

MINISTRY OF BRANCH OF RUSSIA



Federal State Budgetary Educational Institution
higher education
"Russian State University for the Humanities"
(FGBOU VO "RGGU")

INSTITUTE OF MASSMEDIA AND ADVERTISING

FACULTY OF ADVERTISING AND PUBLIC RELATIONS

Department of Theory and Practice of Public Relations

THE SKILL OF PUBLIC SPEECH (IMPLEMENTED IN ENGLISH)

Discipline work program

Direction: 42.03.01 - Advertising and Public Relations

Focus: Modern communications and advertising

Graduate qualification: Bachelor

Form of study: full-time, part-time, part-time

RPD adapted for individuals
with restricted abilities
health and people with disabilities

Moscow 2019

MASTER OF PUBLIC SPEECH (IMPLEMENTED IN ENGLISH)

Discipline work program

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Minutes of the meeting of the department of theory
and public relations practices

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1. Explanatory note

1.1. The purpose and objectives of the discipline

The purpose of the discipline: to form students' willingness to work in a multicultural environment, to teach students the theoretical foundations and practical skills in the field of intercultural and business communication.

Discipline objectives:

- 1) to form an idea of the typology of intercultural communication and its main theoretical models;
- 2) to characterize the basic provisions of intercultural and business communication, including aspects of verbal and non-verbal interaction of social subjects;
- 3) master the communicative tools of intercultural business interaction;
- 4) to give an idea of professional ethics and business etiquette in intercultural business interaction;
- 5) to form practical skills for effective interaction with representatives of different cultures in business communication.

1.2. List of planned learning outcomes in the discipline, correlated with indicators of achievement of competencies

Competence (code and name)	Competency indicators (code and name)	Learning outcomes
PC-1. Able to carry out author's activities, taking into account the specifics of different types of media and other media and existing world and domestic experience	PC-1.1. Creates advertising and public relations texts, taking into account the specifics of communication channels and existing international and domestic experience;	<i>Know:</i> the basic principles of building business communication, taking into account the world and domestic experience of modern intercultural interaction. <i>Be able to:</i> organize business communications within the framework of the international activities of the organization, taking into account the specifics of various media and the existing world and domestic experience. <i>Own:</i> a toolkit for intercultural business communication, taking into account the specifics of various media and available world and domestic experience.
PC-4. Able to build his professional activities on the basis of the principles of openness, trust and	PC-4.1. Participates in the promotion of socially significant values through public relations and advertising. ...	<i>Know:</i> values, norms, communication models of the main business cultures. <i>Be able to:</i> work in a team based on the observance of

corporate social responsibility		<p>the principles of international business etiquette and professional ethics; behave in accordance with the norms and rules of a foreign culture and establish interpersonal relationships with representatives of major business cultures.</p> <p><i>Own:</i> norms of international business interaction with colleagues; skills in conducting public relations events in compliance with international protocol and etiquette.</p>
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1.3. Place of discipline in the structure of the main educational program

The discipline "Mastery of public speech (implemented in English)" is an optional discipline and is included in the part formed by the participants in educational relations of the curriculum in the direction of training 42.03.01 - Advertising and public relations, focus - "Modern communications and advertising". The discipline is implemented at the Faculty of Advertising and Public Relations by the Department of Theory and Practice of Public Relations.

To master the discipline competencies are required, formed in the course of studying the following disciplines and passing practices: Cultural studies, Political science, Fundamentals of communication theory, Communication theory, Theory and practice of public relations, Ethical regulation of advertising and public relations, Legal regulation of advertising and public relations.

As a result of mastering the discipline competencies are formed that are necessary for studying the following disciplines and passing practices: Communication in crisis communications, Reputation management, Imageology, Corporate identity, Professional and creative practice.

2. The structure of the discipline

The structure of the discipline for full-time education

The total labor intensity of the discipline is 2 s. e., 72 hours, including contact work of students with the teacher 28 hours, independent work of students 44 hours.

P / p No.	Discipline / topic section	Semester	Types of educational work (in hours)						Forms of monitoring progress, form of intermediate certification (by semester)
			contact					Independent work	
			Lectures	Seminar	Workshops	Laboratory exercises	Intermediate certification		
1	Intercultural communication theory	IV	2	4				8	Lecture attendance check
2	Verbal and non-verbal communication in the process of intercultural and business interaction	IV	4	4				9	Checking attendance at lectures, completing seminar assignments
3	Ethics and etiquette in intercultural and business communication	IV	4	4				9	Checking attendance at lectures, completing seminar assignments Current control: testing.
4	Intercultural communication in the context of globalization	IV	2	4				8	Checking attendance at lectures, completing seminar assignments
	Offset	IV						6	Research project defense: abstract report.
	total:		12	16				44	

The structure of the discipline for part-time education

The total labor intensity of the discipline is 2 s. e., 72 hours, including contact work of students with a teacher 16 hours, independent work of students 56 hours.

P / p No.	Discipline / topic section	Semester	Types of educational work (in hours)						Forms of monitoring progress, form of intermediate certification (by semester)
			contact					Independent work	
			Lectures	Seminar	Workshops	Laboratory exercises	Intermediate certification		
one	Intercultural communication theory		2	2				ten	Lecture attendance check
2	Verbal and non- verbal communication in the process of intercultural and business interaction		2	2				12	Checking attendance at lectures, completing seminar assignments
3	Ethics and etiquette in intercultural and business communication		2	2				12	Checking attendance at lectures, completing seminar assignments Current control: testing.
four	Intercultural communication in the context of globalization		2	2				ten	Checking attendance at lectures, completing seminar assignments
	Offset							12	Research project defense: abstract report.
	total:		8	8				56	

The structure of the discipline for correspondence courses

The total labor intensity of the discipline is 2 s. e., 76 hours, including contact work of students with a teacher 8 hours, independent work of students 64 hours.

