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The Practice of Public Speaking and Business Communication

Практика публичных выступлений и деловых коммуникаций

Учебное пособие



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Предлагаемое учебное пособие предназначено для студентов высшей школы, изучающих английский язык. Материал данного пособия имеет профессионально-ориентированную направленность. Пособие состоит из 9 тематических блоков, которые соответствуют тематике и проблематике содержания образовательной программы по дисциплине «Практика публичных выступлений и деловых коммуникаций» на английском языке. Отбор языкового и речевого материала строится на принципе методической целесообразности. Основные коммуникативные умения и навыки формируются на современном информационном и методическом материале с использованием методов и форм обучения и воспитания, стимулирующих и мотивирующих учебную деятельность в профессиональном контексте.

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Предисловие

Учебно-методическое пособие состоит из девяти разделов, в которые включены аутентичные тексты с разнообразным актуальным познавательным материалом, упражнения и задания к ним, позволяющие расширить словарный запас обучаемых, сформировать навыки публичного выступления. Книга содержит аутентичные англоязычные тексты, посвященные основным направлениям исследований в области искусственного интеллекта. Учебное пособие разбито на две главы, каждая из которых ориентировочно придерживается следующей структуры: вокабуляр, состоящий из основных слов и выражений, используемых в данной главе, и их перевода на русский язык; подборка научных и научно-популярных текстов на английском языке, освещающая данную тематику; подборка упражнений, необходимых для того, чтобы помочь студентам овладеть лексикой по данной тематике. Упражнения включают в себя перевод с английского на русский, ответы на вопросы, перевод с русского на английский, подбор определений и синонимов, темы для дискуссий, письменное задание (кейс) и задания к аудированию. Пособие заканчивается списком использованной литературы и источников для данного пособия.

Учебно-методическое пособие создано на междисциплинарной основе и предусматривает интеграцию компетенций, автономию студентов, аутентичность учебных материалов, проблемный и проектный методы обучения, а также реализацию других современных методологических принципов и концепций. Задания имеют прагматическую направленность и предполагают адаптивность к меняющимся на рынке труда реалиям. Каждый урок содержит ссылки на аудио- или видеоматериалы, имеющиеся в Сети в свободном доступе.

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Part I

Unit 1

Why Study Public Speaking?



Vocabulary:

confident - уверенный

to engage - вовлекать

concisely - четко, кратко

to ensure - убедиться

outline - план

adeptly - умело

to respond - реагировать, отвечать

to embrace - включать

essential - необходимый

to hone - совершенствовать

to enhance - улучшать

to convey - передавать

persuasively - убедительно

Public speaking is the art of effectively delivering a message to an audience in a confident and engaging manner. When it comes to mastering public speaking

techniques, remember that practice makes perfect. Start by organizing your thoughts clearly and concisely. Create an outline to guide your speech, ensuring a logical flow of ideas.

One of the common public speaking fears is the fear of forgetting your lines. To overcome this, practice your speech multiple times until you feel comfortable with the material. Visual aids can also help jog your memory if you get stuck. Additionally, remember that it's okay to take a moment to collect your thoughts during your speech.

Another fear that many face is the fear of being judged by the audience. Keep in mind that the audience wants you to succeed and is rooting for you. Focus on delivering your message with passion and sincerity, and the audience will respond positively. Embrace these challenges as opportunities for growth and improvement in your public speaking skills.

Importance of Public Speaking

Wondering why mastering the art of effective communication through engaging delivery is essential for various aspects of your life? Public speaking plays a critical role in building your confidence and establishing connections with your audience. By honing your communication skills, you not only express yourself clearly but also engage others effectively.

Confidence building is a key benefit of public speaking. Each time you step onto a stage or address a group, you're boosting your self-assurance. The more you practice speaking in public, the more comfortable and confident you become in various situations. Additionally, connecting with your audience is important. When you can engage and captivate your listeners, you create a strong bond that enhances the impact of your message.

Moreover, public speaking enhances your communication skills and allows for authentic self-expression. Through this practice, you learn to articulate your thoughts clearly, share your ideas effectively, and convey your message with passion. Embrace the importance of public speaking as a tool for personal growth and professional success.

Benefits of Effective Communication

Improving your communication skills can lead to a multitude of benefits in various aspects of your personal and professional life. By honing your communication skills, you not only enhance your ability to express ideas clearly but also boost your confidence in interactions with others. Essentially communication is a critical skill that can open doors to new opportunities and strengthen relationships.

When you communicate effectively, you can articulate your thoughts with clarity and precision, ensuring that your message is understood. This can lead to improved

collaboration, better problem-solving, and enhanced productivity in the workplace. Additionally, strong communication skills can help you build rapport with others, establish trust, and convey your ideas persuasively.

In your personal life, effective communication can lead to stronger connections with friends and family, as well as the ability to navigate conflicts more adeptly. By mastering communication, you can present yourself with confidence in various situations, making a positive impression on others and advancing your personal and professional growth.

Public speaking has become useful in all aspects of life, be it professional or personal. From discussing ideas with friends to presenting vital information at company-wide conferences, you need good communication skills.

As you can see, the importance of public speaking cuts across all walks of life. There is hardly any area of life it cannot be applied to. And thinking it is only meant for a certain group of people is one of the worst mistakes one can ever make on the surface of the earth!

(Источники:

- eSoft Editorial Team. What Is Public Speaking? URL: <https://esoftskills.com/what-is-public-speaking/>
- Toastmaster Tom. Importance Of Public Speaking Explained With 10 Reasons. URL: <https://icebreakerspeech.com/importance-of-public-speaking/>).

Task 1. Answer the questions:

1. How can you define public speaking?
2. Where does public speaking play a critical role?
3. What are the key benefits of public speaking?
4. What abilities can you enhance by honing your communication skills?
5. How can public speaking be helpful in personal and professional life?

Task 2. Fill in the gaps with the words from the text:

strengthen stuck concisely vital enhanced success perfect

1. When it comes to mastering public speaking techniques, remember that practice makes _____.
2. Start by organizing your thoughts clearly and _____.
3. Visual aids can also help jog your memory if you get _____.

4. Embrace the importance of public speaking as a tool for personal growth and professional _____.
5. Essential communication is a critical skill that can open doors to new opportunities and _____relationships.
6. This can lead to improved collaboration, better problem-solving, and _____productivity in the workplace.
7. From discussing ideas with friends to presenting _____ information at company-wide conferences, you need good communication skills

Task 3. Match the words from the text with their definitions:

1. collaboration	a. skillfully, in a skilful way that shows natural ability
2. to embrace	b. to express a thought, feeling, or idea so that it is understood by other people
3. confident	c. a close connection joining two or more people
4. bond	d. the achieving of the results wanted or hoped for
5. convey	e. being certain of your abilities or having trust in people, plans, or the future
6. adeptly	f. the situation of two or more people working together to create or achieve the same thing
7. success	g. to accept something enthusiastically

Task 4. Match the synonyms:

1. navigate	a. master
2. vital	b. improve
3. hone	c. convincing
4. build rapport	d. reply
5. respond	e. critical
6. enhance	f. handle
7. persuasively	g. establish relations

Task 5. Translate the text from Russian into English:

«Я не умею выступать перед аудиторией», «Я не оратор», «Пусть все выступают, только бы не я»... Такие мысли до сих пор посещают меня, когда я готовлюсь к выступлению на конференции, к лекции или даже перед дружеским тостом. Наверняка, такие мысли посещают и вас перед какой-либо публичной речью, в то же время вы ощущаете, что было бы лучше научиться выступать, это пригодится в будущем.

Сегодня все чаще умение общаться с людьми становится определяющим фактором успеха в карьерном росте, бизнесе, политике, учебе. И если общение индивидуальное может опираться на врожденные способности, то в публичной коммуникации этого уже недостаточно – здесь необходимы навыки, приемы и технологии.

Томас Алва Эдисон правильно сказал: «В гениальности 1% таланта и 99% труда», поэтому и риторике, мастерству выступать публично, тоже можно научиться.

Приемам и технологиям создания публичной речи можно и нужно учиться. Это даст вам возможность почувствовать себя более уверенным в общении с любым собеседником, научит добиваться задуманного, четко и последовательно аргументируя свое мнение.

Task 6. Discussion:

1. Are you a successful communicator?
2. What are the key benefits of confident public speaking skills?
3. Why is networking essential at the conference or at business meeting?

Task 7. Writing. Case study:

Think over and write down a 3-minute speech on how to network effectively at conferences or business meetings.

Task 8. Listening. Watch the video and complete the following tasks.



https://www.ted.com/talks/lydia_machova_the_secrets_of_learning_a_new_language

a. Answer the questions:

1. What are the methods to start learning a foreign language?
2. According to Lydia, what does unite all of her polyglot friends?
3. What are the principles for achieving fluency in mastering a foreign language?
4. Why is it non-productive to just learn a list of words?
5. What is the perfect time for vocabulary revision?
6. How can podcasts become a convenient way of learning?
7. Why does Lydia learn a new language every two years?
8. Are polyglots more talented than others?

b. Find the synonyms for the words from the video:

- | | |
|---|-----------------------|
| • now | • to have any meaning |
| • to tell the truth | • the easiest way |
| • becoming good in mastering a foreign language | • immediately |
| • features that unite us | • very important |
| • to encourage | • to learn by heart |
| • globally | • perhaps |
| • to answer | • additional time |
| • to understand | • to train |
| • regularly used words | • fluently |
| • to continue | • to enjoy |

