

МІНІСТЕРСТВО ОСВІТИ І НАУКИ УКРАЇНИ
ХАРКІВСЬКИЙ НАЦІОНАЛЬНИЙ ЕКОНОМІЧНИЙ УНІВЕРСИТЕТ
ІМЕНІ СЕМЕНА КУЗНЕЦЯ

ІНОЗЕМНА МОВА
АКАДЕМІЧНОЇ ТА ПРОФЕСІЙНОЇ КОМУНІКАЦІЇ

Методичні рекомендації
до практичних завдань
та самостійної роботи студентів
спеціальності 061 "Журналістика"
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**Іноземна мова академічної та професійної комунікації [Елек-
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Подано навчальні матеріали до практичних завдань та самостійної роботи студентів, що сприяють розвитку мовних компетентностей академічної та професійної комунікації і поглибленню знань з англійської мови для успішного складання вступних іспитів до магістратури.

Рекомендовано для студентів IV курсу спеціальності 061 "Журналістика" першого (бакалаврського) рівня.

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Вступ

Методичні рекомендації розроблено відповідно до завдань та умов вивчення іноземних мов у закладах вищої освіти немовного профілю. Запропоновані вправи сприяють забезпеченню міжпредметного зв'язку, який спрямовує студентів на розвиток мовленнєвих компетентностей з англійської мови.

Метою методичних рекомендацій є надання необхідного навчального матеріалу, що сприяє розвитку мовних компетентностей академічної та професійної комунікації і поглибленню знань з англійської мови для успішного складання вступних іспитів до магістратури.

Дана робота зібрана з використанням англійськомовних автентичних джерел і складається з трьох розділів відповідно до програми дисципліни: Mass Media, Multimedia Technology in Media and Advertising, Marketing Communications.

Запропоновані тексти та відеоматеріал дають загальні поняття відповідно до програми навчальної дисципліни і дозволяють студентам розширити свої знання й удосконалити практичні вміння за фахом. Для читання підібрано ряд автентичних текстів, перевірка розуміння яких відбувається шляхом виконання різноманітних завдань. Лексико-граматичні завдання допоможуть студентам творчо працювати, розвивати навички читання, аудіювання, усного монологічного і діалогічного мовлення, проводити дискусії, писати есе та прес-релізи. Кожна тема містить необхідний лексичний мінімум, передтекстові завдання, які висвітлюють проблему, та післятекстові завдання, що дозволяють перевірити розуміння тексту й закріпити лексико-граматичний матеріал. Велика увага приділяється роботі в парах і невеликих групах. Все це стимулює говоріння за зазначеними вище темами. Завдання розроблено на основі поетапного засвоєння знань, що має забезпечити досягнення поставленої мети.

Методичні рекомендації враховують вимоги до вивчення іноземної мови, що висвітлені як у програмі навчальної дисципліни, так і в Рекомендаціях Ради Європи з мовної освіти.

Unit 1. Mass Media

Task 1. Work with a partner. Discuss the following quotes.

1. The media's the most powerful entity on earth. They have the power to make the innocent guilty and to make the guilty innocent, and that's power. Because they control the minds of the masses. (*Malcolm X*)

2. What the mass media offers is not popular art, but entertainment which is intended to be consumed like food, forgotten, and replaced by a new dish. (*W. H. Auden*)

3. It is advertising and the logic of consumerism that governs the depiction of reality in the mass media. (*Christopher Lasch*)

4. All of us who professionally use the mass media are the shapers of society. We can vulgarize that society. We can brutalize it. Or we can help lift it onto a higher level. (*William Bernbach*)

Task 2. Match the words in column A with their synonyms in column B.

A	B
1) drastic	a) overestimate
2) painstakingly	b) rest
3) overstate	c) to prefer
4) unfamiliar	d) to satisfy
5) leisure	e) predecessor
6) to favour	f) radical
7) to cater	g) strange
8) forerunner	h) unusual
9) unprecedented	i) benefit
10) boon	j) carefully
11) seductive	k) lasting
12) durable	l) instancy
13) immediacy	m) attractive
14) homogeneity	n) adapted
15) tailored	o) uniformity

Task 3. Read the text below. For questions (1 – 5) choose the correct answer (A, B, C or D).

A Brief History of Mass Media

Until Johannes Gutenberg's 15th-century invention of the movable type printing press, books were painstakingly handwritten and no two copies were exactly the same. The printing press made the mass production of print media possible. Not only was it much cheaper to produce written material, but new transportation technologies also made it easier for texts to reach a wide audience. It's hard to overstate the importance of Gutenberg's invention, which helped usher in massive cultural movements like the European Renaissance and the Protestant Reformation. In 1810, another German printer, Friedrich Koenig, pushed media production even further when he essentially hooked the steam engine up to a printing press, enabling the industrialization of printed media. In 1800, a hand-operated printing press could produce about 480 pages per hour; Koenig's machine more than doubled this rate.

This increased efficiency went hand in hand with the rise of the daily newspaper. The newspaper was the perfect medium for the increasingly urbanized Americans of the 19th century, who could no longer get their local news merely through gossip and word of mouth. These Americans were living in unfamiliar territory, and newspapers and other media helped them negotiate the rapidly changing world. The Industrial Revolution meant that some people had more leisure time and more money, and media helped them figure out how to spend both.