P / p No.	Discipline / topic section	Semester	Types of educational work (in hours)						Forms of monitoring progress, form of intermediate certification (by semester)
			contact					Independent work	
			Lectures	Seminar	Workshops	Laboratory exercises	Intermediate certification		
one	Intercultural communication theory		2					12	Lecture attendance check
2	Verbal and non- verbal communication in the process of intercultural and business interaction			2				14	Checking attendance at lectures, completing seminar assignments
3	Ethics and etiquette in intercultural and business communication			2				14	Checking attendance at lectures, completing seminar assignments Current control: testing.
four	Intercultural communication in the context of globalization		2					12	Checking attendance at lectures, completing seminar assignments
	Offset							12	Research project defense: abstract report.
	total:		4	4				64	

3. Content of the discipline

<i>No.</i>	<i>The name of the discipline section</i>	<i>Content</i>
one	Intercultural communication theory	<p>Communication as a culturally determined process. The components of the communication process determined by culture (according to L. Samovar and R. Porter). E. Hall's theory of primary information systems. Monochronic and polychronic, high-context and low-context cultures. The theory of value orientations by K. Klakhon, F. Klakhon and F. Strodbeck. Parametric model of culture G. Hofstede. Classification of cultures by R. Lewis: monoactive, polyactive and reactive cultures. Criteria for identifying types of culture: attitude to action, ways of structuring time, strategies for collecting information in monoactive, polyactive and reactive cultures.</p> <p>The reasons for the difficulties in intercultural communication.</p>
2	Verbal communication in the process of intercultural and business interaction	<p>Linguistic aspects in intercultural communication. The meaning and rules of communication in various linguistic cultures.</p> <p>Business negotiations in intercultural communication. The main characteristics of national styles of business negotiations. Organization and conduct of business negotiations, taking into account the socio-cultural characteristics of their participants. Conflict resolution strategies in different national cultures.</p> <p>Ethics and etiquette in intercultural and business communication. Ea ticket for business communication with foreign partners. Rules of etiquette in business correspondence. Specificity of written dialogue in domestic and foreign schools of business writing. Requisites and etiquette of international writing.</p> <p>The role and place of modern means of communication in international discourse. Fax and email messages. E-mail etiquette.</p> <p>Business card and its role in intercultural communication.</p>
3	Non-verbal communication in the process of intercultural and business interaction	<p>The role of non-verbal communication in intercultural communication. Non-verbal semiotics and its significance in business and intercultural communication. Specificity of national non-verbal communication. Visual behavior in the process of intercultural communication. Prosemica. Images and images in intercultural communication. The image of a business person in intercultural communication. Ethnic stereotypes. Gender stereotypes. Foreign policy image of the state.</p>
four	Intercultural communication in the context of globalization	<p>Intercultural communication and globalization. Factors of global integration of cultures. Intercultural communication in multinational corporations. The cultural diversity of multinational corporations. Typology of multinational</p>

		corporations. Classification of multinational corporations by management methods: ethnocentric, polycentric, regiocentric, geocentric. Classification of multinational corporations in terms of cultural diversity: monolithic, pluralistic and multicultural. Corporate and national cultures of multinational corporations. Models of cultural interaction in multinational corporations. Features of work in a multi-ethnic and multicultural team. Cross-cultural management: tasks and problems. Model of mastering a foreign culture M. Bennett. Formation of employee skills in multinational corporations.
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4. Educational technologies

<i>P / p No.</i>	<i>Section name</i>	<i>Types of educational work</i>	<i>Educational technologies</i>
<i>one</i>	<i>2</i>	<i>3</i>	<i>four</i>
one.	Intercultural communication theory	Lecture 1. Workshop 1. Independent work	Introductory lecture-visualization using a Power Point presentation using a projector Interview. Free discussion. Project presentation. Consulting and organizing independent work of students through an electronic educational resource, completing homework for a specific lesson.
2.	Verbal communication in the process of intercultural and business interaction	Lecture 2. Workshop 2. Independent work	Lecture-visualization using a Power Point presentation using a projector Interview. Free discussion. Project presentation. Consulting and organizing independent work of students through an electronic educational resource, completing homework for a specific lesson.
3	Non-verbal communication in the process of intercultural and business interaction	Lecture 3. Workshop 3. Independent work	Introductory lecture-visualization using a Power Point presentation using a projector Interview. Free discussion. Project presentation. Consulting and organizing independent work of students through an electronic educational resource, completing homework for a specific lesson.
four	Intercultural communication in the context of globalization	Lecture 4. Workshop 4.	Introductory lecture-visualization using a Power Point presentation using a projector Interview. Free discussion. Project presentation.

		Independent work	Consulting and organizing independent work of students through an electronic educational resource, completing homework for a specific lesson.
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During the period of temporary suspension of visits by students to the premises and territory of the Russian State University for the Humanities. to organize the educational process using e-learning and distance learning technologies, the following educational technologies can be used:

- video lectures;
- online lectures in real time;
- electronic textbooks, study guides, scientific publications in electronic form and access to other electronic educational resources;
- systems for electronic testing;
- consultations using telecommunication means.

5. Assessment of planned learning outcomes

5.1. Grading system

form of control	Max. number of points	
	For one job	Total
Current control: - analytical and synthetic task - fulfillment of tasks of seminars	25 points 5-10 points	25 points 35 points
Intermediate certification (defense of a research project: abstract report)	40 credits	40 credits
Total for the semester (discipline) offset		100 points

The resulting cumulative result (maximum 100 points) is converted into the traditional grading scale and into the grading scale of the European Credit Transfer System (hereinafter - ECTS) in accordance with the table:

100-point scale	Traditional scale		ECTS scale
95 - 100	fine	credited	A
83 - 94			B
68 - 82	well		C
56 - 67	satisfactorily		D
50 - 55			E
20 - 49	unsatisfactory	not credited	Fx
0 - 19			F

