citizens of those nations.

- **Encourages positive trends in human rights and the environment.** Advocates of globalization point to improved attention to human rights on a global scale and a shared understanding of the impact of people and production on the environment.
- **Promotes shared cultural understanding.** Advocates view the increased ability to travel and experience new cultures as a positive part of globalization that can contribute to international cooperation and peace.

Trans **World** *Corporations***: history, meaning, peculiarities**

1. Read the following information. Translate it.

Trans World Corporation was the original name of the holding company set up to own Trans World Airlines.

History

In 1967, when the airline sought to diversify into other areas of business, a key investment was *Hilton International Hotels*, the non-American interests of the Hilton Hotels chain. (Because of this split, the Hilton International chain had to call its hotels in America *Vista*, while future overseas locations of the American Hilton chain were called *Conrad International*. This operation was later sold by Trans World Corporation while under the leadership of Charles C. Tillinghast Jr. the CEO of TWA and the first known to receive a golden parachute employment contract.

At the time of TWA's spinoff, TWC owned Spartan Food Systems Inc., the Canteen Corporation, Hilton International, and Century 21 Real Estate Corporation.

Trans World Airlines Worldwide

As a result of both Trans World Airlines and Trans World Corporation being publicly traded prior to the spinoff, public records permitted analysis which indicates that "wealth transfer" of a sale of TWA was as much a reason for the sale of TWA as was a desirability to "restructure union contracts". Conversely, it was circa 1982-1984 when UAL Corporation and AMR Corporation, the parent companies of United Airlines and American Airlines first took shape. This period is also an era marked by extremely competitive airline industry forces fighting for deregulation survival along with fighting for opportunities of vast individual creations of wealth characterized by those accumulated by leading industry figures such as Frank Lorenzo and Carl Icahn during the 1980s.

In 1986, TWC was liquidated. TW Services was formed at end of 1986 upon the dissolution of Transworld Corp. L. Edwin Smart remained head of TW Services Inc., the successor of Trans World Corporation which remained headquartered in the same building and shared many directors as Trans World Corporation. TW Services Inc. continued the use of the TW ticker symbol on the NYSE. Its business centered on food services and retirement care.

TW Services was the target of several hostile take over attempts which ended in June 1989 when TW Services agreed to be taken over by Conniston Partners for $1.65 billion. As part of the buy out, TW Services moved its headquarters from New York City to Spartanburg, South Carolina.

Flagstar Companies

In 1992, private equity firm, Kohlberg Kravis Roberts acquired a 47% interest in TW Corporation, later known as The Flagstar Companies, and encouraged the company to sell non-core businesses. The following year, TW Services changed its name to The Flagstar Companies in its bid to focus on the food service industry with a portfolio of businesses including Volume Services America, Hardee's, Quincy's Family Steakhouse, El Pollo Loco, Canteen Corporation and Denny's.[10]

After accumulating $2.2 billion in debt, Flagstar filed for Chapter 11 bankruptcy protection from its creditors in a Federal bankruptcy court in South Carolina in July 1997.Six months later, Flagstar emerged from bankruptcy as **Advantica Restaurant Group Inc.** and with three-fourths of its stock controlled by four of the former Flagstar's senior creditors. At the time of emergence, Advantica owned Denny's, Carrows, Coco's, El Pollo Loco and Quincy's Family Steakhouse and was the largest franchisee of Hardee's restaurants.Advantica paid off its inherited debt by selling off most of its holdings.

In November 1999, Advantica sold El Pollo Loco to an investment firm for $114 Million plus the assumption of $14 million in debt.

Today the remnants of the corporation are Denny's.

Trans World Corporation was the predecessor of the way and manner in which many of the airlines with holdings and holding parent companies conduct and create their business structural organization.

2.   Read and summarize the following information:

Trans World Corporation

Trans World Corporation operates a range of casinos and four star boutique hotels across Europe. In 2018, it was acquired by FEC, which now manages and occupies its five hotels across Germany, Austria and the Czech Republic, with a view to further expansion, elevating TWC to the status of a premier owner/operator in the European gaming and hospitality markets.

Trans World Casinos

Trans World Corporation operates a collection of casinos, strategically positioned in European border towns to deliver a memorable and professional gaming experience to a range of customers.

Located on the Czech-German border, Ceska Kubice includes a full service bar, onsite restaurant and five VIP hotel rooms alongside its live game and slot areas. Casino Route 55 is positioned on the Czech-Austrian border, roughly 30 minutes' drive from the city of Linz and Trans World's Hotel Donauwelle. Meanwhile Casino Route 59, also located on the Czech-Austrian border, benefits from its proximity to Hotel Savannah, which opened up adjacent to the casino to

further strengthen Trans World's offering. Route 59 Casino and Hotel Savannah are only 60 minutes' drive from the centre of Vienna and the Vienna International Airport.

Created with a fashionable aesthetic and memorable experience in mind, Trans World's casinos are friendly, welcoming, and professional. The Corporation prides itself on its efficiency of service and management, and operates all its sites in adherence to all legal requirements and ethical considerations.

Trans World Hotels

Trans World Corporation has three hotels in Germany. Hotel Kranichhöhe is located in the western German countryside, while Hotel Aufeld sits within the Hannoversch Münden Nature Park, both offering wellness and fitness amenities alongside corporate hosting facilities.

Hotel Columbus, meanwhile, is a four star business hotel in Frankfurt, with an onsite restaurant and five state-of-the-art conference rooms. Strategically located close to Frankfurt International airport and the city centre, Hotel Columbus is ideally positioned for those working in the financial and business industries.

Trans World also runs Hotel Donauwelle in Austria and Hotel Savannah in the Czech Republic. Hotel Donauwelle is located on the banks of the Danube river in Linz, and benefits from its close proximity to the Route 55 Casino, which can be reached by car in approximately half an hour. Hotel Savannah is located adjacent to the Route 59 Casino, and includes a gourmet restaurant, Ayurvedic spa, and luxury wellness centre.

Personal qualities required for successful communication

1.   **Read the following information:**

Speech Culture

the degree to which speech corresponds to the norms of the literary language; the field of linguistics devoted to the problem of standardization of the literary language and to specific norms and correct usage criteria, which are intended to perfect language as an instrument of culture.

The development of speech culture as an independent linguistic discipline is linked with the development of Russian linguistics in the Soviet era. The idea of conscious regulation of linguistic processes that was brought forward by Baudouin de Courtenay was carried further in the works of his pupils L. V. Shcherba, L. P. Iakubinskii, and E. D. Polivanov, as well as by G. O. Vinokur, V. V. Vinogradov, and others. The concept of "linguistic policy"—organized control of the process of linguistic development—was formulated. A department of speech culture was formed in 1952 at the Linguistics Institute of the Academy of Sciences of the USSR (known as the Russian Language Institute of the Academy of Sciences of the USSR since 1958). Dictionaries, special radio broadcasts, television, magazines, and other media help to promote speech culture.

The problems of speech culture are also treated in other countries. In Czechoslovakia, for example, the Prague Linguistics Circle has been concerned with speech culture problems; journals devoted to speech culture are published regularly in a number of European countries, including the German Democratic Republic (*Sprachpflege*, since 1952), Poland (*Poradnik językowy*, since 1901), and Czechoslovakia (*Kultura slova*, in Slovak).

2.   Summarise the 6 Strategies for Writing Arguments
6 Strategies for Writing Arguments

Over the years, three major modes have dominated academic writing—narrative, explanatory, and argument. Traditionally, writing teachers have devoted equal attention to the Big Three in that order, but modern standards place argument writing at the head of the pack. Why?

A push for rigor may explain the shift. Argument writing requires clear, logical thinking and the know-how to appeal to readers' needs. Clearly, such communication skills come at a premium in today's information economy, and developing those skills will help students flourish in school and the workplace.

But many developing writers struggle to write clear and compelling arguments. You can help them succeed by teaching the following strategies.

1. Distinguishing Argumentation from Persuasion

National writing standards and the tests that assess them focus on argumentation rather than persuasion. In practice, these approaches overlap more than they diverge, but students should understand the subtle difference between them.

- **Persuasion** appeals to readers' emotions to make them believe something or take specific action. Advertising uses persuasion.
- **Argumentation** uses logic and evidence to build a case for a specific claim. Science and law use argumentation.

You can help your students understand the difference between the two by presenting Distinguishing Argumentation from Persuasion.

2. Forming an Opinion Statement

Your students' message will not make a full impact without a clear main claim or opinion statement. Reading arguments with a missing claim statement is like driving through fog; you're never quite sure where you're headed.

Present Developing an Opinion Statement to help students write a main claim for their argument. In this minilesson, students follow a simple formula to develop a claim of truth, value, or policy.

3. Appealing to the Audience

Once students state a claim, how can they support it in a way that appeals to skeptical readers? Aristotle outlined three types of rhetorical appeals. The first two work best in argumentation and the third in persuasion.

- The **appeal to logos** means providing clear thinking and solid reasoning to support claims (using logic).
- The **appeal to ethos** means building trust by citing reputable sources, providing factual evidence, and fairly presenting the issue (using ethics).
- The **appeal to pathos** means persuading by connecting to readers' emotions (tugging "heartstrings").

Assign Making Rhetorical Appeals to help students choose supporting details that will appeal logically and ethically (argumentation) or emotionally (persuasion).

4. Connecting with Anecdotes

Though argumentation should de-emphasize emotional appeals, it still should connect to readers on a human level. As Thomas Newkirk advises in *Minds Made for Stories*, "Any argument that fails to appeal to the emotions, values, hopes, fears, self-interest, or identity of any audience is doomed to fail."

Apt anecdotes allow students to add interest and emotive impact to their writing. Give students practice Using Anecdotes in Formal Writing, and encourage them to add appropriate anecdotes to connect to readers.

5. Answering Objections

Students' arguments lose steam when they ignore key opposing ideas. Help them realize that addressing readers' disagreements does not weaken their arguments, but in fact strengthens them. Introduce these two ways to respond to opposing points of view.

- **Counterarguments** point out a flaw or weakness in the objection (without belittling the person who is objecting).
- **Concessions** admit the value of an opposing viewpoint, but quickly pivot back to the writer's side of the argument.

Data visualization

Data visualization depicts information in graphical form.

Principles

Data visualization is a form of communication that portrays dense and complex information in graphical form. The resulting visuals are designed to make it easy to compare data and use it to tell a story – both of which can help users in decision making.

Data visualization can express data of varying types and sizes: from a few data points to large multivariate datasets.

Types

Data visualization can be expressed in different forms. Charts are a common way of expressing data, as they depict different data varieties and allow data comparison.

The type of chart you use depends primarily on two things: the data you want to communicate, and what you want to convey about that data. These guidelines provide descriptions of various different types of charts and their use cases.

Intercultural competence

lntercultural competence is the ability to function effectively across cultures, to think and act appropriately, and to communicate and work with people from different cultural backgrounds – at home or abroad.[1] Intercultural competence is a valuable asset in an increasingly globalised world where we are more likely to interact with people from different cultures and countries who have been shaped by different values, beliefs and experiences.

Intercultural competence is part of a family of concepts including global competence, graduate attributes, employability skills, global citizenship, education for sustainable development and global employability. Core to all these concepts is recognition of globalisation as a force for change in all aspects of the contemporary world, and the importance for graduates to be able to engage and act globally.

Presentation techniques

. Use visual aids

Using pictures in your presentations instead of words can double the chances of meeting your objectives.

2. Keep it short and sweet

There is an old adage that said – "No one ever complained of a presentation being too short." Nothing kills a presentation more than going on too long.

There are some college professors who will penalise a short presentation (most lecturers see no problem in droning on) , but for most people a shorter presentation is better. Keep your presentation to under 22 minutes if you can.

3. Use the rule of three

A simple technique is that people tend to only remember three things. Work out what the three messages that you want your audience to take away and structure your presentation around them. Use a maximum of three points on a slide.

4. Rehearse

Practice makes for perfect performance. Many experts say that rehearsal is the biggest single thing that you can do to improve your performance. Perform

your presentation out loud at least four times. One of these should be in front of a real scary audience. Family, friends or colleagues. Even the dog is better than nothing.

5. Tell stories

All presentations are a type of theatre. Tell stories and anecdotes to help illustrate points. It all helps to make your presentation more effective and memorable.

6. Lose the bullet points – don't put your speaker notes up on the screen

Bullet points are the kiss of death for most presentations. Most people use bullet points as a form of speaker notes. To make your presentation more effective put your speaker notes in your notes and not up on the screen.

7. Video yourself

Set up a video camera and video yourself presenting. You will see all sorts of mistakes that you are making, from how you are standing, if you are jangling keys, to how well your presentation is structured.

8. **Know what slide is coming next**

You should always know when presenting which slide is coming up next. It sounds very powerful when you say "On the next slide [Click] you will see…", rather than than a period of confusion when the next slide appears.

9. Have a back-up plan

Murphy's law normally applies during a presentation. Technology not working, power cuts, projector blowing a bulb, spilling coffee on your front, not enough power leads, no loudspeakers, presentation displays strangely on the laptop – all of these are things that have happened in presentations that I have given.

Have a back-up plan. Take with you the following items – a printed out set of slides – (you can hold these up to the audience if you need to), a CD or data stick of your presentation, a laptop with your slides on it. Just in case it goes wrong.

Guess what? When you have back-ups – you seldom need to use them.

10. Check out the presentation room

Arrive early and check out the presentation room. If you can make sure that you see your slides loaded onto the PC and working on the screen. Work out where you will need to stand.

Do you agree or disagree with any of these effective presentation techniques? Have you have any experiences like this? Add it in to the comments box below.

Business etiquette

1. Read and translate the following information:

What is business etiquette?

Business etiquette is a **set of manners** that is accepted or required in a **profession**. Often upheld by custom, it is enforced by the members of an

organization. Those who violate business etiquette are considered offensive. The penalty for such behavior frequently lies in the disapproval of other organization members.

Business etiquette is important because it creates a professional, **mutually respectful** atmosphere and **improves communication**, which helps an office serve as a productive place. People feel better about their jobs when they feel respected, and that translates into better customer relationships as well.

To help you define the type of manners or behavior that are expected in your workplace, consider the following:

- How do you treat clients or customers?
- How do you treat your coworkers and supervisor?
- How do you conduct yourself in your cubicle or office?
- How do you conduct yourself during meetings?
- What kind of email messages do you send?
- Do you follow a dress code?
- How do you conduct yourself in the break room?
- How do you conduct yourself during business-sponsored social events?
- How do you conduct yourself during training events?
- How do you conduct yourself on the telephone?

Improving business etiquette

Improving your **business etiquette** can have a positive impact on your career. Remember to **use common courtesy**. Adopt the "you" attitude—consider others' needs and feelings first. This behavior leads to good manners and common courtesy, thereby improving your business etiquette.

Examples of courteous behavior include:

- Using please and thank you as appropriate
- Addressing others using Mr., Mrs., Miss, or Ms. unless otherwise requested
- Speaking clearly and distinctly while using a pleasant tone of voice
- Maintaining eye contact
- Smiling and offering a firm handshake when meeting someone new
- Writing thank-you notes and letters of appreciation, congratulation, and condolence as appropriate

You can improve your business etiquette skills by:

- **Conducting some research**. When at work, pay attention to the manners and habits of your supervisor, mentor, senior management, and other key players. If you are unsure about displaying proper etiquette, consider asking your supervisor or mentor for advice.

- **Joining a professional organization**. Aside from being a great way to network, professional organizations give you an opportunity to gain insight into the etiquette that's particular to your profession. Added benefits include practicing your business etiquette skills outside of your organization.
- **Visiting your local bookstore or library**. There have been numerous books written on improving business etiquette. Check out the self-improvement section of your local bookstore or library to find them.
- **Going online**. Whether it's someone selling books, tapes, seminars, or offering free advice, the Internet is filled with suggestions on how to improve your business etiquette.

Remember, business etiquette can vary depending on your profession and organization.

Business etiquette and electronic communication

Electronic communication has complicated the rules of business etiquette. To ensure you're doing your best to follow business etiquette when using electronic communication, consider the following:

General telephone etiquette:

- Consult your organization's rules for telephone use.
- Answer as quickly as possible.
- Speak clearly and distinctly, stating your name and the name of your organization.
- Use a pleasant but professional tone of voice.
- Transfer calls to the correct personnel.
- Take messages and deliver them promptly to the correct personnel. Return messages as quickly as possible.
- When recording an outgoing message, say, "Hello, you've reached (your name) at (name of organization). I am either away from my desk or on the other line. If you'll leave your name, phone number, and a brief message, I'll return your call as soon as possible. Thank you. Goodbye".