In the 1830s, the major daily newspapers faced a new threat from the rise of penny papers, which were low-priced broadsheets that served as a cheaper, more sensational daily news source. They favoured news of murder and adventure over the dry political news of the day. While newspapers catered to a wealthier, more educated audience, the penny press attempted to reach a wide swath of readers through cheap prices and entertaining (often scandalous) stories. The penny press can be seen as the forerunner to today's gossip-hungry tabloids.

In the early decades of the 20th century, the first major nonprint form of mass media, radio, exploded in popularity. Radios, which were less expensive than telephones and widely available by the 1920s, had the unprecedented ability of allowing huge numbers of people to listen to the same event at the same time. Radio was a boon for advertisers, who now had access to a large and captive audience.

The post-World War II era in the United States was marked by prosperity, and by the introduction of a seductive new form of mass communication: television. In 1946, about 17,000 televisions existed in the United States; within 7 years, two-thirds of American households owned at least one set. Broadcast television was the dominant form of mass media, and the three major networks controlled more than 90 percent of the news programs, live events, and sitcoms viewed by Americans.

Broadcast technology, including radio and television, had such a hold on the American imagination that newspapers and other print media found themselves having to adapt to the new media landscape. Print media was more durable and easily archived, and it allowed users more flexibility in terms of time – once a person had purchased a magazine, he or she could read it whenever and wherever. Broadcast media, in contrast, usually aired programs on a fixed schedule, which allowed it to both provide a sense of immediacy and fleetingness. Until the advent of digital video recorders in the late 1990s, it was impossible to pause and rewind a live television broadcast.

The media world faced drastic changes once again in the 1980s and 1990s with the spread of cable television. During the early decades of television, viewers had a limited number of channels to choose from – one reason for the charges of homogeneity. In 1975, the three major networks accounted for 93 percent of all television viewing. By 2004, however, this share had dropped to 28.4 percent of total viewing, thanks to the spread of cable television. Cable providers allowed viewers a wide menu of choices, including channels specifically tailored to people who wanted to watch only golf, classic films, sermons, or videos of sharks.

1. What contributed to the industrialization of printed media?

A. Transportation technologies that made it easier for texts to reach a wide audience.

B. Koenig's idea to hook the steam engine up to a printing press.

C. Massive cultural movements like the European Renaissance and the Protestant Reformation.

D. The invention of the movable type printing press.

2. Newspapers' success in the 19th century was put down to their ...

A. featuring gossip, which was popular among urbanized Americans.

B. providing updates on murder and crime.

- C. helping urbanized Americans communicate with the outside world.
- D. serving the needs of a wealthier, more educated audience.

3. How did advertisers benefit from the invention of the radio technology?

- A. Radios were cheaper than telephones.
- B. Radios made it possible for a large audience to listen to the same event at the same time.
- C. Radios distracted their target audience's attention from newspapers.
- D. Radios provided access to a large number of people capturing their attention.

4. What happened to the print media with the rise of broadcast media?

- A. Print media became more durable and easily archived.
- B. Newspapers and magazines tried to provide more flexibility for users in terms of time.
- C. Print media had to adapt to the new media landscape.
- D. Newspapers and magazines tried to capture Americans' imagination.

5. What was the biggest advantage of cable television?

- A. It provided variety.
- B. It made it possible to pause and rewind a live television broadcast.
- C. It was less expensive comparing with the traditional television.
- D. It aired programs on a fixed schedule.

Task 4. Read the texts below. Match choices (A – G) to (1 – 5). There are two choices you do not need to use.

There are different types of mass media that we are accustomed to in this day and age. Whether it's children, young people, or adults, we've all had our share of media-related exposure every day.

(1) _____

This mass media type encompasses mass communication via printed material. Before the invention of the printing press, it meant to be handwritten. But that made the process of mass distribution tougher or in some cases impossible. However, later with the passage of time, this type of media also evolved and printing press arrival made mass distribution possible. Till now, it is one of the basic mass media tool types. The arrival of technology in this field has also made it possible, convenient and popular to reach a wider audience.

(2) _____

This media allows easier ways of news dissemination. It is because it can appeal both visual and auditory senses which makes it one of the most lucrative types of mass communication media. However, for this type of media communication, presence of electric connection is a must. One of its most common sources is known as TV. However, radio was the only source of electronic media before the arrival of televisions and was offering a significant reach. But this is a source which offers auditory content only.

(3) _____

This is a type of media which is focused on transit information when people are out of their living places. It is commonly used to display advertisements and to attract people towards some social cause which can bring a change in society or a new product, etc. These mass media forms play an important part in brand promotions.

(4) _____

This is a mass media type which is revolving around the concept of information dissemination or advertising when customers are about to go. This mass media type includes the display of information or advertisements on vehicles, buildings, etc. with a common aim of driving message to home. This type of mass media is more commonly used for massive brand promotions to the people who are travelling on the roads and streets of the country.

(5) _____

With the arrival of the internet, we are able to enjoy the benefits of high-technology mass media. This type of media is not only faster as compared to old school mass media but also comes in a wider range. It is also known as new age media. The Internet has opened a new world of opportunities for effective mass communication in the form of emails, podcasts, e-forums, blogging, internet TV, websites, eBooks and much more than these. The forms of new-age media are evolving and increasing with every passing day.

- A. Outdoor media.
- B. Social media.
- C. Digital media.
- D. Transit media.
- E. Electronic broadcasting media.
- F. Traditional media.
- G. Print media.

Task 5. Work in a group. Watch the video about different types of mass media we are all accustomed to [7] and discuss types of mass media in a group.

