

BUNIN YELETS STATE UNIVERSITY

WORKING PROGRAM OF THE DISCIPLINE

B1.C.02.01 Russian language and speech culture

Training area: 38.03.0.03.02 Management

Orientation (profile): Organization management and logistics

Qualification (degree): *Bachelor's degree*

Form of study: *full-time*

Institute of Economics, Management and Service Technologies

Department: Russian language, methods of its teaching and Documentation Studies

	full	-time part- shape	time correspondence
Course	1	--	-
Semester / trimester	2	--	-
Lectures	18	--	-
Laboratory classes	-	-	-
Practical (seminar) classes	36	--	-
including practical training	-	-	-
Form (s) of intermediate attestation	zachet	--	-
Control	-	-	-
Other forms of work	-	-	-
Independent work	54	--	-

Total hours: 108

Labor intensity: 3 credite unitss.

Developer of the work program: *Candidate of Philological Sciences, Associate Professor N. A. Borodina*

I.ORGANIZATIONAL AND METHODOLOGICAL SECTION

The purpose of studying the discipline is to increase the level of speech culture of students, their communicative competence, which will allow them to reasonably choose different language tools in specific situations related to their professional activities, as well as in different areas of functioning of the Russian language, in its written and oral varieties.

Objectives of studying the discipline:

- study the theoretical foundations of speech culture, introduce its basic concepts and categories;
- show students the communicative capabilities of the Russian language;
- to form a systematic understanding of the norms of the modern Russian literary language;
- introduce you to the main functional styles of the Russian language.
- train bachelors to correctly and competently build oral and written speech in accordance with certain official and unofficial speech situations;
- improve your overall speech culture.

Place of the discipline in the structure of the OPOP: implemented as part of the mandatory part of the block B1. Disciplines (modules).

Planned results of training in the discipline:

Code of competence	Indicators of achievement of competence	Planned results of training in the discipline
UC-3	Know: - cooperation strategies to achieve the goal; - behavioral characteristics of different groups of people with whom he works / interacts.	Knows: - cooperation strategies for achieving the goal set during communication.
	Be able to: - define your role in the team; - establish different types of communication (educational, business, informal, etc.); - evaluate the consequences of personal actions and plan the sequence of steps to achieve a given result.	Can do: - work in a team, determine your role in the team; - establish different types of communication (educational, business, informal, etc.), overcome communication barriers that arise in the process of performing collective work.
	Own: - skills of effective interaction with other team members, including participation in the exchange of information, knowledge and experience, in the presentation of the results of the team's work.	Owns: - skills of establishing contact and effective interaction, ensuring successful work in the team.
UC -4	Know: - communicatively acceptable business communication styles in the state and foreign languages; - verbal and non-verbal means of interaction	Knows: - norms of the modern Russian literary language; - basic linguistic and extralinguistic characteristics of texts of different

	with partners.	speech styles; - rules for producing texts of various genres in oral and written forms in Russian; - non-verbal means of interaction with partners.
	Be able to: - it is communicatively and culturally acceptable to conduct oral business conversations in the state and foreign languages; - conduct business correspondence, taking into account the peculiarities of the stylistics of official and unofficial letters, socio-cultural differences in the format of correspondence in the state and foreign languages.	Can do: - comply with the norms of the modern Russian literary language; - logically correctly, argumentatively and clearly produce texts of various genres in oral and written forms in Russian, including on professional topics.
	Possess: - skills of using information and communication technologies when searching for the necessary information in the process of solving various communication tasks in the state and foreign languages; - skills of translating academic texts from a foreign language into the state language.	Owens: - standards of the modern Russian literary language; - skills of producing texts of different genres in Russian; - information and communication technologies when searching for the necessary information in the process of solving various communication problems. tasks.
UC -9	Know: – features of the psychophysical development of persons with disabilities and disabled people; - list and content of regulatory and legal documentation regulating professional activities in relation to persons with disabilities and disabled people.	Znaet: - on the need to take into account the peculiarities of the psychophysical development of persons with disabilities and disabled people in the communication process.
	Be able to: - plan professional activities based on the application of basic defectological knowledge with a different contingent of people with disabilities and disabled people; - apply basic defectological knowledge in the social and professional spheres.	Mindet: - apply basic defectological knowledge in the social and professional spheres in the process of communication with persons с ограниченными возможностями and disabled people.
	Own: - skills of interaction in the social and professional spheres with persons with disabilities and disabled people based on the application of basic defectological knowledge.	Vladeet: - communication skills in the social and professional spheres with persons with disabilities and disabled people.
OPK-3	Should Know: - basic methods and models for making organizational and managerial decisions and their socio-economic consequences.	Knows: - rules of speech communication, laws of rhetoric, polemical techniques; - norms and functions of speech etiquette.