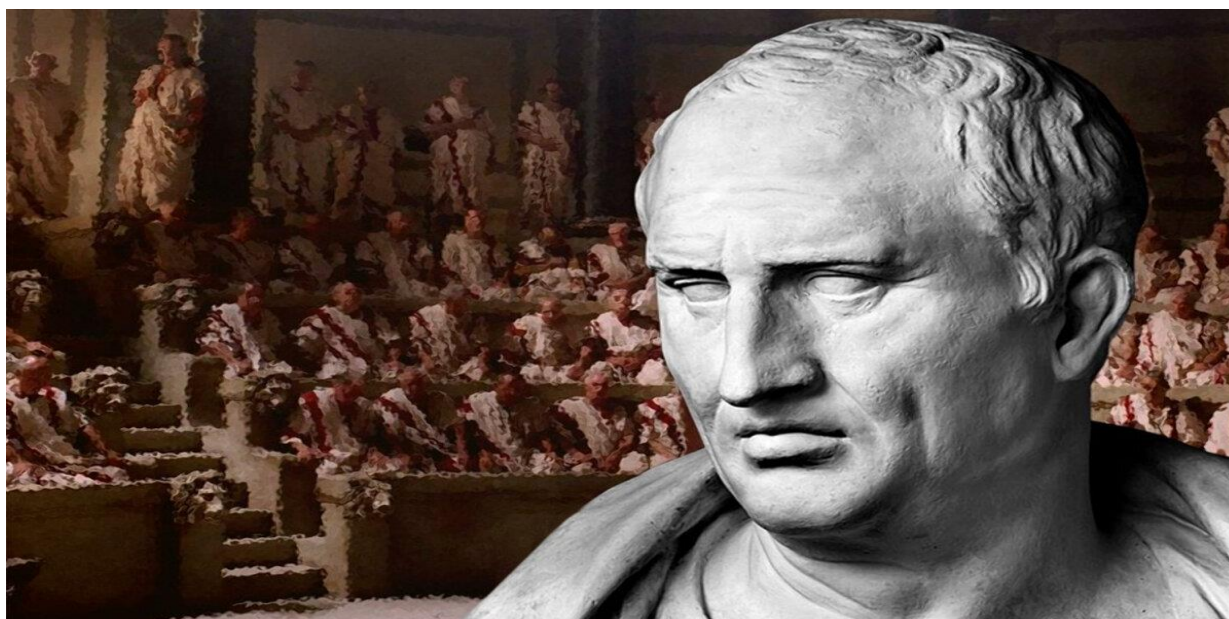
c. Translate the words from Russian into English using their equivalents from the video:

- | | |
|--------------------|-------------------------|
| • всего лишь | • случайный |
| • поинтересоваться | • незнакомец |
| • выяснить | • остроумный подход |
| • мероприятие | • меня внезапно осенило |
| • обратная связь | • сделанный вручную |

-
- лично
 - бессмыслица
 - доступный
 - краткосрочная память
 - записная книжка
 - повторять лексику
 - выполнять работу по дому
 - заметные улучшения
 - небольшая порция
 - окончить (учебное заведение)

Unit 2

From Oratory to Public Speaking



Vocabulary:

Inception - начало

Elaborate - изящный

to foster - продвигать

fascinating - удивительный

to highlight - подчеркивать

to delve - погружаться

impact - влияние

prophets - пророки

divine - божественный

prominent - выдающийся

exhibition - выставка

grievances - горести

profound - известный, глубинный

to embark - приступить

The art of public speaking has come a long way since its inception over 2,500 years ago in ancient Athens. As an essential part of civic duties and democracy, it has transformed from using elaborate gestures to convey messages to embracing conversational styles that foster connection and authenticity.

This fascinating evolution highlights the ever-changing nature of communication and its impact on our lives. We will delve into the rich history of public speaking styles and techniques, journeying through time from ancient civilizations to modern day powerhouses like TED Talks.

Over the course of human history, people have always used public speaking to deliver messages. Kings have had reasons to address their subjects from time to time. Generals would often inspire and prepare soldiers for battle. Toasts have always been given at wedding ceremonies. All these have been made possible by public speaking.

History of Public Speaking in the Antiquity

Public speaking was well-practiced among the ancient Hebrews. Hebrew Kings would inform their subjects. Religious leaders and teachers would instruct large assemblies. Plus, the Hebrews had a long line of prophets who proclaimed divine messages in public places.

One of the earliest of such prophets was the prophet Moses. He constantly had to address the Israelites as he led them out of slavery from Egypt. He had to inform, inspire and at times rebuke them. He was indeed a great public speaker!

However, the first known book about public speaking was written about 2,400 B.C.E by an Egyptian official named Ptahhotep. He was vizier (minister) to Pharaoh Djedkare Isesi of the fifth dynasty.

Ancient Greeks and the History of Public Speaking

Around the fifth century B.C.E, the Greek city-state of Athens was a prominent military, political and philosophical center. It was also a great center of learning. At that time, it was a way of life for young Athenian men to make speeches as citizens.

Democracy was on the rise in Athens. So, citizens would gather in public places (especially at the market places) to debate political and other economic issues. It was more or less a forum for the exhibition of public speaking abilities. Hence, public speaking became an integral part of their daily life.

A remarkable event that brought the necessity for public speaking to the fore was the establishment of the People's Court by Solon (a renowned poet, statesman and lawmaker also known as one of the Seven Wise Men of Greece) in 594-593 B.C.E. This provided the citizens with the opportunity to take their grievances to the court where they could obtain judgment.

However, there were no lawyers. So, the citizens had to represent or defend themselves or their families in court. They had to be able to present their cases eloquently and confidently to have a measure of success.

Therefore, any citizen's success in court, politics and social life was greatly dependent on his public speaking abilities and skills.

Profound Greek orators like Aristotle, Plato and Socrates developed theories and techniques that became bedrocks in public speaking. Their ideas later led to the development of schools where public speaking was taught in addition to mathematics and philosophy.

A name worthy of mention in ancient Greek history of public speaking is Demosthenes. He was a symbol of determination and resilience. He had a speech impediment and was described as 'weak' while growing up. But he was determined to be a successful public speaker. So he embarked on what could be called a 'journey of self-development'.

He would practice speaking with a pebble in his mouth to overcome his speech impediment. He would also practice speaking at the shore trying to make himself audible despite the roaring sound of the sea. He would run up the hill while reciting speeches out loud to work on his breath. The result was that he became a great public speaker. He is regarded as the greatest ancient Greek orator even till this day!

His public speaking style was 'plain' and straightforward. It lacked the rhetorical flair that marked the oratory of his time. Yet he left indelible marks on Greek oratory.

Greece eventually lost its supremacy to the Romans.

Rome's Role in Public Speaking History

After the fall of Greece, Rome came to the scene as a military and political world power. The Romans never discarded the public speaking culture left by the Greeks. They rather adopted and modified it.

A strong influence on the Roman style of public speaking was Marcus Tullius Cicero.

Born in 106 B.C.E, Cicero grew up to become a profound orator, lawyer, philosopher and statesman. According to him, the five rules of public speaking are: Invention, arrangement, style, memory and delivery. These are generally referred to as the Five Canons of Rhetoric and are still used in modern-day oratory.

The Latin (Roman) style continued to be the main form of oratory in the world until the beginning of the 20th century when emphasis shifted to a 'plain' style of speaking.

(Источники:

- *Toastmaster Tom. From Cicero to TED Talks: The Incredible Evolution of Public Speaking.*
URL: <https://icebreakerspeech.com/evolution-of-public-speaking/>

- James Kudooski. *The History of Public Speaking...An Interesting Piece*. URL: <https://discover.hubpages.com/business/The-History-of-Public-Speaking>).

Task 1. Answer the questions:

1. What have been the main purposes of public speaking since the Antiquity?
2. Who was the author of the first known book on public speaking?
3. What was the remarkable event that brought the necessity for public speaking to the fore?
4. Give the names of profound Greek orators.
5. What was the Rome's role in public speaking history?

Task 2. Fill in the gaps with the words from the text:

defend deliver influence oratory bedrocks prophets delve

1. We will_____ into the rich history of public speaking styles and techniques.
2. Over the course of human history, people had always used public speaking to _____messages.
3. The Hebrews had a long line of_____ who proclaimed divine messages in public places.
4. So, the citizens had to represent or _____themselves or their families in court.
5. Profound Greek orators like Aristotle, Plato and Socrates developed theories and techniques that became _____ in public speaking.
6. A strong_____ on the Roman style of public speaking was Marcus Tullius Cicero.
7. These are generally referred to as the Five Canons of Rhetoric and are still used in modern-day _____.

Task 3. Match the words from the text with their definitions:

1. invention	a. the main principles on which something is based
2. proclaim	b. the ability to be happy, successful, etc. again after something difficult or bad has happened
3. bedrocks	c. memories or actions are impossible to forget, or have a permanent influence or effect

4. indelible	d. throw something away or get rid of it because you no longer want or need it
5. lack	e. something that has never been made before, or the process of creating something that has never been made before
6. discard	f. to announce something publicly or officially, especially something positive
7. resilience	g. the fact that something is not available or that there is not enough of it

Task 4. Match the synonyms:

1. emphasis	a. renowned
2. reasons	b. finally
3. profound	c. highlight
4. elaborate	d. set off
5. impact	e. serious
6. eventually	f. purpose
7. embark	g. influence

Task 5. Translate the text from Russian into English:

Взлет ораторского искусства связан с условиями жизни в полисе, когда любая информация передавалась устно. Необходимость отстаивать свои взгляды и убеждать сограждан в своей правоте на дебатах в народном собрании, суде присяжных необычайно возвысила искусство владения звучащим словом.

Анализируя искусство красноречия, Аристотель разделил все речи на три вида: совещательные, или политические, судебные (обвинительные и защитительные) и эпидейктические, или торжественные. Цель речей совещательных (или политических) – склонять или отклонять, судебных – обвинять или оправдывать, эпидейктических (или торжественных) – хвалить или порицать.

Огромная роль звучащего слова в жизни древних греков вызвала потребность в риториках – учителях красноречия. Так появляется риторика – ораторское искусство, а овладение риторикой становится высшей ступенью античного образования.

Task 6. Discussion:

1. What should be taken into account when choosing a presentation topic?
2. How can you define if you have made contact with your audience?
3. How best is it to arrange the audience in a room for a meeting, press conference, presentation, or brainstorming session?

Task 7. Writing. Case study:

Create a hypothetical portrait of the audience you would like to address with the topic: “The profession of future”.

Task 8. Listening. Watch the video and complete the following tasks.



https://www.ted.com/talks/daniel_levitin_how_to_stay_calm_when_you_know_you_ll_be_stressed

a. Answer the questions:

1. How does the brain perform under stress?
2. What is prospective hindsight?
3. What can we do in the form of a pre-mortem?
4. What is hippocampus responsible for?
5. NNT - what does this abbreviation stand for? How many people have to take a medicine before one person is helped?
6. How many patients experience side effects?
7. How should we act when getting into stressful situations?
8. Is organization an immediate or a gradual process?

b. Find the synonyms for the words in the video:

- | | |
|---------------------|-----------------------|
| • mobile phone | • cardiac rhythm |
| • to take some time | • to confuse thoughts |
| • planning | • to rush |
| • by education | • probability |

-
- | | |
|-----------------------|----------------------|
| • retrospective view | • to face smth |
| • to forecast | • to be a substitute |
| • to specify | • basic |
| • to support | • to weaken |
| • to develop | • in advance |
| • to make smth easier | • to happen |

c. Translate the words from Russian into English using their equivalents from the video:

- вломиться (в дом)
- на другом конце города
- по крайней мере
- подрядчик
- в сложившихся обстоятельствах
- работать в стрессовой ситуации
- предстоящий
- в хвосте (самолёта)
- смущённо
- выяснить
- обоняние
- замена
- принятие решений
- извлекать выгоду из
- перенести операцию
- побочный эффект
- цепочка рассуждений
- брать на себя риск
- взять данные из воздуха
- передумать

Unit 3

Famous Public Speakers and Speeches Throughout History



Vocabulary:

appealing - привлекательный

masterpiece - шедевр

rally - сплачивать, объединять

inspire - вдохновлять

renowned - известный

immense - огромный

implement - внедрять, реализовывать

considerable - значительный

contribute to - вносить вклад

Martin Luther King Jr.'s "I Have a Dream" Speech

Martin Luther King Jr.'s "I Have a Dream" speech is considered one of the most iconic speeches in history. He delivered this famous address at the Lincoln Memorial during the 1963 March on Washington for Jobs and Freedom.