Task 6. Match the forms of mass media from the video with their definitions.

1. Billboards	a) cater to a specific type of audience who are looking for information based on a particular subject. They cover a wide range of topics, like current affairs, business, finance, consumers, gadgets, self-help, luxury, lifestyle, beauty, fashion, entertainment, travel, etc. Their frequency can be weekly, fortnightly, bi-monthly, quarterly, half-yearly, or yearly
2. Television	b) are a part of the promotional literature of a product, or an organization
3. Magazines	c) are huge advertisements that are put up at a height in strategic locations to fetch more attention. They usually attract the targeted audience by their bold colors, attention-grabbing headlines, creativity, designs, special effects, etc.
4. Internet	d) appeals both to the auditory and visual senses, and hence is an important communication device as it beholds the attention of the audience
5. Booklets and brochures	e) is the most important device of new age media. Its discovery can be called the biggest invention in mass media. In the earlier days, news used to reach people only with the morning newspaper. But today, live updates reach us simultaneously as the events unfold
6. E-Forums	f) are bulletin boards on websites where people start threads on topics. These are usually hosted on a website
7. Blogging	g) is an important device of communication because it takes the relevant communication directly to the press. Whenever government, organizations, NGOs, retail outlets, design houses, celebrities, etc., have a newsworthy announcement to make, they draft a press note which is then sent to the members of the press
8. Press release	h) enjoyed the position of the most preferred medium to reach a wider audience until electronic communication emerged on the media scene. In the early days, they were the only medium that masses at large depended on, for daily news. They carry all kinds of communication related to a variety of topics like politics, socialism, current affairs, entertainment, finance, stocks, etc.

9. Newspapers	i) are mediums of mass communication that include short video or audio files. They can be seen and heard on mobiles, computers, and portable media instruments. They are engaging devices of communication
10. Podcasts	j) refers to writing, photography, and other media that is self-published online. It is an interesting and free platform to talk about any topic. Interaction happens in the form of comments or feedback

Task 7. Read the text below. For gaps (1 – 10) choose the correct word (A, B, C or D).

What is New Media?

The term "media" refers to the predominant means of communication, particularly of mass communication, hence the term "mass media". The new media are those types of media that use digital (1) This is as opposed to "old media", which (2) ... to traditional forms of media, such as print media, television and radio.

The potential audience for new media is much larger than traditional media forms (3) ... newspapers. The term new media particularly relates to digital media: media encoded into a machine-readable format, such as MP3 files, for example. However, while a CD, DVD or CD-ROM contains digital data, these are now old-fashioned, arguably (4) ... technology. What might reasonably be considered "new" is always changing. Therefore, new media is best understood as media that uses digital technology and the internet.

New media includes social networks: forms of software that allow people, groups and companies to connect and share information such as photographs and text. Companies such as Facebook, SnapChat and Instagram are all forms of social networks. There are also virtual communities that are networks of individuals who share information (5) ... an online community.

Some old media today exists in new media formats (for example newspaper's websites often involve multimedia approaches to the news, not just an online version of the printed articles); televisions (6) ... "smart"; digital radio provides further opportunities to interact and to see as well as hear; e-books might have web-links or other features that make them more than just a screen version of the printed page.

The key features of this new media are:

- Convergence.

It is increasingly the case that one device (7) ... be used to access a wide variety of media. For example, a mobile phone can be used for watching films and videos, listening to music, accessing social media, reading books, reading newspapers, accessing websites, etc.

- Interactivity.

New media formats often facilitate more interaction than old media. The audience is able to (8) For example the "red button" on digital or satellite television, or being able to tweet a live TV or radio programme (and perhaps have that tweet read out or appear on the screen).

- Audience/user power.

Interactivity also gives more power to the audience. Indeed, in some new media formats, the audience is probably better described as the "user" as there is some erosion of the gap between media producer and media consumer. The audience can use streaming and catch-up services to watch television programmes they want, and they are also able to influence media content through their interaction, or even create and (9) ... the content themselves.

- Accessibility.

Increasingly, new media is free media. Once people have the devices and the broadband internet access, they are able to get instant access to a vast array of media content, much of which is also free. While this can be great for the audience, it does (10) ... issues about how media producers make money, with a move towards subscription services and significant amounts of advertising.

1	A	gadgets	B	technology	C	developments	D	devices
2	A	refers	B	relates	C	contributes	D	concerns
3	A	such	B	alike	C	like	D	as
4	A	redundant	B	extra	C	excessive	D	unwanted
5	A	among	B	over	C	through	D	across
6	A	have become	B	became	C	are becoming	D	will become
7	A	could	B	can	C	would	D	may
8	A	entertain	B	involve	C	engage	D	pursue
9	A	communicate	B	allocate	C	divide	D	share
10	A	raise	B	rise	C	increase	D	boost

Task 8. Write an opinion essay (90 – 100 words). Choose one of the topics below.

1. Trustworthiness of mass media.
2. Mass media and stereotypes.
3. Violence in media.
4. Biases in various forms of media.
5. The role and influence of mass media.
6. Mass media and younger generation.
7. Freedom of speech in mass media.
8. Ethical problems in mass media.
9. Traditional media versus new media.
10. Government regulations of the media.

Unit 2. Multimedia Technology in Media and Advertising

Task 1. Work with a partner. Discuss the following quotes.