Cell phone etiquette:

- Consult your organization's rules for cell phone use.
- Turn off your phone (or set it to vibrate) where ringing may disturb or offend others. Never take a call in the middle of a business meeting.
- Try to avoid taking calls in the middle of social meetings, such as working lunches.

General email etiquette:

- Consult your organization's rules for email use.
- Include a subject line.
- Keep it brief.

- Pay attention to grammar and spelling.
- Use a pleasant tone.
- Don't forward junk mail.

Email etiquette is especially important because your work email is not private—many companies monitor their employees' work accounts for unprofessional conduct. To learn more about email safety at work, check out our lesson, <u>Email Violations Can Jeopardize Your Job</u>.
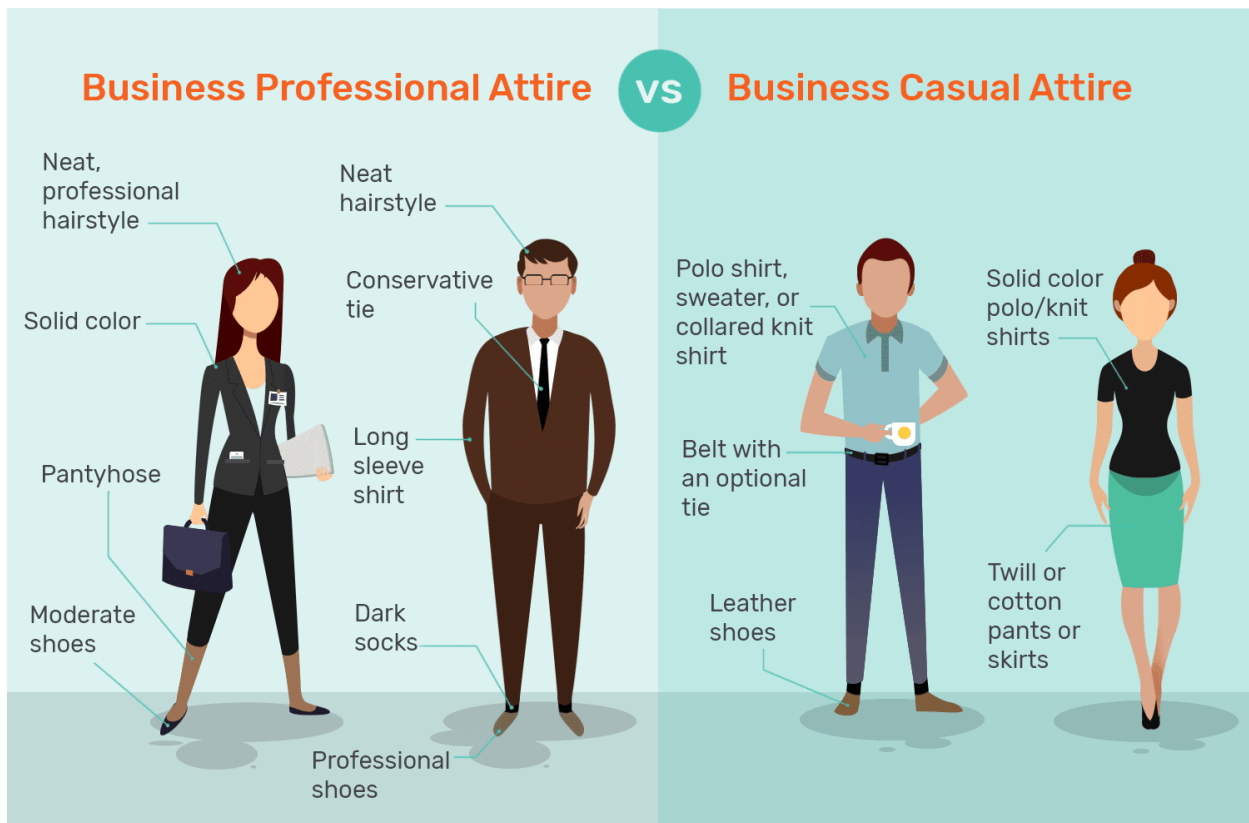
Unprofessional conduct

Failing to display proper business etiquette won't help your career, but engaging in unprofessional conduct could result in losing a promotion or even your job. Never engage in the following inappropriate behaviors:

- Coming to work under the influence of drugs or alcohol
- Engaging in unethical practices, such as misusing company funds
- Engaging in sexual harassment
- Showing a lack of respect to superiors, peers, or subordinates
- Using foul language
- Complaining publicly about your organization or supervisor
- Engaging in divisive gossip
- Violating confidentiality

Business Attire

Business Professional Attire VS **Business Casual Attire**

Neat, professional hairstyle

Neat hairstyle

Solid color

Conservative tie

Pantyhose

Long sleeve shirt

Moderate shoes

Dark socks

Professional shoes

Polo shirt, sweater, or collared knit shirt

Solid color polo/knit shirts

Belt with an optional tie

Leather shoes

Twill or cotton pants or skirts

1. Read the following information, translate it and summarize it.

Business attire refers to the clothing that employees wear to work. Appropriate business attire can vary from company to company and even from job to job.

What Is Business Attire?

Business attire is the wardrobe appropriate for the workplace. Business attire can contain many different types of clothing, each of which may be appropriate in certain circumstances and inappropriate in others. For example, at your place of work, a suit may be appropriate for a job interview but too formal for everyday business.

Employees who want to <u>fit in well at their workplace</u> wear the clothing that is expected and adhere to the company's standard of appropriate business attire.

How Does Business Attire Work?

Business attire is often dictated by a <u>written company dress code</u>, which can explain what is acceptable clothing and what is not. The level of formality of business attire varies depending on the workplace and is usually described in the dress code, if there is one. However, you don't need an official dress code to understand what constitutes appropriate business attire in your workplace. You can form a good idea of what is appropriate by just looking around you.

Look at what your boss and other successful employees wear to work. Your observations will tell you about the proper and expected business attire for your workplace.

The formality of business attire can range from <u>traditional and formal</u> to <u>smart casual</u>, <u>business casual</u>, or <u>casual</u>.

For example, if you are a graphic designer at a midsize firm, you may be expected to wear casual or business casual attire. A sweater or button-down shirt, dress pants, leather shoes, and watch would be appropriate for a man or woman in that environment.

Your wardrobe pieces for work should be of good quality, clean, and neatly pressed, if necessary.

Types of Business Attire

How formal your business attire should be may depend on the company as well as your position. It's likely that the president and other company executives will dress more formally than what is required of an entry-level employee.

If you're a new employee, ask what employees are expected to wear to work when you receive the job offer. Consult your dress code, employee handbook, or human resources department to find out what the requirements are. If you are unsure, it may be better to err on the side of more formal, not less: Choose dress pants over khakis, for example, until you confirm whether jeans are OK.

Business Formal

If the dress code at your workplace is business formal, then the following attire would be appropriate:

Men:

- Formal suit, tie, and business shirt
- Upscale sports jacket, dress pants, tie, and business shirt
- Leather dress shoes
- Conservative leather accessories such as a briefcase or portfolio
- Watches and cologne should be subtle

Women:

- Skirt suit
- Pantsuit
- Formal business blouse or top
- Stockings
- Closed-toe leather shoes
- Conservative business accessories such as a briefcase or a leather folder for pads of paper
- Subtle jewelry, makeup, and perfume1

Smart Casual

Smart casual business attire is just a step down from traditional, formal attire.

Men:

- Sports jacket with a tie, dress pants, and button-down or traditional business shirt or nice turtleneck
- Dress shoes
- Accessories as described in traditional business attire

Women:

- Jacket or dressy sweater

- Dress pants or skirt
- Blouse, shirt, top or turtleneck
- Hose
- Dress shoes
- Accessories as described in traditional business attire

Business Casual

Business casual attire is slightly more casual than smart casual and permits more comfortable cuts and fabrics.2

Men:
- Khakis or dress pants
- Shirts with collars or golf or polo shirts
- Sweaters
- Vests
- Occasionally an informal jacket and tie
- Attractive leather shoes and accessories

Women:
- Nice pants or skirt
- Blouse, top, or sweater
- Vest
- Occasionally an informal jacket
- Attractive leather shoes and accessories

Casual

If you want to dress appropriately in a casual workplace, you may find yourself wearing jeans and other casual wear.

Men:
- Casual pants
- Jeans
- Shirt, with or without collar
- Sweater
- Vest
- Sweatshirt
- Casual shoes

Women:
- Casual pants
- Jeans
- Casual skirt
- Blouse, top, or sweater
- Vest
- Sweatshirt
- Casual shoes

Even with a casual business attire dress code, some articles of clothing are almost always inappropriate, no matter the workplace, including ripped or shredded clothing, flip-flops, beachwear, and tops that reveal the midriff.

Benefits of Business Attire

Business attire conveys to your colleagues, bosses, and customers or clients your level of professionalism and dedication. When you keep your focus on your performance and not your fashion sense, you make a good impression and send a message about your priorities at work. Cultivating your image can help you present yourself in the best light, and wearing the appropriate business attire is part of that image.

Your attire has implications for how you are viewed in your workplace—for better or worse. Showing up poorly dressed, wearing clothing that's sloppy, revealing, or otherwise inappropriate, will send the wrong kind of message to your managers and coworkers.

By following these guidelines, you can look professional in your selected business attire at your workplace. Understand the standard that is expected, dress according to these guidelines, and assemble a wardrobe that is attractive and comfortable.

Key Takeaways

- Business attire is the clothing that is acceptable at work.
- Business attire can influence the impression of your boss, coworkers, and customers about your capabilities and professionalism.
- Appropriate business attire can vary from company to company and even from job to job within that company.
- There are several levels of formality, ranging from casual to business formal.

Time management

1.   Read, translate and summarize the following information:

Time management is the process of organizing and planning how to divide your time between different activities. Get it right, and you'll end up working smarter, not harder, to get more done in less time – even when time is tight and pressures are high.

The highest achievers manage their time exceptionally well. And by using Mind Tools' time-management resources, you too can make the most of your time – starting right now!

The Benefits of Good Time Management

When you know how to manage your time effectively, you can unlock many benefits. These include:

- Greater productivity and efficiency.
- Less stress.
- A better professional reputation.
- Increased chances of advancement.
- More opportunities to achieve your life and career goals.

Overall, you start feeling more in control, with the confidence to choose how best to use your time.

And by feeling happier, more relaxed, and better able to think, you're in a great place to help others reach their targets, too.

Time management is the process of planning and controlling how much time to spend on specific activities. Good time management enables an individual to complete more in a shorter period of time, lowers stress, and leads to career success. Benefits of Time Management

The ability to manage your time effectively is important. Good time management leads to improved efficiency and productivity, less stress, and more success in life. Here are some benefits of managing time effectively:

1. Stress relief

Making and following a task schedule reduces anxiety. As you check off items on your "to-do" list, you can see that you are making tangible progress. This helps you avoid feeling stressed out with worry about whether you're getting things done.

2. More time

Good time management gives you extra time to spend in your daily life. People who can time-manage effectively enjoy having more time to spend on hobbies or other personal pursuits.

3. More opportunities

Managing time well leads to more opportunities and less time wasted on trivial activities. Good time management skills are key qualities that employers look for. The ability to prioritize and schedule work is extremely desirable for any organization.

4. Ability to realize goals

Individuals who practice good time management are able to better achieve goals and objectives, and do so in a shorter length of time.

List of Tips for Effective Time Management

After considering the benefits of time management, let's look at some ways to manage time effectively:

1. Set goals correctly

Set goals that are achievable and measurable. Use the SMART method when setting goals. In essence, make sure the goals you set are **S**pecific, **M**easurable, **A**ttainable, **R**elevant, and **T**imely.

2. Prioritize wisely

Prioritize tasks based on importance and urgency. For example, look at your daily tasks and determine which are:

- Important and urgent: Do these tasks right away.
- Important but not urgent: Decide when to do these tasks.
- Urgent but not important: Delegate these tasks if possible.
- Not urgent and not important: Set these aside to do later.

3. Set a time limit to complete a task

Setting time constraints for completing tasks helps you be more focused and efficient. Making the small extra effort to decide on how much time you need to allot for each task can also help you recognize potential problems before they arise. That way you can make plans for dealing with them.

For example, assume you need to write up five reviews in time for a meeting. However, you realize that you'll only be able to get four of them done in the time remaining before the meeting. If you become aware of this fact well in advance, you may be able to easily delegate writing up one of the reviews to someone else. However, if you hadn't bothered to do a time check on your tasks beforehand, you might have ended up not realizing your time problem until just an hour before the meeting. At that point, it might be considerably more difficult to find someone to delegate one of the reviews to, and more difficult for them to fit the task into their day, too.

4. Take a break between tasks

When doing a lot of tasks without a break, it is harder to stay focused and motivated. Allow some downtime between tasks to clear your head and refresh yourself. Consider grabbing a brief nap, going for a short walk, or meditating.

5. Organize yourself

Utilize your calendar for more long-term time management. Write down the deadlines for projects, or for tasks that are part of completing the overall project. Think about which days might be best to dedicate to specific tasks. For example, you might need to plan a meeting to discuss cash flow on a day when you know the company CFO is available.

6. Remove non-essential tasks/activities

It is important to remove excess activities or tasks. Determine what is significant and what deserves your time. Removing non-essential tasks/activities frees up more of your time to be spent on genuinely important things.

7. Plan ahead

Make sure you start every day with a clear idea of what you need to do – what needs to get done THAT DAY. Consider making it a habit to, at the end of each workday, go ahead and write out your "to-do" list for the next workday.

Business culture

1. Read, translate and summarize the following information:

Dialogic communication

Dialogic Communication (UW-La Crosse Public Speaking Center) Definition: "A style of communication that respectfully encourages others to want to listen, while also listening in a way that encourages others to want to speak"

Dialogic communication is an approach to communication that focuses on promoting a dialogue between a speaker and their audience.

Dialogic communication encourages speakers to be assertive (calm, respectful, and open) in presenting their ideas to an audience.

Establishing and maintaining contacts

Everyone knows it's important to build a network. But once you've made a connection with someone, how do you maintain it over the long haul so that you can call the person when you need help (e.g., a job reference or a professional favor)? How frequently should you be in touch with your contacts? And how do you balance efforts to bring in new people while staying in touch with those you've known for a while?

What the Experts Say

Networking is linked to many measures of professional success — including getting promoted, having influence, earning more money, and feeling more satisfied in your career. "Research shows that networks give people access to information, such as advice and problem-solving assistance, among other benefits," explains Francesca Gino, a professor at Harvard Business School and coauthor of "Learn to Love Networking." "Over time, this information access helps people acquire the knowledge and competencies that are necessary to succeed at work and better handle challenges." Your network not only helps you thrive in your current job; it also helps you uncover your next one, according to Dorie Clark, the author of *Reinventing You: Define Your Brand, Imagine Your Future*. "For most professionals, the job offers they receive and consulting offers they land are a direct result of their network," she says. "If you're not staying in touch with people from your past, you're cutting off a lot of potential opportunities." Here are some strategies for maintaining those ties.

Prioritize

First "make a clear-eyed determination about who in your network you want to prioritize," says Clark. She suggests "grouping your contacts into buckets" of categories — for example, current clients, potential clients, influential and powerful colleagues, and "friends who are real connectors" — and then figuring how best to allocate your attention. But priorities aren't always clear-cut, adds Gino. There may be people you keep in touch with for no other reason than you enjoy their company or you have similar interests. "Think about the ways in which your relationships make [you] better off. If you're a happier person when you talk to a particular friend or colleague, make a point to do so on a regular basis," she says.

Show you care

Next, Clark recommends thinking about the "different tools in your arsenal to stay in touch" — email, phone calls, coffee dates, social gatherings, and handwritten notes — and how you can best use these to nurture your relationships. The key to maintaining a professional network, she says, is to "be in the orbit" of the people you're trying to cultivate so that, if you require their assistance down the road, "you are still top of mind." The best way to do this is to "take steps that demonstrate you care about the other person and that you're interested in his or her life," she adds. "Be aware of when news or information triggers you to think of

that person." Perhaps you read a book a former colleague might like, you attended a lecture about a subject she's interested in, or you recently met a connection of hers. "That's a good time to get in touch." Adds Gino, "Good relationships need to be nurtured. If you care for that person to be in your network, you should avoid contacting him or her only in a moment of need."

