

Код УГПС: 42.02.01

Тематика модуля - Тема 1. Современный мир профессий. Проблемы выбора профессии. Роль иностранного языка в вашей профессии.

1. READING Advertising and PR and English

a) How do you think, is it necessary to know English to be a professional nowadays?

b) Read the article about English language in PR

PR (Public Relations) — связи с общественностью

Competitive — конкурентоспособный

Field of activity — сфера деятельности

Lifelong learning — непрерывное образование

Specific qualities — характерные черты

Open-minded person — человек с широким кругозором

It's not a secret that globalisation has dramatically changed our lives. Almost every field of human activity adopted some specific qualities of the globalisation process, and advertising and PR is not an exception. So let's find out the importance of the most spoken language in the world for this field.

First of all, **English language helps brands to connect with a wider audience.** If you want to make your brand popular, you should try to involve your audience from all over the world. How can you do it? Well, take part in different workshops, special interest festivals or conferences on advertising and PR and the result will not take long.

Secondly, **English helps PR-specialists to be open-minded and interesting people to talk or work with.** Sometimes it may be a bit difficult to find necessary information about trends, latest research and useful cases in your language, but there is a chance all of it are available in English. Every modern specialist knows that lifelong learning is a key for brilliant career development.

In addition, **English opens new opportunities for work with international businesses, brands and PR-agencies.** It's much easier to talk to the HR-manager of a popular firm when you both understand each other, isn't it? By the way, in marketing, advertising and PR there are lots of concepts and terms in English you should know to be a competitive specialist.

c) Discuss in pairs

- If you had your own brand, what would you sell?
- Are there any advantages in everyday life for those who learn a foreign language?
- What PR terms do you know in English?

2. SKILLS Profile cases

Do the tasks according to your field of studies

Технологический: Make 10 slides about English in your future career.

Естественно-научный: Find information on how learning foreign languages affects brain activity and prepare a short presentation (1.5 min)

Социально-экономический: Find information on the 5 most spoken languages in the world (statistics and facts) and make 10 slides about it.

Гуманитарный: Choose 1 topic from the list and write 5 paragraphs on it:

1. The limits of my language mean the limits of my world.
2. A different language is a different vision of life.
3. Language is the road map of a culture. It tells you where its people come from and where they are going.