1. Multimedia is not more media, but the employment of various kinds of media (and hybrid media) for what they each offer to advance the narrative. (*Fred Ritchin*)

2. Social media is about sociology and psychology more than technology. (*Brian Solis*)

3. Advertising brings in the customers, but it is your job to keep them buying from you. (*Chet Holmes*)

4. Marketing strategy is where we play and how we win in the market. Tactics are how we then deliver on the strategy and execute for success. (*Mark Ritson*)

Task 2. Complete the sentences with the following words.

Target audience, message, research, advertising budget, media plan, media platform, media planner, services, media mix, promotion.

1. The reach of an ad is the most crucial factor that influences the decision of a

2. If you choose the wrong ... to promote your product, then the outcome will not be as good as you would expect it to be.

3. Having a clear understanding of your ... will get you maximum return on investment.

4. Once you know your audience that you want to target, the next thing that you must decide is your
5. It is imperative to define your goal before you invest in your
6. Don't invest in advertising on any media platform without doing proper
7. Thorough research of the market will help you in defining your target audience correctly and also selecting the right media platform for the ... of your business.
8. If your budget allows, the best option would be to go to experts such as taking the ... of an advertising company.
9. The ... is the collection of different media platforms.
10. With the help of media experts and tools, you can know the exact time when you want to run your ad or to send a ... to your target audience.

Task 3. Read the text below. Choose from (A – H) the one which best fits each space (1 – 6). There are two choices you do not need to use.

Media Planning

Media plays a crucial role in the success of an organization. Companies make the use of various media platforms to reach their potential customers. The purpose of media is so vital that companies spend millions of dollars on promoting their products with the help of the media.

Different types of media can be used to promote the products of a company. (1) Therefore, media planning is used by companies to choose different media platforms where paid advertisements of the company are placed.

Media planning can be defined as a process of selecting the right media to advertise a product of an organization and also to determine when, where, and how many times the ad should be shown to get optimum results. Media planning consists of various activities such as identifying the media outlets, selection of media outlets, and investment in each media outlet. (2)

It is costly to advertise on these media platforms. For example, you are required to pay a considerable sum of money to get a ten-second slot for your advertisement on a national television channel. Therefore, it becomes crucial for a company to plan its outreach through different media platforms so that it can reach a maximum number of potential customers by optimized expenditure on chosen media platforms.

A person who is responsible for evaluating different media platforms is called a media planner. (3) Companies reach advertising organizations to run their advertising campaigns for their products or services rendered by them. The media planner first evaluates the nature of the product offered by the company, the audience that they need to reach, and the budget of the advertising campaign. (4)

An effective media planning requires a coordinated plan to reach different segments of the audience through different media platforms within the budget limit of the company. (5) For example, the selection of media platforms, the number of audiences to be reached through different media platforms, frequency of ads on each platform, and last but not least is the budget of the advertising campaign. (6) But small organizations with a limited budget require strategic media planning to maximize their media outreach.

The success of your advertising campaign depends mainly on the media planning process. An effective media planning can result in a significant return on investment, whereas ineffective media planning might result in a poor return on investment and lowered brand image.

A. There are different media outlets such as television, radio, newspapers, magazines, internet websites, social media, and other outdoor platforms.

B. An effective media planning is essential if you want to get into the minds of people.

C. Companies select different media platforms to reach their audience, depending on various factors.

D. Advertising organizations usually hire a media planner.

E. The choice of right media is significant for the success of an advertising media campaign.

F. Based on this information, he selects the different media platforms to get maximum output.

G. It is easy for large organizations with huge budgets to advertise on different media platforms.

H. A media planner is needed to take care of various factors.

Task 4. Read the article again and decide whether the sentences below are true or false.

1. Companies spend a lot of money to support their products with the help of the media.
2. Only a few companies use media planning.
3. TV advertising is relatively cheap.
4. One of the tasks of a media planner is to select a target audience.
5. The budget for the advertising campaign must be thoroughly calculated.
6. Even ineffective media planning can bring a considerable return on investment for a company.

Task 5. Read the text below. For gaps (1 – 10) choose the correct word (A, B, C or D).

Programmatic Advertising

In view of the current accelerated market, businesses feel the need to seek and explore strategies to (1) ... their products and services to get the consumer's attention and stand out amid the immensity of existing businesses and those that appear on the market every day.

Any business needs to advertise its products and services online. In this (2) ... , new opportunities arise every day that, with low investments, guarantee excellent results. Programmatic advertising refers to technologies that automate the purchase, (3) ... and optimization of online advertising. This happens in real time, with the help of complex data combinations, integrated through different algorithms and levels of (4) ... and automation.

This (5) ... allows advertisers to know in which media and channels to be present and choose the right (6) ... to display considering the time and the audience. Thus, programmatic advertising has revolutionized the way advertisers buy advertising space in digital platforms.

To recognize the advantages of programmatic advertising, just look at the challenges faced by advertisers in the (7) ... and control of campaigns made manually. Now, it is simpler to get around the inefficiencies of online advertising and take advantage of this (8) ... market. Programmatic advertising allows better time management because the online advertising process becomes easier and simpler through real-time bidding. Besides that, it is possible to optimize your (9) ... by reducing the dispersion of ads in irrelevant and random websites and reaching the audience in several places

through a single purchase. As an automated technology, it is also extremely efficient in real time (10) ... analysis and campaign optimization.

