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Федеральное государственное бюджетное образовательное учреждение
высшего образования

РОССИЙСКАЯ АКАДЕМИЯ НАРОДНОГО ХОЗЯЙСТВА и ГОСУДАРСТВЕННОЙ СЛУЖБЫ
при ПРЕЗИДЕНТЕ РОССИЙСКОЙ ФЕДЕРАЦИИ

СЕВЕРО-ЗАПАДНЫЙ ИНСТИТУТ УПРАВЛЕНИЯ

Кафедра социальных технологий

УТВЕРЖДЕН
решением методической комиссии
по направлениям подготовки
37.03.01 «Психология»
37.04.01. «Психология»
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ФОНД ОЦЕНОЧНЫХ СРЕДСТВ

ФТД.02 «Иностранный язык в сфере профессиональной научной коммуникации»

37.04.01. «Психология»

Социальная психология и организационное консультирование

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Автор(ы)–составитель(и):

доцент кафедры социальных технологий, канд. псих. наук, доцент Кутейников А.Н.

Заведующий кафедрой социальных технологий д.п.н., профессор Ветренке И. А.

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1. Перечень планируемых результатов обучения по дисциплине «Иностранный язык в сфере профессиональной научной коммуникации» и перечень компетенций с указанием индикаторов достижения результатов освоения дисциплины, как отдельного элемента ОП

Таблица 1.

Код компетенции	Наименование компетенции	Код компонента компетенции	Наименование компонента компетенции
УК -4	Способен к коммуникации в устной и письменной формах на русском и иностранном языках для решения задач профессиональной деятельности	УК-4.1	Способен применять знание иностранного языка с целью изучения актуальных исследовательских данных

Таблица 2.

ОТФ/ТФ (при наличии профстандарта)/ профессиональные действия	Код компонента компетенции	Результаты обучения
	УК-4.1	<p>В результате овладения первым этапом компетенции студент должен:</p> <p>Знать: основные особенности деловой и научной коммуникации на изучаемом иностранном языке в предусмотренном данной программой круге профессиональных ситуаций;</p> <p>Уметь: воспринимать на слух нормативную речь на иностранном языке общего и профессионального содержания, а также адекватно реагировать в форме вопросов и аргументированных ответов;</p> <p>Быть способным: Осуществлять коммуникацию (как устную, так и письменную) на иностранном языке, вести деловую переписку на этом языке.</p>

2. Оценочные средства по дисциплине

2.1. Текущий контроль

В ходе реализации дисциплины «Иностранный язык в сфере профессиональной научной коммуникации» используются следующие методы текущего контроля успеваемости обучающихся:

№	Тема занятия	Методы текущего контроля успеваемости
Тема 1	Psychology as a science	Тест
Тема 2	Personality	Тест
Тема 3	Temperament	Тест
Тема 4	Emotions	Тест
Тема 5	Brain	Тест
Тема 6	Memory	Тест
Тема 7	Developmental psychology	Тест

Тема 1 Psychology as a science

Вопросы для тестирования:

1. Этикетное общение

Carmel Sammons. She's our new quality control assistant.

a) pleased to meet you too; b) I'd like you to meet; c) Nice to meet you; d) Please call me

2. Грамматика

Many things _____ in private customer banking in the last thirty years. a) changed; b) has changed; c) have changed

3. Лексика

I was just a _____ when I started work at EMCO with lots of other _____ a)

a) new workers; b) new recruits; c) recruits

4. Страноведение

What is the official name of Russia?

a) The Russian Democratic Republic

b) The Russian Federation

c) The Russian Monarchy

5. Контрольное чтение

You can say there are two kinds of fake products. The first is the product which lies about what it is, for example, sunglasses with Armani written on them but not made by Armani. A few years ago these kinds of fakes were usually very poor quality. Some 21st century fakes, however, are of a much higher standard. Ken Pearton, a police officer who is responsible for investigating these goods in Nottingham, England, says, 'The quality of some work on clothes is especially good - I sometimes need to ask people from the clothing industry if they're real or not'. The problem for the big name producers is that the only big difference between some of the fakes and the real product is the price.

Decide if the following statements about the article are true (T), false (F) or not enough information to say (DS).

1. The article talks about the quality of big brand manufacturers' products.

2. In the past the standard of fakes was much higher.

3. Ken Pearton deals with investigating fake products in Nottingham. _____

4. The price of fakes and real products is now about the same. _____

6. Этикетное общение

_____ Carmel. That's a big job you've got there.

a). pleased to meet you too; b). I'd like you to meet ; c). nice to meet you; d). please call me

7. Грамматика

In the 1960s the bank _____ always a busy place with lots of customers and lots of employees. a). was; b). were; c). has been; d). is

8. Лексика

EMCO is a _____ of a US company

a). subsidiary; b). parent company; c). department; c). managing company

9. Страноведение

What is the official name of Great Britain?

- a) the United Kingdom of Great Britain
- b) the United Kingdom of Great Britain and Northern Ireland
- c) the United Kingdom and Northern Ireland

10. Чтение

The second kind of fake is the one called a 'pass off' and it's more usual in eastern countries than in the west. It has a name and a package which is nearly the same as a big brand but with just that little difference. Some real examples of these: Colgate toothpaste changed to Goldgate, SONY to SQNY and Channel perfume instead of Chanel, if you are the customer, it is again possible to get good value for money, and anyway it's not the end of the world if you buy the wrong shampoo.

Decide if the following statements about the article are true (T), false (F) or not enough information to say (DS).

1. Some big name producers have gone out of business because of fakes.

2. You're more likely to find a 'pass off' fake in Thailand than in England.

3. 'Pass off' fakes look very similar to big brand products.

4. According to the article you never spend your money well when you buy a 'pass off'.

5. The police don't investigate 'pass offs'.

11. Этикетное общение

- Nice to meet you , Carmel.

- _____, Mr. Carew.

a). pleased to meet you too; b). I'd like you to meet ; c). nice to meet you; d). please call me

12. Грамматика

I _____ websites and my main employer is a newspaper group - this week I

_____ on a database and some banner advertisements. a).design; b).’m designing; c).have designed; d).designed

a).’m working; b). work; c).worked;
d).have worked

The marketing department_____me and they decided I should work in sales.a).hired; b).fired; c).engage; d).dismiss

14. Страноведение

Where is the Russian Federation situated?

- a) in Europe and Asia
- b) in Europe and Middle East

15. Read the extract from a marketing magazine and choose the correct answer for each of the questions. Airline companies and other businesses sometimes offer air miles with their products and services.

Customers can collect these until they have enough for a holiday. David Phillips was pushing his trolley round his local supermarket in Davis, California when he noticed an air miles offer from Healthy Choice foods: ‘Buy 10 Healthy Choice products and get 500 miles from the airline of your choice - 1,000 miles if purchased by June 1.

1. According to the article...

A ...some products offer customers the chance to travel by air if they their products.

B ... customers can buy air miles while they are on holidays.

C ...some airline companies offer free products to customers who buy air tickets.

2. Healthy Choice foods offered ...

A ... 500 air miles for 10 purchases after June.

B ... 1000 air miles for 500 purchases before June.

C ... 500 air miles for 10 purchases before June.

16. Этикетное общение

Hello, this is Gerd Fischer from Eastern Dairies. _____ Alan Rossi please?a).could I speak to; b). hold the line please; c). I’m afraid I didn’t catch your name; d).is that

17. Грамматика

During the late 1970s and 1980s the number of people who actually_____into theirba

a).went; b).gone; c).have been

18. Лексика

The market was very specialized, our products were very_____and we providedthem with a high standard of service.

a).trustable; b). reliable; c).certain; d).true

19. Страноведение

What are the parts of Great Britain?