Be   strategic   with   social   media

In the Information Age, you can easily stay connected to people from your past for digital eternity but, cautions Gino, an over-reliance on social media to maintain your professional network can be dangerous. "Just like a phone call is not the same as conversing in person, social media has a different level of fidelity," she says. "Sometimes social media tricks us into believing we have a strong connection with someone when, in fact, that connection only exists in that single plane of existence." Still, adds Clark, you can use social media to your advantage. You might, for instance, trade direct messages with your contacts on Twitter, repost content they've created on LinkedIn, or re-tweet blogs and articles they've highlighted. Even better, "take the conversation off-line," she says. "If you notice that your friend was just promoted or had some other success, celebrate her win by giving her a call or sending her a note."

Offer   to   help

Another way to remain in good standing with your contacts is to "look for ways you can be helpful to them," says Clark. "Listen carefully" to what they say and the challenges they face. "Perhaps your contact is struggling to help his son find an internship, and you know that your firm has them. Offer to make a connection. Perhaps your former colleague tells you she's interested in starting to do more video at her job, and you just read a book on the subject. Send it as a gift." Make sure your motives are pure, however. "Helping others is a fine thing to do, but doing so in order to gain favor only serves to demonstrate to those you intend to impress that you are shallow — the opposite of your goal," says Gino. "Being genuine and authentic and sincere is much more likely to create a sense of respect."

Don't   brag

Although it's good for your network to know about your professional successes and promotions, <u>you don't want to gain a reputation as a braggart</u>. Gino recommends a milder form of self-promotion: simply "informing the other person about what you have been up to in a way that provides information he or she does not have." Clark concurs. "You don't need to bang the drum," she says. "If you have had positive relationship with someone in the past and you're confident she thinks you are a good person, you don't need to go on a long-standing promotional campaign. Just stay in touch and express interest in her life. That'll keep a positive memory alive."

Don't   force   friendships

If there is someone from your past that "you want to keep up with and you've tried multiple times but the other person just doesn't seem to have that same desire," it's probably a sign to give up, says Clark. "Maybe he's just really busy or his spam filter is particularly aggressive," but it's also likely he's not interested in staying connected. Gino agrees. "Don't become overly concerned with connections that

aren't mutual because, just as with other relationships, seeming desperate only makes you less desirable," she says. She suggests trying to become friends with the person's friends instead. "Play the long game but always be genuine," she says. "Shallow connections are not worth the effort and can fade quickly."

Regroup   **from**   **time**   **to**   **time**

Every six months or so, Clark recommends doing an "audit" of your professional ties. "You need to look at your list of contacts and ask, is it still accurate? Who should I add? Who is no longer quite as relevant?" Over time, Clark says, "you will cycle people" in and out of your network. This doesn't mean you won't talk to them, of course, it's just not going to be as often. Bringing new people into your circle and staying in touch with longtime contacts "shouldn't feel like a balancing act at all if you're doing it well," says Gino. "Continuously mix old and new when possible" — that is, introduce people you've just met to others in your network, which gives you an an opportunity to learn more about both of them. "This opens up relationships that may have stagnated," she adds.

Principles to Remember

Do:

- Decide who you want to stay in touch with and how often you want to reach out

- Make use of all the communication tools in your arsenal, including email, phone, coffee dates, social gatherings, and handwritten notes

- Look for ways you can help your contacts with the professional and personal challenges they face

Don't:

- Go overboard on social media. Be strategic about how you use it.

- Brag about your accomplishments

- Kill yourself trying to network with everyone you've ever met. Keep a running list of relevant contacts and audit from time to time.

2. Read and summarize the information about the Preparation and conduct of negotiations

Know Your Strategy

If your <u>negotiation strategy</u> isn't clear to you, how can you expect to enjoy results that benefit your company the most? If senior management hasn't made clear your strategy, which is sadly too often the case, make sure you ask.

Choose Your Negotiating Style

Will you lose the battle to win the war? Will you compromise and meet in the middle? Might you compete to the bitter end? Make sure to choose a style that best fits the circumstances. (For more on this, See: "5 Negotiating Styles to Consider When Closing a Deal.")

Identify Goals

Do you want to maximize the short-term value or work to establish a longer-term collaboration that grows in value over time? Is your goal to steal market share at the expense of profit? Make sure to know what you want going in, instead of settling for what you end up with.

Prepare a SWOT Analysis

A simple but often overlooked tool. Think of the real external opportunities and threats as the walk-away positions on both sides. True power in any negotiation is having developed a good walk-away alternative. Understanding this point may not get you the deal you want, but it will prevent you from agreeing to a lousy deal.

List Pre-Meeting Questions

I was once told while being trained by a mentor that once you understand someone's motivation, you are in control. In negotiations, information is power. If you hope to get creative and stack the cards in your favor, it pays to know everything you can about the other side's decision-makers, underlying interests, and walk-away position.

Compile Options / Deal Design

Negotiations are an opportunity to get creative. Work with your team and put together a comprehensive list of options to consider in designing your deal. If you're not comfortable with numbers, make sure someone on your team is. Make sure to leverage your SWOT's "Opportunities."

Form a Trading Plan

Armed with information from your pre-meeting questions, you are ready to start prioritizing your interests. What can you trade? What can you get in return? Start with your most important interests or goals first. Our full Trading Plan is too complex to explain in this article but is a very worthwhile read.

Set the Agenda

If you don't set the <u>negotiation agenda</u> and take control early, the other side likely will. Email your agenda before the meeting, and print a copy to use during the talks.

Build a Team

Avoid entering talks alone. Anyone who has ever been ganged up on knows the dangers of feeling isolated. The same goes for preparing to negotiate. So, it's important to co-opt a colleague or two. Ensure that your <u>negotiation team</u> is clear on your strategy and respective roles. Without clearly defining these aspects (see: <u>negotiation definition</u>), you run the risk of contradicting each other at the negotiating table and losing the upper hand.

Now that you have a clear process *for* preparation, how long should you invest *in* your preparation? My rule of thumb is to invest at least three times the amount of time you expect to negotiate. So, a two-hour face-to-face meeting needs about six hours of preparation. This doesn't mean that you need to spend six straight hours locked up in a room preparing. Instead, pace your team and yourself in the days and weeks leading up to the meeting.

Our veteran negotiating clients are quick to train their more junior colleagues on the idea that success in negotiating is determined by what you do before you sit at the table. Moreover, tactics and behavior won't deliver consistent outsized results.

Finally, for strength and confidence, look to your <u>negotiation preparation process</u>. It'll come as no surprise to you that our <u>negotiation training seminars</u> cast the lens right from the start on… preparation.

3.   Read and translate the information about a Telephone conversation

Telephone conversation is one of the most common forms of communication in contemporary society. For the first time in human history, some people are spending as much time, if not more, talking on the telephone as

they are on face-to-face conversations. The aims of this book are: to bring together in one volume research on telephone conversations in different languages, to compare and contrast people's methods of handling telephone conversational tasks in different communities, and to explore the relationship between telephone conversational practice and cultural settings. The papers are based on first-hand, naturally-occurring data obtained from a variety of languages, including Chinese, Dutch, English, French, German, Greek, Japanese, Korean, and Persian. Theoretical and methodological issues pertaining to research on telephone conversations are discussed.

4. Read, translate and summarize the following information:

Techniques of a casual conversation

How to Start a Conversation with Absolutely Anyone

Did you know that public speaking is often rated the number one thing people are afraid of? But while getting up on a stage in front of an audience can definitely be nerve wracking, many people find striking up a conversation one-on-one just as intimidating.

Maybe it's the CEO of your company, a new colleague, the guy in the mail room, the girl from IT, or a stranger in the street. Whomever you want to talk to, there's a way to strike up a conversation. And the best news is that it gets easier with practice.

Try these conversation starters to talk to absolutely anybody:

• **Skip the small talk.** "What's up with this weather?" and "How 'bout them [insert local sports team]?" are as bad as cheesy pick-up lines when it comes to starting a conversation. Avoid tired topics. Every situation is unique, so you should be able to find a unique conversation starter.

• **Ask for their opinion.** Everyone has one! For someone you don't know well, start with light subjects like the food, the music, the atmosphere, etc. "Do you like your Margaritas with salt or without? Do you watch horror movies? Do you like this song?" It's probably best to stay away from *really* sticky subjects like politics unless you already know the person very well.

• **Ask for their advice or recommendations.** This works very well when commenting on someone's outfit or accessories, as in "What a great tie! Where did you get it?" or on the food, as in, "Everything looks good. What are you having?"

• **Ask them a question — that's easy to answer.** This is great when you know or find out that a person has expertise in a particular field. If you're talking to your company's IT guy, for example, you could ask him whether he's the guy who installs hardware or software. But avoid asking anyone to explain something super complex or involved; if that's where the

conversation leads, great, but asking a really complicated question up front can feel demanding.

- **Comment on the environment.** No matter where you are, there are things to comment on: the music, the food, the lights, the guests, and so on. Even if you are stuck in an elevator with someone, you can comment on the music, the speed, the crowdedness, etc.
- **Ask for an update.** If you know someone a little or know them by reputation, ask for an update on something you know they've been doing, for example, "Oh, Mary mentioned you were taking swing dance classes. How's that going?"
- **Ask open-ended questions whenever possible.** If your question can be answered with a simple yes or no, don't be surprised if that's what you get. Having follow-up questions ready can also help the conversation flow. If you are asking what kind of food they're having, for example, you might follow up with, "That sounds good. Do you know what kind of wine would go well with that?" Almost everything can be followed up with, "Why?" (Just don't ask it too many times and end up sounding like a three-year-old!)
- **Ask a hypothetical question.** These can be great conversation starters, but try to tie them into something happening at the event or in current events to avoid seeming too random. You might say something like, "I just saw this movie where all the laws were revoked for one day. What would you do if there were no laws for a day?"
- **Ask about their kids, pets, or hobbies.** People love to talk about the things that are important to them. If you know that your boss loves to sail, asking him about his latest trip is a surefire way to get him talking.

Do you have a go-to conversation starter that you rely on in lots of situations?

Non-verbal communication, its notion, means and function

1. **Read, translate and summarize the following information:**

What is non-verbal communication?

Definition (CBC): "nonverbal communication involves those nonverbal stimuli in a communication setting that are generated by both the source [speaker] and his or her use of the environment and that have potential message value for the source or receiver [listener] (Samovar et al). Basically it is sending and receiving messages in a variety of ways without the use of verbal codes (words). It is both intentional and unintentional. Most speakers / listeners are not conscious of this. It includes — but is not limited to:

- o touch
- o glance
- o eye contact (gaze)

- o volume
- o vocal nuance
- o proximity
- o gestures
- o facial expression ? pause (silence)
- o intonation
- o dress
- o posture
- o smell
- o word choice and syntax
- o sounds (paralanguage)

Broadly speaking, there are two basic categories of non-verbal language: nonverbal messages produced by the body; nonverbal messages produced by the broad setting (time, space, silence)

Why is non-verbal communication important?

Basically, it is one of the key aspects of communication (and especially important in a high-context culture). It has multiple functions:

- o Used to **repeat** the verbal message (e.g. point in a direction while stating directions.
- o Often used to **accent** a verbal message. (e.g. verbal tone indicates the actual meaning of the specific words).
- o Often **complement** the verbal message but also may contradict. E.g.: a nod reinforces a positive message (among Americans); a "wink" may contradict a stated positive message.
- o **Regulate** interactions (non-verbal cues covey when the other person should speak or not speak).
- o May **substitute** for the verbal message (especially if it is blocked by noise, interruption, etc) — i.e. gestures (finger to lips to indicate need for quiet), facial expressions (i.e. a nod instead of a yes).

Note the implications of the proverb: "Actions speak louder than words." In essence, this underscores the importance of non-verbal communication. Non-verbal communication is especially significant in intercultural situations. Probably non-verbal differences account for typical difficulties in communicating.

**2.	Read, translate and summarize the following information:**

Cultural Differences in Non-verbal Communication
1.	General Appearance and Dress

All cultures are concerned for how they look and make judgements based on looks and dress. Americans, for instance, appear almost obsessed with dress and personal attractiveness. Consider differing cultural standards on what is attractive in dress and on what constitutes modesty. Note ways dress is used as a sign of status?

2.   Body Movement

We send information on attitude toward person (facing or leaning towards another), emotional statue (tapping fingers, jiggling coins), and desire to control the environment (moving towards or away from a person).

More than 700,000 possible motions we can make — so impossible to categorize them all! But just need to be aware the body movement and position   is   a   key   ingredient   in   sending   messages.

3.   Posture

Consider the following actions and note cultural differences:

- o   Bowing (not done, criticized, or affected in US; shows rank in Japan)
- o   Slouching (rude in most Northern European areas)
- o   Hands in pocket (disrespectful in Turkey)
- o   Sitting with legs crossed (offensive in Ghana, Turkey)
- o   Showing soles of feet. (Offensive in Thailand, Saudi Arabia)
- o   Even in US, there is a gender difference on acceptable posture?

4.   Gestures

Impossible to catalog them all. But need to recognize: 1) incredible possibility and variety and 2) that an acceptable in one's own culture may be offensive in another. In addition, amount of gesturing varies from culture to culture. Some cultures are animated; other restrained. Restrained cultures often feel animated cultures lack manners and overall restraint. Animated cultures often feel restrained cultures lack emotion or interest.

Even simple things like using hands to point and count differ.

Pointing : US with index finger; Germany with little finger; Japanese with entire hand (in fact most Asians consider pointing with index finger to be rude)

Counting: Thumb = 1 in Germany, 5 in Japan, middle finger for 1 in Indonesia.

5.   Facial Expressions

While some say that facial expressions are identical, meaning attached to them differs. Majority opinion is that these do have similar meanings world-wide with respect to smiling, crying, or showing anger, sorrow, or disgust. However, the intensity varies from culture to culture. Note the following:

- Many Asian cultures suppress facial expression as much as possible.
- Many Mediterranean (Latino / Arabic) cultures exaggerate grief or sadness while most American men hide grief or sorrow.
- Some see "animated" expressions as a sign of a lack of control.
- Too much smiling is viewed in as a sign of shallowness.
- Women smile more than men.

6.   Eye Contact and Gaze

In USA, eye contact indicates: degree of attention or interest, influences attitude change or persuasion, regulates interaction, communicates emotion, defines power and status, and has a central role in managing impressions of others.

- Western cultures — see direct eye to eye contact as positive (advise children to look a person in the eyes). But within USA, African-Americans use more eye contact when talking and less when listening with reverse true for Anglo Americans. This is a possible cause for some sense of unease between races in US. A prolonged gaze is often seen as a sign of sexual interest.
- Arabic cultures make prolonged eye-contact. — believe it shows interest and helps them understand truthfulness of the other person. (A person who doesn't reciprocate is seen as untrustworthy)
- Japan, Africa, Latin American, Caribbean — avoid eye contact to show respect.

7.   Touch

Question: Why do we touch, where do we touch, and what meanings do we assign when someone else touches us?

- Illustration: An African-American male goes into a convenience store recently taken over by new Korean immigrants. He gives a $20 bill for his purchase to Mrs Cho who is cashier and waits for his change. He is upset when his change is put down on the counter in front of him.
- What is the problem? Traditional Korean (and many other Asian countries) don't touch strangers., especially between members of the opposite sex. But the African-American sees this as another example of discrimination (not touching him because he is black).

Basic answer: Touch is culturally determined! But each culture has a clear concept of what parts of the body one may not touch. Basic message of touch is to affect or control — protect, support, disapprove (i.e. hug, kiss, hit, kick).

- USA — handshake is common (even for strangers), hugs, kisses for those of opposite gender or of family (usually) on an increasingly more intimate basis. Note differences between African-Americans and Anglos in USA. Most African Americans touch on

greeting but are annoyed if touched on the head (good boy, good girl overtones).

   o   Islamic and Hindu: typically don't touch with the left hand. To do so is a social insult. Left hand is for toilet functions. Mannerly in India to break your bread only with your right hand (sometimes difficult for non-Indians)

   o   Islamic cultures generally don't approve of any touching between genders (even hand shakes). But consider such touching (including hand holding, hugs) between same-sex to be appropriate.

   o   Many Asians don't touch the head (Head houses the soul and a touch puts it in jeopardy).