1	A	support	B	encourage	C	promote	D	boost
2	A	environment	B	setting	C	territory	D	background
3	A	location	B	installation	C	arrangement	D	placement
4	A	power	B	control	C	rule	D	government
5	A	trend	B	drift	C	flow	D	inclination
6	A	note	B	letter	C	meaning	D	message
7	A	management	B	rule	C	care	D	command
8	A	novel	B	innovative	C	fresh	D	singular
9	A	contribution	B	transaction	C	investment	D	backing
10	A	data	B	details	C	figures	D	info

Task 6. Read the text below. For gaps (1 – 10) choose the correct word (A, B, C or D).

How to make your programmatic advertising campaign successful

Before (1) ... any programmatic advertising campaign, it is crucial to set clear goals. Define an appropriate strategy with short- and long-term goals that clarify what you want to achieve. Do you want to increase brand awareness? Drive sales of a product? Increase lead generation? Create more traffic? Achieve a better ROI? Analyze the current situation, and ask yourself (2) ... you need a programmatic advertising campaign. If so, study the level of knowledge your team has on the subject and what resources you may need.

Any business must outline buyer personas with clear profiles (3) ... the target audience defined for a given campaign. A programmatic advertising campaign will only be successful if it (4) ... at a clear and well-defined audience that has a real interest in the offer. Thus, it is essential to (5) ... a precise and detailed segmentation to guide all communication to reach (6) ... potential customers. Demographic information, interests and typical behaviors (7) ... relevant to the advertising strategy. Also important are all possible insights to be collected (8) ... website data analysis platforms. It is only possible to define clear audiences through a good analysis of the data. In this way, advertisers can optimize their efforts and resources and (9) ... greater confidence that the target audience will have a real interest in the content and the goals (10)

1	A	to develop	B	developed	C	developing	D	develop
2	A	for	B	if	C	that	D	what
3	A	based on	B	base	C	to base	D	based for

4	A	will target	B	will be targeted	C	target	D	is targeted
5	A	have	B	has	C	had	D	having
6	A	their	B	our	C	this	D	these
7	A	is	B	are	C	will	D	have
8	A	for	B	through	C	of	D	up
9	A	has had	B	has	C	had	D	have
10	A	will be reached	B	be reached	C	have reached	D	has reached

Task 7. Complete the sentences with the best option (a – c).

1. Event management is the process of ... and producing events.

a) designing; b) establishing; c) promoting.

2. Examples of events include meetings, conventions, ... , fundraisers, teambuilding events, weddings, anniversaries, and birthdays.

a) contingency plans; b) facilities; c) trade shows.

3. The key elements of event management include understanding objectives, establishing timelines, selecting a venue, planning for catering, ..., acquiring permits, coordinating transportation, selecting speakers and presenters, arranging for equipment and facilities, managing risk, and developing contingency plans.

a) managing budgets; b) producing events; c) creating a reality show.

Task 8. Watch the video about event management [15] and check the sentences (task 7).

Task 9. Read the text below. Match choices (A – H) to (1 – 5). There are three choices you do not need to use.

Five keys to successful professional event planning

Warmer weather and spring breezes often bring a litany of association and corporate events, ushering in a hurried season of event planning for marketers, event planners, and association management professionals. While there is no such thing as "the perfect event", you can achieve excellence through precision and effort.

Here are five tips for successful event planning.

(1) _____

Choosing the right venue for your event can be a daunting task – particularly if you have a limited budget, which many associations and

nonprofits must adhere to. Be sure to choose a unique venue that is easily accessible, ADA compliant, and will have enough space for the event you are hosting. An oversized venue for an intimate crowd will look as if you had trouble filling the event, but a cramped space is not a good fit either.

(2) _____

We've all attended events that have presented the dreaded "talking heads" or were lucky enough to have engaged a stellar speaker who can both educate and interact with the audience. Remember that feeling you had when you were an attendee at a recent event. It takes but a few minutes of listening to your speaker to determine if they are a good presenter.

Select a speaker who has been highly recommended, or better yet, someone you've personally seen in action. An experienced speaker can draw attendees. Ensure your panels are diverse – attendees want to hear from a diverse group of speakers who will bring various experiences and viewpoints to the subject matter.

(3) _____

In addition to education, most event attendees are particularly interested in networking opportunities (in fact, some events are solely dedicated to networking). People seek a relaxed environment to connect with other attendees, so be sure to build ample time in your agenda for networking and create a welcoming environment.

(4) _____

As they say, "content is king". Be sure all presentations and handouts reflect the caliber of the event you are hosting. Review speaker content to be sure it is both relevant and engaging. As you plan the event, have a clear vision of your goals for attendees. How can you make this a memorable, valuable experience for them?

Event faculty should understand the audience's pain points and tailor comprehensive content for them. Provide your guests with key takeaways, something useful which they can return to their office and incorporate into their day-to-day to enhance their performance.

(5) _____

After each session, be sure to provide ample time for questions. Attendees need to be able to engage with the faculty and ask specific questions directly after the panel.

Bonus tip: Sweat the small stuff.

As you focus on the bigger picture, don't overlook the "small stuff" while executing your events. Choosing the proper menu selection (be mindful of various dietary restrictions), music, theme, layout, and flow of the event are all important items that lead to success.

Ideally, people should not notice that the band was late, the food was cold, or that your speaker ran in five minutes late. Establish a timeline for your staff, speakers, and any volunteers that are helping to execute the event. Sweating the small details keeps events flawless.

Event planning takes a good deal of thought, preparation, and follow-through. Start planning early and be sure to have enough help as you shape your event – then you can start working on your next one!