- a) England, Wales, Scotland and Northern Ireland
- b) England, Wales, Scotland
- c) England, Wales, and Northern Ireland

20. Чтение

Read the extract from a marketing magazine and choose the correct answer for each of the questions. David then noticed they had individual chocolate puddings for 25 cents each. 'I started calculating and realized that this was a great deal,' he said. 'I wanted to take my family to Europe this summer, and this could be the way.' He decided to buy 12,150 chocolate puddings to start but then visited ten more stores. In the end he had 2,506 certificates, each good for 500 miles. That made a total of 1,253,000 miles.

David bought ...

A ... a total of 12,150 chocolate puddings. B ... a lot of chocolate puddings.

C ... more chocolate puddings in Europe.

Ответ к тесту (тема 1)

- 1.b, 2.c, 3.a; b, 4.b, 5. 1) F, 2) F, 3) T, 4) F, 6.c, 7.a, 8.a, 9.b, 10. 1) DS, 2) T, 3) T, 4) F, 5) DS, 11.a, 12.a, 13.a, 14.a, 15. 1) a, 2) c, 16.a, 17.a, 18.b, 19.b, 20.b

Тема 2. Personality

1. Этикетное общение

Hello, this is Gerd Fischer from Eastern Dairies. _____ Alan Rossi please? a). could I speak to; b). hold the line please; c). I'm afraid I didn't catch your name; d). is that

2. Грамматика

During the late 1970s and 1980s the number of people who actually _____ into theirba

a). went; b). gone; c). have been 3. Лексика

The market was very specialized, our products were very _____ and we provided them with a high standard of service.

a). trustable; b). reliable; c). certain; d). true

4. Страноведение

What are the parts of Great Britain?

- a) England, Wales, Scotland and Northern Ireland
- b) England, Wales, Scotland
- c) England, Wales, and Northern Ireland

5. Чтение

Read the extract from a marketing magazine and choose the correct answer for each of the questions. David then noticed they had individual chocolate puddings for 25 cents each. 'I started calculating and realized that this was a great deal,' he said. 'I wanted to take my family to Europe this summer, and this could be the way.' He decided to buy 12,150 chocolate puddings to start but then visited ten more stores. In the end he had 2,506 certificates, each good for 500 miles. That made a total of 1,253,000 miles.

David bought ...

A ... a total of 12,150 chocolate puddings. B ... a lot of chocolate puddings.

C ... more chocolate puddings in Europe.

6. ЭТИКЕТНОЕ ОБЩЕНИЕ

_____. Could you repeat it for me, please? a). could I speak to; b). hold the line please; c). I'm afraid I didn't catch your name; d). is that

7. ГРАММАТИКА

Also, around this time the banks _____ to close some of their branches to save costs. a). have decided; b). has decided; c). decided; d). were decided

8. ЛЕКСИКА

Working for JYG is completely different - I still work in the marketing department but I have to do everything - at the moment I'm working on quality problems - trying to make sure our customers get ____.

a). in value; b). value for money; c). good value; d). value for cash

9. СТРАНОВЕДЕНИЕ

How many people are there in the USA?

- a) over 250 mln.
- b) about 300 mln.
- c) over 324 mln.

10. ЧТЕНИЕ

Read the extract from a marketing magazine and choose the correct answer for each of the questions. The strange thing is nobody seemed to lose on the deal. The airlines sold the air miles to Healthy Choice for the promotion for about two cents a mile so they did not make a loss and Healthy Choice probably even made a profit too because of the value of the publicity.

And what did he do with all the puddings? After filling his house and garage, he and his family had the idea of giving the whole lot to a local charity apart from about 100 for himself. "Actually," he said, "I really like the stuff."

1. According to the article ...

A ... the airlines bought the air miles from Healthy Choice. B ... Healthy Choice did not make a loss.

C ... the airlines made a big profit.

2. David decided to ...

A ... leave most of the products in his house and garage. B ... eat most of the products.

C ... give most of the products to charity.

3. The article is about somebody who ... A ... won a lot of money.

B ... used a company promotion to get free travel. C ... used budget air lines to travel free.

11. ЭТИКЕТНОЕ ОБЩЕНИЕ

1. Hello, this is Gerd Fisher. Could I speak to Alan Rossie please?

_____ Mr. Fisher.

a). could I speak to; b). hold the line please; c). I'm afraid I didn't catch your name; d). is that

12. Hello, _____ Sam?

a). could I speak to; b). hold the line please; c). who's calling, please?; d). is that

13. ГРАММАТИКА

1. Since 1995, technology _____ the main cause of change again. a). was; b). were; c). has been; d). have been

14. In 1995 a bank _____ the first Internet banking service and other banks quickly followed

a). offered; b). has offered; c). have offered;
d). was offered

15. ЛЕКСИКА

1. I'm visiting the factory tomorrow and next week I'm going to help with _____ on future products.

a). the accounts; b). research and development; c). sales;
d). marketing

16. Fortunately I only had hand luggage with me but I nearly _____. a). missed; b). lost my fl

17. СТРАНОВЕДЕНИЕ

1. What is the total area of Russia?

a) 19 mln. sq. km.
b) 17 mln. sq. km.
c) 18 mln. sq. km.

18. How many counties are there in the Britain?

a) 55 counties
b) 42 counties
c) 57

19. ЧТЕНИЕ

Read the article from a trade journal and answer the questions below. New workers

Robbie worked twenty-four hours a day, seven days a week without lunch breaks or holidays and when it was time to retire he left the company on the back of a lorry without a pension and without a word of complaint. Robots do not think, they just so these conditions are fine by them. It's not surprising then, that as these machines are becoming cheaper and easier to operate, more and more manufacturing companies are employing them to try to save time and money.

Decide if the following statements about the article are true (T), false (F) or not enough information to say(DS).

- 1.Robbie is a machine.
- 2.Service companies do not often use robots.
- 3.Robots are less expensive than they used to be.
- 4.More manufacturing companies are using robots to satisfy customer demand.

20. Read the article from a trade journal and answer the questions below.

Holm Bex, a small business in Trento, have only 60 workers but they have just invested in two robots. They are quite simple; they just pick up bottles of beer, load them into crates and move the crates into place. The Holm factory manager, Peter Schlehber, says that they should pay back the cost of investment in eighteen months. The human workers at the factory do not have anything bad to say about their new companions either. Marcus Bauer, a union representative at Holm says, 'These machines do very boring and heavy jobs - one of them can pick up 250 kilos every minute of every day if you ask it - none of us wanted to do these jobs. Before the robots came, we took it in turns to do it - about an hour at a time. This is the kind of work robots should do.'

Decide if the following statements about the article are true (T), false (F) or not enough information to say(DS).

- 1.Holm Bex are going to buy two robots.
- 2.The Holm Bex manager thinks they will see a return on their investment after a year and a half.
- 3.The robots now do some of the jobs the workers did.
- 4.The article is against the idea of using robots in industry.

ОТВЕТЫ К ТЕСТУ (ТЕМА 2)

1.a, 2.a, 3.b, 4.b, 5.b, 6.c, 7.c, 8.b, 9.c, 10. 1) B, 2) C, 3) B, 11.1) b, 12.d, 13.1) c, 14.a, 15.1) b, 16. a, 17.1) b, 18. b, 19. 1. 1)T, 2)DS, 3)T, 4)F; 20. 1)F, 2)T, 3)T, 4)F

Тема 3. Temperament

1.Этикетное общение

1.Hello, this is Gerd Fisher. Could I speak to Alan Rossie please?