5.2. Criteria for grading by discipline

Points / ECTS Scale	Discipline grade	Criteria for assessing learning outcomes by discipline
100-83 / A, B	"fine"/ "Passed (excellent)" / "Passed"	<p>Exhibited to a student if he has deeply and firmly mastered the theoretical and practical material, can demonstrate this in the classroom and in the course of intermediate certification.</p> <p>The student expresses the educational material exhaustively and logically harmoniously, knows how to link theory with practice, copes with solving professional problems of a high level of complexity, correctly justifies the decisions made. He is fluent in educational and professional literature. Discipline grade is given to the student, taking into account the results of the current and intermediate certification.</p> <p>The competencies assigned to the discipline are formed at the "high" level.</p>
82-68 / C	"well"/ "Passed (good)" / "Passed"	<p>Exhibited to the student if he knows the theoretical and practical material, correctly and in essence expounds it in the classroom and during the intermediate certification, avoiding significant inaccuracies.</p> <p>The student correctly applies theoretical principles in solving practical problems of a professional orientation of various levels of complexity, has the necessary skills and techniques.</p> <p>He is quite well versed in educational and professional literature.</p> <p>Discipline grade is given to the student, taking into account the results of the current and intermediate certification.</p> <p>The competencies assigned to the discipline are formed at the level - "good".</p>
67-50 / D, E	"satisfactorily"/ "Passed (satisfactory)" / "Passed"	<p>Exhibited to a student if he knows the theoretical and practical material at a basic level, makes some mistakes when presenting it in the classroom and during intermediate certification.</p> <p>The student experiences certain difficulties in the application of theoretical provisions in solving practical problems of a professional orientation of a standard level of complexity, has the necessary basic skills and techniques.</p> <p>Demonstrates a sufficient level of knowledge of educational literature in the discipline.</p> <p>Discipline grade is given to the student, taking into account the results of the current and intermediate certification.</p> <p>The competencies assigned to the discipline are formed at the level - "sufficient"...</p>
49-0 / F, FX	"Unsatisfactory" / not credited	<p>Exhibited to the student if he does not know the theoretical and practical material at the basic level, makes gross mistakes in its presentation in the classroom and during the intermediate certification.</p> <p>The student experiences serious difficulties in applying theoretical principles in solving practical problems of a</p>

Points / ECTS Scale	Discipline grade	Criteria for assessing learning outcomes by discipline
		<p>professional orientation of a standard level of complexity, does not possess the necessary skills and techniques. Demonstrates fragmentary knowledge of educational literature on the discipline.</p> <p>Discipline grade is given to the student, taking into account the results of the current and intermediate certification.</p> <p>Competence at the level of "sufficient" assigned to the discipline are not formed.</p>

5.3. Evaluation tools (materials) for monitoring progress, intermediate certification of students in the discipline

Evaluative monitoring tools

In accordance with the curriculum, one current certification is provided in the structure of the academic discipline.

Monitoring form: testing.

Formed competencies: PC-1, PC-4.

When evaluating participation in a seminar, the following are taken into account (maximum 10 points):

- completeness of the task (0-4 points);
- knowledge of the theory of the studied issues, the correct use of terminology (0-2 points);
- the ability to apply the knowledge gained, the formation and stability of the skills and abilities used in the answer (0-2 points);
- oral presentation of the completed assignment (literacy of speech, logical sequence of presentation of the material (0-2 points).

Test evaluation criterion: for each correct answer be given one point (in total 25 points for attestation)

Options for test items for the course

Option 1.

1. What statements refer to representatives of a monochronic culture? (check multiple answers)
 1. Time is a material value, it must be protected.
 2. In carrying out their official duties, first of all, they identify themselves with the family, and not with the assignment being performed.
 3. When they are busy, completely immersed and involved in it, they do not like to be distracted.
 4. Can easily do several things at the same time.
 5. Planning is a necessary element of the activity, they expect the same commitment from their partner in adhering to plans.
 6. They are punctual themselves and do not like it when a partner is late for a meeting.
 7. Commitment takes precedence over family and personal relationships.
2. Which of the listed peoples belong to a polychronous culture? (check multiple answers)

1. australians
 2. British
 3. Greeks
 4. Hispanics
 5. scandinavians
 6. French people
 7. Swiss
3. The author of the theory of primary information systems is: (check one answer)
1. Geertz Hofstede
 2. Clyde Cluckhohn
 3. Florence Cluckhohn
 4. Fred Strodbeck
 5. Edward Hall
 6. Edmund Leach
4. Which of the following peoples belong to low-context cultures? (check multiple answers)
1. africans
 2. spaniards
 3. Italians
 4. Germans
 5. New Zealanders
 6. North Americans USA
 7. Slavs
5. The theory of value orientations has been proposed: (check one answer)
1. By Edward Hall, Geertz Hofstede and Kate Fox
 2. Clyde Cluckhohn, Florence Cluckhohn and Fred Strodbeck
 3. Clifford Geertz, Lewis Henry Morgan and Claude Levi-Strauss
 4. Edward Tylor, Bronislaw Malinowski and Reginald Radcliffe-Brown
6. According to the theory of value orientations, it can be distinguished: (check one answer)
1. one, the most important problem that all of humanity is thinking about.
 2. three major human problems.
 3. five fundamental common human problems.
 4. a whole range of pressing common human problems.
7. According to the theory of value orientations, the type of relationship between people, an example of which is the English aristocracy, is called: (check one answer)
1. aristocracy or ethical stoicism
 2. individualism or social selfishness
 3. collaterality or social orientation
 4. linearity or authoritarianism
8. Pertaining to the theory, Hispanics do not have this value orientation: (check one answer)
1. Present orientation
 2. Orientation to active creation
 3. Orientation to being
 4. Man is subject to nature
9. What quality is not related to the characteristic of short power distance? (check one answer)

1. The degree of dependence of subordinates on their superiors is low
 2. The status of the boss is emphasized by external attributes
 3. Advisory type of communication and decision making
 4. The opinion of subordinates is taken into account, the subordinate may disagree with the opinion of the manager
 5. Supervisor available
10. What characteristic does not apply to such a parameter of culture as collectivism? (check one answer)
1. Big family
 2. Great distance of power
 3. High-context culture
 4. The culture of shame
 5. Thinking in "we" -categories
 6. The value of one's own opinion and personal point of view
11. What value does not belong to masculine culture? (check one answer)
1. confidence and determination
 2. motto: "live to work"
 3. offensive, aggressive communication style
 4. high competitiveness, individualism
 5. family, quality of life, human relationships
12. A parametric culture model suggested by: (check one answer)
1. Geertz Hofstede
 2. Clyde Cluckhohn
 3. Florence Cluckhohn
 4. Fred Strodbeck
 5. Edward Hall

Option 2.