- A. Questions, questions, questions.
- B. Select an ideal venue.
- C. Content matters.
- D. Have engaging and diverse speakers.
- E. Establish a timeline for your staff.
- F. Start planning early.
- G. Help to execute the event.
- H. Provide ample networking opportunities.

Task 10. Work with a partner. Read the following statements about event planning and discuss its peculiarities. Describe the responsibilities of event planners.

1. Event planning is the stressful work of planning meetings or events, and can be a very demanding career choice.

2. Event planning consists of coordinating every detail of meetings and conventions, from the speakers and meeting location to arranging for printed materials and audio-visual equipment.

3. Planners must multi-task on several things at one time, face numerous deadlines, and orchestrate the activities of many diverse groups of people.

4. Designing and producing an event, whether it is a meeting, corporate event, fundraiser, trade show or any other event, is in many ways comparable to directing a live stage performance.

5. For those who love to travel, event planning provides an amazing opportunity to travel to luxurious hotels, interesting new places and meet speakers and attendees from around the world.

6. Meeting planners may need to travel extensively to attend meetings and to visit prospective meeting sites.

7. Work hours can be long and irregular, and working more than 40 hours per week is fairly common, especially during the time leading up to an event and wrapping up after the event.

Task 11. Choose one of the situations and write a press release.

Situation 1: Product Launch.

- Apple Inc. is launching a new watch – Apple Watch Series 7.

Situation 2: New Partnership Announcement.

- Strategic partnership: Bosch and SAP aim to simplify corporate processes with a new standard.

Unit 3. Marketing Communications

Task 1. Work with a partner. Discuss the following quotes.

1. Marketing is a contest for people's attention. (*Seth Godin*)

2. What made Louis Vuitton famous was the quality. We do not do marketing; we just create products that are exceptional in their design and craftsmanship. (*Bernard Arnault*)

3. Search engine marketing and search engine optimization are critically important to online businesses. You can spend every penny you have on a website, but it will all be for nothing if nobody knows your site is there. (*Marc Ostrofsky*)

4. Affiliate marketing has made businesses millions and ordinary people millionaires. (*Bo Bennett*)

Task 2. Complete the sentences with these words.

Social media marketing, digital marketing, social engine optimization, email marketing, pay-per-click, affiliate marketing, content marketing.

1. ... is the process by which an affiliate earns a commission for marketing another company's products. The affiliate simply searches for a product they enjoy, then promotes that product and earns a piece of the profit from each sale they make. The sales are tracked via affiliate links from one website to another.

2. ... is a strategic marketing approach focused on creating and distributing valuable, relevant, and consistent content to attract and retain a clearly defined audience – and, ultimately, to drive profitable customer action.

3. ... is a form of internet marketing that involves creating and sharing content on social media networks in order to achieve your marketing and branding goals. It includes activities like posting text and image updates, videos, and other content that drives audience engagement.

4. ... is a form of marketing that can make the customers on your email list aware of new products, discounts, and other services.

5. ... is an online advertising model used to drive traffic to websites, in which an advertiser pays a publisher (typically a search engine, website owner, or a network of websites) when an advertisement link is clicked.

6. ... is the process of improving your site to increase its visibility when people search for products or services related to your business in Google, Bing, and other search engines. The better visibility your pages have in search results, the more likely you are to garner attention and attract prospective and existing customers to your business.

7. ... , also called online marketing, is the promotion of brands to connect with potential customers using the internet and other forms of digital communication. This includes not only email, social media, and web-based advertising, but also text and multimedia messages as a marketing channel.

Task 3. Watch the video about digital marketing [6] and check the sentences (task 2).

Task 4. Watch the video again and answer the questions.

1. What is digital marketing?
2. What types of digital marketing do you know?
3. Which of the following forms of marketing involves engaging and nurturing your audience to make sure they buy your products/services?

Task 5. Match the words with their definitions.

1) to leverage	a) including many details or aspects of something
2) to amplify	b) marketing done by a for-profit business that seeks to both increase profits and to better society in accordance with corporate social responsibility, such as by including activist messages in advertising

3) retention	c) to make sounds louder; to explain something more thoroughly or give it more emphasis
4) comprehensive	d) a web log: a website containing short articles called posts that are changed regularly
5) podcast	e) knowledge or understanding of a subject, issue, or situation
6) blog	f) the ability to keep workers or customers from leaving a company, or students from leaving school; the act of keeping or storing something
7) cost-efficient	g) created by computers, or appearing on computers or the internet
8) awareness	h) to borrow money to buy a business, hoping that the business will make enough profit to pay the interest on the money that is borrowed
9) virtual	i) producing optimum results for the expenditure; giving the best possible profit or benefits in comparison with the money that is spent; cost-effective
10) cause marketing	j) a multimedia file, such as a radio programme or video, that can be downloaded or streamed from the internet onto a computer or mobile device. The method of publishing files that can be used in this way is called podcasting

Task 6. Read the text below. Match choices (A – H) to (1 – 5). There are three choices you do not need to use.

Five ways to optimize your digital marketing strategy

Maximizing your marketing strategy to drive revenue results should be the goal of every marketing department. A comprehensive digital marketing strategy helps outline the online channels and tactics you will leverage to achieve those goals. Consider the many ways your digital marketing plan can help your organization reach its marketing and sales goals collectively through integrated channels and programs that align with your business objectives. At a high level, your digital marketing strategy should address the following: brand awareness, audience growth, digital engagement, lead generation, content amplification, sales engagement, and customer retention.