Basic patterns: Cultures (English , German, Scandinavian, Chinese, Japanese) with high emotional restraint concepts have little public touch; those which encourage emotion (Latino, Middle-East, Jewish) accept frequent touches.

3.   Smell

   o   USA — fear of offensive natural smells (billion dollar industry to mask objectionable odors with what is perceived to be pleasant) — again connected with "attractiveness" concept.

   o   Many other cultures consider natural body odors as normal (Arabic).

   o   Asian cultures (Filipino, Malay, Indonesian, Thai, Indian) stress frequent bathing — and often criticize USA of not bathing often enough!

4.   Paralanguage

   o   vocal characterizers (laugh, cry, yell, moan, whine, belch, yawn). These send different messages in different cultures (Japan — giggling indicates embarrassment; India – belch indicates satisfaction)

   o   vocal qualifiers (volume, pitch, rhythm, tempo, and tone). Loudness indicates strength in Arabic cultures and softness indicates weakness; indicates confidence and authority to the Germans,; indicates impoliteness to the Thais; indicates loss of control to the Japanese. (Generally, one learns not to "shout" in Asia for nearly any reason!). Gender based as well: women tend to speak higher and more softly than men.

   o   vocal segregates (un-huh, shh, uh, ooh, mmmh, humm, eh, mah, lah). Segregates indicate formality, acceptance, assent, uncertainty.

Written business communication

1.   Read, translate and summarize the following information:

At some point in your professional life, you may need to write something. It's nothing to be intimidated by, though!

Business writing is any written communication used in a professional setting, including emails, memos, and reports. It's direct, clear, and designed to be read quickly. With time and practice, you too can become an effective business writer.

Good business writing shares crucial information and keeps the concerns of the audience in mind. So before you write anything, ask yourself these two questions:

What do I need to say?

Who is my audience?

Your answers will influence what and how you write, so take a moment to understand exactly why you're writing. If you can't clearly answer these questions, you'll probably have trouble communicating effectively.

Most business writing needs a **call to action**, which is information that instructs and encourages a response. Let your readers know what they should do, where to go, and so on. Provide your contact information (such as your phone number or email address) in case anyone has questions. Essentially, make sure everyone knows what their next move should be, like in the following example.

Hi everyone,

Our monthly safety meeting will be held today at 11 AM in the break room. Please bring your safety manuals, and remember to sign the attendance sheet as you enter. It should take around thirty minutes.

If you have any questions, feel free to call me at 919-555-3210.

Thanks,
Lyla

Writing craft

Get to the point quickly. Do you need to tell your employees about a change in work schedules or an update to company policy? Tell them what they should know upfront, and don't leave them guessing.

Make every sentence as short and clear as possible. Simplify your word choices, as you shouldn't use complex words when simple ones will do. Also, cut any rambling thoughts. A company-wide memo about a health insurance change is not the best place to mention your recent fishing trip. In short, always **omit needless words**.

Although you're in a professional setting, remember to speak to others how you would like to be spoken to. Consider using a brief greeting or conclusion, especially if you're sharing unpleasant news, and remember that saying **please** and **thank you** goes a long way. And whenever you're in doubt as to whether something is appropriate to write, don't include it.

Aim to keep your paragraphs brief, as they will add focus to your message while making it easier to scan and remember. The example below is an efficient read, thanks to short paragraphs, clear sentences, and a polite, professional tone.

To: All Employees
From: Jake Finn, Human Resource Manager
Date: September 18, 2017
Subject: Severe Weather Drill Tomorrow at 3 PM

Our quarterly severe weather drill is scheduled for tomorrow at 3 PM. Please make sure your belongings are locked away in your desks before the drill begins.

If you find someone still at their desk after the alarm sounds, **please** get their attention and have them follow you. A few people were left behind last quarter, so we still have room to improve!

Assuming everything moves on schedule, the drill shouldn't take more than fifteen minutes. If you have any questions, send me an email at jakef@vesta.org.

Revision

Good writing comes out of **revision**, so read over your first draft and figure out what works and what doesn't. Clarify sentences and organize the loose structure until everything flows in a logical order. Don't be surprised if it takes a few revisions until your document is ready to go.

As part of your revision process, try reading your work aloud, which may reveal problems you may not have noticed before. You can also get someone you trust to provide **feedback** on your work. Hearing their perspective can lead to new insights and issues you never knew were there.

Proofreading is another key part of revision. After you use a spell checker, read over your work again and look for spelling and grammar errors the spell checker may have missed. Also take a moment to ensure the information you're writing about is accurate and up to date. If you submit incorrect information or sloppy writing, you may not be taken seriously. Does the following example look professional?

overall, Adventure Outfitters has seen xcellent sales over the past four quarters. Weve seen a 43 percent growth in the Boating division since lasty ear and a 26 percent increase in biking DIVision. A long with our steady sales in the Camping and Fitness divisions, Adventure Outfitters on track to exceed our profit growth goals by 10 percent by March 31.

There have been loses in select areas, however. Our Golfing division saw a 57 percent drop over last year, while the shOe division had a 32 percent drop compared to 2016. We're still colle6cting data for the consumer's take on our products, but early results show that people prefer our Competitors due to their lower prices.

Remember, you won't master business writing overnight. Effective writing is a skill that takes a lot of time and practice to develop. But once you get comfortable with it, you'll possess an incredibly valuable job skill.

Rules of successful teamwork

1. Read, translate and summarize the following information on rules of successful teamwork:

1. Show a United Front

Team members should not all think the same nor even act the same. However, once a decision has been made and a direction set, it is very important that a common message is consistently shared with others outside the team. When one person speaks, they need to represent the team.

2. Agree to a Performance-Driven Purpose

If you ask each person on the team what the team's purpose is, each team member should say the same thing. Clarity on purpose around measurable outcomes is key for a great team.

3. Display commitment and a sense of urgency

It is all right to be dedicated to completing your own goals. However, if you are a member of a team that is striving to be high-performing, your commitment to the team's goals needs to be equal to or greater than your commitment to your own personal goals. Members of great teams aren't just spectators but active players on the team with a desire for everyone to succeed.

4. Be Uncompromising on Accountability

Do what you say and provide feedback. Clearly articulate the goals and expected behaviors of the team. Then identify what happens when someone does not live by these standards. Create an environment where peers can check each other and support each other for the benefit of the team's desired results.

5. Reward and Recognize the Team

Too often, incentives of team members are still about individual achievement. Team incentives, whether they are monetary or intrinsic, need to support the team effort and outcomes. Build ways to champion and catch positive contributions at an individual and team level.

6. Manage Conflict and Disagreement in Open, Healthy Ways

Teams need to be safe places for discussion, debate, and diversity of thought. Great team members encourage alternative perspectives both from themselves and from others and resist the cognitive storytelling and assumptions that may silence or ignore great ideas.

7. Understand Roles and Responsibilities

Successful teams are clear about who leads meetings, who makes assignments, who follows through on assignments, and who can be expected to pay attention to team processes. Great teams clarify their relationship with other teams—what they expect from other teams and what other teams can expect from them.

8. Be Clear on Who and How Decisions are Made and Communicated

A great myth about teams is they must use a consensus approach for every decision. The reality is teams can decide when and how to make decisions to best accomplish their desired results. Using a variety of consultative, authoritative, and collaborative approaches can help teams be most successful. Great teams also assign clear decision-making rights to all or select team members based on the topic, expertise, and urgency of the issue.

9. Have a Learning Mindset to Be Adaptable and Challenge the Status Quo

Great teams maintain a healthy balance between respecting current practices while keeping an open eye to new ways of doing things. They have a learning instead of a fixed way of thinking, willing to explore innovative approaches to improve the organization and better meet the needs of customers, shareholders, and employees.

10. Match Strengths and Develop Others

Each member of a great team has a unique background that enables them to contribute to the results of the team. Team members on high-performing teams seek out, develop, and leverage helpful skills and perspectives instead of denying, ignoring, or discounting others. They focus on personal improvement through a mixture of on-the-job, coaching, mentoring, and training opportunities.

Create Better Teams

We spend so much time in teams, and we all have too many experiences with bad or mediocre ones. Let's create better teams and have enlivening team experiences. Optimize your team's performance with these ten rules and create an amazing team!

Communication disruptions and their prevention

> 1. **Read, translate and summarize the following information:**

Conflicts happen in every workplace. They can start with a simple disagreement and often escalate into an argument that impedes the productivity of a team.

Although conflicts *themselves* are common – effective resolution *of those conflicts* tends not to be. Even though it may not always be possible to avoid conflict completely, It's important to be able to recognize common causes of workplace conflict to help stifle them early on.

Here are some common causes of workplace conflict and some tips on how to avoid them

1. Resistance to Change

People get stuck in their habits because they are familiar and easy to follow. With change comes fear of the unknown that not everyone is ready to embrace. Change can be stressful and often results in conflict between a team member and management.

It's helpful to remember that some employees will naturally go through denial, anger, and confusion on their way to embracing change. It's a common human reaction to resist the unknown and it's not uncommon for this resistance to turn to hostility.

Considering these factors and guiding team members through the process of change will result in an easier and healthier transition:

- Communicate the reasons behind change;
- Involve your team members in the process so they know that they are a part of it;
- Train the team members in their new job responsibilities.

When your team is calm, relaxed, and open to change and growth, they are less likely to get involved in a change-related conflict.

2. Unclear Job Expectations

A job description with an overview of responsibilities always comes with a new position. But it's extremely difficult for team members to become top performer without training and coaching. Every position has a learning curve that plays a big role in the future success of the employee.

Some people stay at their jobs for years trying to guess what their manager's expectations are. Others quit and move on. If someone is unsure of how they need to perform, they might lose confidence and get defensive. Wouldn't it be easier to state what you expect of the team member from the get-go and avoid frustration that oftentimes turns into a conflict?

- Communicate the "non-negotiable activities" - direct responsibilities that your team member has to perform in order to be successful at their job.
- Describe the company culture so the team member knows what kind of work environment they will be a part of.
- Clarify the reporting procedure that the team member will have to follow.

Avoid conflicts by making your team members aware of what's expected of them, so they can perform with confidence.

3. Poor Communication

Communicating is involved in almost every activity that we do in the workplace. Everyone *thinks* they're a great communicator, yet so many conflicts happen because of poor communication.

Let's look at the <u>process of communicating</u>:

- "Sender" decides to convey a message
- "Sender" codes the message
- "Receiver" decodes the message
- "Receiver" interprets the message and makes assumptions

There is so much room for misunderstanding at every stage of this process, which makes for many opportunities for a conflict to arise.

Here are some quick communication tips to help avoid miscommunication-stemmed conflict:

- Be clear and concise; don't leave your team members assuming or guessing.
- Listen to hear your team members' new ideas or learn about their concerns.
- Deliver messages designed for your team members; if they understand what you expect of them, they are set for success.
- Manage your nonverbal behaviors and learn to read others'.

4. Toxic Work Environment

The way people feel about themselves and others in the workplace greatly affects their productivity. Loving your job doesn't just mean enjoying your everyday tasks, but also involves being a part of a happy work community. Some companies go the extra mile and <u>design their offices</u> to have ping pong tables, bowling alleys, dog friendly areas, libraries, beer stations, etc. to ensure that their employees feel at home and can perform at their best.

Adding bells and whistles to the office space is not always in the budget, nor is it the only way to create a healthy work environment. Here are some of the things you can do to ensure your team is thriving, and avoid a toxic work environment:

- Encourage communication. Don't let conflicts escalate, let your team members know that you are open to hearing them out.
- Focus only on facts in assessing you team members' behavior and never take sides.
- Implement procedures. Everyone should know what responsibilities they have, how to perform them, and what they are accountable for.
- Organize team building events where people can spend time together out of work.
- Offer training to teach team members essential skills of communicating.

5.   Differences in Personality

Any workplace unites people with different backgrounds, temperaments, experiences, and preferences. We don't become friends with everyone we meet – so we should't expect all team members to get along perfectly either. Although it's not necessary for all coworkers to be friends, a level of mutual respect is crucial for a healthy workplace culture.

It's a manager's responsibility to set the tone for healthy relationships within a team. If you, as a manager, are always unbiased, your team members will more likely seek your help in resolving conflicts.

Try to be proactive as well by recognizing disagreements between team members and addressing them immediately:

- Consider both points of view in a conflict.
- Focus on factual information, avoid commenting on people's attitudes and characters.
- Ask for team members' ideas on how to best resolve the conflict.
- Follow up with a meeting to check on employees' progress.

6.   Poor Work Habits

Many habits that people demonstrate at work are harmless and even helpful for their personal work performance. Even seemingly unusual ones like getting up few times a day to do sit ups or drinking 3 cups of coffee before lunch can hardly be disruptive to others.

However, certain habits can affect the whole team, cause irritation, and spark conflict. These are some of the poor work habits that a manager needs to address:

- A team member is often late to work or distracted at work. Some other team members might fall into similar patterns thinking that this is a norm.
- A team member expresses negativity, anger or gossips about others. This behavior might spread among other employees and undermine the team morale.
- A team member is disorganized and misses deadlines, which can result in the work not being accomplished and reflect on the team's image.

Once you've identified the poor work habit, talk to the team member privately, ask them for reasons why the habit occurs, and guide them to come up with a solution.

Once you've identified the causes of conflicts in your team, be prepared for action. Deal with conflicts quickly, always follow up to track progress of your team members, and express confidence in their success. After all, a united harmonious team is key to the growth of your organization!

2.   Read, translate and summarize the following information:

Dealing with criticism: correct criticism wording, how to respond to criticism

1. Listen before you speak.

When you have been criticized, your gut reaction may be to defend your actions or intentions. Try to listen before you speak. Take a deep breath. Speaking without listening could escalate the situation. If the other person does not feel like they have been heard, they may get even more frustrated and make it more difficult to come to a resolution.

It takes courage to listen. Listen to learn and understand. The better you understand where the person is coming from, the better you will be able to address the situation. People recognize leaders by how well they listen for understanding.

2. Ask questions.

When it is time to respond, start with questions. It is easy to go into attack mode. But questions help you stay clear of forceful or confrontational language and assertions. Harvard Business School Professor Amy C. Edmondson <u>says</u>, "By asking genuine questions, motivated by curiosity and caring, you convey that others matter."

Ask questions to clarify the situation and confirm your understanding. Consider phrases like "I'm hearing [X], is that accurate?," "It sounds like [X], does that sound right?," "I'd like to better understand [X], would you share more?" or "You feel [X], is that correct?" Ask for feedback, and set the tone for a dialogue.

3. Focus on the facts.

In situations where there is friction between two people, it helps to focus on the facts. There are three sides to every story – your side, their side and what actually happened. People appreciate it when they see others strive to be objective, sometimes because they themselves have a hard time being objective. Model the way you hope the discussion to go by staying calm and sticking to the facts.

But don't be rigid. You can show that you are human and empathetic with an apology, if it is warranted. A little emotion can let the other person know that you are trying to understand how they feel.

4. Communicate by phone or in-person to avoid miscommunication.

Words can easily be misinterpreted in an email or a text. It can be difficult to strike the right tone and clearly communicate your intentions with the written word. Pick up the phone or speak with the individual in-person so they can hear and see you. <u>How you respond is just as important as what you say.</u>

5. Talk with another person to gain perspective.

Perspective comes with hindsight, but try to get it contemporaneously, too. If you have the opportunity and feel comfortable, share the situation with a colleague, friend or family member. This third person might be able to look at the situation more objectively than you. They can ask questions that make you think about the situation in a different way. Perspective can make the scenario feel less personal and will allow you to respond more effectively.

6. Reflect on the situation that led to the criticism.

In addition to getting someone else's perspective on the situation, try to gain clarity on your own. Consider your perspective, the critic's perspective and the third party's perspective. You may be able to identify something that triggered the scenario.

Or you may not be able to put your finger on the spark that caused the criticism. There are times when you might ask yourself, "Where did this reaction come from?"

Sometimes, someone's criticism towards you has nothing to do with you. If a stranger is criticizing you on social media, for example, sometimes it is best not to respond. Other times, don't be dismissive and think it is someone else's problem. Be human. Listen. Ask questions. Lead.

Criticism can be hard to take. It may not feel as bad if you see it as a learning experience. Remember to listen, ask questions, focus on the facts, communicate by phone or in-person and gain perspective. Reflecting on how you respond to criticism will make you better at addressing criticism the next time. As the old adage goes, what doesn't kill you makes you stronger.