_____Mr. Fisher.

a).could I speak to; b). hold the line please; c). I'm afraid I didn't catch your name; d).is that

2.Hello._____Sam?

a).could I speak to; b). hold the line please; c). who's calling, please?; d).is that

3. Грамматика

Since 1995, technology_____the main cause of change again.a).was; b).were; c).has been; d).have been

4. In 1995 a bank_____the first Internet banking service and other banks quickly followed a).offered; b).has offered; c).have offered; d).was offered

5. Лексика

1.I'm visiting the factory tomorrow and next week I'm going to help with _on

a).the accounts; b).research and development; c).sales; d).marketing

6. Fortunately I only had hand luggage with me but I nearly_____a).missed; b).lost my fl

7. Страноведение

1. What is the total area of Russia?

- a) 19 mln. sq. km.
- b) 17 mln. sq. km.
- c) 18 mln. sq. km.

8. How many counties are there in the Britain?

- a) 55 counties
- b) 42 counties

9

1. Read the article from a trade journal and answer the questions below. New workers

Robbie worked twenty-four hours a day, seven days a week without lunch breaks or holidays and when it was time to retire he left the company on the back of a lorry without a pension and without a word of complaint. Robots do not think, they just so these conditions are fine by them. It's not surprising then, that as these machines are becoming cheaper and easier to operate, more and more manufacturing companies are employing them to try to save time and money.

Decide if the following statements about the article are true (T), false (F) or not enough information to say (DS).

- 1. Robbie is a machine.
- 2. Service companies do not often use robots.
- 3. Robots are less expensive than they used to be.
- 4. More manufacturing companies are using robots to satisfy customer demand.

10. Read the article from a trade journal and answer the questions below.

Holm Bex, a small business in Trento, have only 60 workers but they have just invested in two robots. They are quite simple; they just pick up bottles of beer, load them into crates and move the crates into place. The Holm factory manager, Peter Schlehner, says that they should pay back the cost of investment in eighteen months. The human workers at the factory do not have anything bad to say about their new companions either. Marcus Bauer, a union representative at Holm says, 'These machines do very boring and heavy jobs - one of them can pick up 250 kilos every minute of every day if you ask it - none of us wanted to do these jobs. Before the robots came, we took it in turns to do it - about an hour at a time. This is the kind of work robots should do.'

Decide if the following statements about the article are true (T), false (F) or not enough information to say (DS).

- 1. Holm Bex are going to buy two robots.
- 2. The Holm Bex manager thinks they will see a return on their investment after a year and a half.
- 3. The robots now do some of the jobs the workers did.
- 4. The article is against the idea of using robots in industry.

11. Этикетное общение

1. - Good morning, Gerd, could I speak to Alan, please ?

- _____ Alan's not in the office at the moment.

a). hold the line please; b). I'm afraid; c). I'm calling about; d). I'm afraid I didn't catch your name

12.- _____

- No, I'd better speak to him about it.

a).hold the line please; b).I'm afraid; c).I'm calling about; d).would you like to leave a message?

13. Грамматика

1. Internet banking is particularly popular in Europe where, in 2004, there

57.9 million users compared to 22.8 million in the USA.

a). were; b).was; c).have been

14. The increase is still continuing today; as more and more people use the Internet, the numbers opening online bank accounts _____ steadily.

a).grew; b).have grown; c).has grown; d).grow

15. Лексика

1. Then when I arrived I didn't have any _____ with me. a).foreign currency; b).foreign c

16. I couldn't find a _____ and the taxi driver refused to accept my credit card. a).money machine; b).cash machine; c).cashier; d).cash register

17. Страноведение

1. What is the total territory of the UK? a) 244.000 sq. km.

b) 250.000 sq. km.

c) 240.000 sq. km.

18. What is the national symbol of the USA?

a) "Star and Strips"

b) "Stars and Stripes"

c) "Stars and Strips"

19. Чтение

Read the article from a marketing magazine and choose the correct answer for each of the questions below

1. eBay is an auction website. This means if you wanted to sell something there, you would first register your details then, in minutes, you can make your opening price and offer your product or service for sale to the buyer who offers the best price.

eBay was started by Pierre Omidyar in his living room in San Jose, USA, in September 1995. From the beginning it was intended to be a marketplace for the sale of goods and services to individuals.

1. An auction is ...

A ... only found on the Internet.

B ... the first person to offer the seller's price can buy the item for sale.

C ... a place where people offer prices to buy something in competition with other buyers. 2. According to the article, Pierre Omidyar ...

A ... used to run the business in a marketplace. B ... used to run the business from home.

C ... runs the business from home.

3. According to the article, the founders' intention was to set up a site that... A ... was a successful online shop.

B ... enabled people to make connections with one another. C ... increased business to business sales.

20. They now have several million views on their site per month and a lot of business to business sales. The founders quickly developed a vision for the company that they were in the business of connecting people, not selling them things. So how does eBay make its profit? In three ways:

When an item is listed on the website the seller must pay a charge between 30c and \$3.30 depending on the seller's opening price.

There is an additional charge if you want to especially promote your product on the website.

At the end of the seller's auction there is a charge of between 1.25% and 5% of the final sale price.

1. eBay now organizes sales ...

A ... only between individuals.

B ... only between businesses.

C ... between both businesses and individuals.

2. According to the article ...

A ... eBay connects people. It does not make a profit.

B ... the seller pays up to \$3.30 to eBay on each item listed for sale. C ... the buyer has to pay extra if the product is specially promoted.

3. According to the article, if a sale is made without special promotions ... A ... eBay receives two payments.

B ... the seller pays 5% extra to eBay.

C ... eBay receives one payment from the buyer and one from the seller.

21. ЭТИКЕТНОЕ ОБЩЕНИЕ

1. Carmel Sammons. She's our new quality control assistant.

a) pleased to meet you too; b) I'd like you to meet; c) Nice to meet you; d) Please call me

22. _____ Carmel. That's a big job you've got there.

a) pleased to meet you too; b) I'd like you to meet; c) nice to meet you; d) please call me

23. -Nice to meet you, Carmel.

- _____, Mr. Carew.

a) pleased to meet you too; b) I'd like you to meet; c) nice to meet you; d) please call me

24. Hello, this is Gerd Fischer from Eastern Dairies. _____ Alan

Rossi please? a) could I speak to; b) hold the line please; c) I'm afraid I didn't catch your name; d) is that

25. Грамматика

1. Many things _____ in private customer banking in the last thirty years. a).changed; b) has changed; c)have changed

26. In the 1960s the bank _____ always a busy place with lots of customers and lots of employees.

a).was; b).were; c).has been; d).is

27. I _____ websites and my main employer is a newspaper group - this week I _____ on a database and some banner advertisements. a).design; b).’m designing; c).have designed; d).designed

a).’m working; b). work; c).worked; d).have worked

28. During the late 1970s and 1980s the number of people who actually _____ into the

a).went; b).gone; c).have been

29. Лексика

1. I was just a _____ when I started work at EMCO with lots of other _____

a). new workers; b) new recruits; c) recruits

30. EMCO is a _____ of a US company

a). subsidiary; b). parent company; c). department; c). managing company

31. The marketing department _____ me and they decided I should work in sales. a).hired; b).fired; c).engage; d).dismiss

32. The market was very specialized, our products were very _____ and we provided them with a high standard of service.

a).trustable; b). reliable;

c).certain; d).true

33. Страноведение

1. How many time zones are there on the Russian territory?

a) 13 time zones

b) 11 time zones

c) 10 time zones

34. Where is the highest mountain Ben Nevis?

a) Scotland

b) Wales

c) England

35. What river is the capital of the USA situated on?

a) the Columbia

b) the Potomac

c) the Missouri

36. What is the population of the Russian Federation?

a) about 150 mln.

b) over 150 mln.