How can you develop a cohesive marketing strategy and tactical plan to achieve those goals and measure your marketing for continued long-term success? Here are five ways you can optimize your digital strategy to achieve revenue results.

(1) _____

Quality content is an essential element for a strong, comprehensive digital marketing strategy. Your content will only benefit your digital marketing and help you improve your performance if you have a consistent and structured amplification strategy.

Content amplification tells your audience, such as your followers, prospects and customers, that you have new content (or existing content) that is helpful and beneficial for them to engage with online. A cohesive content amplification strategy will help you maximize each piece of content you create to reach your target audience when and where it is most convenient for them. Consider how you can let your audience know about your new content, such as blogs, videos, podcasts, e-books, case studies, and more.

(2) _____

When it comes to making sure you connect with your prospects and customers, email marketing is an effective and cost-efficient way to achieve that goal. You may hear that email marketing is a thing of the past. That is not the case if you use email effectively.

(3) _____

Thought leadership secures your spot as an expert within your industry. Utilize your digital channels to communicate thought leadership articles and curated content that will benefit your audience. Sharing this content can solidify your place as a thought leader, build brand trust and loyalty, and keep your audience engaged with your content.

(4) _____

Uniting your loyal prospect and customer base around a cause is a great way to build awareness and generate engagement. Consider how your organization can participate in cause marketing initiatives where your promotional activities serve the dual purpose of increasing exposure while bettering society.

(5) _____

Virtual experiences allow prospects to experience a product or service without being there. The virtual experience has become one of the primary

ways people have been engaging with one another due to Covid. It is not enough to simply host a webinar and expect great results, because everyone has that same idea. Follow up after the event with actionable next steps, such as another piece of content or an opportunity to connect with your team.

There are many elements to consider when developing a comprehensive digital strategy. Think about how you can leverage new and existing content throughout your digital channels to promote your brand, thought leadership and engagement. A cohesive digital strategy will encompass all relevant channels to ensure your content reaches the right audience, at the right place, at the right time.

- A. Build thought leadership.
- B. Amplify your content.
- C. Create virtual experiences.
- D. Optimize your email strategy.
- E. Develop a comprehensive digital strategy.
- F. Expect great results.
- G. Optimize your digital strategy.
- H. Focus on giving back.

Task 7. Read the article again and decide whether the sentences below are true or false.

1. Maximizing your marketing strategy to drive revenue results should be the goal of every accounting department.

2. Quality content is an essential element for a strong, comprehensive digital marketing strategy.

3. A cohesive leadership amplification strategy will help you maximize each piece of content you create to reach your target audience.

4. Email marketing is a thing of the past.

5. Thought leadership secures your spot as an expert within your industry.

6. Uniting your loyal prospect and customer base around a cause is a great way to build awareness and boost sales.

7. Virtual experiences allow prospects to experience a product or service without being there.

8. There is only one main element to consider when developing a comprehensive digital strategy.

Task 8. Read the text below. For gaps (1 – 10) choose the correct word (A, B, C or D).

New marketing solutions

However, the rapid shift to ecommerce is not the only trend marketers have to contend with. Social (1) ... – where consumers research products on social media before making a purchase – is also becoming increasingly popular. According to e-commerce (2) ... Absolutnet, around 30 % of consumers said they would shop directly through social media platforms such as Facebook or Instagram.

Shoppers are also craving more personalized offerings. In response, brands have been working to customize the customer (3) ... based on individual preferences, interests, and behavior by leveraging digital solutions such as machine (4)

Amid the shifting environment, brands will have to rethink their omni-channel ecommerce strategies, and develop new solutions to keep (5) ... with changing consumer behavior. Many are adopting marketing automation solutions that can (6) ... an increasingly complex and dynamic customer journey, encompassing numerous touchpoints across multiple devices.

Looking ahead, another exciting marketing (7) ... that is emerging involves the use of personalized surveys to help brands better target their audiences. One (8) ... player in this new space is adtech start-up KPub, which is developing an advertising platform that can effectively target their audiences, and follow-up with tailored surveys to enable greater impact and more (9) ... feedback on their campaigns.

In an innovative twist, 100 % of the revenue generated by advertisements and surveys from the platform will be returned to users in the form of tokens, which can then be used to (10) ... various products and services made available on the KPub app.

1	A	buys	B	shopping	C	purchases	D	acquisitions
2	A	agency	B	enterprise	C	establishment	D	medium
3	A	information	B	sensitivity	C	experience	D	familiarity
4	A	learning	B	education	C	acquisition	D	discovery
5	A	speed	B	tempo	C	rate	D	pace
6	A	succeed	B	accomplish	C	manage	D	perform
7	A	remedy	B	solution	C	way out	D	compromise
8	A	leading	B	thriving	C	primary	D	predominant
9	A	perfect	B	approximate	C	strict	D	accurate
10	A	purchase	B	sell	C	secure	D	invest

Task 9. Read the text below. Choose from (A – H) the one which best fits each space (1 – 6). There are two choices you do not need to use.

Branding and Public Relations

The customer relationship-building and communication aspects of PR have grown to significantly greater prominence (1) With its countless social media platforms and avenues for customer feedback, the speed and scale with which both positive and negative information about a company can spread have reached unprecedented heights through the internet. Today, a brand's online footprint, (2) ... , is one of the largest factors that dictate purchase decisions.