Labor relations in a globalizing world

1.   Read and translate the following information:

The main competencies required at the international labor market

```
    3.   Stress tolerance;
    4.   PC skills;
    5.   Skills of negotiating;
    6.   Skills   of   dealing   with   business
correspondence;
    7.   Team-friendly attitude.
```

Job search

There is plenty of advice out there for hopeful job hunters. Here are 20 quick tips for 2020, showing how LinkedIn tactics can be used alongside other techniques to help you land your next perfect role. Whilst not every tip will work for everyone or every level of vacancy, I've included a range of ideas that should provide useful insights for most people!

1. Make yourself match fit

Most people know that one CV and one cover letter will not do it all in this day and age. Tailoring your CV has never been more important. Many organisations now use applicant tracking systems which means that when you submit your CV, tailored software picks out keywords that relate to the job advert. Review your CV and make sure that your CV highlights all the essential points listed in the job spec. Yes, this does mean tailoring your CV and cover letter for

every job. It may mean changing the format of your CV to give you a better chance of success.

2. Go way beyond online job boards

We all go straight online to job boards nowadays, but do not limit your chances by using this method alone. Jobs posted online receive very high application numbers , meaning your CV can get lost. Lots of organisations use agencies instead, so find ones that specialise in your field and register with them. Good agencies will want to interview you before they put you forward for a role. That's because they work hard to build relationships with their clients. It is in both their and your best interests if they only put you forward for positions that you really stand a chance of getting. Remember, when you meet the agency, it is another job interview and you need to make a good impression there too. Listen to any advice they give you and act on it. They are experts.

3. Make use of feedback

Many organisations don't give feedback unless you make it to the interview stage, but it's always worth asking. Whatever feedback you get, read it and take it on board.

4. Make friends with the agencies

It is true that the employer pays the agency's fee and they have relationships with employers. They also probably have a substantial range of candidates on their books too, so you need to make sure that you keep yourself front of mind. Don't ring them every day but do ring them frequently, especially if you see a job you'd like advertised for an organisation that you know they work with.

5. Go a step further

If you want to work for a particular organisation, seek out people who already work there and ask them for an informal chat. Explain why you want to meet them. Remember that not everyone will have influence, but you will get an insight into what it's like to work in your chosen organisation.

6. Leverage LinkedIn

The majority of recruiters are using LinkedIn these days. It's easy enough to switch 'career interests' on in your dashboard, which lets employers know you are looking and allows you to connect with recruiters. A very easy way to start your job search.

7. Connect with your network

The LinkedIn feature that allows you to hide updates can be very useful but if you are job-hunting, you want people to know you are available (but perhaps not your current employer). People are generally eager to help other people, so if you are looking for a job, even if you don't want everyone to know, contact people that may be helpful across your network. Most people will help if they can.

8. Sync your CV and LinkedIn profile

Make sure that your profile is up to date. It's no good having a great CV if your LinkedIn profile hasn't been updated in ten years. Update it regularly. Additionally, it's important that the details are in accord. A lot of people think it's OK to be liberal with the truth on their CV, not thinking that employers will check their LinkedIn profile. Many a candidate has been sifted out for this.

9. Use job alerts

You can do this on LinkedIn and job boards. Once you've searched for a job on LinkedIn, you'll see a 'Job Alert' button, just click on it and you'll get alerts for similar jobs. There is an equivalent function on job boards.

10. Follow companies you are interested in

Simple and easy, this will allow you to get to know what's going on in the company and will help your research when you eventually get an interview with them. If you are really serious about working for a specific company, keep a log of developments in that firm, so you can refer back easily.

11. Post photos

We are living in a visual age and a picture paints a thousand words, so post unique photographs if possible. If you attended a professional event, post pictures of that. You get the idea. Just make sure you keep it professional; this is not the place for drunken selfies.

12. Remove drunken selfies

Check out your other social media accounts and remove anything that makes you look as though you could be a liability. If you have photographs on other platforms that you wouldn't be willing to show a potential boss, just be aware that they may see anything that you've provided publicly and prepare yourself

accordingly. While we are on the subject, never, ever, criticise your current or past employer on social media.

13. Don't make basic errors

Make sure that potential employers can easily find your contact details. Yes, users can send you a message, but why not save time by listing your personal email and/or telephone number prominently?

14. Contact recruiters directly on LinkedIn

This is where LinkedIn messaging is useful. If you do your research, you can find out who the hiring managers are in your company of choice. Unless they are using a recruitment agency for the role in question, direct message the relevant person.

15. Use LinkedIn as a search engine

As well as 'jobs you may be interested in,' try searching for something more specific, e.g. finance recruiters. Remember, if you can do this, so can recruiters, so make sure your skills and endorsements reflect what you want recruiters to find.

16. Be careful what you put in your LinkedIn profile

Don't say that you are looking for a new opportunity or seeking a job if you are already working for a company. It sounds simple but we've seen it catch people out (albeit not recently). At best, it can make you look desperate to move on, at worst, if you are already employed, it can make you look disloyal.

17. Professional photographs on your profile page

Those with a photograph on LinkedIn get more page views. The photo of you cuddling your kitten is fine for Facebook but not here. Keep the photo up to date too, there is nothing worse than interviewing someone whose LinkedIn photo looks nothing like them.

18. Try temping

This is something that is only really suited to some applicants. But if you are struggling to get a permanent role, try temping while you are doing so. Firstly, it helps pay the bills, and secondly, many temps have made such a good impression they've been offered a permanent role. Anecdotally I've seen a lot of people turn temp roles into permenant positions, often in industries they wouldn't have thought to have applied to work in before!

19. Engage

Comment on posts that are relevant to your sector and like posts, to help get yourself noticed. Don't spend your whole day casually chatting with anyone and everyone, but if you pick great people and comment in a useful way then this can open you up to new networks.

20. Stay positive

It can be hard if you've had a few knocks, but it's important. Remember to ask your employment agency about feedback for every single job they put you forward for. And take it on board. It only takes one person to say yes. Happy job hunting!

Specifics of working with Mass Media

1. Read, translate and summarize the following information:

Mass media refers to media technologies used to disseminate information to a wide audience. The key function of mass media is to communicate various messages through television, movies, advertising, radio, the internet, magazines, and newspapers. Why is mass media important?

Your favorite movies on streaming services like Netflix, Hulu, and Amazon Prime Video, news on TV and radio, and articles in newspapers and magazines make mass media an integral part of our everyday life. Since it has a vast influence on people all over the world, brands use various platforms to appeal to their <u>leads</u> and customers and pitch their goods.

Companies run an endless marathon to reach success with the help of mass media. Brands use either traditional or digital media to connect with their <u>target audience</u> and build <u>brand awareness</u>. Entrepreneurs consider various platforms to convey a company's image and create a good reputation. With mass media, brands can effectively promote their goods and services, reach broader audiences, boost <u>brand engagement</u>, and increase <u>sales volume</u>.

Now that you know about the importance of mass media technologies, let's proceed to their functions.

Functions of Mass Media

Mass media in written, spoken, or broadcast forms has a significant impact on the masses. Commercials on TV, billboards, and social media platforms allow brands to build brand awareness. Companies search for the most effective ways to convey their message when it comes to branding, including sites, social <u>media channels</u>, blogs, and forums. When they find the right type of mass media channel for their businesses, they can communicate their ideas and conduct branding campaigns.

Mass media informs, educates, and entertains people in a wide variety of ways. Brands can educate users to get the most out of their products. The majority of companies now use social media platforms, create blog posts on their sites, and launch commercials on YouTube to describe their best features, the problems their products can solve, and provide step-by-step guides.

Now that we have cleared that up, it's time to explore the characteristics.

Characteristics of Mass Media

Over the years, the impact of mass communication has increased drastically because of the improvements made. Hence, it's crucial to know the main characteristics of mass media, and they are as follows:

- it can appeal to a wide target audience;
- it communicates a public message;
- there's a distance between a source of information and those who obtain it;

- it can be transmitted through various channels, such as TV, the internet, radio, and newspapers;
- it has a heterogeneous audience;
- news or information communicated through TV, radio, and print media can't receive feedback.

It's essential not only to know these features but also to be aware of mass media types, so let's jump into the next section.

Types of Mass Media

Books, newspapers, radio, social media platforms, booklets, and streaming services are various forms of mass media. However, we distinguish four main types of mass media.

- **Print media.** It can range from billboards to coupons and is one of the easiest and oldest ways to reach the masses. Originally, print media referred to newspapers, which were the primary sources of information. Further, this type of media expanded to journals, books, and magazines.
- **Outdoor media.** Ambient marketing is an excellent example of modern outdoor media. Brands use unusual locations and items to promote their products. Let's take Folgers, for instance. This brand of coffee used manhole covers to promote coffee in a unique and eye-catching way. Therefore, places like bus stops, public transport, and buildings can serve creative companies as places for promotion.
- **Broadcasting media.** With the help of an electronic broadcasting medium, audio and video content is distributed to a dispersed audience. Television, radio, video, and games appeal to heterogeneous audiences, people who differ in age, background, views, goals, and interests.
- **Digital media.** There are around 4.66 billion active internet users worldwide in 2021, which means that the world is dependent on digital media. Today, brands promote their goods and services through sites, YouTube, podcasts, and more. Besides, companies often implement Instagram marketing and Facebook advertising to pitch their products.

Now that you know the types, it's also important to grab some inspiration from several examples.

1. Belarus Segonya
2. BelTA
3. AiF

Mass Media in Belarus

1. Read, translate and summarize the following information:

National mass media, including printed media, television and radio, online media, are increasing their influence in Belarus

The Law of the Republic of Belarus "On mass media" is a fundamental legal act regulating relations in the media industry. As of 1 January 2020, there were:

1,614 printed mass media (722 newspapers, 851 magazines, 31 bulletins, 8 catalogs, 2 almanacs), including 435 state-run media outlets and 1,179 private media outlets;
9 news agencies: 2 state-run agencies and 7 private agencies;
20 online media outlets (14 state-run and 6 private ones);
270 television and radio stations, including 189 state-run (145 radio programs and 44 television programs) and 81 private (27 radio programs and 54 television programs).

Besides, more than 270 foreign television programs (cable networks) and about 3,000 foreign printed mass media are available in Belarus.

As of 1 January 2020, 1,644 permissions for the distribution of printed mass media were issued in Belarus.
In spite of the growing competition on the information market Belarusian mass media remain the main source of information for Belarusians.

The largest national mass media outlets are Belarusian TV and Radio Company, the Second National TV Channel, ZAO Stolichnoye Televideniye, the publishing house Belarus Segodnya, the publishing house Zvyazda, the Belarusian Telegraph Agency.

Given the ever changing global information landscape and rapid development of technologies, formats and methods to produce and distribute information, the Belarusian media industry is moving towards digital transformation.

Mass Media in English-speaking countries

1. Read, translate and summarize the following information:

BBC

It is British TV-channel that is distributed internationally. It delivers the latest local and national news. Besides, BBC updates people on sports, entertainment, money, and travel. The newspaper has approximately 21 million downloads on mobile devices.

CNN

CNN is a multinational news-based pay television channel. People can find the latest breaking news and information on the business world, politics, weather, and more in the US and the world.

Arranging a press conference

1. Read, translate and summarize the following information:

A press conference serves to communicate important news (e.g. launch the campaign) connected with an organisation or company and involves the participation of journalists and representatives of the company/organisation. The event offers journalists an interactive forum to find out about your organisation and campaign.\ Benefits:

Allows you to provide journalists with much more information than via press release and

Gives journalists the opportunity to ask questions and set up interviews.

Limitations

- Organising a press conference may involve considerable costs (renting a venue, etc).

Planning your press conference

Plan in advance and consider the following:

- Think in advance about practical issues such as location and resources (desk, podium, speakers, microphones, etc.)
- Know what you want to announce
- Know who you want to involve in order to add weight and credibility to your message. Someone from your organisation should be among the speakers, possibly a senior, high ranking spokesperson.
- Prepare a list of questions & answers for your speakers
- Prepare all handouts in advance: press kits, gifts, etc. Don't leave this to the last minute!

Timing

- Allocate one hour and allow two or three key speakers
- Press conferences in the morning or early afternoon are most effective. Journalists tend to file their stories in the evening and won't afford the time to come to a press conference.

- Avoid having a press conference on a Friday as some newspapers will have a different news cycle over the weekend.

Sending the invitation

You can send a 'save the date' message to the selected media early on, possibly two weeks prior to the conference, but send the proper invitation a week beforehand, and a quick reminder the day before.

Interviewing

1. Read and translate the following information:

Objectives, principles and rules for conducting a live interview

A live interview is usually conducted to learn whether a human is suitable for a job or not. Below are rules for conducting a live interview:

1. Prepare as much as possible;
2. Establish a rapport with the interviewee;
3. Be thorough;
4. Be objective;
5. Keep control of the process;
6. Listen actively.

1. Read, translate and summarize the following information:

Interview questions

Top ↑

How to Answer 14 Most Common Interview Questions [+ Sample Answers]

1) Tell me something about yourself.

2) How did you hear about this position?

3) Why did you decide to apply for this position?

4) What are your biggest strengths?

5) What is your biggest weakness?

6) What do you know about this company/organization?

7) Why should we hire you?

8) What are your salary requirements?

9) Do you have any questions for us?

10) What are you looking for in a new position?

11) Are you considering other positions in other companies?

12) What is the professional achievement you're most proud of?

13) What kind of work environment do you like best?

14) Where do you see yourself in five years?

Situational Job Interview Questions

1) Why haven't you gotten your Master's Degree/Ph.D.?

2) Why have you switched jobs so many times?

3) Why did you change your career path?

4) Why did you decide to leave your previous/current job?

5) Why is there a gap in your work experience?

6) Why were you fired?

7) How do you feel about working weekends or late hours?

8) How would your boss or coworkers describe you?

9) Do you have any serious medical conditions?

10) What would your first 30, 60, or 90 days look like in this role?

11) Are you a team player?

12) Are you a risk-taker?

13) How do you deal with pressure or stressful situations?

14) Do you prefer hard work, or smart work?

15) How quickly do you adapt to new technology?

16) Do you have any interests outside of work?

17) What do you think our company/organization could do better?

Most Common Behavioral Questions in an Interview

1) Give an example of how you have handled a challenge in the workplace before.

2) Give an example of when you performed well under pressure.

3) Give an example of when you showed leadership qualities.

Public Relations

1. Read, translate and summarize the following information:

Public relations (PR) is the practice of managing and disseminating information from an individual or an organization (such as a business, government agency, or a nonprofit organization) to the public in order to affect their public perception. Public relations (PR) and publicity differ in that PR is controlled internally, whereas publicity is not controlled and contributed by external parties. Public relations may include an organization or individual gaining exposure to their audiences using topics of public interest and news items that do not require direct payment.The exposure mostly is media-based. This differentiates it from advertising as a form of marketing communications. Public relations aims to create or obtain coverage for clients for free, also known as earned media, rather than paying for marketing or advertising also known as paid media. But in the early 21st century, advertising is also a part of broader PR activities.

An example of good public relations would be generating an article featuring a PR firm's client, rather than paying for the client to be advertised next to the article. The aim of public relations is to inform the public, prospective customers, investors, partners, employees, and other stakeholders, and ultimately persuade them to maintain a positive or favorable view about the organization, its leadership, products, or political decisions. Public relations professionals typically work for PR and marketing firms, businesses and companies, government, and public officials as public information officers and nongovernmental organizations, and nonprofit organizations. Jobs central to public relations include internal positions such as public relations coordinator, public relations specialist, public relations manager, and outside agency positions such as account coordinator, account executive, account supervisor, and media relations manager.

Public relations specialists establish and maintain relationships with an organization's target audience, the media, relevant trade media, and other opinion leaders. Common responsibilities include designing communications campaigns, writing press releases and other content for news, working with the press, arranging interviews for company spokespeople, writing speeches for company leaders, acting as an organization's spokesperson, preparing clients for press conferences, media interviews and speeches, writing website and social media content, managing company reputation (crisis management), managing internal communications, and marketing activities like brand awareness and event management. Success in the field of public relations requires a deep understanding of the interests and concerns of each of the company's many stakeholders. The public relations professional must know how to effectively address those concerns using the most powerful tool of the public relations trade, which is publicity.