King used powerful language and elaborate metaphors in his speech to engage his audience emotionally. His repetition of the phrase, “I have a dream,” helped build momentum and inspire hope among those fighting for civil rights.

By combining passion with careful planning, King was able to craft an appealing message that resonated with millions around the world.

Mahatma Gandhi

Like Martin Luther King, Mahatma Gandhi believed in peaceful protests, non-violence, and the spoken word to bring about positive change.

Mahatma Gandhi was passionate about Indian independence from the British occupation, and his message was always clear and focused. This is one of the many reasons he is well-established as one of the greatest speakers of all time.

He stood for social justice and equality, and his speeches were full of rhetorical devices that made his message impactful. For example, in his famous “Quit India” speech, he repeatedly used the phrase “quit India” to create a powerful refrain.

Gandhi was genuine and authentic as a speaker and believed deeply in what he was saying. This level of individuality and authenticity is the foundation of great public speaking.

Winston Churchill’s “We Shall Fight on the Beaches” Speech

During World War II, Winston Churchill gave one of his most famous speeches titled “We Shall Fight on the Beaches.” This speech was delivered to the House of Commons in June 1940 and is considered a masterpiece of oratory.

The speech motivated British citizens to stand up and fight against Nazi Germany, even if it meant sacrificing their lives. Churchill’s use of powerful metaphors such as “blood, sweat, and tears” and passionate delivery inspired hope during a time of great uncertainty. In this speech, Churchill demonstrated how effective public speaking can rally people behind a cause or inspire them to take action.

Famous Russian Orators

Mikhail Lomonosov is considered to be the founder of public speaking in Russia. He ensured that subjects in higher education institutions of that time were taught in Russian. It was during this time that public speeches in Russian became widespread. Legendary writers such as Alexander Herzen, Vissarion Belinsky, Nikolai Gogol, Mikhail Saltykov-Shchedrin, and Vladimir Korolenko were renowned public speakers who contributed to the development of Russian academic public speaking. Belinsky said a well-known phrase that eventually became an aphorism and best expresses the credo of the orators of that time: “To use a foreign word when there is an equivalent Russian word is to insult both common sense and good taste.” The 19th century was

also a turning point in the field of law, as Russian judicial eloquence gained immense popularity. In 1864, a judicial reform was implemented, resulting in the introduction of jury trials and the establishment of the legal profession.

Now, public competitions in oratory took place between the representatives of the prosecution and the defense, which attracted considerable attention from the audience. The trials were regularly covered in newspapers, which further contributed to the popularization and improvement of judicial oratory. There was a group of talented judicial orators, including V. Spasovich, A. Koni, S. Andreevsky, K. Arsenyev, A. Urusov, F. Alexandrov, A. Passover, V. Zhukovsky, F. Plevako, N. Karabchevsky, and others. The court speakers raised pressing issues that captured the thoughts and feelings of ordinary people.

If we were to describe the masters of eloquence in general terms, we would say that they all possess the following qualities: sincerity, civic courage, social activism, conviction in the rightness of their ideas, respect for the spoken word, and constant work on their style and language. In today's world, the art of eloquence remains important, and successful leaders, politicians, and businesspeople recognize the effectiveness of eloquence in achieving their goals.

(Источники:

- *Toastmaster Tom. From Cicero to TED Talks: The Incredible Evolution of Public Speaking.* URL: <https://icebreakerspeech.com/evolution-of-public-speaking/>
- *Adam Christing A. 5 Famous Public Speakers Throughout History* URL: <https://adamchristing.com/blog/famous-public-speakers-in-history/>
- *Антон Духовский. Ораторское искусство в России: https://oratoris.ru/oratorskoe-iskusstvo-v-rossii/).*

Task 1. Answer the questions:

1. What is the most famous speech of Martin L. King?
2. What was one of the many reasons Mahatma Gandhi was well-established as one of the greatest speakers of all time?
3. Who is considered to be the founder of public speaking in Russia?
4. When did Russian judicial eloquence gain immense popularity?
5. What are the qualities that the masters of eloquence should possess in general terms?

Task 2. Fill in the gaps with the words from the text:

combining	widespread	contributed	eloquence
elaborate	masterpiece	reasons	

1. King used powerful language and _____ metaphors in his speech to engage his audience emotionally.

2. By _____ passion with careful planning, King was able to craft an appealing message that resonated with millions around the world.
3. This is one of the many _____ he is well-established as one of the greatest speakers of all time.
4. This speech was delivered to the House of Commons in June 1940 and is considered a _____ of oratory.
5. It was during this time that public speeches in Russian became _____.
6. The trials were regularly covered in newspapers, which further _____ to the popularization and improvement of judicial oratory.
7. If we were to describe the masters of _____ in general terms, we would say that they all possess a set of qualities.

Task 3. Match the words from the text with their definitions:

1. masterpiece	a. to accept that something is legal, true, or important
2. eloquence	b. having a powerful effect on a situation or person
3. recognize	c. interesting and attractive:
4. rally	d. an occasion when something gets better or when you make it better
5. impactful	e. a work of art such as a painting, film, or book that is made with great skill
6. appealing	f. the quality of delivering a clear, strong message
7. improvement	g. to (cause to) come together in order to provide support or make a shared effort:

Task 4. Match the synonyms:

1. considerable	a. huge
2. genuine	b. significant
3. craft	c. belief
4. immense	d. thorough
5. conviction	e. aim
6. careful	f. build
7. goal	g. true

Task 5. Translate the text from Russian into English:

Ораторское искусство – это великий двигатель донесения необходимой информации в массы. Каждое выступление значимого для страны человека должно сопровождаться действием, что поведет поток человеческого сознания в

нужном направлении. С помощью ораторов творятся государственные дела, вершатся судьбы человечества и выставляется любая информация в нужном свете.

Каждое выступление оратора сопровождается неким действием, что влияет на ум человека, что его слушает. Чистый поток информации будет воспринят слабо и в неполном объеме. А те факты, которые будут регулироваться с помощью интонации, силы голоса, сопровождаться мимикой и жестами, усвоены намного лучше и эффективнее.

Проследивая ход истории, можно заметить тенденцию развития ораторского искусства среди ученых мужей, писателей, лириков и прочих представителей интеллигенции. Ораторское искусство России хоть и начало свое развитие довольно поздно, но приобрело совершенно иной окрас и абсолютно другое направление. Не важно, как воздействовать на умы человека, с какой позиции преподносить информацию, важно, чтобы она была воспринята и понята.

Task 6. Discussion:

1. What impact did the speeches of famous orators have on society?
2. What topics were most frequently discussed by the prominent speakers?
3. How do modern orators use their speeches to influence the society?

Task 7. Writing. Case study:

Choose one of the outstanding speeches and render it using the following plan

The Plan of Rendering of Public Speeches

1. Identify and Define the text given for analysis (The text under consideration is a piece of oratory...). It's an abstract from a public speech addressed to... on such an occasion as... (public wedding, etc.).
2. The aim of this speech.
3. The central ideas of the speech.
4. The general tone of the speech (serious, lofty, ironic, tragic, friendly solemn, hostile...).

What text elements reveal the tone (high-flown words, exclamatory sentences, colloquial words, etc.)? Provide the examples.

5. Typical structural features of the text.
6. Stylistic devices analysis. What effect do they provide? What are they aimed at?

Task 8. Listening. Watch the video and complete the following tasks.



https://www.ted.com/talks/anthony_goldbloom_the_jobs_we_ll_lose_to_machines_and_the_ones_we_won_t

a. Answer the questions:

1. What is the risk for jobs according to researchers at Oxford University?
2. What is machine learning?
3. When did it start?
4. What sphere was it applied to then?
5. What can a machine do now, as compared to humans?
6. Where have machines made little progress?
7. How was microwave oven invented?
8. How will humans be able to stay ahead of machines?

b. Find the synonyms for the words in the video:

- | | |
|------------------------|--------------------------|
| • radically | • laborious problem |
| • to make an inference | • new |
| • collapse | • to cope with |
| • scientific community | • principle restrictions |
| • at the forefront of | • significant |
| • recently | • innovative |
| • to overtake | • to reduce their number |

c. Translate the words from Russian into English using their equivalents from the video:

- | | |
|---------------------|-------------------------|
| • машинное обучение | • сопоставлять |
| • отвечать за | • соревноваться с |
| • подражать | • решить задачу |
| • сводить воедино | • перекрёстное опыление |
| • оценивать риски | • в какой мере |
| • почтовый индекс | • привлечь потребителей |
| • бросать вызов | • пробел на рынке |

Unit 4

Evolution of Public Speaking Techniques and Styles



Vocabulary:

significant - значительный

shift - изменение

establish - установить

incorporate - включать

meaningful - значимый

involve - включать

valuable - ценный

overall - в целом

diverse - разнообразный

evidence - доказательства

solely - единственно

to grab - захватывать

crucial - необходимый, важный

Public speaking techniques and styles have undergone significant changes over time, from the formal oratory style of ancient times to modern-day conversational and informal presentations that focus on audience connection.

From Oratory to Conversation

The evolution of public speaking has seen a shift from oratory to conversation, with a focus on connecting with the audience and engaging in dialogue. In the past, public speakers were seen as authoritative figures who delivered eloquent speeches using formal language and grand gestures.

One example of this shift is the use of humor in speeches to help establish rapport with an audience. Comedians like Trevor Noah incorporate humor into their talks to build trust and create a relaxed atmosphere for discussion.

In summary, modern-day public speaking techniques prioritize conversational styles that foster open communication between speaker and audience over traditional monologues or oratorical delivery methods.

From Monologues to Dialogues

One of the most significant changes in public speaking over time has been the shift from monologues to dialogues. Traditionally, speeches were often structured as a one-way communication where the speaker delivered their message to an audience without much interaction.

This involves engaging the audience through questions and responses, creating opportunities for them to share their own thoughts and ideas relevant to the topic at hand.

Overall, adopting a dialogue-based approach can help public speakers create meaningful connections with their audiences while also giving them valuable insights into what resonates most strongly with those they seek to engage.