37

1. Clean and profitable?

In many homes, you hear the same things: 'Every time I come home, all the lights are on. It's such a waste of electricity!' or 'Are you still talking on that phone?'

Families can save money by saving energy, and so can companies. In big business saving on energy can be very economical, as well as better for the environment.

When Delphi Saginaw registered to get ISO 14000 certification they started 'energy walks' during shutdown periods such as weekends or holidays. Inspectors from the company moved around the plant looking at ways to save energy and increase efficiency. They discovered that employees didn't turn off the water during shutdown because they thought the cost of the water was so small it didn't matter. All this water then went for cleansing treatment even if it was already clean: this cost 40 per cent extra in water treatment!

Delphi is now increasing its efforts and computerizing the energy-monitoring system. As a result the company expects to save \$14 million annually. Doing what's right for the environment and achieving your business goals is sometimes the same thing.

Decide if a-f are true (T) or false (F).

- a. The article is about cutting energy costs at home _____ b. The inspectors looked round the factory every _____
- c. Employees thought cutting water losses wasn't important ____
- d. The factory had to clean all the water it used ____
- e. A computer system has always checked the use of energy _____ f. The company hopes to save \$14 million a year _____

38. Find out people's views on the euro. Read the text below and answer the questions.

1. According to Hara, what happened after the arrival of the euro?
2. How good is the euro for Hara's business?

Hara Tavrdes, a hotel manager from Crete

'When we changed over to the euro prices went up a lot and people protested. They went on strike and refused to go shopping. I think the euro has been good for tourism; people like their bills in a familiar currency. I miss the drachma though; it was Europe's oldest currency.'

39. Find out people's views on the euro. Read the text below and answer the questions.

1. How did Barry manage money before the euro?
2. What are his views on the euro?

Barry Watson, an international lorry driver from Ashford in Kent, UK

'I don't need lots of envelopes for different currencies any more. I don't have lots of different coins and notes to carry around. All my receipts are in euros so doing my accounts is simple. It is always a shock to come home to the British pound again. I hope we join the Eurozone soon.'

40. Find out people's views on the euro. Read the text below and answer the questions. 1. How has the euro helped Dagmara's work?

2. What problem can Dagmara have if she buys from outside Europe?

Dagmara Witter, a buyer with a supermarket chain in Stuttgart. Germany

'I spend a lot of time comparing prices between European suppliers. I was sorry to see the German mark go. but prices are clearer since the euro. I have to think carefully before I order from the States or Japan. Exchange rates are really important. It's easy to lose money if the dollar gets stronger.'

Отвѣты к тесту (тема 3)

11.1)b, 12)d, 13.1)a, 14)b, 15.1)a, 16)b, 17.1)a, 18)b, 19. 1. 1)C, 2)B, 3)A; 20. 1)C, 2)B and C, 3)A, 21.1)b, 22)c, 23)a, 24)a, 25.1)c, 26)a, 27)a; a, 28)a, 29.1)a; b, 30)a, 31)a, 32)b, 33.1)b, 34)c, 35)b, 36)c, a)F, b)F, c)T, d)T, e)F, f)T

Тема 4. Emotions

1.Этикетное общение

This is Sonja Winter from ATP. I was at your presentation last week. I think our company could use some of your ideas for our new advertising campaign, so -----

a).shall we say; b).call me back; c).that'll be fine; d).why don't we meet?

2.-That sounds a very good idea, Ms Winter.

_____ next week?

a). how about; b).I'll just check my diary; c).make sure;d).you'd better

3. Грамматика

1.Would you like a coffee or something?

Yes, thanks. I _____ a tea, please. a).have; b).’ll have; c).’m going to have; d).’m having

4. OK, just a minute. I _____ Anna to go to the canteen for us.a). ‘ll ask; b).’m asking; c).ask; d).asked

5.Лексика

1.Opening a restaurant can be a risky and difficult _____.a).process; b).option; c).event

6. If you don't have much experience, you should, if possible, take a _____.a).traini

7. Страноведение

1. How many original and present day states are there in the USA?

a) 10 and 51

b) 13 and 51

c) 13 and 50

8. How many rivers are there in the Russian Federation?

a) over 2 mln.

b) over 3 mln.

c) over 2,8 mln.

9.Чтение

1.Start by putting the paragraphs in the right order.

a).In the afternoon, after lunch at home, I either go back to the office (like this week), or I go out to meet customers in Barcelona. These meetings are often very long. I finish work at about six, then go home or stay in town and meet friends.

b).I usually start work about nine. This is not hard since the office and workshop are next door to our house, but we sometimes have our first meeting at about eight o'clock around the breakfast table - my mother gets annoyed about this.

c).I don't really have typical days because one day can be so different to the next so it's difficult to say exactly what my job is. I suppose 'Personal Assistant' would be the nearest description.

d).I usually start by going to the workshop to speak to my Dad. He's the boss, and we discuss any problems, or he tells me what he thinks I should do in the office that morning.

10. Complete this table with information from your text. PILAR MIRAGAYA

Job
Company
Place
Product or service
Typical morning activities
Afternoon
Evening

11. ЭТИКЕТНОЕ ОБЩЕНИЕ

1.-Hello, this is Gerd Fischer from Eastern Dairies. Could I speak to Alan Rossie please?

- _____ Could you repeat it for me, please?

a). hold the line please; b).I'm afraid; c). I'm calling about...; d).I'm afraid I didn't catch your name

12.-Thank you. Hold the line Mr. Fisher. I'll _____.

a). hold the line please; b).put you through; c).could you confirm; d).I'm calling about...

13. Грамматика

1.The hot drinks there are much _____ from the machine.a).better as; b).better than; c).as good as; c).better

14. Yes I did and I see they're 10% _____ last year. a).as high as; b).more high than; c).higher

15. Лексика

1.You will need to identify _____ in the way people eat out.a).trends; b).news; c).options; d). changes

16. You know how to attract if you want to achieve your business goal.

a).older customers; b).regular customers; c).known customers; d).constant customers

17. Страноведение

1.Is the UK washed by...?

a) the North sea, the Irish sea, the Pacific Ocean

b) the North sea, the Irish sea, the Atlantic Ocean

c) the North sea, the Irish sea, the Atlantic Ocean, the English Channel

18. What does the USA consist of?

a) 50 states and 1 district

- b) 51 states
- c) 51 states and 1 district

19. Чтение

1. Read about ISO and answer these questions.

- 1). Why do businesses want ISO standards?
- 2). What different kinds of ISO standards are there?

What is ISO?

Businesses believe international standards can help them to increase their exports. The International Organization for Standardization (ISO), a worldwide federation of national standards institutes with a central secretariat in Geneva, Switzerland, has developed more than 14,300 voluntary standards for materials, products, processes, systems, and services.

These include the well-known management system standards ISO 9001:2000 (quality management) and ISO 14001:1996 (environmental management).

20. Now read the article below about Delphi Saginaw, an engineering company based in Michigan, USA. How did ISO 14000 help this company to:

In many homes, you hear the same things: 'Every time I come home, all the lights are on. It's such a waste of electricity!' or 'Are you still talking on that phone?'

