

Borys Grinchenko Kyiv University

Institute of Journalism

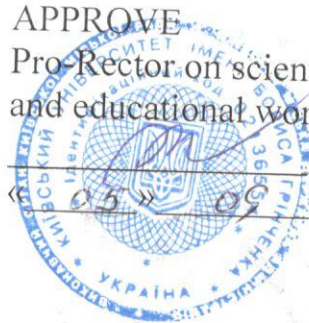
Chair of Publishing

APPROVE

Pro-Rector on scientific, methodical  
and educational work

O.B.Zyltsov

2019



**WORK PROGRAM OF EDUCATIONAL DISCIPLINE**

**English-language Professional Discourse**

For students

Speciality *061 Journalism*

Educational Level *the first (Bachelor)*

Educational Programme '*Publishing and Editing*'

КИЇВСЬКИЙ УНІВЕРСИТЕТ ІМЕНІ БОРИСА ГРИНЧЕНКА Ідентифікаційний код 02136554 Начальник відділу моніторингу якості освіти	
Програма № <u>0157/19</u>	
<u>[Signature]</u> (підпис)	<u>[Name]</u> (прізвище, ініціали)
« <u>  </u> »	20 <u>19</u> р.

Kyiv 2019

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Work Program was considered and approved on the meeting of Chair of Publishing meeting

Protocol September 2019 poky № 2

Head of Chair of Publishing                     *Mou*                     L.G.Masimova

Work Program is coordinated with the guarantor of the educational and professional program on Publishing and Editing

\_\_\_\_\_ 2019

Guarantor of educational and professional program                     *[Signature]*                     V. I. Shpak

Working Program is checked

\_\_\_\_\_ 2019.

Deputy Director of the Institute of Journalism

on scientific, methodical and educational work                     *[Signature]*                     O. A. Rosinska

Prolonged

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## 1. The description of the educational discipline

Total amount of credits/hours 6/180 hours)

### 5 semester

Indicator`s name	The characteristic of the discipline according to the form of education	
	Full-time	Part-time
Type of the discipline	obligatory	-
The language of teaching and estimating	English	-
Total amount of credits/hours	2/60	-
Course	3	-
Semester	5	-
Amount of content modules	4	-
Amount of credits	2	-
Amount of hours, including:	60	-
Class hours	28	-
Module control	4	-
Semester control	-	-
Current consultations/Individual work	7/28	-
Form of semester control	-	-

### 6 semester

Indicator`s name	The characteristic of the discipline according to the form of education	
	Full time	Part time
Type of the discipline	obligatory	-
The language of teaching and estimating	English	-
Total amount of credits /hours	4/120	-
Course	3	-
Semester	6	-
Amount of modules	8	-
Amount of credits	4	-
Amount of hours, including:	120	-
Class hours	56	-
Module control	8	-
Semester control	1	-
Current consultations/Individual work	14/56	-
Form of semester control	Credit test 1	-

## **2. The goal and tasks of the educational discipline**

### **Professional competences**

PC-4 Ability to develop and maintain professional activity on a high qualitative level:

- generate new ideas in the professional field;
- the ability to use basic ideas about history, formation and development of publishing and editorial affairs in modern specialist practice;
- recognize and neutralize pathogenic texts.

### **Tasks of the discipline:**

- To develop the professional competences of the specialty:

The ability to shape and create the informative content:

- Skills to apply the technologies of public opinion shaping;
- Skills to use computer-publishing technologies in the process of media production;
- Ability to master the basics of the publishing business;
- Ability to utilize the methods of editing analysis while processing texts for various target audiences;
- Ability to search and process information in English in editing practice;
- Ability to analyze the edition design-conception, the functioning of expressive components, the skills in their professional estimate and optimization;
- Ability to control the quality of the text and multimedia content of various types of media products;
- Ability to control the polygraphist performance quality of the publishing products.

### **The activity (work) of students in the Centers of Competence**

The office of communicative and informative technologies (office. 320).

## **2. The results of the discipline education:**

As a result of the discipline studying students should

### **know:**

- publishing and multimedia business lexicon and idiomatic expressions;
- business etiquette and netiquette norms;
- structure and principles of job interviews;
- main types of resumes and CVs;
- key types of multimedia texts promoting publishing business;
- Internet technologies facilitating the translation process;

### **can:**

- apply the English language appropriately in all professional situations;
- make adequate written translation from English into native and vice versa, while writing blogs;

- hold business presentations of different types, including publishing business;
- write business letters, e-mails in official and informal styles;
- be creative and professional while writing and editing opinion articles, essays and multimedia texts;
- make business small talks;
- adhere to the norms of business etiquette;
- make faithful oral translation from English into native and vice versa, while conducting telephone conversations in English;
- draw contracts relating to publishing business correctly;
- conduct job interviews.