From Formal to Informal Styles

Public speaking styles have changed significantly over time, and one notable shift has been towards more informal presentation techniques. While formal speeches with precise language and delivery were once the norm, modern presenters often opt for a more conversational approach.

To achieve this effect, many presenters use informal language, incorporating slang or colloquialisms to create a relaxed atmosphere. They may also use humor or storytelling to engage their audience emotionally.

As audiences become increasingly diverse and inclusive spaces are prioritized in public speaking settings, adapting to new standards is essential.

From Emotional Appeal to Logical Appeal

Effective public speaking has evolved from relying solely on emotional appeal to incorporating logical reasoning in speeches. While emotions can be a powerful tool for engaging an audience, it is important to also provide sound facts and evidence to support your claims.

One example of this shift towards more logic-based speeches is seen in the rise of TED Talks. These talks are known for presenting complex ideas in a clear and concise manner while backing up claims with data and research.

Understanding how emotions and logic work together in public speaking helps speakers better connect with their audience, ultimately leading to greater success in delivering impactful messages.

Future of Public Speaking

The future of public speaking will incorporate a greater emphasis on technology and personal connection, as well as the importance of diversity and inclusion in audience engagement; read on to discover more about where the field is headed.

Use of Technology in Public Speaking

Today, technology has become an integral part of public speaking. From teleprompters and projectors to videoconferencing and social media platforms, technology has revolutionized the way we communicate with our audiences.

One of the most significant advantages that technology brings is the ability to enhance visual aids during presentations. This helps grab attention and make information stick better as attendees can follow along with images or videos shown on screens.

Social media platforms like Twitter provide avenues for attendees to interact with speakers in real-time making Q&A sessions more engaging and dynamic than traditional speech formats.

Another interesting development is Virtual Reality (VR) used by keynote speakers which may enable them to captivate their audiences even more effectively by immersing them into engaging digital experiences without leaving their seats – thus transforming how people learn from events remotely.

As a public speaker embracing technology can be crucial as it adds depth and creativity to speeches while elevating overall delivery quality.

Conclusion: Evolution of Public Speaking

In conclusion, public speaking has come a long way since its origins in ancient Greece. The techniques and styles have evolved over time to fit the changing needs of society.

From the emphasis on oratory skills to the use of technology and visual aids, public speaking has adapted to new audiences and technologies. Today's speakers focus on authenticity and personal connection with their audience, while emphasizing diversity and inclusion in their messages.

As we look towards the future of public speaking, it is clear that new technologies will continue to play an important role in shaping how we communicate our ideas effectively to different audiences.

(Источник:

- Toastmaster Tom. *From Cicero to TED Talks: The Incredible Evolution of Public Speaking*. URL: <https://icebreakerspeech.com/evolution-of-public-speaking/>)

Task 1. Answer the questions:

1. How can you describe the shift from oratory to conversation?
2. How does the use of humor in speeches help establish rapport with an audience?
3. How can a dialogue-based approach help public speakers?
4. What is one of the most significant advantages that technology brings?
5. What do today's speakers focus on?

Task 2. Fill in the gaps with the words from the text:

visual grab incorporate shift audience crucial concise
--

1. The evolution of public speaking has seen a _____ from oratory to conversation, with a focus on connecting with the audience and engaging in dialogue.
2. Comedians like Trevor Noah _____ humor into their talks to build trust and create a relaxed atmosphere for discussion.
3. These talks are known for presenting complex ideas in a clear and _____ manner while backing up claims with data and research.
4. This helps _____ attention and make information stick better as attendees can follow along with images or videos shown on screens.
5. As a public speaker embracing technology can be _____ as it adds depth and creativity to speeches while elevating overall delivery quality.
6. Today's speakers focus on authenticity and personal connection with their _____.
7. From the emphasis on oratory skills to the use of technology and _____ aids, public speaking has adapted to new audiences and technologies.

Task 3. Match the words from the text with their definitions:

1. approach	a. something that helps you to do a particular activity
2. diversity	b. having a lot of strength or force
3. powerful	c. to encourage the development or growth of something
4. provide	d. a way of considering or doing something
5. tool	e. necessary and important as a part of a whole
6. foster	f. the condition or fact of being different or varied; variety
7. integral	g. to give something that is needed or wanted to someone

Task 4. Match the synonyms:

1. shift	a. develop
2. incorporate	b. build up
3. focus	c. change
4. complex	d. at a distance
5. remotely	e. attention
6. evolve	f. include
7. shape	g. sophisticated

Task 5. Translate the text from Russian into English:

Эволюция техник и стилей публичного выступления началась в древних цивилизациях, таких как Греция и Рим. В эти времена речь служила политическим и юридическим целям. Например, Аристотель в своём трактате о риторике установил правила эффективного общения.

В период Возрождения и Просвещения публичные выступления расцвели и стали важным навыком для успеха. Ораторы того времени были известны красноречием и стилем. Они эффективно общались с аудиторией и убеждали её в своей точке зрения.

В современном обществе влияние на развитие публичных выступлений оказали масс-медиа. С их помощью можно было охватить большую аудиторию. Например, благодаря телевидению и радио стало возможным проводить короткие TED-лекции. TED Conferences, LLC — это медиаорганизация, которая

публикует выступления в интернете для бесплатного распространения под лозунгом «Идеи, достойные распространения». Изначально TED была создана Ричардом Солом Фурманом в феврале 1984 года как конференция и проводится ежегодно с 1990 года. Выступления на этих конференциях обычно публикуются в интернете. Видеозаписи этих выступлений вдохновляют носителей и не носителей английского языка изучать его и перенимать стиль подачи материала. Таким образом, видеоролики TED Talk могут помочь улучшить навыки устной речи и расширить словарный запас.

Task 6. Discussion:

1. How should we speak, that people would like to listen?
2. How does non-verbal communication affect speech perception?
3. How may technologies help with public speaking?

Task 7. Writing. Case study:

Write 5-7 arguments for the thesis: “Each of us must learn to drive a car”.

Task 8. Listening. Watch the video and complete the following tasks.



https://www.ted.com/talks/jessica_ochoa_hendrix_how_virtual_reality_turns_students_into_scientists

a. Answer the questions:

1. What does Ms. Hendrix mean by “You can’t be what you can’t see” and how does she try to solve this problem?
2. What was the popularity of scientific career according to the 2014 survey?
3. What did the strategy to involve teenagers into science look like?
4. What is an extended reality programme?
5. Name the equipment used by schoolchildren to be involved into virtual underwater expedition.
6. How was collaborative work organized?
7. Where was BioDive piloted in 2017? Where is it piloted now?
8. Was feedback always positive? What has it given?

9. Why are Ms. Hendrix and her colleagues concerned with involving children into science?

b. Find the synonyms for the words from the video:

- | | |
|---------------------------|---------------------------------|
| • developing | • evaluation |
| • to help | • to help you understand better |
| • by chance | • to concentrate on |
| • a study | • joint work |
| • cheap | • to introduce |
| • moreover | • to be fully involved |
| • ideal | • certain details |
| • educational plan | • in general |
| • advanced (technologies) | • influence |

c. Translate the words from Russian into English using their equivalents from the video:

- | | |
|--------------------------|-------------------------|
| • метод проб и ошибок | • следить за успехами |
| • по всей стране | • при условии, что |
| • освоиться с | • усваивание знаний |
| • воплотить в жизнь | • сносшибательный |
| • запоминание информации | • в конце концов |
| • финансирование | • встроить |
| • гарнитура | • решать текущие задачи |
| • делать записи | • полезный опыт |
| • делиться наблюдениями | • первоисточник |

Business Communication, its Methods and Types



Effective communication for businesses is not only about carrying out business operations but also about interacting with clients or customers appropriately.

Based on the situation, business conversations can occur on various channels, such as in-person, online, or outside the office. Your strategies and communication process are essential to every organized activity in a company.

With the increasing options available for communicating, workplace communication has become simple. The modern and most advanced form of communication includes different technologies that can enhance real-time voice communication over the Internet and provide cost-effective and flexible business communication solutions. Communication solutions in business enable you to make calls, conduct conference communication solutions, and collaborate seamlessly, regardless of geographical location. It fosters efficient and productive communication.

Business communication is the backbone of every organization. It builds a critical bridge to connect different departments, stakeholders, and organizations. Effective communication ensures that all the organizational members understand the goal and coordinate with each other to achieve that goal. Therefore, communication drives the organization's growth and sustainability.

On the contrary, a lack of communication leads to organizational conflicts and misunderstandings. It impacts an organization's internal operations as well as external relationships. Good internal communication fosters teamwork and inspires employees to do their best. Likewise, good external communication is vital for achieving customer trust and building brand image.

Methods of Business Communication

Effective communication is the cornerstone of any successful corporate operation. In today's dynamic business environment, various business communication approaches, modalities, and forms make it easier for stakeholders inside and outside of an organization to share ideas, concepts, and strategies. These various communication tactics serve various functions and satisfy the particular needs and goals of businesses across a variety of industries. Let's explore various methods and modes of business communication that can enhance effectiveness.

Verbal Communication

A way in which one person transfers information to another in the businesses orally is called verbal communication. Examples of verbal communication include: telephone conversations, discussions in meetings, video conferencing, etc. These types of business communication have a limitation when companies are willing to expand their global presence. These limitations include: language barrier, time differences, culture barriers, etc.

Written Communication

When communication between two or more parties takes place through writing we deal with written communication. In these types of business communication, the receiving party needs to acknowledge the receipt of the message and also needs to respond within a specified timeframe. Examples of written communication include: formal letters, posters, bulletin boards, etc.

Electronic Communication

Various new types of business communication have been developed with the advancement of technologies. An organization or a business can create multiple electronic channels to target different geographical markets. Examples of electronic communication include: social media, online chatting, text and email communication, websites, blogs, etc.

In conclusion, the great range of corporate communication techniques, forms, and styles highlights the importance of effective communication for an organization's success. Businesses must deliberately employ a range of communication channels, such as written letters, digital platforms, verbal exchanges, and in-person contacts, in order to communicate with clarity, coherence, and relevance.

Understanding the minor nuances between various communication styles can help organizations foster a culture of open communication, collaboration, and innovation.

(Источники:

- *What is Business Communication? Types, Advantages & Importance.* URL: <https://saaswonder.com/blog/business-communication-types-importance-advantages/>
- *Editorial Team. Types / Models / Methods of Business Communication.* URL: <https://wikifinancepedia.com/finance/business-planning/what-are-the-different-methods-modes-and-types-of-business-communication-systems>).

Task 1. Answer the questions:

1. What is the definition of business communication?
2. How can we achieve effective communication for businesses?
3. What are various channels when business conversations can occur?
4. What can cause the lack of communication?
5. Why is it important to understand minor nuances between various communication styles?