Sponsorship in a globalizing world

1. Read, translate and summarize the following information:

Sponsorship means making key investment decisions and providing top-level endorsement of the rationale and objectives of a <u>programme</u> or project. It also means continuing senior level commitment and support for proposed <u>change</u> and championing the implementation of the new capabilities being delivered. Normally associated with programmes, the sponsoring group are peers of the <u>Senior Responsible Owner (SRO)</u> and key <u>stakeholders</u> in proposed change. The sponsoring group can sometimes adopt the role of <u>programme board</u>.

The sponsoring group represents the senior managers responsible for:

- making the key investment decisions
- defining the direction of the business
- establishing the environment best suited to achieving programme objectives
- setting and demonstrating the behaviours necessary to support change
- providing the top-level commitment and involvement necessary to implement change

Over the life of a programme, in particular through the period of transition, there is a lot of uncertainty around and many long-standing procedures, reporting relationships and responsibilities may no longer apply. The sponsoring group must take the lead in establishing a style of leadership which helps the organisation through the change process.

Issues which need sponsoring group involvement may include:

- <u>communication</u> with and motivation of staff
- promotion of a team-working ethos
- empowerment at all levels in the organisation
- endorsement and encouragement of initiatives
- recognition of appropriate <u>risk</u>-taking

Specific responsibilities of the sponsoring group

The sponsoring group is responsible for:

- providing the programme mandate and investment decision
- creating an environment in which the programme can thrive
- endorsing, advising and supporting the SRO
- providing continued commitment to the SRO at programme milestones
- approving the progress of the programme against strategic objectives
- providing visible leadership and commitment to the programme at communication events
- confirming successful delivery and sign-off at the closure of the programme

РАЗДЕЛ КОНТРОЛЯ ЗНАНИЙ

1. Enumerate types of globalization.
2. Make up your own resume.
3. Summarize the following information:

Importance of Culture
Although we all live in the modern world, there are customs which we follow from the ancient times. We hold certain values which are morally rich. Most importantly, every culture has its own festivals and traditions that it celebrates and believes in. Culture is dynamically changing according to the environment. But, the essence of the traditions are still maintained. Today, all are connected and trying to adapt to each other's culture. Have you heard about cultural diversity? It basically means respecting and living together with people from different backgrounds, traditions, languages, interests and skills. Some of the benefits of culture are mentioned below:

- It teaches community equality, love and respect towards each other.
- It encourages art forms with a wide range of audiences.
- It treats all the culture and traditions of people equally.
- It helps to understand and exchange ideas with each other.
- It helps in respecting and appreciating other cultures.
- It allows people from different backgrounds to work together for a common goal.
- It supports people to contribute in ways that helps society to grow and flourish.
- It preserves cultural ideas and traditions.

4. **Do you agree with answers to these questions? Give your own answers.**

   What are the different types of culture?
The different types of culture include art, traditions, spirituality, customs, religion, literature, etc.

What are the benefits of culture?
The benefits of culture are respect, appreciation, equality, encouragement, sharing ideas, and supporting each other.

УТВЕРЖДАЮ
Проректор по учебной работе
Учреждения образования
"Полесский государственный
университет"
_____ О.А.Золотарева

_____
(дата утверждения)
Регистрационный № УД-_____/уч.

КУЛЬТУРНЫЙ КОНТЕКСТ ПРОФЕССИОНАЛЬНОГО ОБЩЕНИЯ
(название учебной дисциплины)

**Учебная программа
по учебной дисциплине для специальностей:**

1-23 01 02	"Лингвистическое обеспечение межкультурных коммуникаций (по направлениям)"
(код специальности)	наименование специальности

2022 г.

Учебная программа составлена на основе образовательного стандарта ОСВО 1-23 01 02-2013 от 30.08.2013 г. №88,

(название образовательного стандарта, (образовательных стандартов),

учебного плана, регистрационный номер 069-20/уч. от 07.02.2020 г.

СОСТАВИТЕЛЬ:

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(И.О. Фамилия, должность, ученая степень, ученое звание)

РЕКОМЕНДОВАНА К УТВЕРЖДЕНИЮ:

Кафедрой   межкультурных коммуникаций

(название кафедры-разработчика учебной программы)

(протокол № ____ от _____);

Научно-методическим советом учреждения образования ”Полесский

(название учреждения высшего образования)

государственный университет“

(протокол № ____ от _____ 2021   )

СОГЛАСОВАНО:

Заведующий библиотекой_____   _____

Методист УМО _____

ПОЯСНИТЕЛЬНАЯ ЗАПИСКА

В современном мире важнейшую роль при проведении переговоров в сфере бизнеса играет культурный контекст. Культура в определенной степени влияет на специфику ведения переговоров. Таким образом, межкультурная коммуникация будет проходить успешно только в случае знания культурного контекста профессионального общения. Представители разных культур требуют различного подхода как в языковом, так в социальном плане. Этим обусловлена актуальность данной дисциплины.

Целью дисциплины является обучение различным аспектам культуры деловых отношений, необходимой для успешного решения профессиональных задач, а также углубления их знаний по избранной специальности и овладение профессиональным словарем.

Задачи учебной дисциплины:
– развитие профессиональной переводческой компетентности у студентов в области культурного контекста в профессиональном общении;
– совершенствование практических навыков в области межкультурной коммуникации;
– ознакомление студентов с принципами бизнес-коммуникации, делового этикета, трудовыми отношениями в эпоху глобализации, правилами проведения пресс-конференций;
– развитие умений применять на практике основных навыков письменной и устной бизнес-коммуникации: подготовка документов, языковые средства СМИ, проведение интервью, навыки в области рекламного текста;
– расширение активного словаря студентов в областях межкультурной коммуникаций, которые профессионально значимы для деятельности переводчика в профессиональном общении.

2   Место дисциплины в системе подготовки специалиста

Учебная программа предназначена для методического обеспечения дисциплины ”Культурный контекст профессионального общения“ (английский) и является нормативным документом, определяющим содержание обучения и устанавливающим требования к объему и уровню подготовки студентов в соответствии с образовательными стандартами и учебными планами по специальности 1-23 01 02 ”Лингвистическое обеспечение межкультурных коммуникаций (по направлениям)“
Данный курс предполагает содержательное пересечение с дисциплинами ”Стратегии коммуникативного поведения“ и ”Профессиональный этикет переводчика“.

3   Требования к уровню освоения учебной дисциплины

В результате изучения дисциплины "Культурный контекст профессионального общения" по специальности 1-23 01 02 "Лингвистическое обеспечение межкультурных коммуникаций (по направлениям)" студент должен закрепить и развить следующие академические (АК), социально-личностные (СЛК) и профессиональные (ПК) компетенции, предусмотренные в образовательном стандарте ОСВО 1-26 02 01-2013:

а) академические:

  – АК-1. Уметь применять базовые научно-теоретические знания для решения теоретических и практических задач.
  – АК-2. Владеть системным и сравнительным анализом.
  – АК-3. Владеть исследовательскими навыками.
  – АК-4. Уметь работать самостоятельно.
  – АК-5. Быть способным вырабатывать новые идеи (обладать креативностью).
  – АК-6. Владеть междисциплииарным подходом при решении проблем.
  – АК-7. Иметь навыки, связанные с использованием технических устройств, управлением информацией и работой с компьютером.
  – АК-8. Обладать навыками устной и письменной коммуникации.
  – АК-14. Владеть методами анализа проблемных ситуаций в сфере переводческой деятельности

б) социально-личностные:

  – СЛК-2. Быть способным к социальному взаимодействию.
  – СЛК-3. Обладать способностью к межличностным коммуникациям.
  – СЛК-6. Уметь работать в команде;
  – СЛК-12. Иметь опыт осуществления профессиональной деятельности переводчика-референта в соответствии с моральным кодексом переводчика, отражающим патриотические и этические нормы поведения;

в) профессиональные:

Производственно-практическая (переводческая) деятельность:

ПК-9. Анализировать возникающие переводческие трудности.

ПК-10. Находить оптимальные пути преодоления межъязыковых и межкультурных барьеров в различных ситуациях перевода.

ПК-11. Самостоятельно работать с современными источниками получения информации и пользоваться технологиями в процессе осуществления перевода.

ПК-13. Реализовывать на практике современные подходы к организации труда переводчика.

Информационно-аналитическая деятельность:

ПК-17. Проводить анализ содержания и осуществлять интерпретацию текстов различной направленности.

В результате изучения учебной дисциплины ”Культурный контекст профессионального общения“ студент должен:

знать:
- основные положения о сфере человеческой деятельности, связанных с темой перевода в культурном контексте;
- отличительные особенности коммуникационных ролей в бизнесе;
- специфику бизнес-этики;
- особенности ведения переговоров с представителями разных культур;
- особенности современного рынка труда с учетом влияния глобализации;
- особенности СМИ;
- Положения проведения пресс-конференций;
- специфику языка рекламы;
- речевые клише и стандартизированные обороты, используемые в различных коммуникативных ситуациях и предметных областях.

уметь:
- осуществлять перевод с учетом культурного контекста;
- осуществлять бизнес-коммуникацию в соответствии с коммуникативной ролью компании;
- осуществлять переводческую деятельность, направленную на осуществление межкультурной коммуникации между представителями разных культур;
- организовывать пресс-конференции;
- применять стратегии и тактики в процессе выполнения перевода, включая ориентированный поиск информации в справочной, специальной литературе и сети Интернет;
- уверенно общаться на профессиональные темы из области личных и профессиональных интересов;

– пользоваться первичными навыками деловой переписки и оформления документации и использованием современных технологий;
– осуществлять перевод с учетом лингвистического контекста;
– реализовывать свое невербальное поведение в соответствии с коммуникативной ситуацией и правильно трактовать невербальное поведение партнеров.
– анализировать возникающие переводческие трудности и находить оптимальные пути преодоления межъязыковых и межкультурных барьеров в различных ситуациях перевода;
– использовать разнообразные лексикографические источники (словари, энциклопедии, справочники) и информационно-коммуникативные технологии, предназначенные для профессиональных переводчиков, включая специальные Интернет-ресурсы.

владеть:
– навыками деятельности, направленной на осуществление межкультурной коммуникации между представителями разных культур;
– способностью преодолевать коммуникативные барьеры в общении, связанные с культурным контекстом;
– навыками выбора оптимального решения в соответствии с направленностью речевого акта с учетом норм, узуса и стиля;
– навыками перевода с учетом культурного контекста;
– навыками и умениями профессионально-ориентированной диалогической и монологической речи.

4 Объем дисциплины и виды учебной работы

Обучение студентов по курсу ”Культурный контекст профессионального общения“ по специальности 1-23 01 02 ”Лингвистическое обеспечение межкультурных коммуникаций (по направлениям)“ для студентов дневной формы получения образования проводится в форме проводится в форме *практических занятий (*72 ч) и *управляемой самостоятельной работы* (8 ч). Общее количество часов по данной дисциплине 80 ч. Дисциплина изучается в IX семестре. Форма контроля: зачёт в IX семестре.

Форма контроля: экзамен в IX семестре.

Форма получения высшего образования – *дневная.*

П*рактические* занятия предполагают детальное обсуждение предлагаемого материала, осуществление перевода текстов и выполнение

упражнений, способствующих пониманию предлагаемых тем в соответствии с учебной программой по дисциплине.

Формы текущей аттестации по дисциплине: устный опрос, защита презентаций, контрольные переводы.

Форма итогового контроля по дисциплине: экзамен.

К экзамену допускаются студенты, успешно выполнившие программу по дисциплине.

Дисциплина изучается в IX семестре.

Учебная нагрузка
по дисциплине ” Культурный контекст профессионального общения “ в течение семестра

	Лекции, ч		Практические занятия, ч		Семинарские занятия, ч		Форма контроля
	Ауд.	УСР	Ауд.	УСР	Ауд.	УСР	
9 семестр	-	-	72	8	-	-	экзамен
Всего	**-**		**80**		**-**		

Контроль усвоения знаний: оценка учебных достижений студентов осуществляется по 10-балльной шкале, утвержденной Министерством образования Республики Беларусь, в соответствии с критериями оценки результатов учебной деятельности обучающихся в учреждениях высшего образования (Письмо Министерства образования Республики Беларусь от 28.05.2013 г. № 09-10/53-ПО).

СОДЕРЖАНИЕ УЧЕБНОГО МАТЕРИАЛА

РАЗДЕЛ 1 КУЛЬТУРА ДЕЛОВОЙ КОММУНИКАЦИИ

Тема 1 Коммуникативные роли в управлении компанией

1.1   Управление компанией

1.2 Межличностные роли: подставное лицо, лидер, лицо, осуществляющее коммуникацию в компании. Информационные роли: лицо, осуществляющее мониторинг, диссеминатор, докладчик. Роли принятия решения: антрепренер, лицо, следящее за нарушениями, распределитель ресурсов.

1.3 Функции менеджера в компании

Тема 2 Деловая коммуникация в изменяющемся мире

2.1 Деловая этика.

2.2 Роль глобализации в современном мире.

2.3 Транснациональные компании: понятие, история, особенности.

2.4 Клише, используемые в бизнес-коммуникации.

Тема 3 Личные качества, необходимые для успешной коммуникации

3.1 Культура речи. Стратегии аргументации. Средства визуализации материала.

3.2 Межкультурная компетенция.

3.3 Техника презентации.

3.4 Бизнес-этикет.

3.5 Роль внешнего вида в бизнес-среде.

3.6 Тайм-менеджмент.

Тема 4 Культура делового взаимодействия

4.1 Правила успешного диалогического общения. Установление и поддержание контактов. Подготовка и проведение переговоров. Культура телефонного разговора.

4.2 Тематика и техника непринужденной беседы.

4.3 Невербальная коммуникация: понятие, средства, функции.

4.4 Введение письменного делового общения.

4.5 Условия успешной работы в команде.

Тема 5 Нарушения коммуникации и их предотвращение

5.1 Причины конфликтов и пути их устранения. Виды нарушений коммуникации.

5.2 Обращение с критикой: корректная формулировка критических замечаний и способы реакции на критику.

Тема 6 Трудовые отношения в эпоху глобализации

6.1 Основные компетенции, требуемые на современном этапе на международном рынке труда.

6.2 Поиск рабочего места.

6.3 Подготовка документов для участия в конкурсе на вакантную должность. Подготовка к собеседованию.

РАЗДЕЛ 2 СВЯЗИ С ОБЩЕСТВЕННОСТЬЮ

Тема 7 Специфика работы с различными СМИ

7.1   Роль СМИ в мире глобализации.

7.2   СМИ в РБ.

7.3   СМИ в англоговорящих странах.

7.4   Важнейшие информационные агентства мира. Формы распространения новостей. Работа предприятий, политических и общественных организаций с прессой.

7.5   Материал прессы. Факторы, влияющие на успех новостной статьи. Коммюнике. Официальное опровержение слухов и ложной информации.

Тема 8 Проведение пресс-конференции

8.1   Понятие и функции пресс-конференции.

8.2   Планирование и подготовка пресс-конференции. Этапы пресс-конференции. Проведение пресс-конференции.

Тема 9 Проведение интервью

9.1   Задачи, принципы и правила проведения живого интервью.

9.2   Подготовка вопросов для интервью.

9.3   Типичные языковые средства, используемые в интервью обоими коммуникантами. Техника речи.

Тема 10 Понятие рекламы, PR

10.1 Понятие рекламы, ее функции в эпоху глобализации.

10.2 Средства рекламы в СМИ.

10.3 Самые успешные рекламные кампании истории.

10.4 Анализ целевой аудитории рекламы.