1. Which of these statements refer to representatives of polychronous culture? (check multiple answers)
1. Time is immaterial, it is always enough.
 2. They do their business in turn, as a rule, each business has its own period of time.
 3. When they carry out any business, they identify themselves with the task being performed.
 4. When doing business, they are constantly distracted, calmly relate when they are interrupted.
 5. Interpersonal relationships and interests take precedence over formal obligations.
 6. They are not punctual, they do not consider being late for business meetings a great sin.
 7. Optional, they believe that any business can be postponed to a later time due to a good relationship with a partner.
2. Which of the listed peoples belong to a monochronic culture? (check multiple answers)
1. africans
 2. spaniards
 3. Italians
 4. Germans

5. New Zealanders
 6. North Americans USA
 7. Slavs
3. Studied communication distance in different cultures: (check one answer)
1. Geertz Hofstede
 2. Clyde Cluckhohn
 3. Florence Cluckhohn
 4. Fred Strodbeck
 5. Edward Hall
 6. Edmund Tylor
4. Which of the listed peoples are highly contextual cultures? (check multiple answers)
1. australians
 2. British
 3. Greeks
 4. Hispanics
 5. scandinavians
 6. French people
 7. Swiss
5. What common human problem did the authors of the theory of value orientations not ponder over? (check one answer)
1. essence of human nature
 2. relationship between humans and the environment
 3. time in a person's life
 4. money in a person's life
 5. focus of human activity
 6. relationships between people
6. According to the theory of value orientations, each common human problem can have: (check one answer)
1. only one, the only correct solution: always one is true
 2. only two decisions: good or bad
 3. only three solutions: good, bad or neutral
 4. infinite number of solutions: humanity has many faces
7. According to the theory of value orientations, the type of relationship between a person and the outside world in China and Japan can be characterized as: (check one answer)
1. Man is subject to nature
 2. Man lives in harmony with nature
 3. Man is the master of nature
 4. Man studies nature
8. According to relevant theory, North Americans in the United States do not have this value orientation: (check one answer)
1. Future-oriented
 2. Individualism
 3. Orientation towards internal growth
 4. Man is the master of nature

9. What quality is not related to the characteristic of the long distance of power? (check one answer)
1. The degree of dependence of subordinates on their superiors is high
 2. Authoritarian or patriarchal type of communication and decision making
 3. Nobody is interested in the opinion of subordinates, the subordinate may not object to the leader
 4. The boss does not emphasize his status with external attributes
 5. The manager is inaccessible, separated from subordinates
10. What characteristic is not related to such a parameter of culture as individualism? (check one answer)
1. Group harmony, avoidance of confrontation
 2. The culture of guilt
 3. Close power distance
 4. Small family
 5. Low-context culture
 6. Self-awareness from childhood
11. What value is not related to feminine culture? (check one answer)
1. motto: "work to live"
 2. indecision and moderation
 3. achievement of success, competition, material well-being
 4. compromise communication, search for consensus
 5. low creativity, joint problem solving
12. Which of the following characteristics are related to a culture with a high level of tolerance for uncertainty? (check multiple answers)
1. Uncertainty is taken for granted
 2. Uncertainty causes psychological discomfort, anxiety, fear
 3. Behavior is based on specific circumstances, unwritten rules and regulations
 4. Behavior is based on long-term planning
 5. Written rules and regulations, traditions, rituals are extremely important

Evaluation tools for intermediate certification of students in the discipline

List of questions for intermediate certification (test)

Formed competencies: PC-1, PC-4.

1. Communication as a culturally determined process.
2. The concept of intercultural communication: its structure and types.
3. The components of the communication process determined by culture (according to L. Samovar and R. Porter).
4. E. Hall's theory of primary information systems. Monochronic and polychronous, high-context and low-context cultures.
5. The theory of value orientations by K. Klakhon, F. Klakhon and F. Strodbeck.
6. Parametric model of culture G. Hofstede.
7. Classification of cultures by R. Lewis: monoactive, polyactive and reactive cultures.

8. The reasons for the difficulties in intercultural communication.
9. Cross-cultural differences in business communication.
10. Business negotiations in intercultural communication.
11. Conflict resolution strategies in different national cultures.
12. Ethics and etiquette in intercultural and business communication.
13. Business correspondence: general requirements for a business letter (design and content), the structure of a business letter. Requisites and etiquette of international writing.
14. Business communication in the information society.
15. Business card and its role in intercultural communication.
16. The role of non-verbal communication in intercultural communication.
17. The image of a business person in intercultural communication.
18. Foreign policy image of the state.
19. Intercultural communication in multinational corporations. The cultural diversity of multinational corporations.
20. Typology of multinational corporations.
21. Classification of multinational corporations by management methods: ethnocentric, polycentric, regiocentric, geocentric.
22. Classification of multinational corporations in terms of cultural diversity: monolithic, pluralistic and multicultural.
23. Corporate and national cultures of multinational corporations.
24. Typology of corporate cultures. Classification by Deal and Kennedy, Trompenaars.
25. Business communication in the context of corporate culture.
26. Models of cultural interaction in multinational corporations.
27. Features of work in a multi-ethnic and multicultural team.
28. Formation of professional competencies and employee skills in multinational corporations.

Analytical and synthetic task

When conducting intermediate certification, the student must prepare an abstract report.

Abstract reports topics

1. Culture shock and the stages of intercultural adaptation.
2. International advertising as a special type of intercultural communication.
3. Intercultural communication in international business: national management models.
4. Stereotypes and their influence on the development of intercultural interaction.
5. Definition of national character, sources of information about it.
6. Intercultural competence in business communication.
7. Gender differences in modern national cultures.
8. The relationship between national mentality and corporate culture.
9. Psychology of intercultural interaction: features of communication with representatives of another culture.
10. Verbal intercultural communication: the manifestation of intercultural differences in language and mentality.
11. Political Correctness: Its Role in Business Intercultural Communication.
12. Cross-cultural management, subject and research methods.
13. Semiotics and its importance in business and intercultural communication.
14. The problem of humor in intercultural communication.
15. Intercultural manipulation.

The structure and content of the abstract report

The volume of the abstract is 7-10 pages.

Structure of the report:

Title page (1 page). See an example in Appendix 1.

Contents (1 page). See annex 2 for a sample.

Introduction (1 page)

Main part (2-3 chapters)

Conclusion (1 page)

List of used sources and literature (at least 5 positions: books and articles).