Task 2. Fill in the gaps with the words from the text:

enhance nuances available global business employ appropriately

1. Effective communication for businesses is not only about carrying out business operations but also about interacting with clients or customers ____.

2. Let's explore various methods and modes of business communication that can _____ effectiveness.
3. These types of business communication have a limitation when companies are willing for their _____ presents.
4. Various new types of _____ communication are developed with the advancement of technologies.
5. Businesses must deliberately _____ a range of communication channels, such as written letters, digital platforms, verbal exchanges, and in-person contacts.
6. Understanding the minor _____ between various communication styles may help organizations foster a culture of open communication, collaboration, and innovation.
7. With the increasing options _____ for communicating, workplace communication has been simple.

Task 3. Match the words from the text with their definitions:

1. relevance	a. the situation when the parts of something fit together in a natural or reasonable way
2. acknowledge	b. a failure to understand, or an argument resulting from the failure of two people or two sides to understand each other
3. coherence	c. continuously changing or developing
4. misunderstandings	d. intentionally, carefully
5. dynamic	e. a particular period of time in which something must be done
6. deliberately	f. the degree to which something is related or useful to what is happening or being talked about:
7. timeframe	g. to tell someone, usually in a letter or email, that you have received something they sent you

Task 4. Match the synonyms:

1. explore	a. crucial
2. concept	b. obtain
3. vital	c. dispute
4. receive	d. objective

5. conflict	e. idea
6. variety	f. study
7. target	g. diversity

Task 5. Translate the text from Russian into English:

Деловое общение — это обмен информацией между двумя или более сторонами в рамках целей, функций, задач или коммерческой деятельности организации. Общение в бизнесе может быть внутренним, то есть между начальником и подчинённым, или между коллегами, в целом это организационное общение. Внешнее общение — это общение между компаниями или между компанией и потребителем, то есть за пределами организации. Эти методы могут быть вербальными, невербальными или письменными. Зачастую эти внешние и внутренние формы сопровождаются барьерами, которые могут привести к конфликту между отправителем и получателем. Барьеры, которые могут влиять на коммуникацию как на внешнем, так и на внутреннем уровне, — это языковой барьер, межкультурная коммуникация и поведение, а также окружающая среда.

Эффективная коммуникация в основном связана с тем, как сотрудники и руководство взаимодействуют друг с другом для достижения целей организации. Они добиваются этого за счёт совершенствования организационных практик и сокращения количества ошибок. Вся организованная деятельность в компании зависит от процесса делового общения и вашей коммуникационной стратегии.

Task 6. Discussion:

1. Why is it important to follow business etiquette in business communication?
2. What techniques can help you ask effective questions in business communication?
3. What non-verbal signals help in business communication?

Task 7. Writing. Case study:

The head of the organization instructs his deputy to prepare a board meeting on the issue that he oversees. On the eve of the meeting, the head sharply criticizes the work done and demands drastic changes to the agenda, the list of invited guests, etc. Assess the situation and provide a forecast. What advice can be given to the participants?

Task 8. Listening. Watch the video and complete the following tasks.



https://www.ted.com/talks/kris_alexander_how_video_games_can_level_up_the_way_you_learn

a. Answer the questions:

1. Why did Kris choose to play a game during the lecture?
2. How can video games help academic studies?
3. What are the ways people take in information?
4. What is cognitive overload? How can it be avoided?
5. How could Kris Alexander match video gaming with listening to the lecture?
6. What does he additionally teach his own students due to video games?
7. Twitch - what are the learning possibilities provided by the platform?
8. Explain the value of Esports Broadcasting.
9. What is the reason for getting post-secondary education?
10. Who can use virtual reality in their jobs?
11. What is playing video games associated with?

b. Find the synonyms for the words from the video:

- | | |
|--------------------------------|-----------------------------|
| • organizing | • to increase concentration |
| • main method | • result |
| • diversion | • at the same time |
| • to continue | • to involve smbd into smth |
| • to be sure | • to bring together |
| • goal | • lifehacks |
| • to absorb data | • simultaneous |
| • educational progress | • generally |
| • to guarantee | • worldwide |
| • sophisticated combination of | • to get |

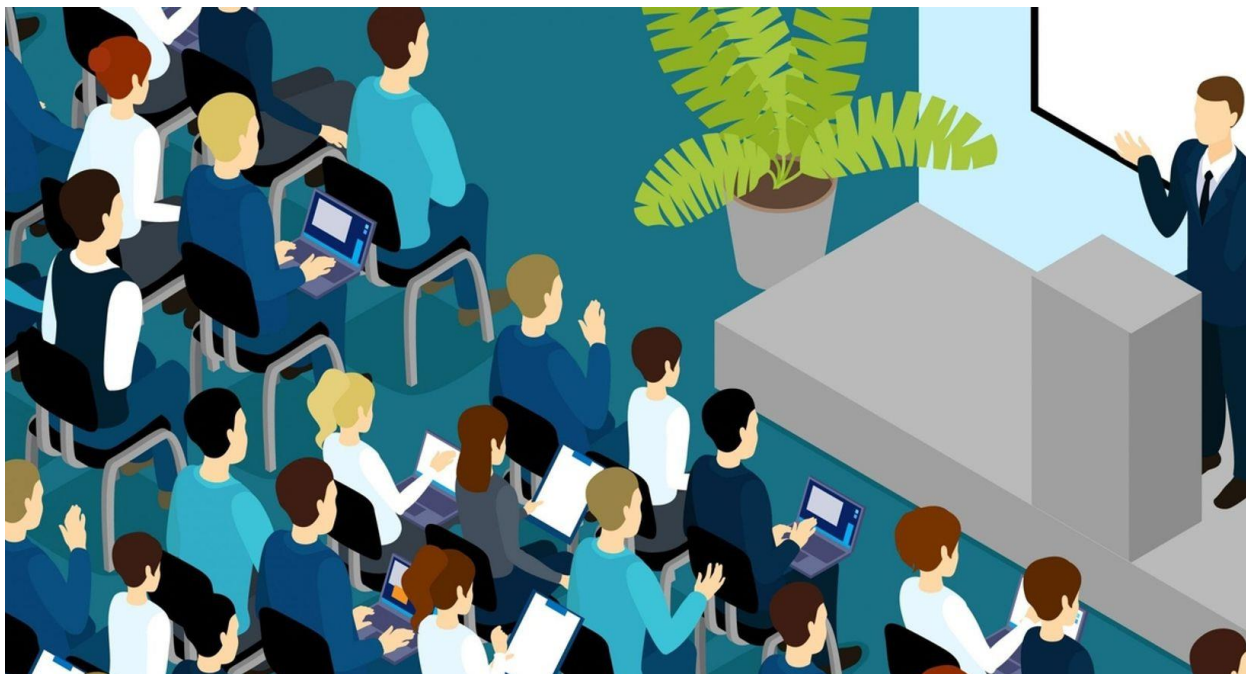
c. Translate the words from Russian into English using their equivalents from the video:

- последний курс университета
- заметьте
- вызывать

-
- улучшить онлайн-обучение
 - посредством, через
 - ловушка
 - чрезмерный
 - взаимодополняющий
 - значительно
 - в своем наилучшем проявлении
 - недавно получивший работу
 - избирательный участок
 - символическое участие
 - маловероятный
 - (компьютерная) программа
 - высказывать
 - привыкать к
 - не сдаваться
 - записаться, поступать
 - иметь четкий обзор

Unit 6

Public Speaking in Academic and Business Communication



Vocabulary:

skillfully - умело

numerous - многочисленные

benefit - преимущество

facets - грани

extent - степень, мера

to excel - превосходить

to overstate - преувеличивать

to enable - позволять, способствовать

persuasive - убедительный

to pitch - настраивать

tough - суровый, жесткий

undeniable - бесспорный

immensely - чрезвычайно

Public speaking is the process of designing and delivering a message to an audience. Effective public speaking involves understanding your audience and speaking goals, choosing elements for the speech that will engage your audience with your topic, and delivering your message. Good public speakers understand that they must plan, organize, and revise their material in order to develop an effective speech. There are many ways in which public speaking is relevant to you and can benefit you in your career, education, and personal life.

Public speaking is an important skill in academia because it affects many facets of academic work, including conference presentations, research dissemination and teaching. The extent to which public speaking is mastered likely affects academic career prospects.

Nowadays, universities increasingly look for all-round academics who excel in various tasks, including teaching and research dissemination. Think of research dissemination. There are, of course, conferences where academics present and share their findings. A good presentation creates interest in your work and helps you to grow your network. These connections can be extremely useful when looking for research collaboration or academic positions in the future.

At the same time, increasing emphasis is placed on the wider societal impact of research. For many job applications, you have to showcase how you connect with society at large, and how you shape practice or influence policy decisions. A good way to reach the wider public is through talks such as TED Talks, webinars or podcasts. You would want to be confident and a good public speaker when participating in these types of activities.

Then there is of course teaching. Being a confident public speaker helps immensely to deliver lectures and seminars. And it decreases the stress level of the lecturer considerably. How you speak is often as important – if not more important – than what you say when it comes to capturing students' attention and enhancing their learning.

It is not impossible to become a successful academic while avoiding public speaking at all costs. But it can surely negatively affect your career prospects.

In today's fast-paced business world, effective communication is crucial for success. Among the many essential skills, public speaking stands out as a key factor in building connections, inspiring teams, and driving growth.

The importance of public speaking in business cannot be overstated – it enables companies to engage with audiences on a personal level while demonstrating expertise and confidence.

Whether you're pitching your latest idea or guiding your team through tough times, mastering the art of persuasive speech can give you an undeniable edge.

Public speaking is one of the major communication skills desired by employers, even in fields where entry-level workers may not do much formal public speaking. Nurses give training presentations to parents of newborn babies; accountants advocate for new software in their organizations; managers lead team meetings. These are all examples of public speaking and employers value team members who can clearly, concisely, and persuasively communicate in real time.

If you master your skills at the beginning of your academic career, you will benefit in your other future classes from the research, organizational, and presentational skills learned here. Different kinds of presentations will be common and helpful in law, policy, leadership, and culture happening every day, all over the world.

(Источники:

- Jason S. Wrench et al. *Why Public Speaking Matters Today*. URL: <https://open.lib.umn.edu/publicspeaking/part/chapter-1-why-public-speaking-matters-today/>
- Master Academia. *Public speaking in academia and how to practice it*. URL: <https://master-academia.com/public-speaking/>
- Owen Ter. *Importance of Public Speaking in Business*. URL: <https://icebreakerspeech.com/importance-of-public-speaking-in-business/>
- Sam Schechter. *Public Speaking for Today's Audiences*. URL: <https://pressbooks.bccampus.ca/speaking/chapter/1-basics-of-public-speaking/>

Task 1. Answer the questions:

1. What involves effective public speaking?
2. Why is public speaking an important skill in academia?
3. What is a good way to reach the wider public?
4. Why is effective communication crucial for success?
5. Why should you master your public speaking skills at the beginning of your academic or business career?