(3) ... , companies have only recently begun to realize the immense importance of public relations in the internet age. This is because the ROI for investments in PR and branding requires a large amount of time and patience, at least compared with the returns achievable through marketing and advertising alone. However, (4) ... , the possible returns in PR can be much greater and far more long-term. A prime example of PR's possibilities lies in Zara's story, which became the leading name in the fast-fashion industry by following a marketing strategy that focuses on the masterful use of PR and (5)

If you remain doubtful regarding the power of branding and PR, (6) ... , former hacker and billionaire founder of Microsoft Bill Gates will shift your perspective: "If I was down to my last dollar, I would spend it on PR".

- A. with delicate, skillful and ample investment;
- B. despite this;
- C. as the internet takes over the modern world;
- D. perhaps the words of the college dropout;
- E. spends approximately 0.3 % of annual revenues on advertising;
- F. establishing a brand is not accomplished in such a rapid fashion;
- G. a good marketing and advertising campaign can change a brand's reputation;
- H. through reviews, social media and online word-of-mouth.

Task 10. Read the text below. For gaps (1 – 10) choose the correct word (A, B, C or D).

More targeted audience reach and brand awareness

Without any additional cost, digital marketing channels allow you to target individuals based on age, gender, income level, location, job title,

interests and more. And if you (1) ... what demographic breakdown applies to your business, free analytics tools (2) ... with platforms such as Google and Facebook show you the exact characteristics of people who follow your page or visit your website.

In using traditional advertising to promote your brand or a new product or service, you are at the mercy of hoping your target audience is physically in a position to notice your efforts. Whether that means a person (3) ... the right freeway to work or paying attention to the brochure at your booth, you have to strongly rely (4) ... individuals being in the right place at the right time. However, most consumers (5) ... to the internet at least some of the time in a day.

Through digital marketing mediums, you can potentially reach your audience anytime they check (6) ... smartphone or desktop. And if you (7) ... a particular product or aspect of your brand to reach a well-defined segment of your audience, you have the ability to do that as well.

Technology gives business owners endless opportunities to engage with their customers, (8) ... it is through review management, social media posts or email newsletters. Through digital mediums, you can respond to a customer's negative feedback in a public forum, which not only means you can quell their concerns, but everyone who (9) ... the review will see your response as well. And by engaging with customers who (10) ... a positive experience with your company, you can build a loyal community around your organization online.

1	A	don't know	B	didn't know	C	will know	D	knew
2	A	have associated	B	associates	C	associated	D	associate
3	A	takes	B	taking	C	take	D	took
4	A	on	B	by	C	with	D	up
5	A	connected	B	connects	C	has connected	D	are connected
6	A	your	B	their	C	our	D	my
7	A	will want	B	wants	C	want	D	wanted
8	A	if	B	whether	C	also	D	and
9	A	reads	B	read	C	will read	D	have read
10	A	has had	B	had had	C	is having	D	have had

Task 11. Write an essay on the topic "Digital marketing: its peculiarities and advantages".

Key

Unit 1

Task 2. 1. f; 2. j; 3. a; 4. g; 5. b; 6. c; 7. d; 8. e; 9. h; 10. i; 11. m; 12. k; 13. l; 14. o; 15. n.

Task 3. 1. B; 2. C; 3. D; 4. C; 5. A.

Task 4. 1. G; 2. E; 3. A; 4. D; 5. C.

Task 6. 1. c; 2. d; 3. a; 4. e; 5. b; 6. f; 7. j; 8. g; 9. h; 10. i.

Task 7. 1. B; 2. A; 3. C; 4. A; 5. D; 6. A; 7. B; 8. C; 9. D; 10. A.

Unit 2

Task 2. 1. media planner; 2. media platform; 3. target audience; 4. advertising budget; 5. media plan; 6. research; 7. promotion; 8. services; 9. media mix; 10. message.

Task 3. 1. C; 2. A; 3. D; 4. F; 5. H; 6. G.

Task 4. 1. True; 2. False; 3. False; 4. True; 5. True; 6. False.

Task 5. 1. C; 2. A; 3. D; 4. B; 5. A; 6. D; 7. A; 8. B; 9. C; 10. A.

Task 6. 1. C; 2. B; 3. A; 4. D; 5. A; 6. D; 7. B; 8. B; 9. D; 10. A.

Task 7. 1. a; 2. c; 3. a.

Task 9. 1. B; 2. D; 3. H; 4. C; 5. A.

Unit 3

Task 2. 1. affiliate marketing; 2. content marketing; 3. social media marketing; 4. email marketing; 5. pay-per-click; 6. search engine optimization; 7. digital marketing.

Task 5. 1. h; 2. c; 3. f; 4. a; 5. j; 6. d; 7. i; 8. e; 9. g; 10. b.

Task 6. 1. B; 2. D; 3. A; 4. H; 5. C.

Task 7. 1. False; 2. True; 3. False; 4. False; 5. True; 6. False; 7. True; 8. False.

Task 8. 1. B; 2. A; 3. C; 4. A; 5. D; 6. C; 7. B; 8. A; 9. D; 10. A.

Task 9. 1. C; 2. H; 3. B; 4. A; 5. E; 6. D.

Task 10. 1. A; 2. C; 3. B; 4. A; 5. D; 6. B; 7. C; 8. B; 9. A; 10. D.

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НАВЧАЛЬНЕ ВИДАННЯ

ІНОЗЕМНА МОВА АКАДЕМІЧНОЇ ТА ПРОФЕСІЙНОЇ КОМУНІКАЦІЇ

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