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ОТВЕТЫ К ТЕКСТУ (ТЕМА 4)

1.1)d, 2)a, 3.1)b, 4)a, 5.1)a, 6)a, 7.1)c, 8)c, 9. 1. c)1, a)4, b)2, d)3;

10). Job assistant in a family company

Company Fanes Orthopaedic Equipment

Place Barcelona

product or service boss orthopaedic equipment

typical morning activities She usually starts by speaking to her Dad. They discuss problems. He tells her what to do.

Afternoon
customers .

She either goes back to her office or she goes to see

Evening
friends.

She either goes back home or she stays in town to meet

11.1) d, 12)b, 13.1)b, 14)c, 15.1)a, 16)b, 17.1)c, 18)a,

19. 1. 1) Businesses believe international standards can help them to offer customers guarantees of quality and increase their exports.

2) There is ISO 9001 for quality management and ISO 14001 for environmental management.

20. 1) After registering for ISO 14000 the company started 'energy walks'. One of the energy walks showed the company was wasting energy on unnecessary water cleansing.

2) The company is now computerizing the energy-monitoring system and expects to save \$14 million annually.

Тема 5. Brain

1. Этикетное общение

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a).shall we say; b).call me back; c).that'll be fine; d).why don't we meet?

2.-That sounds a very good idea, Ms Winter.

_____ next week?

a). how about; b).I'll just check my diary; c).make sure;d).you'd better

3. Грамматика

1. Would you like a coffee or something?

Yes, thanks. I _____ a tea, please. a).have; b).’ll have; c).’m going to have; d).’m having

4. OK, just a minute. I _____ Anna to go to the canteen for us. a). ‘ll ask; b).’m asking; c).ask; d).asked

5. Лексика

1. Opening a restaurant can be a risky and difficult _____. a).process; b).option; c).event

6. If you don't have much experience, you should, if possible, take a _____. a).training

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12. -Thank you. Hold the line Mr. Fisher. I'll _____.

a). hold the line please; b). put you through; c). could you confirm; d). I'm calling about...

13. Грамматика

1. The hot drinks there are much _____ from the machine. a). better as; b). better than; c). as good as; d). better

14. Yes I did and I see they're 10% _____ last year. a). as high as; b). more high than; c). higher

15. Лексика

1. You will need to identify _____ in the way people eat out. a). trends; b). news; c). options; d). changes

16. You know how to attract if you want to achieve your business goal.

a). older customers; b). regular customers; c). known customers; d). constant customers

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1. Is the UK washed by...?

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- b) the North sea, the Irish sea, the Atlantic Ocean
- c) the North sea, the Irish sea, the Atlantic Ocean, the English Channel

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- c) 51 states and 1 district

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21. Этикетное общение

1. Hello, this is Gerd Fisher. Could I speak to Alan Rossie please?

_____ Mr. Fisher.

- a). could I speak to; b). hold the line please; c). I'm afraid I didn't catch your name; d). is that

22. Hello. _____ Sam?

a).could I speak to; b). hold the line please; c). who's calling, please?; d).is that

23.-Good morning, Gerd, could I speak to Alan, please ?

- _____ Alan's not in the office at the moment.

a).hold the line please; b).I'm afraid; c).I'm calling about; d).I'm afraid I didn't catch your name

24.- _____

- No, I'd better speak to him about it.

a).hold the line please; b).I'm afraid; c).I'm calling about; d).would you like to leave a message?

25. Грамматика

1.Since 1995, technology _____ the main cause of change again.a).was; b).were; c).has been; d).have been

26. In 1995 a bank _____ the first Internet banking service and other banks quickly followed

a).offered; b).has offered; c).have offered; d).was offered

27. Internet banking is particularly popular in Europe where, in 2004, there _____ 57.9 million users compared to 22.8 million in the USA.

a). were; b).was; c).have been

28. The increase is still continuing today; as more and more people use the Internet, the numbers opening online bank accounts _____ steadily.

a).grew; b).have grown; c).has grown; d).grow

29. Лексика

1.I'm visiting the factory tomorrow and next week I'm going to help with _____

a).the accounts; b).research and development; c).sales; d).marketing

30. Fortunately I only had hand luggage with me but I nearly _____ .a).missed; b).lost my f

31. Then when I arrived I didn't have any _____ with me.a).foreign currency; b).foreign

32. I couldn't find a _____ and the taxi driver refused to accept my credit card.a).money machine; b).cash machine; c).cashier; d).cash register

33. Страноведение

1.What is the national symbol of the UK?

a) "Union Jack"

b) "Young Jack"

c) "Union John"

34. Who is the USA headed by?

a) the President

b) the Prime Minister

c) the Chairman

35. How many nations and nationalities live in the Russian Federation?

- a) about 100
- b) over 160
- c) more than 100

36. Is the United Kingdom...?

- a) a constitutional state
- b) a constitutional monarchy
- c) a federal state

37. Чтение

You are going to read about four different employees who travel for business. Read the texts and find out who:

- 1. enjoys luxury
- 2. wants value for money
- 3. has to carry hand luggage
- 4. thinks reliability and safety are important
- 5. thinks about their health
- 6. sometimes stays in cheap places
- 7. has noticed problems since September 11th 2001
- 8. is in charge of the company's business travel
- 9. doesn't care about luxury food and drink
- 10. thinks it's easy to save money on business travel

Peter Grey, director of an international trading company

Peter travels as much as he needs to, because he thinks face-to-face meetings are very important for business. On flights, he's not interested in lobster, caviar, and champagne. All he wants is to fly with an airline that is safe and reliable and that delivers his bags quickly at the baggage claim. When it comes to hotels, he is happy to spend money, as long as he gets value for it. He tries not to use hotel phones, which are often a rip-off (very overpriced).

38. David de Souza, violinist

David has always flown on the cheapest ticket. In his career when an orchestra has paid, he has usually stayed in luxury hotels. When he has paid, then he has stayed in bed and breakfasts. Classical musicians always take their instruments as hand luggage on flights, but since September 11th 2001, this has caused problems. Some of David's colleagues have not been allowed on a flight because the airline wouldn't let them carry violins as hand luggage.

39. Julia Burstein, fashion boutique owner

Julia has always flown first class - she thinks that at her advanced age you've got to look after yourself. She arrives early at the airport and always uses the departure lounge, to relax, before the flight. Whenever she has been on buying trips, she has stayed in some of the best hotels like the Ritz in London and Paris, and the Four Seasons in Milan and New York.

40. Ian Collins, travel manager, food and drink multinational

Ian says his staff have travelled more, recently, but this has cost the company less. Staff, from the top down use budget airlines, and arrange meetings at times when they can travel

cheaply. For example, staff travelling by train from London to York can save at least £60 if they leave half an hour later on a cheaper fare. However, the company's Head Office has changed its policy on long flights. Now all staff flying for more than six hours are allowed to fly business class.

1.1)d, 2)a, 3.1)b, 4)a, 5.1)a, 6)a, 7.1)c, 8)c, 9. 1. c)1, a)4, b)2, d)3;

10). Job assistant in a family company

Company Fanes Orthopaedic Equipment

Place Barcelona

product or service boss orthopaedic equipment

typical morning activities She usually starts by speaking to her Dad. They discuss problems. He tells her what to do.

Afternoon She either goes back to her office or she goes to see customers .

Evening She either goes back home or she stays in town to meet friends.

11.1)d, 12)b, 13.1)b, 14)c, 15.1)a, 16)b, 17.1)c, 18)a,

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2) The company is now computerizing the energy-monitoring system and expects to save \$14 million annually.