Task 2. Fill in the gaps with the words from the text:

crucial career academic stress participating confident material

1. Good public speakers understand that they must plan, organize, and revise their _____ in order to develop an effective speech.
2. In today's fast-paced business world, effective communication is _____ for success.
3. It is not impossible to become a successful _____ while avoiding public speaking at all costs.
4. And it decreases the _____ level of the lecturer considerably.

5. Being a _____public speaker helps immensely to convey lectures and seminars.
6. You would want to be confident and a good public speaker when |_____in these types of activities.
7. The extent to which public speaking is mastered likely affects academic_____prospects.

Task 3. Match the words from the text with their definitions:

1. to pitch	a. happening very quickly
2. stress	b. a high level of knowledge or skill
3. fast-paced	c. the point just before something very different and noticeable happens
4. expertise	d. to express or set something at a particular level
5. edge	e. to describe or explain something in a way that makes it seem more important or serious than it really is
6. to overstate	f. one part of a subject, situation, etc. that has many parts
7. facet	g. great worry caused by a difficult situation, or something that causes this condition

Task 4. Match the synonyms:

1. formal	a. area
2. master	b. cut
3. decrease	c. chance
4. numerous	d. effect
5. influence	e. improve
6. field	f. official
7. prospect	g. plenty

Task 5. Translate the text from Russian into English:

Публичные выступления - процесс передачи сообщения или информации аудитории через речь. Он важен как в академической, так и в деловой коммуникации.

В академической сфере публичное выступление может быть направлено на информирование или уточнение идеи, например, в рамках научных презентаций или университетских речей о выпускных работах.

В деловой сфере цель публичного выступления — убедить аудиторию в чём-то, изменить её взгляды или поведение, например, в рамках презентаций, дебатов или выступлений на бизнес-семинарах.

Некоторые навыки, которые помогают развить навыки публичного выступления:

Эффективная коммуникация. Нужно развивать чёткие и лаконичные навыки устной речи, чтобы ясно и уверенно передавать идеи и сообщения.

Активное слушание. Следует практиковать его, чтобы понимать потребности аудитории и вовлекать её в значимый диалог.

Уверенность и присутствие на сцене. Нужно регулярно практиковаться в публичных выступлениях и постепенно расширять зоны комфорта.

Подготовка и организация. Следует тщательно готовиться, включая исследование тем, организацию контента и создание убедительных презентаций.

Task 6. Discussion:

1. What is the difference in approaches to public speaking in business and academia media?
2. What exercises can help you develop confidence in public speaking?
3. What are the strategies for improving public speaking skills?

Task 7. Writing. Case study:

Search online for a conference related to your subject or research area. Present details of the conference to the class and explain your choice. Why does the conference or call for papers appeal to you? Use the plan.

Plan

1. Name of the conference. Venue. Date.
2. Scope.
3. Important dates.
4. Payment policy.
5. Publishing opportunities.
6. Keynote speakers.
7. What did appeal to you?

Task 8. Listening. Watch the video and complete the following tasks.



https://www.ted.com/dubbing/lera_boroditsky_how_language_shapes_the_way_we_think

a. Answer the questions:

1. How many languages are there in the world today? What are the differences between them?
2. What is interesting about naming directions in Kuuk Thaayorre language? How do they organize time?
3. How can the task of answering the question «How many?..» be solved in different linguistic cultures?
4. Give some examples of dividing up the colour spectrum.
5. What examples of grammatical gender differences does the speaker give?
6. What would be the difference between different language speakers being shown the same accident? What is it based on?
7. Why can a language have deep effects?
8. How and why can languages change?
9. What is linguistic diversity a testimony of?
10. Is the number of languages increasing or not? How many languages may exist in the next hundred years?

b. Find the synonyms for the words from the video:

- | | |
|---------------------------------|----------------------------------|
| • to render sophisticated ideas | • essentially |
| • strange | • a lifehack |
| • until now | • to exploit |
| • to consider | • on the contrary |
| • to create | • changing not very fast |
| • relevant information | • oddity |
| • to teach | • and vice versa |
| • to be not very useful | • to demand |
| • precision | • according to some calculations |
| • a clue | • last year university student |

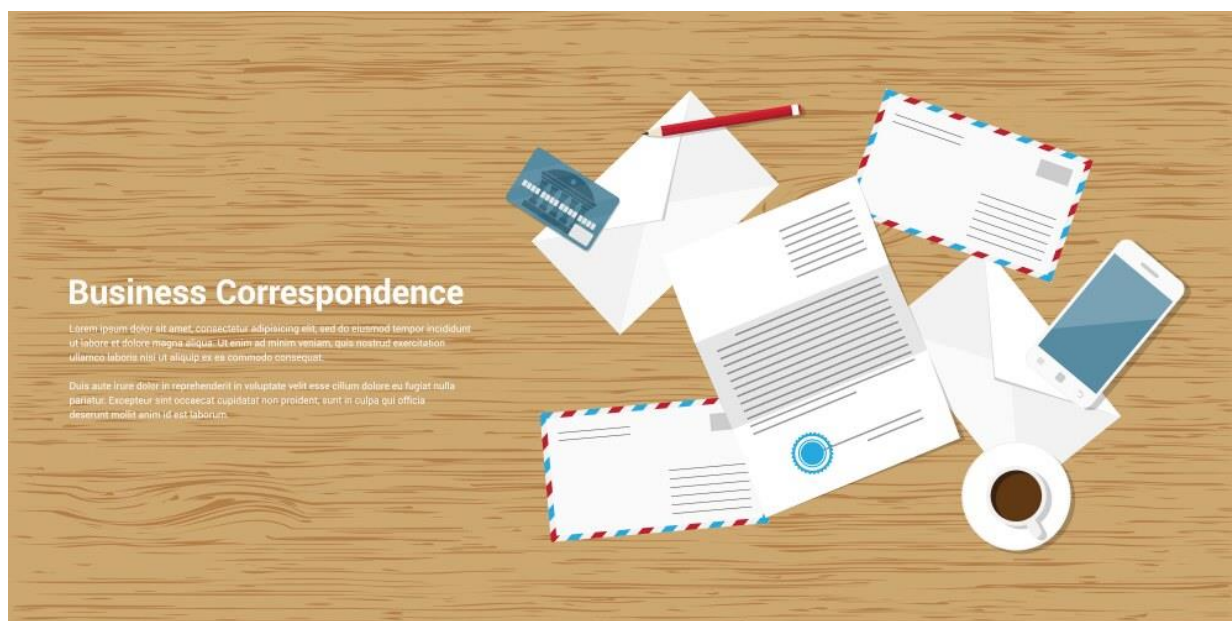
c. Translate the words from Russian into English using their equivalents from the video:

- сквозь время и пространство

-
- всевозможным образом
 - словарный состав
 - туда и обратно
 - обдумать вопрос
 - стороны света
 - направление движения
 - буквально
 - прийти к согласию
 - выдающаяся (группа)
 - разложить по полочкам
 - держу пари
 - проводить различия, разграничения между
 - строго различать
 - оказывается, что
 - случай
 - последствия
 - свидетельства очевидцев
 - значительно повлиять на
 - гибкий ум

Unit 7

Business Correspondence



Vocabulary:

refer to - относится к

hence - таким образом

supplier - поставщик

inquiry - запрос

time-consuming - затратно по времени

solidified - укрепленный

clarification - прояснение

to maintain - поддерживать

goodwill - добрая воля

unambiguous - недвусмысленный

to express – выражать

Business correspondence means the exchange of information in a written format for the process of business activities. Business correspondence can take place between organizations, within organizations or between customers and the organization. The

correspondence refers to the written communication between persons. Hence oral communication or face to face communication is not business correspondence.

In businesses, written communication is an important medium for passing information. The correspondence in business communication can happen within the organization, between different organizations, or between a client and an organization. The importance of business correspondence lies in the fact that it is the formal way of exchanging information by which professional relationships are maintained between organizations, employees, and clients. Since it is in a written form, it can serve as a future reference for the information being communicated. Business correspondence happens daily in the lives of businessmen in the form of letters to suppliers, letters of inquiry, complaint letters, job application letters, and a few other forms.

Business Correspondence Meaning

Business correspondence is an umbrella term used for any form of written communication that happens in business relationships. It could be with business partners or internal communication within the organization. Business correspondence is mostly in the form of letters. People related to any business understand the significance of business letters since this correspondence in business communication can be used by them to express themselves, ask when doubting or for clarification regarding any uncertainty.

The Importance of Business Correspondence

Business correspondence is essential in realizing organizational goals. Meeting people personally can be quite a time-consuming job hence business correspondence helps businesses with:

Maintaining Proper Relationships – The significance of business letters is governed by the fact that it facilitates effective communication which does not cost the business much. It strengthens the business by making communication, within and outside the organization, clear and concise.

Acts As Evidence – The importance of business correspondence is further solidified as it lets businesses keep records of facts that can serve as evidence at a later point in time.

Creating Goodwill – A company's growth increases due to business correspondence. It creates goodwill between a business and clients since any letter like a complaint, feedback, or suggestion promotes a healthy relationship.

Costs Very Less – Business correspondence is an inexpensive mode of communication in terms of money as well as time. This method of correspondence in business communication is very convenient for businesses.

Removes Ambiguity in Communication – It is a formal correspondence between the involved parties which helps in unambiguous communication.

Helps Businesses Expand and Grow – A business can have a seamless flow of information regarding any product or resources through business correspondence. This helps in the proper utilization of manpower and time management, which in turn leads to expansion and growth in business.

The format of business correspondence is one of the most important factors in determining its success. The right format will help get your message across and make it appear clear to the intended reader. You can use the information below to help you select the correct format for your message and its intended recipients.

(Источники:

- *Business Correspondence*. URL: https://en.wikipedia.org/wiki/Business_correspondence
- *What is Business Correspondence?* URL: <https://www.vedantu.com/commerce/business-correspondence>).

Task 1. Answer the questions:

1. What is the key characteristic that distinguishes business correspondence from other forms of business communication?
2. The text lists several key importance points for business correspondence. Identify specific advantages it provides for maintaining formal business relationships and records.
3. How does the text justify the claim that business correspondence is an inexpensive mode of communication?
4. Beyond just exchanging information, what role does business correspondence play in building a company's reputation and fostering growth?
5. Why is the format of a business correspondence considered so critical to its success, and what is its primary purpose for the reader?