**PER -15** Performing prompt search of the necessary sources of information outside of Ukraine

#### 4. The structure of the educational discipline (5 semester)

The thematic plan for full-time students

The names of content modules and topics	The distribution of hours in various types of work					
	total	Class work				Individual
		Lectures	Practical	Laboratory	Module	
1	2	3	4	5	6	7
<b>Content module 1. Business small talk, business correspondence and business idioms in publishing and multimedia activity</b>						
Topic 1. Business small talk.	12		6			6
Topic 2. Modern business idioms in publishing and multimedia activity	8		4			4
Topic 3. Business correspondence and etiquette	8		4			4
Module control	2				2	
Total hours for Content Module 1	30		14		2	14
<b>Content Module 2. Writing of book reviews, features, opinion articles and essays.</b>						
Topic 4. Book review. Structure and writing tricks.	12		6			6
Topic 5. Essay. Its structure and writing devices.	8		4			4
Tema 6. Types of features and opinion articles in English mass media and their writing technique	8		4			4
Module control	2				2	
Total hours for Content Module 2	30		14		2	14
<b>Total hours for Semester 1</b>	<b>60</b>		<b>28</b>		<b>4</b>	<b>28</b>

## The structure of the educational discipline (6 semester)

The names of content modules and topics	The distribution of hours in various types of work					
	total	Class hours				Individual
		Lecture	Practical	Lab	Module	
1	2	3	4	5	6	7
<b>Content module 3. Business presentations in publishing</b>						
Topic 7. Business presentations in publishing for various target audiences	12		6			6
Topic 8. Business presentations of multimedia character.	8		4			4
Topic 9. The conduct of your own book presentation	8		4			4
Module control	2				2	
Total hours for Content module 3	30		14		2	14
<b>Content module 4. Contracts, resumes and their peculiarities</b>						
Topic 10. Contracts, their types and structure	12		6			6
Topic 11. Types of resume. Chronological, functional and combined.	8		4			4
Topic 12. Drawing contracts and writing resumes in English and Ukrainian.	8		4			4
Module control	2				2	
Total hours for Content module 4.	30		14		2	14
<b>Content module 5. Blogs and peculiarities of their writing</b>						
Topic 13. Target audience search, registration and the determining of topic and logo of your blog.	10		6			4

Tema 14. Headline, structure and style of blog writing	10		4			6
Tema 15. Blog and its visual peculiarities.	8		4			4
Module control	2				2	
Total hours for Content module 5.	30		14		2	14
<b>Content module 6. Employment and job interview</b>						
Topic 16. Job interview and its peculiarities	12		6			6
Topic 17. Business etiquette and job interview tips	8		4			4
Topic 18. The conduct of your own job interview	8		4			4
Module control	2					
Total hours for Content module 6	30		14		2	14
Total hours for the semester	120		56		8	56
Total hours for the course	180		84		12	84

## 5. The program of the educational discipline (5 semester)

### **Content module 1. Business small talk, business correspondence and business idioms in publishing and multimedia activity.**

Topic 1. Business small talk.

Topic 2. Modern business idioms in publishing and multimedia activity.

Topic 3. Business correspondence and business etiquette.

### **Content module 2. Writing of book reviews, features, opinion articles and essays.**

Topic 4. Book review. Its structure and writing devices.

Topic 5. Essay. Its structure and writing devices.

Topic 6. Types of features and opinion articles in English mass media and their writing.

## 5.1. The program of the educational discipline (6 semester)

### **Content module 3. Business presentations in publishing**

Topic 7. Business presentations in publishing for various target audiences.

Topic 8. Business presentations of multimedia character.

Topic 9. The conduct of your own book presentation.



#### **Content module 4. Contracts, resumes and their structures**

Topic 10. Contracts, their types and structure.

Topic 11. Types of resume. Chronological, functional and combined.

Topic 12. Drawing contracts and writing resumes in English and Ukrainian.

#### **Content module 5. Blogs and their peculiarities**

Topic 13. Target audience search, registration and the determining of topic and logo of your blog.

Topic 14. Headline, structure of style of blog writing,

Topic 15. Blog and its visual peculiarities.

#### **Content module 6. Employment and job interview**

Topic 16. Job interview and its peculiarities.

Topic 17. Business etiquette and job interview tips.

Topic 18. The conduct of your own job interview.

### **6. Control of Educational Achievements**

#### **6.1. The estimating system of student`s educational achievements**

5 semester					
Type of student`s activity	Maximal number of points for a unit	Module 1		Modul 2	
		Number of units	Maximal number of points	Number of units	Maximal number of points
Lecture attendance					
Seminar attendance					
Practical lesson attendance	1	14	14	14	14
Work at a seminar					
Work at a practical lesson	10	14	140	14	140
Lab work					
Assignments for individual work	5	3	15	3	15
Module work	25	1	25	1	25

completion					
Individual educational and research tasks (IERT)					
<i>Total</i> Maximal number of points	388		194		194

6 semester									
Type of student's activity	Maximal number of points for a unit	Module 3		Module 4		Module 5		Module 6	
		Number of units	Maximal number of points	Number of units	Maximal number of points	Number of units	Maximal number of points	Number of units	Maximal number of points
Lecture attendance									
Seminar attendance									
Practical lesson attendance	1	14	14	14	14	14	14	14	14
Work at a seminar									
Work at a practical lesson	10	14	140	14	140	14	140	14	140
Lab work									
Assignments for individual work	5	3	15	3	15	3	15	3	15
Module work completion	25	1	25	1	25	1	25	1	25
Individual educational and research tasks (IERT)									
<i>Total</i> Maximal number of points	776		194		194		194		194
The coefficient calculation	Calculation: $1164:100=11$								

## 6.2. The forms of module control and the criteria of estimate

The module control work performance is conducted individually by every student. They are submitted in a paper variant.