In the introduction of the report, it is necessary to argue the relevance of the chosen topic for a professional in the field of "public relations" and explain why you chose it.

Main part the report consists of two or more parts (chapters) in accordance with the drawn up plan. Chapters must have a title. It is recommended to make chapters equal in length. In each of the chapters, it is necessary to present a detailed abstract presentation of one of the aspects of the chosen topic, as well as to compare different points of view on this problem. In order to avoid plagiarism, it is required to indicate page references to the sources and literature used on each page. At the end of the abstract or comparison, it is also advisable to express your opinion on the problem, avoiding the use of personal pronouns of the first person ("I" or "we").

In custody the report is required to draw a general conclusion on the chosen topic and describe its significance for the professional in the field of "public relations".

Rules for the design of an abstract report

The abstract report is performed on sheets of A4 white paper (standard paper for a printer). Margins - 2.5 cm above, below and on the right, 3 cm on the left. It is desirable to use a standard font, without notches (Times New Roman font is recommended), size 14, one-and-a-half spacing, text alignment to width. The page numbers are at the bottom middle. They are needed everywhere, except for the first (title) page. Use the Footnotes at the bottom of the page feature in Word to format your links.

Each section of the work (content, introduction, conclusion, list of sources and literature used, appendix) and each chapter should be started on a new page. The titles of the sections ("Contents", "Introduction", "Conclusion", "List of sources and literature used", "Appendix") and chapters ("Chapter 1. Title", "Chapter 2. Title") are bold, align by center.

Instructions for conducting the current certification: RThe work is performed in writing and is handed over within the specified time frame for the current certification.

Criteria for evaluating the abstract (maximum 40 points):

- observance of the form and scope of work: 10 pages, 12 point size, single spacing, text formatting to the width of the page (works downloaded from the network and / or not corresponding to the structure proposed in the assignment are not accepted) - 0-5 points;
- correct use of terminology, as well as correct understanding of the main theories and concepts of the course - 0-5 points;
- the ability to apply the knowledge gained during the course (analyze the collected information, write a research report) - 0-15 points;
- the ability to clearly, logically, consistently and convincingly present their ideas in written (test of work and presentation for defense) and oral (10-minute presentation) forms, to choose an adequate visual range for the text - 0-10 points;
- the presence of links to the sources used (full name of the author, title of publication, title, year and place of publication, link URL) - 0-5 points.

6. Educational-methodical and informational support of the discipline

6.1. List of sources and literature

Main:

1. Bogolyubova, NM Intercultural communication in 2 hours. Part 1: textbook for universities / NM Bogolyubova, Yu. V. Nikolaeva. - Moscow: Yurayt Publishing House, 2020. -- 253 p. - (Higher education). - ISBN 978-5-534-01744-1. - Text: electronic // EBS Yurayt [site]. - URL: <https://urait.ru/bcode/450881>
2. Bogolyubova, NM Intercultural communication in 2 hours. Part 2: textbook for universities / NM Bogolyubova, Yu. V. Nikolaeva. - Moscow: Yurayt Publishing House, 2020. -- 263 p. - (Higher education). - ISBN 978-5-534-01861-5. - Text: electronic // EBS Yurayt [site]. - URL: <https://urait.ru/bcode/451662>
3. Baryshnikov N.V. Fundamentals of professional intercultural communication: textbook / N.V. Baryshnikov. - M.: University textbook; INFRA-M, 2018. -- 368 p. - ISBN 978-5-9558-0314-2. - Text: electronic. - URL: <https://znanium.com/catalog/product/947270>
4. Kulinich, M. A. Theory and practice of intercultural communication: textbook / M. A. Kulinich, O. A. Kostrova; under total. ed. O. A. Kostrova. - 2nd ed., Erased. - Moscow: FLINT, 2017. -- 248 p. - ISBN 978-5-9765-2823-9. - Text: electronic. - URL: <https://znanium.com/catalog/product/1089747>
5. Persikova, T.N. Intercultural communication and corporate culture: a tutorial / T.N. Persikova. - Moscow: Logos, 2020. -- 224 p. - ISBN 978-5-98704-127-9. - Text: electronic. - URL: <https://znanium.com/catalog/product/1212426>
6. Taratukhina, Yu.V. Business and intercultural communications: textbook and workshop for universities / Yu.V. Taratukhina, Z.K. Avdeeva. - Moscow: Yurayt Publishing House, 2020. -- 324 p. - (Higher education). - ISBN 978-5-534-02346-6. - Text: electronic // EBS Yurayt [site]. - URL: <https://urait.ru/bcode/450299>
7. Taratukhina, Yu. V. Intercultural communication in the information society: a textbook / Yu. V. Taratukhina, L. A. Tsyganova, D. E. Tkolenko; Nat. issled.un-t "Higher School of Economics". - 2nd ed. - Moscow: Publishing house. House of the Higher School of Economics, 2020. - 258 p. - ISBN 978-5-7598-1424-5. - Text: electronic. - URL: <https://znanium.com/catalog/product/1209250>
8. Cherkashina, T. T. Language of business intercultural communications: textbook / ed. T.T. Cherkashina. - Moscow: INFRA-M, 2019. -- 368 p. + Add. materials [Electronic resource; Access mode <http://new.znanium.com>]. - (Higher education: Bachelor's degree). - www.dx.doi.org/10.12737/22224. - ISBN 978-5-16-012114-7. - Text: electronic. - URL: <https://znanium.com/catalog/product/1039260>

Additional:

1. Maslova, E. L. International cultural exchange and business communications: workshop / E. L. Maslova, V. A. Kolenova. - 2nd ed. - Moscow: Dashkov and K, 2019. -- 127 p. - ISBN 978-5-394-03635-4. - Text: electronic. - URL: <https://znanium.com/catalog/product/1232135>
2. Papkova, O. V. Business communications: textbook / O. V. Papkov. - Moscow: University textbook: INFRA-M, 2020. -- 160 p. - (Higher education: Bachelor's degree). - ISBN 978-5-9558-0301-2. - Text: electronic. - URL: <https://znanium.com/catalog/product/1110123>
3. Sorokina N.V. National stereotypes in intercultural communication: Monograph / Sorokina N.V. - Moscow: IC RIOR, SRC INFRA-M, 2018. -- 265 p. - (Scientific thought). - ISBN

6.2. List of resources of the information and telecommunication network "Internet".**1. List of DB and ISS**

N / a	Name
one	International abstract scientometric databases available as part of a national subscription in 2019 Web of Science Scopus
2	Professional full-text databases available as part of a national subscription in 2019 Journals Cambridge University Press ProQuest Dissertation & Theses Global SAGE Journals Taylor and Francis Magazines
3	Professional full-text databases JSTOR Social Sciences and Humanities Electronic library Grebennikon.ru
four	Computer reference legal systems Consultant Plus, Guarantee

7. Logistics of the discipline

In the process of conducting lectures, practical and laboratory classes, technical teaching aids are used, namely multimedia equipment, which includes a computer (laptop) and a multimedia projector that projects an image (slides) onto the screen.