Task 2. Fill in the gaps with the words from the text:

inquiry communication facilitate recipient significance maintain regarding

1. To truly understand the _____ of this moment, we must look not only at what we are building, but at whose lives we are building it for.
2. Before we proceed, I'd like to address the concerns many of you have expressed _____ the timeline for this project.
3. Through open and honest _____, we can move beyond our assumptions and discover the innovative solutions our community desperately needs.
4. True progress is built not on grand plans alone, but on the foundation of clear, consistent, and compassionate _____.

5. Let us not forget that the true recipient of our work is not a board of directors, but the next generation.
6. We should foster a culture that values continuous learning and embraces calculated risks to _____ our competitive edge.
7. Our primary goal is to _____ a dialogue where every voice is heard and every perspective is valued.

Task 3. Match the words from the text with their definitions:

1. correspondence	a. the process or action of becoming larger, more extensive, or more comprehensive
2. factor	b. the quality of being open to more than one interpretation; it is inexactness or uncertainty in meaning
3. goodwill	c. the available body of facts, information, or objects that indicate whether a belief or proposition is true or valid
4. ambiguity	d. the exchange of written communications, such as letters or emails, between two or more parties
5. expansion	e. to make something firm, strong, or definite; to reinforce
6. evidence	f. elements, circumstances, or influences that contribute to a result, outcome, or process
7. solidified	g. a friendly, helpful, or cooperative feeling or attitude, often expressed through a supportive disposition or kind intentions

Task 4. Match the synonyms:

1. mostly	a. happen
2. get across	b. participants
3. parties	c. response
4. take place	d. convey
5. reference	e. brief
6. concise	f. generally
7. feedback	g. source

Task 5. Translate the text from Russian into English:

Деловая переписка означает обмен информацией в письменном виде для осуществления деловых операций. Деловая переписка может осуществляться между организациями, внутри организаций или между клиентами и организацией. Переписка подразумевает письменное общение между людьми. Следовательно, устное общение или личное общение не являются деловой перепиской.

Деловая переписка — вид коммуникации между компаниями, сотрудниками организации или участниками проекта. К ней можно отнести бумажные письма, электронную почту, общение в мессенджерах, обмен документами и файлами.

Функции деловой переписки:

документальная фиксация договорённостей и решений, которая может иметь юридическую силу; обеспечение эффективного обмена информацией между всеми участниками бизнес-процессов; инструмент управления и координации действий команды.

Некоторые правила деловой переписки:

Структура письма. Тема должна быть информативной и конкретной. Приветствие создаёт правильный тон коммуникации. Основной текст — чёткое изложение сути вопроса с соблюдением принципа «один вопрос — одно письмо». Заключение — чёткий призыв к действию или ожидаемый результат. Подпись — профессиональные контактные данные и позиция.

Чёткость и краткость изложения. Важно избегать длинных предложений и сложных терминов, которые могут вызвать путаницу.

Вежливость и соблюдение делового этикета. Важно соблюдать субординацию, использовать устойчивые формулы вежливости.

Грамотность и стиль письма. Деловой стиль предполагает использование профессиональной терминологии, чёткую логическую структуру изложения, отказ от эмоционально окрашенных выражений.

Task 6. Discussion:

1. What are the basic rules for writing business letters?
2. How should email be used in business correspondence?
3. What are the standards for business correspondence?

Task 7. Writing. Case study:

Write an e-mail of no more than 100 words to CEO, outlining and justifying your choice of improved benefits.

- building sport facilities
- establishing profit sharing program
- offering career training
- reducing the working week (up to 35 hours)
- subsidizing the staff canteen
- paying productivity bonuses

Task 8. Listening. Watch the video and complete the following tasks.



[https://www.ted.com/talks/nadya_mason_how_to_spark_your_curiosity_scientificall
y](https://www.ted.com/talks/nadya_mason_how_to_spark_your_curiosity_scientifically)

a. Answer the questions:

1. What are the commonest ways to approach a gadget failure?
2. What is Nadya Mason? Name her specialization.
3. Why are we scared to fix our devices?
4. What can we do to improve this situation?
5. Describe the experiment the speaker has recently done.
6. How are testing and critical thinking correlated?
7. Who is a solipcist?
8. What revelation did Nadya have at college?
9. Why does she call an experiment with Magna Doodle life-enriching for her students?
10. What recommendations does Mason give to her audience?

b. Find the synonyms for the words from the video:

- to resolve (a situation)
- important instrument

-
- | | |
|----------------------|----------------------|
| • to repair | • to develop insight |
| • entirely | • integrity |
| • to change | • to search online |
| • feasible | • a kit |
| • from a perspective | • to be used to |
| • to check | • a fiber |
| • innovative | • satisfying |
| • practical | • simultaneously |
| • to react to | • to raise |

c. Translate the words from Russian into English using their equivalents from the video:

- без лишних подробностей
- с другой стороны
- отсюда, следовательно
- свойства
- дистанцироваться от
- чувствовать себя опустошенным
- в некотором роде
- недавно
- ставить больше опытов
- улучшать самочувствие
- жизнерадостность
- это случилось гораздо позже
- разобрать на части
- вязкая белая масса
- вскрывать
- избежать подделки
- измельченный
- охлаждать
- взаимодействовать
- возвращать

Unit 8

Business Meetings and Negotiations



Vocabulary:

to forge - создавать, вырабатывать

engine - двигатель, движущая сила

distinct - различный, отчётливый, отдельный

precursor - предшественник, предвестник

dismissal - увольнение, расторжение

to assimilate - осваивать

rigorous - тщательный

hallmark - отличительная черта

The Art of the Deal: Mastering Business Meetings and Negotiations

In the modern business landscape, success is rarely achieved in isolation. It is forged in the conference room, over video calls, and across the negotiating table. Business meetings and negotiations are the twin engines of commerce, driving everything from daily operations to multi-million dollar partnerships. While distinct in their primary functions, they are deeply interconnected; an effective meeting is often the critical precursor to a successful negotiation.

The negotiation in business takes place constantly: making purchase and sale agreements (contracts), appointing and dismissing employees, and dealing with a variety of situations. Business meetings or negotiations can take place smoothly or with high voltage, they may be easy to conduct or involve special problems, or they may fail to agree entirely.

Communicating efficiently, understanding the psychology of the other person or negotiating partner, and the interests of the organization he is representing, mostly determines the success of business meetings and negotiations. To do this well, one needs to assimilate the basics of communication, to be able to read verbal and nonverbal communication signs and expressions, to have a well-created system of preparation for interviews and negotiations, to be able to provide and receive information to substantiate their positions, to respond to comments and neutralize them, to understand, to resist the manipulations and to know how to appropriately complete the negotiations.

The art of business negotiations and business meetings includes skills of different sciences: communication, rhetoric, psychology, ethics, management and economics. The connection of knowledge of these sciences enables one to better unlock the possibilities of communication and language options to reveal much more than sometimes what we hear and observe in our environment. For these purposes, there is no need for significant discoveries. It's worth knowing the basic bargaining process and the impact of communication elements and how to apply them.

Mastering the art of business meetings and negotiations is a journey, not a destination. It requires a blend of strategic thinking, emotional intelligence, and rigorous preparation. The most successful professionals understand that these aren't just about closing a deal or getting through an agenda; they are about building relationships, solving problems creatively, and creating lasting value for all stakeholders. Ultimately, the ability to communicate effectively and negotiate constructively is the hallmark of a leader who can navigate complexity and drive sustainable success.

(Источник:

- *Mažeikienė A., Peleckis K., Peleckienė V. Business negotiations and business meetings: communication in the bargaining process.* URL: https://www.researchgate.net/publication/268603224_Business_Negotiations_and_Business_Meetings_Communication_in_the_Bargaining_Process)

Task 1. Answer the questions:

1. According to the text, what are the "twin engines of commerce"?
2. Name three specific business situations where negotiation takes place, as mentioned in the text.
3. What skills does the text say one needs to assimilate to succeed in business meetings and negotiations?
4. What different sciences are combined in the art of business negotiations, according to the text?
5. How does the text describe the journey of mastering business meetings and negotiations?

Task 2. Fill in the gaps with the words from the text:

manipulation verbal psychology relational capital
concessions preparation interconnected

1. Business meetings and negotiations are deeply _____; an effective meeting is often the critical precursor to a successful negotiation.
2. Understanding the _____ of your negotiating partner and the interests of the organization they represent mostly determines the success of business meetings.
3. To succeed in negotiations, you must be able to read both _____ and non-verbal communication signs and expressions.
4. A well-created system of _____ for interviews and negotiations enables you to provide and receive information to substantiate your positions.
5. During bargaining, you should trade _____ rather than give them away for free—always ask for something in return.
6. A skilled negotiator must be able to recognize, understand, and resist _____ tactics used by the counterparty.
7. Trust built through consistent, respectful meetings accumulates as _____, which can be drawn upon during difficult negotiations.

Task 3. Match the words from the text with their definitions:

1. interconnected	a. the study of the human mind and behavior, especially in relation to others.
2. precursor	b. to provide evidence or proof to support a claim or position.
3. psychology	c. something that happens before and leads to another event.
4. verbal	e. extremely thorough, careful, and precise.
5. substantiate	g. related to spoken words or language.
6. neutralize	f. to make something less effective or to counteract it.
7. rigorous	j. closely related or connected to each other.

Task 4. Match the synonyms:

1. isolation	a. counteract
2. precursor	b. solitude
3. substantiate	c. thorough
4. neutralize	d. forerunner
5. manipulation	e. productively
6. rigorous	f. exploitation
7. constructively	g. validate

Task 5. Translate the sentences from Russian into English:

1. Успех в современном бизнесе редко достигается в одиночку; он куётся в конференц-залах, на видеозвонках и за столом переговоров.
2. Деловые встречи и переговоры — это два двигателя коммерции, которые управляют всем — от повседневных операций до многомиллионных партнёрств.
3. Эффективная коммуникация и понимание психологии партнёра по переговорам в значительной степени определяют успех деловых встреч.
4. Чтобы добиться успеха, необходимо усвоить основы коммуникации и уметь читать вербальные и невербальные сигналы.
5. Важно создать систему подготовки к переговорам, чтобы уметь обосновывать свою позицию и реагировать на комментарии оппонента.
6. Искусство деловых переговоров объединяет навыки из различных наук, включая риторику, психологию, этику и экономику.
7. В ходе переговоров следует обмениваться уступками, а не просто отдавать их безвозмездно — всегда просите что-то взамен.
8. Умелый переговорщик должен распознавать и противостоять манипуляциям, таким как агрессивные ультиматумы или ложные сроки.
9. Овладение искусством деловых встреч и переговоров — это путь, а не конечная цель, требующая стратегического мышления и тщательной подготовки.
10. Способность эффективно общаться и конструктивно вести переговоры — это отличительная черта лидера, который может управлять сложностью и обеспечивать устойчивый успех.

