



ДОНСКОЙ ГОСУДАРСТВЕННЫЙ ТЕХНИЧЕСКИЙ УНИВЕРСИТЕТ  
УПРАВЛЕНИЕ ДИСТАНЦИОННОГО ОБУЧЕНИЯ И ПОВЫШЕНИЯ  
КВАЛИФИКАЦИИ

Кафедра «Мировые языки и культуры»

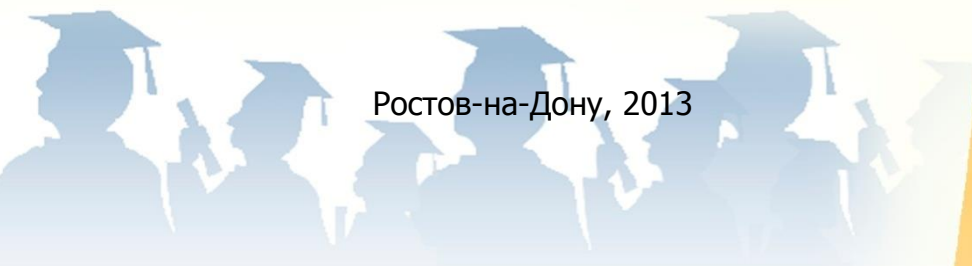
## **МЕТОДИЧЕСКИЕ УКАЗАНИЯ**

по подготовке студентов к  
монологической речи  
по теме

### **«Моя будущая профессия»**

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Ростов-на-Дону, 2013





## Аннотация

Методические указания предназначены для студентов специальности 030602 «Реклама и связи с общественностью» для подготовки студентов к монологической речи по теме «Моя будущая профессия»

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## MY FUTURE PROFESSION

There are many interesting and useful professions and it is really not an easy task to choose the right one.

I began to think about my future profession at the age of 15. My favourite subjects at school were Mathematics and English. My teachers were **well-educated** people with **broad outlook** and deep knowledge of the subjects. They encouraged me in my desire to choose an interesting and useful profession. I **opted for** a career in advertising and public relation sphere. I came to this decision little by little and now **I'm a first year student** of PR **Department** at Don State Technical University.

To become a good specialist in advertising and PR one must know many basic sciences, such as economic, statistic, history of art, philosophy, sociology, as well as management, trade technology and, of course, marketing, which is a modern philosophy of business. There are also a lot of special subjects we study such as **imagology**, **communicology**, developing advertising product and PR technology.

It is very important for a PR specialist to be a **skilful** user of computers and to speak at least one foreign language. It should better be English as it is the most popular language of international business communication. You'll be able to follow business developments in the world by listening to radio and TV news, by reading newspapers or magazines, or by **getting in contact with** your business partners abroad.

I hope that I'll never **regret** my choice and get a well-paid and interesting job afterwards. For example, I could work for a big international company as a PR manager, run my own agency, write about different companies as a journalist or **copywriter** and etc.



### Vocabulary

- ◆ **well-educated** – хорошо образованный
- ◆ **broad outlook** – широкий кругозор
- ◆ **opted for** – остановить свой выбор на, сделать выбор в пользу
- ◆ **first year student** – студент первого курса
- ◆ **department** – кафедра
- ◆ **skilful** – опытный
- ◆ **well-paid job** – хорошо оплачиваемая работа
- ◆ **copywriter** – копирайтер (составитель рекламных текстов)

### 1. Interview your groupmates about their future professions.

- When did you start to think about your future profession?
- What professions do you like best of all?
- Who helped you to make your choice?
- What do you know about your future profession?
- Have you got any traditional professions in your family?
- Is your future profession interesting and modern?

### 2. Speaking

#### A Talking about yourself

TV presenter   politician   bank clerk   lawyer   receptionist   graphic designer   teacher   waiter   shop assistant   writer   copywriter   pilot   stewardess   doctor  
 firefighter   journalist

1 Describe a job you would not like to do, giving reasons why you would not want to do it. Use some of these adjectives: *stressful*,



*boring, mentally hard, physically hard, low-paid, well-paid, etc.*

**2** Talk about a job you wanted to do when you were younger. Say why you wanted to do it then. If you no longer want to do it, explain why not.

### 3. Read and translate the text using your dictionary

#### Part 1. ADVERTISING AS A CAREER

Career in advertising may involve working for advertisers, mass media or advertising agencies.