21.1)b, 22)d, 23)b, 24)d, 25.1)c, 26)a, 27)a, 28)b, 29.1)b, 30)a, 31)a, 32)b, 33.1)a, 34)a, 35)b, 36)b,

37.: 2,4,9

38.: 3,6,7

39.: 1,5

40.: 8,10

Тема 5. Memory

1) Укажите один вариант ответа

You should always speak to customers _

A) slowly B) politely C) carefully D) kindly

2) Укажите один вариант ответа Beginning formal letters

You don't know the name of the person you are writing to but you know his/her position (Head of the department). You write:

A) Dear sir/madam; B) Dear Mr./Ms.; C) Dear colleague; D) Dear Head of the Department.

3) Укажите один вариант ответа

Your personal future objectives at work

A) career; B) goals; C) contacts; D) course.

4) Укажите один вариант ответа

What is the official name of Great Britain?

A) The United Kingdom of Great Britain?

B) The Monarchy of Great Britain and Wales?

C) The Monarchy of Great Britain and Northern Ireland?

D) The United Kingdom of Great Britain and Northern Ireland?

5) Прочитайте текст и выполните задания

Executives must discipline their schedules, their post, their telephones, their travel schedules and their meetings. Staying busy and working long hours are not of leadership necessarily a measurement effectiveness.

Основной идеей текста является:

A) Leaders should be introspective

B) Leaders should be dependable

C) A leader must manage time and use it effectively

D) A leader must have technical competence

6) Заполните пропуск

Stephanie , Mr. Easman.

Richard: It's good to meet you, Stephanie. Oh, and call me Richard. We use first names here.

A) I'd like to meet.. B) nice to meet you...C) please call me, D) it's good.

7) Укажите один вариант ответа

If
you start
your letter
with Dear
Mrs. Harvy,

You end with

A) Yours faithfully; B) Yours sincerely; C) Good bye Mrs. Harvy; D) See you soon.

8) Укажите один вариант ответа

Future opportunities you may get at work

A) goals; B) training; C) contacts; D) prospects.

9) Укажите один вариант ответа

Manchester is

A) a major city in England;

B) a big industrial city in Scotland,

C) a football team;

D) an urban area in the Northern part of London

10) Прочитайте текст и выполните задания

Decide which of the following statements about the article is true.

Blue Bay Design is a company in the south of England, which produces printed material for local business. The company has no hierarchy and no separate

departments. One of the staff of six, Ric Sampson, says 'We've never had any serious problems between people in our organization – nobody's the boss here'

A) Ric Sampson is the director of human resources

B) Six people work in the company

C) Each member of the company is responsible for one of the departments. The company has its subsidiary in the south of England.

11/ 12 Укажите один вариант ответа Andrew:

Hello. Is that Chris?

Chris: Yes, speaking

Andrew: This is Andrew.....1... a meeting to discuss our trip to the UK?

Chris: Of course.....2 .for you?

1. A) how about; B) could we arrange ;C) can we use...;D) shall we start..

2. A) what time would suit..; B) when would be convenient..;C) can I do it..; D) is it good...

13/14) Укажите один вариант ответа

Dear Mr Jacobs,

Thank you very much for your letter of 5 March. In answer to your request, we have pleasure in enclosing our latest catalogue and price list. I would like to draw your attention to the special offers. These products are available at a reduced price for a limited time only. If you would like any further information, please get in touch with me.

I look (1) to hearing from you. Yours (2) ,

Howard Johnson Sales Manager

1. A) notice

B) forward

C) faithfully

D) sincerely

2. A) faithfully

B) sincerely

C) pleasure

D) enclosed

15/16. Укажите один вариант ответа Sam is describing his job.

I 1

Chief Accountant.

15.) make sure, B) deal with, C) must, D) am in charge of;

16. A) report to, B) make sure, C) take care of, D) be in charge of

17/18. Укажите один вариант ответа

17. Edinburgh is

A) the capital of Wales;

B) the biggest industrial city in England;

C) the capital of Scotland;

D) a district in London.

18. Harvard University is

A) one of the largest Universities in Great Britain

B) a branch of Cambridge University

C) the United States' oldest institution of higher learning

D) established in Washington D.C.

19/20. Прочитайте текст и выполните задания

The EU created a single market which seeks to guarantee the freedom of movement of people, goods, services and capital between member states. It maintains a common trade policy, agricultural and fisheries policies, and a regional development policy. In 1999 the EU introduced a common currency, the euro, which has been adopted by thirteen member states. It has also developed a role in foreign policy, and in justice and home affairs. Passport control and

doing

customs checks between many member states were abolished under the Schengen Agreement.

19. Euro is used in

- A) all the countries of the EU.
- B) most of the countries of the world
- C) in 13 countries of EU
- D) well developed European Countries.

20. Passport control was abolished between

- A) all the European Countries
- B) all the members of the EU
- C) many members of the EU
- D) well developed European Countries

Ключи: 1. b. 2. a 3. b 4. d 5. c 6.b 7.b 8.d 9.a 10. b 11. b 12. b 13. b 14. b 15. b
16. a 17. c 18.c 19. c 20.c

Тема 7. Developmental psychology

1) Заполните пропуск

At a conference (formal)

Mr. Cox; Mr. Steel, I'd like to introduce David Ward, a colleague of mine. (To Mr. Ward) Mr.Steel, from Bristol University.

Mr. Ward: How do you do?Mr. Steel:

A) I'm fine, thank you. And you? B) Pretty well, thank you; C) How do you do? D) Very well,thank you.

2) Укажите один вариант ответа

If you your letter with Dear Sir/Madam, you end with

- A) Yours faithfully; B) Yours sincerely; C) Hope to see you soon; D) Good bye dear Sir/Madam.

3) Укажите один вариант ответа

Profile is

- A) A statement which tells you what you should or must do
B) A description of person's characteristics
C) A way of thinking or behaving
D) A connection between two or more people.

4) Укажите один вариант ответа

England is

- A) a country that is part of the United Kingdom
B) independent country outside the borders of Great Britain
C) a part of Wales

5) the Union of Scotland and Wales

6) Прочитайте текст и выполните задания

Movie stars rarely do commercials in the United States, lest it tarnish their image and their marketability. In the United States, getting into commercials is often a sign a career is on the way down. But when it comes to Japan, said Irving Axelrad, a motion picture attorney, «Itell them do it. They pay a lot of money and it's a couple of days.» MrAxelrad and others protect their cliens' American reputations demanding that "Japan only" clauses be written into advertising contract. The clauses impose heavy penalties on Japanese companies if the ad somehow gets shown in th United States.

Which of the following statements is not one of the reasons why American stars are 'eagerly appearing' in Japanese commercials?

- A) The stars are paid large sums of money.
B) The commercials are only run in Japan.

C) The stars are later asked to make films in Japan.

D) In the United States, appearing in commercial is the sign of a declining career.

7) Укажите один вариант ответа

When you meet someone (in the morning) whom you know only slightly you say:

A) How do you do? B) Good morning; C) Hallo; D) Have a nice day.

8) Укажите один вариант ответа

You are writing to your friend

Alan. If you start with Hi Alan,

You end with

A) See you soon; B) Yours faithfully; C) Never mind; D) Yours sincerely.

9) Заполните пропуск

This unique British (*a company selling goods to the general public*) specializes in selling home repair products.

A) manufacture; B) supplier; C) retailer; D) disposal.

10) Укажите один вариант ответа

The United States of America consists of

A) fifty states + Hawaii

B) fifty one states

C) fifty states + Alaska

D) fifty states + District of Columbia

11) Прочитайте текст и выполните задания

Choose the appropriate heading.

In large organisations, leaders should spend no more than four hours a day in their offices. The rest of the time, they should be out with their people, talking to lower-level employees and getting their feedback on problem areas. They should be travelling widely throughout their organisations

A) a leader must manage time and use it effectively;

B) a leader should be open minded;

C) a leader must be visible and approachable;

D) leaders must have technical competence.

