

Календарный план
по дисциплине «Английский язык в профессиональной сфере»
Специальность «Связи с общественностью»

VI семестр

| № недели | Тема | Учебный материал | Домашнее задание | Примечание |
|----------|--|---|---|------------|
| 1. | Unit 1. Media Dependence on Public Relations | Public Relations and Advertising in Close-up Е.В. Захарова, Л.В. Ульянищева | p. 8 ex. 8,9,10 p. 9 ex. 14 | |
| 2. | Part Three. Ch. 3, 4 Text 4. Baggage Advice for UK Passengers | Arthur Hailey. Airport Пособие по английскому языку «Умей читать и понимать англоязычную прессу» Н.В. Романовская, Е.В. Черняева | Part Three. Ch. 5 p. 34 ex. 1, 2, 3 p. 35 ex. 4 | |
| 3. | Unit 2. Public Relations Dependence of the Media | Public Relations and Advertising in Close-up Е.В. Захарова, Л.В. Ульянищева | p. 12 ex. 9, 13 p. 13 ex. 14 | |
| 4. | Part Three. Ch. 7,8 Baggage Advice for UK Passengers | Arthur Hailey. Airport Пособие по английскому языку «Умей читать и понимать англоязычную прессу» Н.В. Романовская, Е.В. Черняева | Part Three. Ch. 9 p. 36 ex. 5,6 p. 37 ex. 11 | |
| 5. | Unit 3. Text A. Areas of Friction | Public Relations and Advertising in Close-up Е.В. Захарова, Л.В. Ульянищева | p. 14 ex. 1,2 p. 15 ex. 5,6 | |
| 6. | Part Three. Ch. 10 Areas of Friction | Arthur Hailey. Airport Public Relations and Advertising in Close-up Е.В. Захарова, Л.В. Ульянищева | Part Three. Ch. 12. p. 16 ex. 8, 9, 10 | |
| 7. | Unit 3. Text B. Advertising Pressures | Public Relations and Advertising in Close-up Е.В. Захарова, Л.В. Ульянищева | p. 17 ex. 3 p. 18 ex. 4, 5 | |

| | | | | |
|-----|---|--|---|--|
| 8. | Part Three. Ch. 13 Advertising Pressures | Arthur Hailey. Airport Public Relations and Advertising in Close-up Е.В. Захарова, Л.В. Ульянищева | Part Three. Ch. 14 p. 19 ex. 9, 10, 11 | |
| 9. | Unit 3. Text C. Sloppy Reporting | Public Relations and Advertising in Close-up Е.В. Захарова, Л.В. Ульянищева | p. 20 ex. 2 p. 21 ex. 5, 6 | |
| 10. | Part Three. Ch. 15 Sloppy Reporting | Arthur Hailey. Airport Public Relations and Advertising in Close-up Е.В. Захарова, Л.В. Ульянищева | Part Three. Ch. 16 p. 22 ex. 10,11 | |
| 11. | Unit 3. Text D. Tabloid Journalism | Public Relations and Advertising in Close-up Е.В. Захарова, Л.В. Ульянищева | p. 23 ex. 1 p. 24 ex. 2,3 | |
| 12. | Part Three. Ch. 17 Tabloid Journalism | Arthur Hailey. Airport Public Relations and Advertising in Close-up Е.В. Захарова, Л.В. Ульянищева | Part Three. Ch. 18 p. 25 ex. 8, 9, 10 | |
| 13. | Unit 4. Text A. Effective Media Relations. Dealing with the Media | Public Relations and Advertising in Close-up Е.В. Захарова, Л.В. Ульянищева | p. 28 ex. 1, 2, 5 | |
| 14. | Unit 4. Text B. Media Etiquette | Public Relations and Advertising in Close-up Е.В. Захарова, Л.В. Ульянищева | p. 31 ex. 4,5 p. 32 ex. 11 | |
| 15. | Unit 5. Text A. Crisis Communication | Public Relations and Advertising in Close-up Е.В. Захарова, Л.В. Ульянищева | p. 36 ex. 7, 8, 9 p. 37 ex. 14 | |