Task 6. Discussion:

1. The text states that the art of business negotiations "includes skills of different sciences: communication, rhetoric, psychology, ethics, management, and economics." Which two of these disciplines do you believe are most critical for a novice negotiator to develop first, and why? Justify your answer using the text's premise about "opening possibilities of communication."
2. The text emphasizes the importance of being "able to read verbal and nonverbal communication signs" and that this ability allows us to "reveal much more than sometimes we hear." Based on this, what specific non-verbal cues (e.g., posture, tone, facial expressions) would you prioritize observing during a critical negotiation, and how might they influence your strategy?

Task 7. Writing. Case study:

Write down your ideas (10-12 sentences) concerning the topic “How Would You Prepare for a Critical Business Meeting?”

Task 8. Listening. Watch the video and complete the following tasks.



https://www.ted.com/talks/randi_williams_how_to_raise_kids_who_question_ai

a. Answer the questions:

1. Why was not the radio an immediate hit?
2. What is Day of AI?
3. Why do children become attached to their smart toys?
4. What is a social robot aimed at?
5. Describe a study run by the speaker.
6. Name the threats children are vulnerable to as far as AI assistants are concerned. How can we avoid them?
7. Why is play essential in building relationships between children and different devices?
8. What is the main advice Randi Williams give to parents?

b. Find the synonyms for the words from the video:

- | | |
|---------------------|--------------------------------|
| • revolutionary | • susceptible to danger |
| • cumbersome | • build rapport |
| • substantial price | • to assess carefully |
| • ten years | • to examine |
| • scientist | • consist of |
| • imitate | • track the trend |
| • key words | • profound talk |
| • smoothly | • it is irrelevant |
| • a pile of | • be excluded from information |
| • annoying | • to encounter |

c. Translate the words from Russian into English using their equivalents from the video:

- | | |
|--------------------------------------|------------------------------|
| • приспособление | • внезапно |
| • электронная лампа | • несанкционированный доступ |
| • перенестись (во времени вперед) | • продаваться в качестве |
| • вплетены в ткань современной жизни | • суть в том, что |
| • чрезмерно полагаться на | • смягчать, уменьшать |
| • со стороны кого-то | • разобрать на части |
| • учебная аудитория | • снова и снова |
| • проводить исследование | • удостовериться |
| • завладеть | • вслух |
| | • оспаривать ответы |
| | • звучать правдоподобно |

Unit 9

Presentations in Academic and Business Environment



Vocabulary:

to convey - передавать

persuade - убеждать

impression - впечатление

chart - график, диаграмма

strive for - стремиться

soar - взлететь, увеличиться

persistence - устойчивость

relevant - подходящий

well-crafted - хорошо разработанный

through - с помощью

A presentation is a concise method of conveying information through visuals and spoken words. It is a communication tool that helps deliver messages effectively, engage audiences, and persuade or inform them about a specific topic.

Presentations play a crucial role in various aspects of our lives, whether in business, education, or personal settings. They are commonly used in meetings, conferences, classrooms, and even online platforms. Through presentations, speakers can showcase data, share ideas, pitch projects, teach concepts, or express opinions effectively.

A well-structured presentation usually includes slides with text, images, charts, and graphs, along with the speaker's delivery that provides additional context and explanation. The aim is to keep the audience engaged, promote understanding, and leave a lasting impression. Strong presentation skills are highly valued in many professions, as they have the power to influence and inspire others.

Presentations in Different Environments

A presentation is a way to convey information or ideas in a structured manner. It can be used in various environments such as business, academic, social, and community settings. In the business world, presentations are often used to pitch ideas, showcase products, or deliver reports.

Academic presentations are commonly used to communicate research findings or share knowledge with peers and professors. Social and community presentations serve to inform and engage audiences on topics that are relevant to society or a specific community. Presentations enable speakers to use visual aids, such as slides, to support their message and enhance audience understanding.

Effective presentations require careful planning, organization, and delivery to captivate and engage the audience. Whether in a corporate boardroom, classroom, or community gathering, presentations play a crucial role in sharing information and influencing outcomes.

Presentations are a vital communication tool in today's business landscape. They allow us to convey information, ideas, and concepts in a clear and compelling manner. Whether it's a sales pitch, a training session, or a boardroom presentation, the ability to effectively present is a valuable skill that can lead to success.

A well-crafted presentation captivates the audience, keeps them engaged, and leaves a lasting impression. By carefully planning and organizing the content, using visual aids to enhance understanding, and delivering the presentation with confidence and clarity, you can ensure that your message is communicated effectively.

Remember to tailor your presentation to the needs and preferences of your audience, and always strive for simplicity and clarity in your delivery. With practice and persistence, anyone can become a master presenter. So take the time to hone your presentation skills and watch as your communication and career soar to new heights.

(Источник:

- OratoryCDC. *What is a Presentation?* URL: <https://oratoryclub.com/what-is-a-presentation/>)

Task 1. Answer the questions:

1. What are the two primary elements combined to make a presentation, and what is the overall aim of using this tool?
2. Name specific settings for using a presentation mentioned in the text.
3. What is identified as the essential requirements for an effective presentation that can captivate and engage an audience?
4. What specific advice is given as far as adapting a presentation for the people listening to it is concerned?
5. Beyond simply sharing information, what two powerful outcomes can a strong, well-delivered presentation achieve?

Task 2. Fill in the gaps with the words from the text:

well-structured commonly skills confidence boardroom outcome research

1. In an ever-changing world, it is not just our technical _____ that will define our success, but our ability to adapt, empathize, and collaborate.
2. Our decisions should be guided not by assumption, but by the unwavering light of rigorous _____ and empirical evidence.
3. The most impactful innovations often begin not in the _____, but in the conversations we have in hallways, coffee shops, and communities.
4. The strategy we've _____ relied upon is now our greatest liability in this new market landscape.
5. While we cannot control every variable, we must focus our collective energy on the one _____ that matters most: creating a lasting, positive impact.
6. A just and _____ argument doesn't need to shout, it simply guides us safely to the truth.
7. True _____ is not the absence of doubt, but the courage to move forward despite it.

Task 3. Match the words from the text with their definitions:

1. visuals	a. the surroundings or conditions, all the external factors and influences
2. to showcase	b. clearly defined or identified; precise and exact in detail.
3. environment	c. graphical or pictorial representations designed to be looked at, often used to enhance understanding, engagement, or retention

4. online platform	d. to maintain someone's active interest, attention, or involvement in an activity, conversation, or topic over a period of time
5. sales pitch	e. a digital service that enables interactions, transactions, or content sharing between users
6. specific	f. a planned presentation or speech designed to persuade a potential customer or audience to purchase a product, service, or idea
7. to keep engaged	g. to present, display, or exhibit something or someone in a way that highlights their best qualities, value, or talents

Task 4. Match the synonyms:

1. soar to new heights	a. to customize
2. preference	b. present a review
3. to tailor	c. clarity
4. simplicity	d. advantageous
5. well-crafted	e. inclination
6. deliver reports	f. skillfully made
7. valuable	g. reach a new level

Task 5. Translate the text from Russian into English:

Презентации в академической и бизнес-среде имеют свои особенности.

В академической среде презентации служат для распространения результатов исследований, обмена идеями и сотрудничества между учёными и профессионалами. Они позволяют оставаться в курсе последних разработок в своей области, получать обратную связь и расширять базу знаний. Некоторые типы таких презентаций:

Научные презентации. В них рассказывается о специфике исследования, выделяются методологии, результаты и их последствия.

Презентации с предложением гранта. Их цель — убедить органы финансирования в значимости и жизнеспособности предлагаемого проекта. Для

таких презентаций важно убедительно рассказать о целях и потенциальном влиянии проекта.

Презентации по теме диссертации. Они представляют ключевые результаты и вклад исследовательского проекта, выполненного для получения степени.

В бизнес-среде акцент на презентациях смещён на полезность информации для команды и компании. Аудитория хочет быстро и эффективно получить полезную информацию, поэтому в таких презентациях важно быть лаконичным и эффективным в подаче данных.

Некоторые рекомендации для успешных презентаций в разных средах:

В академической среде нужно учитывать интересы и потребности аудитории, адаптировать контент, примеры и терминологию.

В бизнес-среде следует начинать с чёткого введения, которое привлекает внимание и даёт обзор темы. Также важно быть открытым к обратной связи и уважительно отвечать на вопросы. В бизнес-презентациях стоит использовать наглядные материалы, например, фотографии, чтобы поддерживать идеи.

Таким образом, основное различие между академическими и бизнес-презентациями в том, что в первой акцент делается на передаче информации, а во второй — на полезности для аудитории.

Task 6. Discussion:

1. How is it possible to structure a proper presentation for business purposes?
2. What is the goal of academic presentation?
3. What are the characteristics of presentations in the academic and business environments?

Task 7. Writing. Case study:

Make the presentation introducing your company new product to send to new customers.

Task 8. Listening. Watch the video and complete the following tasks.



https://www.ted.com/talks/keith_diaz_what_sitting_all_day_does_to_your_brain_and_body

a. Answer the questions:

1. How long does an average adult spend physically motionless every year?
2. Why are scientists utterly concerned with this fact?
3. How much did the fitness level of professional athletes decrease after three days of bed rest?
4. Name the reason for which the speaker compares our muscles to sponges.
5. What are “movement breaks” and how frequent should they be?
6. What is the number of people who took part in the experiment conducted by Mr. Diaz? What was the effect of movement breaks?
7. Describe the relationship our muscles have with our brain.
8. How can we avoid productivity reduction because of such breaks?

b. Find the synonyms for the words from the video:

- | | |
|-----------------------|------------------------|
| • seize the banner | • to support |
| • to minimize damage | • prescribe pills |
| • desk-bound time | • completely exhausted |
| • motionless | • discovery |
| • top-level sportsmen | • reduce effectiveness |
| • a mere handful | • walk up and down |
| • to absorb | • as opposed to |
| • conversely | • discomfort |
| • wet | • pre-adolescent child |
| • have a smoke | • to get back in touch |

c. Translate the words from Russian into English using their equivalents from the video:

- вожатый в летнем лагере
- смотреть в монитор
- среднестатистический взрослый

-
- в конце концов
 - пропустить тренировку
 - приводит в движение
 - и вот ответ
 - эра промышленного производства
 - основной объект внимания
 - сопротивляться
 - резкий скачок, всплеск
 - пешая прогулка
 - испытать
 - перепады настроения
 - противопоставлять
 - созваниваться
 - поразительный, ошеломляющий
 - проблема, трудная задача
 - случиться, разыграться
 - подниматься по обычной лестнице

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