In addition to technical means, applied software (Microsoft Word and Power Point versions not lower than 2013) is also used, which allows demonstrating lecture materials (slides) and assignments for seminars.

Classrooms for conducting classes should be equipped with a blackboard (interactive whiteboard) and a tool (chalk or marker) for drawing pictures, diagrams and text on the board.

List of software

N / a	Software name	Manufacturer	Distribution method (licensed or free distribution)
one	Adobe Master Collection CS4	Adobe	licensed
2	Microsoft Office 2010	Microsoft	licensed
3	Windows 7 Pro	Microsoft	licensed
four	AutoCAD 2010 Student	Autodesk	freely distributed
five	Archicad 21 Rus Student	Graphisoft	freely distributed
6	SPSS Statistics 22	IBM	licensed
7	Microsoft Share Point 2010	Microsoft	licensed
8	SPSS Statistics 25	IBM	licensed

9	Microsoft Office 2013	Microsoft	licensed
ten	OS "Alt Education" 8	LLC "Basalt SPO	licensed
elev	Microsoft Office 2013	Microsoft	licensed
en			
12	Windows 10 Pro	Microsoft	licensed
thirt	Kaspersky Endpoint Security	Kaspersky	licensed
een			
14	Microsoft Office 2016	Microsoft	licensed
15	Visual Studio 2019	Microsoft	licensed
16	Adobe creative cloud	Adobe	licensed

8. Providing educational process for people with disabilities and disabled people

During the implementation of the discipline, the following additional teaching methods are used, monitoring progress and intermediate certification of students, depending on their individual characteristics:

- for the blind and visually impaired:
 - lectures are issued in the form of an electronic document, accessible by means of a computer with specialized software;
 - written assignments are performed on a computer with specialized software, or can be replaced with an oral answer;
 - individual uniform illumination of at least 300 lux is provided;
 - to carry out the task, if necessary, a magnifying device is provided; it is also possible to use your own magnifying devices;
 - written assignments are made out in an enlarged font;
 - exam and test are conducted orally or performed in writing on a computer.
 - for the deaf and hard of hearing:
 - lectures are issued in the form of an electronic document, or sound-amplifying equipment for individual use is provided;
 - written assignments are performed on a computer in writing;
 - exam and test are carried out in writing on a computer; it is possible to carry out in the form of testing.
 - for people with musculoskeletal disorders:
 - lectures are issued in the form of an electronic document, accessible by means of a computer with specialized software;
 - written assignments are performed on a computer with specialized software;
 - exam and test are conducted orally or performed in writing on a computer.
- If necessary, an increase in the time for preparing a response is provided.

The procedure for conducting intermediate certification for students is established taking into account their individual psychophysical characteristics. Interim certification can be carried out in several stages.

When carrying out the procedure for evaluating learning outcomes, the use of technical means necessary in connection with the individual characteristics of students is provided. These funds can be provided by the university, or you can use your own technical means.

The procedure for assessing learning outcomes is allowed using distance learning technologies.

Access to information and bibliographic resources on the Internet is provided for each student in forms adapted to the limitations of their health and information perception:

- for the blind and visually impaired:

- in printed form in enlarged font;
- in the form of an electronic document;
- in the form of an audio file.
- for the deaf and hard of hearing:
 - in printed form;
 - in the form of an electronic document.
- for students with musculoskeletal disorders:
 - in printed form;
 - in the form of an electronic document;
 - in the form of an audio file.

Classrooms for all types of contact and independent work, a scientific library and other premises for training are equipped with special equipment and training places with technical training aids:

- for the blind and visually impaired:
 - a device for scanning and reading with a SARA CE camera;
 - braille display PAC Mate 20;
 - braille printer EmBraille ViewPlus;
- for the deaf and hard of hearing:
 - an automated workplace for people with hearing impairments and hearing impairments;
 - acoustic amplifier and speakers;
- for students with musculoskeletal disorders:
 - mobile, adjustable ergonomic desks SI-1;
 - computer technology with special software.

9. Methodical materials

9.1. Seminar plans

Seminar 1 (4 hours). Theoretical aspects of intercultural communication

Issues for discussion:

1. What are the general parameters of the culture?
2. Monochronic and polychronic cultures. What is the difference between the classification of cultures in their relation to time by E. Hall and R. Lewis?
3. E. Hall's theory of high-context and low-context cultures. Describe your national culture according to these parameters.
4. Comparison parameters of cultures in theory and G. Hovstede. Determine the place of Russia in this classification.

List of references:

Main:

1. Bogolyubova, NM Intercultural communication in 2 hours. Part 1: textbook for universities / NM Bogolyubova, Yu. V. Nikolaeva. - Moscow: Yurayt Publishing House, 2020. -- 253 p. - (Higher education). - ISBN 978-5-534-01744-1. - Text: electronic // EBS Yurayt [site]. - URL: <https://urait.ru/bcode/450881>
2. Bogolyubova, NM Intercultural communication in 2 hours. Part 2: textbook for universities / NM Bogolyubova, Yu. V. Nikolaeva. - Moscow: Yurayt Publishing House, 2020. -- 263 p. - (Higher education). - ISBN 978-5-534-01861-5. - Text: electronic // EBS Yurayt [site]. - URL: <https://urait.ru/bcode/451662>
3. Kulinich, M. A. Theory and practice of intercultural communication: textbook / M. A. Kulinich, O. A. Kostrova; under total. ed. O. A. Kostrova. - 2nd ed., Erased. - Moscow:

- FLINT, 2017 .-- 248 p. - ISBN 978-5-9765-2823-9. - Text: electronic. - URL:<https://znanium.com/catalog/product/1089747>
4. Taratukhina, Yu. V. Intercultural communication in the information society: a textbook / Yu. V. Taratukhina, L. A. Tsyganova, D. E. Tkolenko; Nat. issled.un-t "Higher School of Economics". - 2nd ed. - Moscow: Publishing house. House of the Higher School of Economics, 2020. - 258 p. - ISBN 978-5-7598-1424-5. - Text: electronic. - URL:<https://znanium.com/catalog/product/1209250>

Additional:

1. Sorokina N.V. National stereotypes in intercultural communication: Monograph / Sorokina N.V. - Moscow: IC RIOR, SRC INFRA-M, 2018 .-- 265 p. - (Scientific thought). - ISBN 978-5-369-01325-0. - Text: electronic. - URL:<https://znanium.com/catalog/product/1174578>

Material and technical support of the lesson: multimedia audience or a projector with a laptop.

Seminar 2 (4 hours). Verbal communication in the process of intercultural and business interaction.

Issues for discussion:

1. Ethics and etiquette of business communication with foreign partners.
2. Business correspondence. Requisites and etiquette of international writing. What factors make international business correspondence successful?
3. Business negotiations in intercultural communication. The main features of business communicative behavior of the represented foreign partners: Germans, British, French, Americans, Italians, partners from Scandinavian countries, Japanese, Chinese, Arabs.
4. A visiting card in intercultural business communication. Types of business cards and reasons for using them.

List of references:

Main:

1. Bogolyubova, NM Intercultural communication in 2 hours. Part 1: textbook for universities / NM Bogolyubova, Yu. V. Nikolaeva. - Moscow: Yurayt Publishing House, 2020 .-- 253 p. - (Higher education). - ISBN 978-5-534-01744-1. - Text: electronic // EBS Yurayt [site]. - URL: <https://urait.ru/bcode/450881>
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4. Kulinich, M. A. Theory and practice of intercultural communication: textbook / M. A. Kulinich, O. A. Kostrova; under total. ed. O. A. Kostrova. - 2nd ed., Erased. - Moscow: FLINT, 2017 .-- 248 p. - ISBN 978-5-9765-2823-9. - Text: electronic. - URL: <https://znanium.com/catalog/product/1089747>
5. Taratukhina, Yu.V. Business and intercultural communications: textbook and workshop for universities / Yu.V. Taratukhina, Z.K. Avdeeva. - Moscow: Yurayt Publishing House, 2020 .-- 324 p. - (Higher education). - ISBN 978-5-534-02346-6. - Text: electronic // EBS Yurayt [site]. - URL: <https://urait.ru/bcode/450299>

6. Taratukhina, Yu. V. Intercultural communication in the information society: a textbook / Yu. V. Taratukhina, L. A. Tsyganova, D. E. Tkolenko; Nat. issled.un-t "Higher School of Economics". - 2nd ed. - Moscow: Publishing house. House of the Higher School of Economics, 2020. - 258 p. - ISBN 978-5-7598-1424-5. - Text: electronic. - URL:<https://znanium.com/catalog/product/1209250>
7. Cherkashina, T. T. Language of business intercultural communications: textbook / ed. T.T. Cherkashina. - Moscow: INFRA-M, 2019. -- 368 p. + Add. materials [Electronic resource; Access mode <http://new.znanium.com>]. - (Higher education: Bachelor's degree). - www.dx.doi.org/10.12737/22224. - ISBN 978-5-16-012114-7. - Text: electronic. - URL:<https://znanium.com/catalog/product/1039260>

Additional:

1. Maslova, E. L. International cultural exchange and business communications: workshop / E. L. Maslova, V. A. Kolenova. - 2nd ed. - Moscow: Dashkov and K, 2019. -- 127 p. - ISBN 978-5-394-03635-4. - Text: electronic. - URL:<https://znanium.com/catalog/product/1232135>
2. Papkova, O. V. Business communications: textbook / O. V. Papkov. - Moscow: University textbook: INFRA-M, 2020. -- 160 p. - (Higher education: Bachelor's degree). - ISBN 978-5-9558-0301-2. - Text: electronic. - URL:<https://znanium.com/catalog/product/1110123>
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Material and technical support of the lesson: multimedia audience or a projector with a laptop.

Seminar 3 (4 hours).Non-verbal communication in the process of intercultural and business interaction.

Issues for discussion:

1. Non-verbal communication in business communication. The impact of national cultures on non-verbal language. Organization of workspace for business negotiations and meetings.
2. The image of a business person.
3. Foreign policy image of the state.

List of references:

Main:

1. Bogolyubova, NM Intercultural communication in 2 hours. Part 1: textbook for universities / NM Bogolyubova, Yu. V. Nikolaeva. - Moscow: Yurayt Publishing House, 2020. -- 253 p. - (Higher education). - ISBN 978-5-534-01744-1. - Text: electronic // EBS Yurayt [site]. - URL: <https://urait.ru/bcode/450881>
2. Bogolyubova, NM Intercultural communication in 2 hours. Part 2: textbook for universities / NM Bogolyubova, Yu. V. Nikolaeva. - Moscow: Yurayt Publishing House, 2020. -- 263 p. - (Higher education). - ISBN 978-5-534-01861-5. - Text: electronic // EBS Yurayt [site]. - URL:<https://urait.ru/bcode/451662>
3. Baryshnikov N.V. Fundamentals of professional intercultural communication: textbook / N.V. Baryshnikov. - M.: University textbook; INFRA-M, 2018. -- 368 p. - ISBN 978-5-9558-0314-2. - Text: electronic. - URL:<https://znanium.com/catalog/product/947270>
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Material and technical support of the lesson: multimedia audience or a projector with a laptop.

Seminar 4 (4 hours). Intercultural communication in multinational corporations.

Issues for discussion:

1. Trends in the development of multinational corporations in the modern world.
2. What are ethnocentric, polycentric, regiocentric, geocentric corporations? Indicate the positive and negative features of each of the listed types.
3. Classification of multinational corporations in terms of cultural diversity: monolithic, pluralistic and multicultural. What are the advantages and disadvantages of multiculturalism?
4. Interaction of the corporate multinational corporation and the national culture of the host country.
5. Formation of employee skills in multinational corporations.