11/12. Заполните пропуск

Carmen is Stephanie's new colleague. Carmen wants to introduce Stephanie to Richard Eastman, director of Sales and Marketing.

Carmen: Ah, there's Richard Eastman. Excuse me, Richard,1.....a minute? Richard: Yes, of course, Carmen.

Carmen: Well,2 Stephanie Grey; Stephanie has joined the Marketing Department as our new assistant.....

11. A) may I have; B) have you got; C) please call me; D) it's good...

12. A) pleased to meet you; B) I'd like you to meet; C) Nice to meet you; D) Please call me

13/14) Укажите один вариант ответа

Look at the following excerpts from emails and write appropriate subjectlines Subject: __1____

Just a quick note to see if you've heard from production about the new schedule. We need the info for tomorrow's meeting

Subject __2_____

Many thanks for your email. The handbook for the XL20 motor is now available on line at www.hardysgardenssupplies.com

13. A) re: handbook XL20 motor

B) Meeting: time change

C) Holiday from 3 - 5 Oct

D) REQ: new production schedule

14. A) re: handbook XL20 motor

B) Meeting: time change

C) Holiday from 3 - 5 Oct

D) REQ: new production schedule

15/16) Укажите один вариант ответа

15. The new Managing Director of the company has just been

A) applied B) decided C) requested D) appointed

16. Make sure that the main of the report contains only relevant information.

A) business B) body C) content D) form

17/18. Укажите один вариант ответа

17. The queen Elizabeth II

A) reigns only over the United Kingdom

B) is also the queen of Canada, Australia and New Zealand

C) is the queen of the United Kingdom and the USA

D) is the queen of the United Kingdom and Ireland

18. Washington DC is

A) one of the states in the USA

B) the capital of the USA a Federal district

C) the capital of the USA and a city in Washington state

D) the largest city in Washington state.

19/20) Прочитайте текст и выполните задания

1. Read the information about Ethan and job

advertisements below. Ethan

He is a university student doing a law degree. He has never worked before and he needs to find a job for this summer. He likes food from around the world. He dislikes children and is allergic to animal hair.

19. Decide which job is right for Ethan.

A) Help needed in a restaurant kitchen and serving guests. Golden Tikka is a vegetarian restaurant focused on healthy food. This position is for the summer season when we are busy between Monday and Friday. This is also the first place in town where we are welcome to come in with diners. We are looking for a friendly, animal-loving vegetarian to join us for the summer. If interested, please call 666-0802.

B) We are offering a good career chance for an accountant with at least 5 years of experience. We need someone with good computer skills to work in the offices of graphic design magazine Kids Design, a publication for graphic

designers specialising in cool design and the latest news in advertising. Call us at 878-3495.

C) La Casa Argentina is looking for a waiter/waitress at our Argentinian steak restaurant on a 3-month contract – from July to September. This job would be ideal for a university student. The ability to work hard is the only qualification needed. If you're reliable and good enough, you may get a permanent job after. Interested? Contact us at 666-8744.

D) If you love animals and have experience working with them, this could be the job for you! A part-time assistant is required for walking and feeding animals (mostly dogs and cats) at John's Pet Hospital during weekends. Please call us 666-4422 if you are interested.

A) A; B) B; C) C D) D

20. Decide which job isn't right for Ethan because of allergy.

A) A; B) B; C) C D) D

Ключи

1. c 2. a 3. b 4. a 5. c 6. b 7. a 8. c 9. d 10. c 11. b 12. b 13. d 14. a 15. d 16. b 17. b 18. b 19. c 20. d

2.2. Промежуточная аттестация

Зачет проводится с применением следующих методов (средств): в форме выполнения практического задания (пересказ текста)

Примеры заданий для промежуточной аттестации

1. Прочитайте, переведите, перескажите текст

WHAT IS PSYCHOLOGY?

The word psychology comes from two Greek words: "Psyche" meaning "mind" or "soul" and "Logos" meaning "study of". Therefore, psychology means "study of the mind". There are many modern definitions of the term. One of them belongs to Atkinson, who defined psychology as "the scientific study of behaviour and mental processes". However, psychologists always disagreed not only about the definition of psychology, but also about what they should study and how they should do it.

The year 1879 is considered to be the start of psychology as a separate discipline. It was the date when Wilhelm Wundt created the first psychology laboratory in Leipzig, Germany. Americans disagree and think that William James was the "founding father of psychology" because in 1875 he started teaching a course on the relationship between physiology and psychology at Harvard University. In 1890 he wrote a book "Principles of psychology" which was a very important step in the history of psychology.

Structuralism was the first approach in psychology. It was described by Wundt who thought that the object of psychological investigation should be the conscious mind. According to Wundt, the mind should be studied by introspection (looking at one's own mental experience) in order to break down into its components such as images, sensations and feelings.

Functionalism was developed by William James who thought that the workings of the mind are functional. The mind works to survive and adapt. So we should investigate what behaviour and thoughts are for.

2. Прочитайте, переведите, перескажите текст

Read the text. Translate it into Russian.

Bartlett first suggested that forgetting is a very active and creative process. In his experiment he asked British university students to read to themselves a 300-word Indian folk tale and then to read it again. Fifteen minutes later he tested his students. These are some of the things he found: 1) The general form of the students' first recall was preserved throughout their future retelling of the tale. 2) Elements of the original story (phrases or words) were changed so as to make sense to them. The phrase "hunting seals" was remembered as "fishing"; the more familiar "boat" replaced the original "canoe". 3) Various new details were invented by the subjects which made the story hang together better and also made it fit in better with British speech patterns, British customs, and British values.

The final story the students remembered was often quite different from the original one. The motive for “creative forgetting” here is intellectual, because the purpose of Bartlett’s students in forgetting “creatively” was to make the material more meaningful.

3. Прочитайте, переведите, перескажите текст

Personality

Our personalities are coloured and determined by a lot of things. Psychologists consider that personality is influenced by biological and social factors. They also agree that childhood experiences help to determine personality. There is a connection between the child’s personality and temperament of mother and father, as well as the sex and the activity level of the child. Everyone is also affected by the customs, attitudes and the values of the society in which he grows up.

Sigmund Freud’s psychoanalytic theory had an enormous influence on the study of personality. Freud saw all human psychological processes as consisting of three interactive systems – the id, ego, and superego. Sometimes they are in harmony, often in conflict. The id impulses are unconscious, primitive, concerned with bodily gratification. The ego is the “self” and consists of the cognitive processes of perceiving, reasoning, judging and so on. The growing child learns about right and wrong, about acceptable and unacceptable behaviour, and society’s “do’s and don’ts” become part of his own belief system, or conscience, or superego. The id, ego, and superego develop with different strengths, and the various results of interaction and conflicts make for general personality differences among people. Freud saw basic forces and the developmental processes as universal, but he also stressed individual differences, the uniqueness of each person.

Carl Jung believed that, in addition to a personal unconscious, each of us has a collective unconscious. It includes the accumulated experience and culture of the human race. Archetypes can be studied through the examination of myths and mystical experiences. Jung saw every personality as having four basic functions: thinking, feeling, sensing and intuition. Different functions dominate different people, and according to Jung, the goal of selfhood is to obtain balance among these functions.

Maslow’s humanistic psychology proclaims that personality has basic needs (to avoid hunger and pain, to get affection, security and self-esteem) and meta needs. Meta needs include a striving toward goodness, justice, beauty. For self-actualization, for realizing the full potential of one’s personality, some of the meta needs must be fulfilled. Maslow’s concepts rely on Freud’s formulation of the role of the unconscious. Both biological drivers and early experiences help shape personality. With the concept of self-actualization vital to the theory, the importance and uniqueness of each individual is obviously important.