Тема 11 Благотворительная деятельность в эпоху глобализации

11.2 Благотворительность, ее цели и задачи

11.1 Виды благотворительности

УЧЕБНО-МЕТОДИЧЕСКАЯ КАРТА ДИСЦИПЛИНЫ

”КУЛЬТУРНЫЙ КОНТЕКСТ ПРОФЕССИОНАЛЬНОГО ОБЩЕНИЯ“
(дневная форма получения высшего образования)

Для специальности 1-23 01 02 Лингвистическое обеспечение межкультурных коммуникаций (по направлениям)“

Номер темы	Название темы	Количество аудиторных часов*					Количество часов УСР	Формы контроля знаний
		Лекции	Практические занятия	Семинарские занятия	Лабораторные занятия	Иное		
1	2	3	4	5	6	7	8	9
1.	**Communication roles in business management**							
1.1	Business management, its notion and functions		2					Устный опрос темы, сочинение
1.2	Management roles. Interpersonal roles: figurehead, leader and liaison. Informational roles: monitor, disseminator and spokesperson. Decision roles: entrepreneurs, disturbance handler, resource allocator, and negotiator		2					Устный опрос темы
	Types of managerial representatives		2					Устный опрос темы, защита презентаций
2.	**Business communication in a changing world**							
2.1	Business ethics		2					Устный опрос темы, проверка письменных заданий
2.2	Role of globalization		2					Устный опрос темы, защита презентаций, проверка письменных заданий

2.3	Trans World Corporations: history, meaning, peculiarities		2					Письменный опрос темы, защита презентаций
2.4	Business communication clichés		2					Устный опрос темы, защита презентаций
3	**Personal qualities required for successful communication**							
3.1	Speech culture. Argumentation strategies. Means of material visualization		2					Устный опрос темы, защита презентаций
3.2	Intercultural competence		2					Устный опрос темы, сочинение
3.3	Presentation techniques		2					Устный опрос темы, защита презентаций, реферирование текста
3.4	Business etiquette		2					Устный опрос темы, защита презентаций, проверка письменных заданий
3.5	Business Attire		2					Устный опрос темы, защита презентаций
3.6	Time management						2	Устный опрос темы, защита презентаций, проверка письменных заданий, сочинение
4	**Business culture**							
4.1	Important tools and concepts of dialogic communication. Establishing and maintaining contacts. Preparation and conduct of negotiations. The culture of a telephone conversation		2					Устный опрос темы, защита презентаций, проверка письменных заданий, сочинение
4.2	Techniques of a casual conversation						2	Проверка устного диалога
4.3	Non-verbal communication, its notion, means and function		2					Устный опрос темы, защита презентаций
4.4	Written business communication		2					Пиьсменный опрос темы, проверка письменных заданий,
4.5	Rules of successful teamwork		2					Устный опрос темы, защита

								презентаций
5	**Communication disruptions and their prevention**							
5.1	Causes of conflicts and ways to prevent them. Communication failures		2					Устный опрос темы, защита презентаций, проверка письменных заданий, сочинение
5.2	Dealing with criticism: correct criticism wording, how to respond to criticism		2					Письменный опрос темы, защита презентаций, проверка письменных заданий
6	**Labor relations in a globalizing world**							
6.1	The main competencies required at the international labor market		2					Сочинение
6.2	Job search.		2					Устный опрос темы
6.3	Preparing documents for participation in a competition for a vacancy. Preparing for the interview						2	Письменный опрос темы, проверка письменных заданий
7	**Specifics of working with Mass Media**							
7.1	Mass Media, its role in a modern globalizing world		2					Устный опрос темы, защита презентаций, проверка письменных заданий, сочинение, реферирование текста
7.2	Mass Media in the Republic of Belarus.		2					Устный опрос темы, защита презентаций
7.3	Mass Media in English-speaking countries		2					Устный опрос темы, защита презентаций
7.4	The most important news agencies in the world. Ways of news spreading. Enterprises, political and public organizations working with the press		2					Защита презентаций
7.5	Press material. Success factors for news. Communiqué.		2					Устный опрос темы, защита

	Official denial of rumors and false information							презентаций
8	**Arranging a press conference**							
8.1	Press conference, its notion and functions	2						Устный опрос темы, защита презентаций, реферирование текста
8.2	Press conferences planning and arranging. Stages of a press conference. Holding a press conference	2						Устный опрос темы, защита презентаций
9	**Interviewing**							
9.1	Objectives, principles and rules for conducting a live interview	2						Устный опрос темы, защита презентаций, реферирование текста
9.2	Interview questions	2						Проверка диалога-интервью
9.3	Typical language tools used in an interview by both communicants. Interviewing speech techniques	2						Устный опрос темы, защита презентаций,
10	**PR**							
10.1	PR, its notion and functions in a globalizing world	2						Сочинение
10.2	PR means in Mass Media	2						Устный опрос темы, защита презентаций, сочинение, реферирование текста
10.3	The most successful PR companies in the world						2	Устный опрос темы, защита презентаций, проверка письменных заданий, сочинение, реферирование текста
10.4	Analyzing the target audience	2						Устный опрос темы
11	**Sponsorship in a globalizing world**							
11.2	Patronage. Media planning. Monitoring the effectiveness of sponsorship	2					2	Защита презентаций, сочинение, реферирование текста
11.1	Types of sponsorship	2						Устный опрос темы

	Итого за семестр		72				8	

ИНФОРМАЦИОННО-МЕТОДИЧЕСКАЯ ЧАСТЬ

1 Перечень основной и дополнительной литературы:

ОСНОВНАЯ ЛИТЕРАТУРА

1. Chen Ling Intercultural Communication / Ling Chen. – De Gruyter Mouton, 2017. – 667 p.
2. Janssen Patrick. Intercultural Competences / Patrick Janssen. –Noordhoff, 2019. – 217 p.
3. Hua Zhu Research Methods in Intercultural Communication: A Practical Guide / Zhu Hua. – John Wiley & Sons Inc, 2016. – 360 p.
4. Rings Guido, Ruskin Anglia The Cambridge Handbook of Intercultural Communication / Guido Rings, Anglia Ruskin. – Cambridge University Press, 2020. – 198 p.

ДОПОЛНИТЕЛЬНАЯ ЛИТЕРАТУРА

1. Jackson Jane Introducing Language and Intercultural Communication / Jane Jackson. – Routledge, 2014. — 1068 p.
2. Hua Z. Exploring Intercultural Communication: Language in Action / Z. Hua. – Routledge (Introductions to Applied Linguistics), 2014. - 297 p.

Интернет-ресурсы и программное обеспечение

− словари Lingvo ABBYY, Multilex, Мультитран, Polyglossum и др. (многоязычные, онлайновые и офлайновые версии); Abbreviations.com, Acronym Finder, Collins Cobuild Advanced Learner's English Dictionary, Dictionary of Banking and Finance, Idioms.ru, Longman Dictionary of Contemporary English, Macmillan English Dictionary for Advanced Learners, Oxford English Dictionary, Roget's International Thesaurus и др. (одноязычные, онлайновые версии);
− энциклопедии Википедия, Encyclopaedia Britannica;
− стилистические справочники Russian Style Guide, Wikipedia Manual of Style;

– корпуса текстов American National Corpus of English, Brown Corpus of American English, British National Corpus.

2 Технологии и методы обучения

Основными методами (технологиями) обучения, отвечающими целям изучения дисциплины, являются:
– коммуникативные технологии (дискуссия, пресс-конференция, мозговой штурм, учебные дебаты и другие активные формы и методы);
– метод кейсов (осмысление, анализ ситуации решение конкретных задач, поставленных перед переводчиком);
– проектные технологии, предполагающие самостоятельную групповую работу по теме, предлагаемой в рамках тематического плана по дисциплине, включая поиск, отбор и организацию информации;
– технологии обучения в сотрудничестве, предполагающие создание условий для активной совместной учебной деятельности слушателей;
– технологию дебатов, представляющую собой полемический диалог, имеющий целью определение лучшего варианта перевода;

3 Перечень средств диагностики результатов учебной деятельности:

В целях стимулирования познавательной активности и организации работы студентов в течение всего периода изучения данной дисциплины рекомендуется использование модульно-рейтинговой системы оценки. Оценка учебных достижений студентов на экзамене и оценка промежуточных учебных достижений производится по 10-балльной шкале.

Оценка и диагностика достижений студентов выполняется поэтапно, включая текущий контроль в письменной и устной формах, промежуточный контроль в форме тестирования и опроса на практических занятиях, а также другие формы контроля по конкретным модулям учебной дисциплины.

В соответствии с Положением "О рейтинговой системе оценки знаний в Учреждении образования "Полесский государственный университет" от 23.01.2017 г. успеваемость обучающихся по дисциплине "Культурный контекст в профессиональной деятельности" оценивается в ходе текущего (модульного) контроля и текущей аттестации. Текущий (модульный) контроль знаний предназначен для регулярной и систематической проверки знаний студентов во время занятий и по итогам самостоятельной работы студентов. Он осуществляется в течение семестра после изучения соответствующих тем.

Основными критериями, характеризующими уровень компетентности студентов при оценке результатов текущего (модульного) контроля по дисциплине ”Культурный контекст профессионального общения“, являются:

– полнота и своевременность выполнения контрольных точек;

– глубина и характер знаний учебного материала по содержанию учебной дисциплины;

– характер ответов на поставленные вопросы (четкость, лаконичность, логичность, последовательность и т.д.).

В случае получения неудовлетворительной (ниже 4 баллов) оценки по текущему (модульному) контролю обучающийся не допускается к текущей аттестации.

Контроль управляемой самостоятельной работы осуществляется в форме лексического тестирования, лексических упражнений, составленного глоссария по теме.

Итоговая оценка учебных достижений студента осуществляется на экзамене (в соответствии с учебным планом и учебно-методической картой).

4 Примерный перечень заданий управляемой самостоятельной работы

Примерный перечень заданий управляемой самостоятельной работы

№ п/п	Наименование темы	Задание	Рекомендуемая литература и материальное обеспечение	Формы контроля знаний
1	Personal qualities required for successful communication	Prepare a presentation on time management	[1, 2, 4], интернет-ресурсы	проверка презентаций
2	Business culture	Make up a dialogue in the form of a casual conversation	[1, 2, 7], интернет-ресурсы	проверка устных заданий
3	Labor relations in a globalizing world	Make up a resume for a job of a specialist in intercultural communications	[1, 2, 7], интернет-ресурсы	проверка письменных заданий
4	PR	Find an example of a successful PR company and present it to the class	[1, 2, 7], интернет-ресурсы	проверка презентаций

5 Материалы для текущей аттестации

Итоговый контроль включает экзамен в 9 семестре.
Примерное содержание итогового экзамена:
Письменная часть
1. Тест по пройденному материалу.
Устная часть
1. Подготовленное высказывание по заданной ситуации и неподготовленная беседа с преподавателем в рамках данной ситуации (по предметно-тематическому содержанию дисциплины).

Примерный перечень тем к экзамену:

1. Business management, its notion and functions. Communication roles in business management

2. Business communication in a changing world. Business ethics. Business communication clichés.

3. Role of globalization. Trans World Corporation: history, meaning, peculiarities.

4. Personal qualities required for successful communication. Intercultural competence. Time management.

5. Speech culture. Argumentation strategies. Means of material visualization. Presentation techniques.

6. Business etiquette. Business Attire.

7. Business culture

8. Important tools and concepts of dialogic communication. Establishing and maintaining contacts. Preparation and conduct of negotiations. The culture of a telephone conversation. Techniques of a casual conversation.

9. Non-verbal communication, its notion, means and functions.

10. Written business communication.

11. Rules of successful teamwork.

12. Communication disruptions and their prevention. Causes of conflicts and ways to prevent them. Communication failures. Dealing with criticism: correct criticism wording, how to respond to criticism.

13. Labor relations in a globalizing world. The main competencies required at the international labor market. Job search.

14. Preparing documents for participation in a competition for a vacancy. Preparing for the interview.

15. Mass Media in the Republic of Belarus and in English-speaking countries. Its role in a modern globalizing world, its language peculiarities.

16. Press conference, its notion and functions.

17. Objectives, principles and rules for conducting a live interview. Interview questions. Typical language tools used in an interview by both communicants. Interviewing speech techniques.

18. PR, its notion and functions in a globalizing world. PR means in Mass Media. The most successful PR companies in the world. Analyzing the target audience.

19. Sponsorship in a globalizing world. Patronage. Media planning. Monitoring the effectiveness of sponsorship. Types of sponsorship.

КРИТЕРИИ ДЕСЯТИБАЛЛЬНОЙ ОЦЕНКИ ПИСЬМЕННЫХ РАБОТ ПО ИНОСТРАННЫМ ЯЗЫКАМ

Приложение А

Оценка переводов с иностранного языка на русский

Уровни	Оцен-ка	Перевод
Низкий **Незачтено** Неудовлет. по переводной шкале оценок	1	Отсутствие перевода, отказ от него или перевод текста на уровне отдельных словосочетаний и предложений при проявлении усилий и мотивации.
	2	Неполный перевод текста (менее 50%). Присутствуют грубые искажения в передаче содержания. Отсутствует правильная передача характерных особенностей стиля переводимого текста.
	3	Неполный перевод (до 60%). Присутствуют грубые смысловые и терминологические искажения. Нарушения правильность передачи характерных особенностей стиля переводимого текста.
Удовлет-ворительный Удовлетвор. по переводной шкале оценок	4	Неполный перевод (60-70%). Отсутствуют грубые терминологические искажения. Нарушается правильность передачи характерных особенностей стиля переводимого текста.
	5	Неполный перевод (70-80%). Отсутствуют смысловые искажения. Присутствуют незначительные терминологические искажения. Нарушается правильность передачи стиля переводимого текста.
Достаточный Хорошо по переводной шкале оценок	6	Неполный перевод (80-90%). Присутствуют незначительные искажения смысла и терминологии. Не нарушается правильность передачи характерных особенностей стиля переводимого текста.
	7	Неполный перевод (80-90%). Соблюдается точность передачи содержания. Присутствуют незначительные нарушения терминологии и характерных особенностей стиля переводимого текста.
	8	Полный перевод (100%). Отсутствуют грубые смысловые и терминологические искажения. В основном соблюдается правильная передача характерных особенностей стиля переводимого текста.
Высокий Отлично по переводной шкале оценок	9	Полный перевод (100%). Отсутствие смысловых и терминологических искажений. Правильная передача характерных особенностей стиля переводимого текста.
	10	Полный перевод (100%). Отсутствие смысловых и терминологических искажений. Творческий подход к передаче характерных особенностей стиля переводимого текста.

Критерии десятибалльной оценки устной речи на иностранных языках

Уровни	Оценка	Говорение
Низкий **Незачтено** Неудовлет. по переводной шкале оценок	1	Отсутствие знаний и компетенций в рамках заданной тематики аспекта говорения. Язык использован на уровне отдельных слов. Отсутствие ответа или отказ от него.
	2	Фрагментарные знания в области владения и применения языковых средств. Язык использован на уровне отдельных словосочетаний и предложений в знакомой ситуации. Пассивность на практических занятиях, низкий уровень исполнения заданий, наличие грубых ошибок.
	3	Недостаточно полный объем знаний, необходимых для осуществления процесса общения. Слабое владение языковыми средствами. Изложение ответа на вопросы с существенными ошибками. Трудности в общении; неполное воспроизведение на уровне памяти. Отсутствие понимания.
Удовлет-ворительный Удовлетвор. по переводной шкале оценок	4	Достаточный объем знаний для осуществления коммуникации. Усвоение основного программного материала. Владение основными языковыми средствами, наличие основных умений речевого общения на иностранном языке. Полное воспроизведение по образцу. Речь упрощенная. Понимание языка ограничено. Использование языковых средств с многочисленными ошибками, затрудняющими понимание смысла высказывания.
	5	Достаточные знания в объеме учебной программы для осуществления процесса общения на иностранном языке. Стилистически грамотное, логически правильное изложение ответа. Владение основными языковыми средствами, способность использовать их самостоятельно. Владение языком ограничено воспроизведением программного материала в большинстве знакомых ситуаций с многочисленными лексическими и грамматическими ошибками (до 12), не препятствующими пониманию смысла. Самостоятельная работа на практических занятиях, участие в групповых обсуждениях, высокий уровень культуры исполнения заданий.
Достаточный Хорошо по переводной шкале оценок	6	Достаточно полные и систематизированные знания в объеме учебной программы для осуществления коммуникации. Стилистически грамотное изложение ответа, умение делать обоснованные выводы. Владение основными языковыми средствами и способность применять их для решения типовых речевых задач в рамках учебной программы по аспекту говорения. Использование программного учебного материала в знакомой ситуации по образцу. Речь лексически и грамматически разнообразна, но недостаточно беглая. Наличие языковых ошибок (10-11) на изученный программный материал. Активная самостоятельная работа на практических занятиях.