1. **Advertisers.** Most of companies have a position of advertising manager or brand manager or a whole advertising department. These people help to coordinate the company's advertising campaigns with its sales program. They must have skills in both advertising and management sphere.
2. **Mass media.** All media uses salesmen to sell advertising space or broadcasting time. Media salesman must have knowledge about business and be skillful in salesmanship.
3. **Advertising agencies.** A variety of specialists are required in an advertising agency because it provides different services such as developing advertising campaigns, design and production advertisements and placing them in media. The structure of an advertising agency can differ, depending on the type of clients that it serves. A typical agency consists of 6 different departments: account management, account planning, creative, production, media planning and human resources.

◇ Account Management

Account management is responsible for overseeing the client's account as a whole. For example, a client meets with the ac-



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count manager and they discuss campaign needs. Once the direction of the campaign has been established, the account-planning department takes over the strategizing for the advertising campaign.

### ◇ Account Planning Department

The account-planning department develops a creative brief, which is a basis of the advertising campaign.

### ◇ Creative Department

Once the creative brief and research have been completed, the creative department develops the artwork and copywriting for the campaign.

### ◇ Production Department

Without the production department, the ads created by the copywriter and art director would be nothing more than words and pictures on paper. The production department produces the TV commercial or print ad, etc. They are responsible for contracting external vendors (directors and production companies in the case of TV commercials; photographers and design studios in the case of the print advertising or direct mailers). Producers are involved in every aspect of a project, from the initial creative briefing through execution and delivery. In some agencies, senior producers are known as "executive producers" or "content architects".

### ◇ Media Planning Department

The media-planning department gets into touch with media companies to place the advertising components in.

### ◇ HR Department

The human resource department is in charge of recruiting



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new talent for the advertising agency.

Taking everything into consideration advertising market provides a lot of opportunities for career progress. How rapidly a person moves up the career ladder is based largely on his own efforts, not on age or length of employment. For women, opportunities of building career in advertising agency or sales tend to be greater than in most other enterprises. Finally, advertising positions are well-paid.

### Part 2. PR AS A CAREER

Public relations is a discipline within marketing, and closely connected with advertising. Public Relations is a career choice for those who have excellent communication skills and who wish to **pursue a career** that offers an opportunity to interact with lots of interesting people.

Job opportunities for public relations professionals are guaranteed in various industries if the applicants have excellent communication skills and **convincing abilities**. Advertising agencies and Marketing companies constantly **look for** PR professionals. But for those who are starting their careers, they would be advised to **take up** media communication – by far the biggest sector within PR. It's the oldest PR path, and involves **interfacing with** traditional media such as print, television, online media outlets of print / television etc. Once you're in and have worked for a few years, you can think of going into specialist fields such as social media (**handling 'new age' mediums** like blogs, Twitter; managing blogosphere relationships), employee communication (getting the company's ethos out to its own employees), analyst lobbying (maintaining the image of the company amongst analysts), and government affairs (interacting with the gov-





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ernment for the company's affairs). Once a PR aspirant starts with this combination, the future will definitely be bright whatever he or she goes into public sector or government relations, community or media or even into finance.

### 4. Career planning

A career plan helps you to determine your skills and interests, what career best suits your talents, and what skills and training you need for your chosen career. By developing a career plan, you can focus on what you want to do and how to get there.

1. Do you have a career plan?
2. Where do you want to be in 10 years' time?
3. Which qualities are necessary for a job of PR manager?

- *intelligent*
- *brave*
- *physically fit*
- *calm*
- *reliable*
- *friendly*
- *patient*
- *polite*
- *creative*
- *imaginative*
- *skilful*
- *caring*

4. How can you describe your future job?

Use phrases below:



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- *travel a lot*
- *get good salaries*
- *use a computer*
- *work indoors*
- *work outdoors*
- *work part-time*
- *work long hours*
- *wear a uniform*
- *wear a classic style clothes*
- *start early in the morning*

**5.** Which of the following would you prefer to do?

- a)** Work for one company during your career
- b)** Work for several different companies
- c)** Work for yourself

**6.** Which of the following areas would you like to work in? Why?

- Sales and marketing
- PR
- Developing advertising campaigns
- Journalism
- Management
- Research and development (R&D)

**7. What should you do to get ahead in your career?**

**Choose the four most important tips from the list below. Compare your ideas in a group and try to agree on a final choice.**

- 1.** Change companies often
- 2.** Use charm with your superiors