List of references:

Main:

1. Bogolyubova, NM Intercultural communication in 2 hours. Part 1: textbook for universities / NM Bogolyubova, Yu. V. Nikolaeva. - Moscow: Yurayt Publishing House, 2020 .-- 253

- p. - (Higher education). - ISBN 978-5-534-01744-1. - Text: electronic // EBS Yurayt [site].
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- URL: <https://znanium.com/catalog/product/1212426>
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 5. Taratukhina, Yu. V. Intercultural communication in the information society: a textbook / Yu. V. Taratukhina, L. A. Tsyganova, D. E. Tkolenko; Nat. issled.un-t "Higher School of Economics". - 2nd ed. - Moscow: Publishing house. House of the Higher School of Economics, 2020. - 258 p. - ISBN 978-5-7598-1424-5. - Text: electronic. - URL: <https://znanium.com/catalog/product/1209250>
- Additional:*
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Material and technical support of the lesson: multimedia audience or a projector with a laptop.

ANNOTATION OF THE DISCIPLINE

The discipline "Mastery of Public Speech (implemented in English)" is implemented at the Faculty of Advertising and Public Relations by the Department of Theory and Practice of Public Relations.

The purpose of the discipline: to form students' willingness to work in a multicultural environment, to teach students the theoretical foundations and practical skills in the field of intercultural and business communication.

Discipline objectives:

- to form an idea of the typology of intercultural communication and its main theoretical models;
- to characterize the basic provisions of intercultural and business communication, including aspects of verbal and non-verbal interaction of social subjects;
- master the communicative tools of intercultural business interaction;
- to give an idea of professional ethics and business etiquette in intercultural business interaction;
- to form practical skills for effective interaction with representatives of different cultures in business communication.

The discipline is aimed at the formation of the following general professional competence:

PC-1.1. Creates advertising and public relations texts, taking into account the specifics of communication channels and existing international and domestic experience;

PC-4.1. Participates in the promotion of socially significant values through public relations and advertising.

As a result of mastering the discipline, the student must:

Know: the basic principles of building business communication, taking into account the world and domestic experience of modern intercultural interaction: values, norms, communication models of the main business cultures.

Be able to: organize business communications within the framework of the organization's international activities, taking into account the specifics of various media and existing world and domestic experience; work in a team based on the observance of the principle of international business etiquette and professional ethics; behave in accordance with the norms and rules of a foreign culture and establish interpersonal relationships with representatives of major business cultures.

Own: a toolkit for intercultural business communication, taking into account the specifics of various media and available world and domestic experience; norms of international business interaction with colleagues; skills in conducting public relations events in compliance with international protocol and etiquette.

The discipline provides for intermediate certification in the form of offset.

The total complexity of mastering the discipline is 2 credit units.

CHANGE SHEET

No.	Update text or a document attached to the RAP containing changes	the date	Protocol No.
one	Appendix # 1	<i>Department meeting minutes from 05/27/2020</i>	ten

1. The structure of the discipline (to clause 2 of the RPD for 2020)***The structure of the discipline for full-time education***

The total labor intensity of the discipline is 2 s. e., 76 hours, including contact work of students with a teacher for 28 hours, independent work of students for 46 hours.

P / p No.	Discipline / topic section	Semester	Types of educational work (in hours)						Forms of monitoring progress, form of intermediate certification (by semester)
			contact					Independent work	
			Lectures	Seminar	Workshops	Laboratory exercises	Intermediate certification		
one	Intercultural communication theory	IV	2	fou r				8	Lecture attendance check
2	Verbal and non- verbal communication in the process of intercultural and business interaction	IV	fou r	fou r				9	Checking attendance at lectures, completing seminar assignments
3	Ethics and etiquette in intercultural and business communication	IV	fou r	fou r				9	Checking attendance at lectures, completing seminar assignments Current control: testing.
fou r	Intercultural communication in the context of globalization	IV	2	fou r				8	Checking attendance at lectures, completing seminar assignments
fiv e	Offset	IV						ten	Research project defense: abstract report.
	total:		12	16				48	

2. Educational technologies (to clause 4 on 2020 year.)

During the period of temporary suspension of visits by students to the premises and territory of the Russian State University for the Humanities. to organize the educational process

using e-learning and distance learning technologies, the following educational technologies can be used:

- video lectures;
- online lectures in real time;
- electronic textbooks, study guides, scientific publications in electronic form and access to other electronic educational resources;
- systems for electronic testing;
- consultations using telecommunication means.

3. The list of databases and ISS (to clause 6.2 on 2020 year.)

N / a	Name
one	International abstract scientometric databases available as part of a national subscription in 2020 year... Web of Science Scopus
2	Professional full-text databases available as part of a national subscription in 2020 year... Journals Cambridge University Press ProQuest Dissertation & Theses Global SAGE Journals Taylor and Francis Magazines
3	Professional full-text databases JSTOR Social Sciences and Humanities Electronic library Grebennikon.ru
four	Computer reference legal systems Consultant Plus, Guarantee

4. Composition of software (software) (to clause 7 on 2020 year.)

N / a	Software name	Manufacturer	Distribution method (licensed or free distribution)
one	Adobe Master Collection CS4	Adobe	licensed
2	Microsoft Office 2010	Microsoft	licensed
3	Windows 7 Pro	Microsoft	licensed
four	AutoCAD 2010 Student	Autodesk	freely distributed
five	Archicad 21 Rus Student	Graphisoft	freely distributed
6	SPSS Statistics 22	IBM	licensed
7	Microsoft Share Point 2010	Microsoft	licensed
8	SPSS Statistics 25	IBM	licensed
9	Microsoft Office 2013	Microsoft	licensed
ten	OS "Alt Education" 8	LLC "Basalt SPO	licensed
elev en	Microsoft Office 2013	Microsoft	licensed
12	Windows 10 Pro	Microsoft	licensed

thirteen	Kaspersky Endpoint Security	Kaspersky	licensed
14	Microsoft Office 2016	Microsoft	licensed
15	Visual Studio 2019	Microsoft	licensed
16	Adobe creative cloud	Adobe	licensed
17	Zoom	Zoom	licensed