A module control work is conducted after the completion of a definite content module. It is estimated for the fulfillment of assignments in a form, pointed out by a lecturer in the work program. *The forms* of module control– the conduct of module works, anticipating creative tasks solving, writing of articles, situational tasks solving, independent drafting of documents etc. The number of control works of the discipline is 6; the completion of every work is obligatory.

*The estimate criteria:*

- 1) understanding and the degree of mastering of the theory and methodology of the problem, which is under consideration;
- 2) the degree of factual material mastering;
- 3) the familiarization with basic and additional literature;
- 4) skills to present examples from the publishing business, to illustrate the theoretical foundations with practical examples;
- 5) skills to unite theory and practice while dealing with real situations and tasks;
- 6) the logic, structure, creativity, and style of presenting material in a written work, skills to substantiate your own position, to conduct the information generalization, to draw conclusions.
- 7) the completeness of answer, quality, and independence while performing assignments; the creative approach and initiative.

While estimating a module control work, the amount and correctness of performed assignments are taken into account. The correct fulfillment of all assignments is estimated at 25 points at most.

## 6.4. The forms of the semester control and the criteria for estimating

The semester control is the result of every module studying, containing the whole amount of all forms of the current and the module control. The semester control includes points for the students` current work, their written articles, and documents, their module control works. The semester control of students` knowledge is conducted in a form of credit test after the finishing of the educational material studying at the end of the year.

## 6.5. Grade scale

Grade	Number of Points
Excellent (A)	100-90
Very good (B)	82-89
Good ©	75-81
Satisfactory (D)	69-74
Sufficient (E)	60-68
Failure (F)	0-59

## 8. Recommended sources

### Literature (basic):

1. Карабан В.І. Переклад англійської науково-технічної літератури. Граматичні труднощі, лексичні, термінологічні та жанрово-стилістичні проблеми. – Вінниця, 2004. – 576 с.
2. Корунець І. В. Теорія і практика перекладу. – Вінниця : Нова книга, 2003. - 448 с.
3. Максимов С. Е. Усний двосторонній переклад (англійська та українська мови) - К. : Вид. центр КНЛУ, 2002. - 122 с.

### Additional:

1. Алексеева И.С. Профессиональный тренинг переводчика. - СПб: Союз, 2001. - 288 с.
2. Влахов С., Флорин С. Непереводимое в переводе. - М.: Высш.школа, 1986. - 416 с.
3. Зверева Е.А. Научная речь и модальность (система английского глагола). - Л.: Наука, 1983. - 158 с.
4. Зорівчак Р.П. Фразеологічна одиниця як перекладознавча категорія. - Львів: Вища школа, 1983. - 176 с.
5. Казакова Т.А. Практические основы перевода. English-Russian. - СПб: Изд-во Союз, 2001. - 320 с.
6. Карабан В.І., Борисова О.В., Колодій Б.М., Кузьміна К.А. Попередження інтерференції мови оригіналу в перекладі (вибрані граматичні та лексичні проблеми перекладу з української мови на англійську) / Ред.: Карабан В.І. - Вінниця: Нова книга, 2003. - 208 с.
7. Комиссаров В.Н. Общая теория перевода. - М.: ЧеРо, Юрайт, 2000. - 136 с
8. Комиссаров В.Н. Современное переводоведение. - М.: ЭТС, 2001. - 424 с.
9. Коптілов В.В. Теорія і практика перекладу. - К.: Юніверс, 2003. - 280 с.
10. Латышев Л.К. Технология перевода. Учеб. пособие по подготовке переводчиков (с нем. яз.). - М.: НВИ - ТЕЗАУРУС, 2000. - 280 с.
11. Миньяр-Белоручева А.П., Миньяр-Белоручев К.В. Английский язык. Учебник устного перевода: Учебник для вузов. - 3-е изд. - М.:Изд-во «Экзамен», 2005. - 352 с.
12. Нестеренко Н.М., Лисенко К. А course in interpreting and translation. - Вінниця: Нова Книга, 2004. - 240 с.
13. Федоров А.В. Основы общей теории перевода (лингвистические проблемы): Для ин-тов и фак-тов иностр. яз. - 5-е изд. - СПб: Филологический факультет СПбГУ; - М.: 000 "Издательский Дом "ФИЛОЛОГИЯ ТРИ", 2002. - 416 с.

14. Baker Mona. In other words. A Coursebook on Translation. - L., N.Y.: Routledge: 1994. - 212 p.
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16. Hatim B., Mason I. Discourse and the translator. - L., N.Y.: Longman, 1991. - 258 p.
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19. Miram G. Translation algorithms. - Kyiv: Tvim inter, 1998. - 176 p.
20. Nida E.A., Taber C.R. The theory and practice of translation. - Leiden: E.J.Brill, 1969.