	7	Систематизированные, глубокие и полные знания по всем разделам учебной программы. Использование научной терминологии, лингвистически и логически правильное изложение ответа. Владение необходимыми языковыми средствами, умение использовать их для решения научных и профессиональных задач для осуществления коммуникации на иностранном языке. Содержание высказываний соответствует заданной теме и знакомой ситуации общения. Высказывания логичны и связаны между собой на основе известных алгоритмов. Допускаются ошибки (8-9) языкового характера на изученный программный материал. Самостоятельная работа на практических занятиях, участие в групповых обсуждениях, высокий уровень исполнения заданий.
	8	Систематизированные, глубокие и полные знания по всем поставленным вопросам в объеме учебной программы для осуществления общения на иностранном языке. Использование научной терминологии, стилистически грамотное, лингвистически и логически правильное изложение ответа. Владение всеми необходимыми языковыми средствами, умение использовать их для решения научных и профессиональных задач. Речь лексически и грамматически разнообразна. Способность самостоятельно решать сложные языковые и речевые задачи в рамках учебной программы. Высказывания логичны, аргументированы и построены на основе известных алгоритмов. Допускаются ошибки на изученный программный материал (6-7 ошибок). Усвоение основной и дополнительной литературы, рекомендованной учебной программой. Активная самостоятельная работа на практических занятиях, участие в групповых обсуждениях, высокий уровень культуры исполнения заданий. Систематизированные, глубокие и полные знания по всем поставленным вопросам в объеме учебной программы в рамках аспекта аудирования. Использование научной терминологии, стилистически грамотное, лингвистически и логически правильное изложение ответа. Владение всеми необходимыми языковыми средствами, умение использовать их для решения научных и профессиональных задач. Речь лексически и грамматически разнообразна. Способность самостоятельно решать сложные языковые и речевые задачи в рамках учебной программы. Высказывания логичны, аргументированы и построены на основе известных алгоритмов. Понимание 100% основных фактов, 50% деталей текста и связей между ними. Допускаются ошибки на изученный программный материал (6-7 ошибок). Активная самостоятельная работа на практических занятиях, участие в групповых обсуждениях, высокий уровень культуры исполнения заданий.

Высокий Отлично по переводной шкале оценок	9	Систематизированные, глубокие и полные знания по всем разделам учебной программы, необходимые для общения на иностранном языке. Точное использование научной терминологии, стилистически грамотное, лингвистически и логически правильное изложение ответа. Владение всеми необходимыми языковыми средствами. Способность самостоятельно и творчески решать сложные языковые и речевые задачи в нестандартной ситуации. Содержание высказывания соответствует ситуации общения, отличается связностью, полнотой, спонтанностью, беглостью, аргументированностью. Речь лексически и грамматически разнообразна. Допускается 4-5 ошибок. Единичные ошибки, исправляемые путем самокоррекции, не учитываются. Творческое участие в групповых обсуждениях. Систематизированные, глубокие и полные знания по всем разделам учебной программы в рамках аспекта говорения. Точное использование научной терминологии, стилистически грамотное, лингвистически и логически правильное изложение ответа. Владение всеми необходимыми языковыми средствами, умение эффективно использовать их для решения научных и профессиональных задач. Понимание 100% основных фактов и 90% деталей текста. Речь лексически и грамматически разнообразна. Допускается 4-5 ошибок. Единичные ошибки, исправляемые путем самокоррекции, не учитываются. Самостоятельная работа на практических занятиях, творческое участие в групповых обсуждениях, высокий уровень культуры исполнения заданий.
	10	Систематизированные, глубокие и полные знания по всем разделам учебной программы, а также по основным вопросам, выходящим за ее пределы. Точное использование научной терминоогии, стилистически грамотное, лингвистически и логически правильное изложение ответа. Безупречное владение всеми необходимыми языковыми сред-ствами. Свободное оперирование программным материалом в незнакомой ситуации по всем аспектам языка при непосредственном общении. Содержание высказывания соответствует ситуации общения, отличается связностью, полнотой, спонтанностью, беглостью, аргу-ментированностью, выражением собственной точки зрения, привлечением сведений из других учебных курсов. Речь лексически и грамматически разнообразна, допускаются 1-3 ошибки. Единичные ошибки, исправляемые путем самокоррекции, не учитываются. Творческая самостоятельная работа на практических занятиях. Систематизированные, глубокие и полные знания по всем разделам учебной программы, а также по основным вопросам, выходящим за ее пределы. Точное использование научной терминологии, стилистически грамотное, лингвистически и логически правильное изложение ответа. Безупречное владение всеми необходимыми языковыми средствами, умение эффективно использовать их для решения научных и профессиональных задач. Выраженная способность самостоятельно и творчески решать сложные проблемы в нестандартной ситуации. Свободное оперирование программным материалом в незнакомой ситуации. Понимание 100% основных фактов и деталей текста и связей между ними. Речь лексически и грамматически разнообразна, допускаются 1-3 ошибки. Единичные ошибки, исправляемые путем самокоррекции, не учитываются. Твор-ческая самостоятельная работа на практических занятиях.

ПРОТОКОЛ СОГЛАСОВАНИЯ УЧЕБНОЙ ПРОГРАММЫ

Название учебной дисциплины, с которой требуется согласование	Название кафедры	Предложения об изменениях в содержании учебной программы по учебной дисциплине	Решение, принятое кафедрой разработавшей учебную программу (с указанием даты и номера протокола)
Стратегии коммуникативного поведения	Кафедра межкультурных коммуникаций	согласовано	Рекомендовать к утверждению учебную программу (прот. № от_____)
Профессиональный этикет переводчика	Кафедра межкультурных коммуникаций	согласовано	Рекомендовать к утверждению учебную программу (прот. № от_____)

ДОПОЛНЕНИЯ И ИЗМЕНЕНИЯ К УЧЕБНОЙ ПРОГРАММЕ
на_____/_____ учебный год

№ п/п	Дополнения и изменения	Основание

Учебная программа пересмотрена и одобрена на заседании кафедры межкультурных коммуникаций (протокол № _____ от _____20___ г.)

(название кафедры)

Заведующий кафедрой

_____   _____   _____
(ученая степень, ученое звание)   (подпись)   (И.О.Фамилия)

УТВЕРЖДАЮ
Декан факультета

_____   _____   _____
(ученая степень, ученое звание)   (подпись)   (И.О.Фамилия)

ОЦЕНКА ПЕРЕВОДОВ С ИНОСТРАННОГО ЯЗЫКА НА РУССКИЙ

Уровни	Оценка	Перевод
Низкий **Незачтено** **Неудовлет. по переводной шкале оценок**	1	Отсутствие перевода, отказ от него или перевод текста на уровне отдельных словосочетаний и предложений при проявлении усилий и мотивации.
	2	Неполный перевод текста (менее 50%). Присутствуют грубые искажения в передаче содержания. Отсутствует правильная передача характерных особенностей стиля переводимого текста.
	3	Неполный перевод (до 60%). Присутствуют грубые смысловые и терминологические искажения. Нарушения правильность передачи характерных особенностей стиля переводимого текста
Удовлетворительный **Удовлетвор. по переводной шкале оценок**	4	Неполный перевод (60-70%). Отсутствуют грубые терминологические искажения. Нарушается правильность передачи характерных особенностей стиля переводимого текста.
	5	Неполный перевод (70-80%). Отсутствуют смысловые искажения. Присутствуют незначительные терминологические искажения. Нарушается правильность передачи стиля переводимого текста.
	6	Неполный перевод (80-90%). Присутствуют незначительные искажения смысла и терминологии. Не нарушается правильность передачи характерных особенностей стиля переводимого текста.
Достаточный **Хорошо по переводной шкале оценок**	7	Неполный перевод (80-90%). Соблюдается точность передачи содержания. Присутствуют незначительные нарушения терминологии и характерных особенностей стиля переводимого текста.
	8	Полный перевод (100%). Отсутствуют грубые смысловые и терминологические искажения. В основном соблюдается правильная передача характерных особенностей стиля переводимого текста.
Высокий	9	Полный перевод (100%). Отсутствие смысловых и терминологических искажений. Правильная передача характерных особенностей стиля переводимого текста.

	10	Полный перевод (100%). Отсутствие смысловых и терминологических искажений. Творческий подход к передаче характерных особенностей стиля переводимого текста.
Отлично по переводной шкале оценок		

КРИТЕРИИ ДЕСЯТИБАЛЛЬНОЙ ОЦЕНКИ ЧТЕНИЯ НА ИНОСТРАННЫХ ЯЗЫКАХ

Уровни	*Оценка*	***Чтение***
Низкий	**1**	Отсутствие ответа или отказ от ответа.
Не зачтено Неудовлет. по переводной шкале оценок	**2**	Понимание менее 50% основных фактов и смысловых связей между ними.
	3	Понимание 50% основных фактов и смысловых связей между ними.
Удовлет-ворительный	**4**	Понимание 60% основных фактов и смысловых связей между ними.
Удовлетвор. по переводной шкале оценок	**5**	Понимание 70% основных фактов и смысловых связей между ними.
Достаточный Хорошо по переводной шкале оценок	**6**	Понимание 80% основных фактов и смысловых связей между ними.
	7	Понимание 90% основных фактов и смысловых связей между ними.
	8	Понимание всех основных фактов, смысловых связей между ними и до 50-70% деталей текста.
Высокий Отлично по переводной шкале оценок	**9**	Понимание всех основных фактов, смысловых связей между ними и до 70-90% деталей текста.
	10	100-процентное понимание основных фактов, смысловых связей между ними и деталей текста.

КРИТЕРИИ ДЕСЯТИБАЛЛЬНОЙ ОЦЕНКИ УСТНОЙ РЕЧИ НА ИНОСТРАННЫХ ЯЗЫКАХ

Уровни	*Оценка*	***Говорение***
Низкий Не зачтено Неудовлет. по переводной шкале оценок	**1**	Отсутствие знаний и компетенций в рамках заданной тематики аспекта говорения. Язык использован на уровне отдельных слов. Отсутствие ответа или отказ от него.

	2	Фрагментарные знания в области владения и применения языковых средств. Язык использован на уровне отдельных словосочетаний и предложений в знакомой ситуации. Пассивность на практических занятиях, низкий уровень исполнения заданий, наличие грубых ошибок.
	3	Недостаточно полный объем знаний, необходимых для осуществления процесса общения. Слабое владение языковыми средствами. Изложение ответа на вопросы с существенными ошибками. Трудности в общении; неполное воспроизведение на уровне памяти. Отсутствие понимания.
Удовлет-ворительный Удовлетвор. по переводной шкале оценок	4	Достаточный объем знаний для осуществления коммуникации. Усвоение основного программного материала. Владение основными языковыми средствами, наличие основных умений речевого общения на иностранном языке. Полное воспроизведение по образцу. Речь упрощенная. Понимание языка ограничено. Использование языковых средств с многочисленными ошибками, затрудняющими понимание смысла высказывания.
	5	Достаточные знания в объеме учебной программы для осуществления процесса общения на иностранном языке. Стилистически грамотное, логически правильное изложение ответа. Владение основными языковыми средствами, способность использовать их самостоятельно. Владение языком ограничено воспроизведением программного материала в большинстве знакомых ситуаций с многочисленными лексическими и грамматическими ошибками (до 12), не препятствующими пониманию смысла. Самостоятельная работа на практических занятиях, участие в групповых обсуждениях, высокий уровень культуры исполнения заданий.
Достаточный Хорошо по переводной шкале оценок	6	Достаточно полные и систематизированные знания в объеме учебной программы для осуществления коммуникации. Стилистически грамотное изложение ответа, умение делать обоснованные выводы. Владение основными языковыми средствами и способность применять их для решения типовых речевых задач в рамках учебной программы по аспекту говорения.

		Использование программного учебного материала в знакомой ситуации по образцу. Речь лексически и грамматически разнообразна, но недостаточно беглая. Наличие языковых ошибок (10-11) на изученный программный материал. Активная самостоятельная работа на практических занятиях.
	7	Систематизированные, глубокие и полные знания по всем разделам учебной программы. Использование научной терминологии, лингвистически и логически правильное изложение ответа. Владение необходимыми языковыми средствами, умение использовать их для решения научных и профессиональных задач для осуществления коммуникации на иностранном языке. Содержание высказываний соответствует заданной теме и знакомой ситуации общения. Высказывания логичны и связаны между собой на основе известных алгоритмов. Допускаются ошибки (8-9) языкового характера на изученный программный материал. Самостоятельная работа на практических занятиях, участие в групповых обсуждениях, высокий уровень исполнения заданий.
	8	Систематизированные, глубокие и полные знания по всем поставленным вопросам в объеме учебной программы для осуществления общения на иностранном языке. Использование научной терминологии, стилистически грамотное, лингвистически и логически правильное изложение ответа. Владение всеми необходимыми языковыми средствами, умение использовать их для решения научных и профессиональных задач. Речь лексически и грамматически разнообразна. Способность самостоятельно решать сложные языковые и речевые задачи в рамках учебной программы. Высказывания логичны, аргументированы и построены на основе известных алгоритмов. Допускаются ошибки на изученный программный материал (6-7 ошибок). Усвоение основной и дополнительной литературы, рекомендованной учебной программой. Активная самостоятельная работа на практических занятиях, участие в групповых обсуждениях, высокий уровень культуры исполнения заданий. Систематизированные, глубокие и полные знания по всем поставленным вопросам в объеме учебной

программы в рамках аспекта аудирования. Использование научной терминологии, стилистически грамотное, лингвистически и логически правильное изложение ответа. Владение всеми необходимыми языковыми средствами, умение использовать их для решения научных и профессиональных задач. Речь лексически и грамматически разнообразна. Способность самостоятельно решать сложные языковые и речевые задачи в рамках учебной программы. Высказывания логичны, аргументированы и построены на основе известных алгоритмов. Понимание 100% основных фактов, 50% деталей текста и связей между ними. Допускаются ошибки на изученный программный материал (6-7 ошибок). Активная самостоятельная работа на практических занятиях, участие в групповых обсуждениях, высокий уровень культуры исполнения заданий.

Высокий Отлично по переводной шкале оценок	9	Систематизированные, глубокие и полные знания по всем разделам учебной программы, необходимые для общения на иностранном языке. Точное использование научной терминологии, стилистически грамотное, лингвистически и логически правильное изложение ответа. Владение всеми необходимыми языковыми средствами. Способность самостоятельно и творчески решать сложные языковые и речевые задачи в нестандартной ситуации. Содержание высказывания соответствует ситуации общения, отличается связностью, полнотой, спонтанностью, беглостью, аргументированностью. Речь лексически и грамматически разнообразна. Допускается 4-5 ошибок. Единичные ошибки, исправляемые путем самокоррекции, не учитываются. Творческое участие в групповых обсуждениях. Систематизированные, глубокие и полные знания по всем разделам учебной программы в рамках аспекта говорения. Точное использование научной терминологии, стилистически грамотное, лингвистически и логически правильное изложение ответа. Владение всеми необходимыми языковыми средствами, умение эффективно использовать их для решения научных и профессиональных задач. Понимание 100% основных фактов и 90% деталей

		текста. Речь лексически и грамматически разнообразна. Допускается 4-5 ошибок. Единичные ошибки, исправляемые путем самокоррекции, не учитываются. Самостоятельная работа на практических занятиях, творческое участие в групповых обсуждениях, высокий уровень культуры исполнения заданий.
	10	Систематизированные, глубокие и полные знания по всем разделам учебной программы, а также по основным вопросам, выходящим за ее пределы. Точное использование научной терминологии, стилистически грамотное, лингвистически и логически правильное изложение ответа. Безупречное владение всеми необходимыми языковыми средствами. Свободное оперирование программным материалом в незнакомой ситуации по всем аспектам языка при непосредственном общении. Содержание высказывания соответствует ситуации общения, отличается связностью, полнотой, спонтанностью, беглостью, аргументированностью, выражением собственной точки зрения, привлечением сведений из других учебных курсов. Речь лексически и грамматически разнообразна, допускаются 1-3 ошибки. Систематизированные, глубокие и полные знания по всем разделам учебной программы, а также по основным вопросам, выходящим за ее пределы. Точное использование научной терминологии, стилистически грамотное, лингвистически и логически правильное изложение ответа. Выраженная способность самостоятельно и творчески решать сложные проблемы в нестандартной ситуации. Свободное оперирование программным материалом в незнакомой ситуации. Понимание 100% основных фактов и деталей текста и связей между ними. Речь лексически и грамматически разнообразна, допускаются 1-3 ошибки. Единичные ошибки, исправляемые путем самокоррекции, не учитываются. Творческая самостоятельная работа на практических занятиях.

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