4. Прочитайте, переведите, перескажите текст

Temperament

Through most of human history, it has been assumed that people are divided into four basic personality types, or "temperaments" (the Latin word temperament means "mixture, proportionality"). The great Greek physician Hippocrates made the first description of temperament in 400 BC. He named the four temperaments "Melancholic", "Sanguine", "Choleric", and "Phlegmatic" after various human body fluids which he believed influenced personality. These fluids were blood, bladder, mucus and black bladder.

Though Hippocrates' body-fluids theory turned out to be a dead end, his observations about human temperament were very accurate indeed. The vast majority of people tend to have one particular temperament. True, there are some people, which have features of two or more temperaments.

Over the years, a great number of scientists worked on this problem and several different classifications have been proposed. So, there is the most common classification of the four temperaments.

Sanguine is a strong, steady, alive man, he has the raised activity and is very vigorous and efficient. Sanguine is actively accepted for new business and can work hard without tiredness for a long time. Such type of personality easily converges with people and quickly gets used to the new conditions.

As well as sanguine choleric is a strong and lively type of personality. But he is rather unbalanced, unrestrained and impatient. High activity and good spirits can quickly change into tiredness and irritation. Choleric is hot-tempered that's why he often has conflicts with people.

Phlegmatic is a strong, balanced and inert type. It is difficult to make him laugh or angry. He remains quiet at the large troubles. Phlegmatic has great patience and self-control. The lack is his inertness due to which he hardly switches his attention and adapts to new surroundings.

Melancholic is weak and unbalanced. Usually he is shy and sensitive. The smallest difficulty forces him to lower his hands. However in habitual atmosphere melancholic can successfully cope with any tasks.

5. Прочитайте, переведите, перескажите текст

Emotions

What are emotions? Emotions are psychological states that show a person's attitude to the world and other people. Emotions can be either positive or negative.

Emotions play a great role in our life. Due to them we can better understand each other and judge about people's inner state. If we know about our friend's or relatives' feelings or mood it is easier for us to communicate and get along with them.

Many psychologists believe that we are born with a definite set of emotions –such as happiness, fear, anger, anxiety and wonder. They are called biological emotions. During his life a man acquires also social emotions like pride, guilt, etc. When being in the society every person needs to be loved, needs to follow or exceed expectations of his nearest and dearest. It's necessary to mention about cognitive emotions, for example interest, boredom or curiosity.

All the emotional states are classified accordingly to their force and duration. So mood, stress, affect are the forms of emotions. Mood is a pervasive and sustained emotion, experienced by a person. It is not difficult to see what the mood of your friends or parents is. Children can't hide their mood at all. Stress means that a person strains to the limit. The reason of stress may be any difficult, dangerous situation. A person feels anxiety and tries to find a way out of such a situation. Affect is characterized as conflict emotional state. People lose control over their consciousness and act under the influence of some strong feelings like fear, terror or anger.

6. Прочитайте, переведите, перескажите текст

Brain

The brain is the organ of the central nervous system responsible for the processing and coding of sensory and sensory information, for the control of regulatory processes in the body, and for the mediation of complex processes, such as motivation, emotion, learning, and memory.

The brain is divided into two halves which are called hemispheres. The left hemisphere controls the right side of the body and directs speech, writing and abstract thinking. The right hemisphere controls the left side of the body and directs the non-verbal memory, emotions and concrete thinking.

That is why the left hemisphere is dominant in right-handed people and vice versa the right hemisphere is dominant in left-handed people. As a result, left-handers are sometimes considered to be better at lateral thinking and problem solving and to be more artistic.

7. Прочитайте, переведите, перескажите текст

Memory

Modern psychologists consider that any experience is stored in our memory as coded information. They distinguish three different kinds of memory: sensory, short-term and long-term. They differ in the time they can span, in how much they can carry, in their type of coding, and in their forgetting mechanisms.

Sensory memory is the simplest of the three. It is of brief duration and lasts a fraction of a second. It has a relatively large capacity and can handle as much as the sense organ can register. It processes and encodes information in a direct, non-distorted manner. The visual afterimage is an ideal example of a sensory memory store.

Short-term memory lasts for only a minute or so and its coding is indirect. Looking up a telephone number, closing the book, and then dialing the number is an example of short-term memory at work. Our short-term memories are forever lost within a minute or so unless they are reprocessed into long-term memories. We can improve our short-term memory by organizing material into smaller, more manageable groups. One name for this is chunking.

Long-term memory can last for several minutes or many years and its capacity is almost unlimited. Its coding system is very complex. We do not fully understand this system, but much is known about it. For example, words are coded by clustering. This is a way of organizing material into meaningful groups and thereby making it more manageable.

You can improve your memory by imposing your own organization on the material you want to remember, instead of leaving the organizational process to chance association. By thinking over your experiences and ideas, weaving them into systematic relations with each other, you can consolidate them into long-lasting memories.

8. Прочитайте, переведите, перескажите текст

Developmental psychology

Developmental psychology studies behavioral changes and continuity from infancy to old age. Much emphasis in psychology has been given to the child and to the deviant personality. Developmental psychology is particularly significant, then, in that it provides for formal study of children and adults at every stage of development through the life span.

Developmental psychology reflects the view that human development and behavior throughout the life span is a function of the interaction between biologically determined factors, such as height or temperament, and environmental influences, such as family, schooling, religion, and culture. Studies of these interactions focus on their consequences for people at different age levels. For example, developmental psychologists are interested in how children who were physically abused by their parents behave when they themselves become parents. Studies, although inconclusive, suggest that abused children often become abusive parents.

Other recent studies have focused on the relationship between the aging process and intellectual competence; contrary to the traditional notion that a person's intellectual skills decline rapidly after the age of 55, research indicates that the decline is gradual. American studies of adulthood, building on the work of Erik Erikson, point to stable periods with a duration of 5 to 7

years, during which energy is expended on career, family, and social relationships, punctuated by “transitional” periods lasting 3 to 5 years, during which assessment and reappraisal of major life areas occurs. These transitional periods may be smooth or emotionally stormy; the “midlife crisis” is an example of such a transition. Whether such transitions are the same for men and women, and whether they are universal, is currently under study.

3. Описание системы оценивания, шкала оценивания

3.1. Показатели и критерии оценивания для текущего контроля

Перечень оценочных средств для текущего контроля	Показатели оценки
Тестирование	Процент (доля) правильных ответов на вопросы теста

3.2. Показатели и критерии оценивания для промежуточного контроля

Компонент компетенции	Промежуточный/ключевой индикатор оценивания	Критерий оценивания
4.1. УК-	Применяет знание иностранного языка с целью изучения актуальных исследовательских данных	<p>«Зачтено» Учащийся демонстрирует совершенное знание основных теоретических положений, в рамках осваиваемой компетенции, умеет применять на практике полученные знания иноязычной коммуникативной компетенции, достаточной для использования иностранного языка в профессиональной и научной деятельности и участия в ситуациях профессионально-делового и социокультурного характера с представителями других культур.</p> <p>«Не зачтено» Учащийся демонстрирует отсутствие знания основных теоретических положений, в рамках осваиваемой компетенции, не умеет применять на практике полученные знания иноязычной коммуникативной компетенции, достаточной для использования иностранного языка в</p>

		профессиональной и научной деятельности и участия в ситуациях профессионально-делового и социокультурного характера с представителями других культур.
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