	Be able to: - identify the problem situations of the organization's activity, justify, develop and implement organizational and managerial decisions; - evaluate the expected results of the proposed organizational and managerial decisions and assess the organizational and social consequences of the decisions taken.	Can: - effectively conduct a dialogue, conversation, discussion, choosing the right strategies and tactics in accordance with the communication situation; - follow the rules of Russian speech etiquette.
	Own: - methods of evaluating the expected results of implementing the proposed organizational and managerial solutions, using modern tools; - methods of analyzing the results of problem situations in the organization and developing organizational and managerial solutions, taking into account the achievement of economic and social efficiency.	Owns: - strategies and tactics of communication with interlocutors in accordance with the norms of speech etiquette; - skills to effectively conduct a dialogue, conversation, discussion, dispute, etc.

II. CONTENT AND SCOPE OF THE DISCIPLINE
with an indication of the number of hours allocated for students' contact work
with a teacher (by type of training sessions) and for independent work

Full-time education

n /	a Name of sections and	topics Total	Classroom classes			Sam. rab.
			LK	PZ	LB	
	Section 1. Speech culture as a scientific and educational discipline	22	6	4		12
1.	Topic 1. Speech culture as a scientific and educational discipline	8	2	2		4
2.	Topic 2. Varieties of speech	8	2	2		4
3.	Topic 3. Literary language-the basis of speech culture	6	2			4
	Section 2. Normative aspect of speech culture	48	6	6		24
4.	Topic 4. Norms of the modern Russian literary language	4	2			2
5.	Topic 5. Phonetic norms	9	1	4		4
6.	Topic 6. Lexical norms	9	1	4		4
7.	Topic 7. Word formation norms	7	1	2		4
8.	Topic 8. Grammatical norms	13	1	6		6
9.	Topic 9. Spelling and punctuation norms	6		2		4
	Section 3. Communicative aspect of speech culture	16	2	6		8
10.	Topic 10. Functional styles of the	8	2	2		4

	modern Russian language					
11.	Topic 11. Scientific style	4		2		2
12.	Topic 12. Official business style	4		2		2
	Section 4. Ethical aspect of speech culture	22	4	8		10
13.	Topic 13. Ethics and etiquette in communication. Digital etiquette and Internet communication.	10	2	4		4
14.	Topic 14. Fundamentals of public speaking	12	2	4		6
	<i>Reporting form-credit</i>					
	<i>Total for the 2nd semester</i>	108	18	36		54
	including practical training					
	TOTAL:	108	18	36		54

Full-time and part-time education (*not implemented*)

Part-time education (*not implemented*)

III. EVALUATION MATERIALS FOR THE CURRENT AND FUTURE EVALUATION OF THE PROJECT. INTERMEDIATE CERTIFICATION OF STUDENTS IN THE DISCIPLINE

Current certification is carried out in the form of a control work, test, etc.

Standard version of the control work

1. Emphasize the following words.

Dowry, sentence, prize, no prize, with prizes, compel, pullover, developed country, activities developed by us, denationalization, bottling of wine and narzan, orphan, orphans, orphans, bench, no benches, with benches, tablecloth, no tablecloths, drug.

2. Specify how you will pronounce the consonant before the letter E.. Mark your final pronunciation with the letter E. The soft pronunciation matches the spelling. For example: *academy*, but *stand [te]*.

Apartheid, anesthesia, swimming pool, de facto, de jure, hyphen, square, cabaret, motorcade, cologne, tender, tennis, tempo, session, democracy, professor, cafe, cafeteria.

3. Correct any lexical errors. Write the correct version.

1. Description of the criminal: the face is longitudinal, there is a mole on the right lip.
2. I saw that he was in an indifferent hurry. 3. There was a full house on the door: "No trespassing allowed." 4. This insinuation provoked a violent reaction on the part of the defendant. 5. Experts selected athletes for the national team of the country.

4. Select the correct option.

Painful burr – painful burr, gray mouse – gray mouse, precocious potato – precocious potato, beautiful tulle – beautiful tulle, sore corn – sore corn.

5. Choose the correct option, put plural nouns in the nominative and genitive cases, and indicate the stress in these words.

1. Permanent work requires (locksmiths-locksmiths). 2. At the police post were checked (passes – passes). 3. I don't have any clean socks. 4. I bought a pair of new shoes.

6. Correct mistakes in the use of case forms and prepositions.

1. Participate in elections. 2. The facts speak for the possibility of using reserves. 3. Ivanov found out the possibility of employing a team for temporary work. 4. The defendants themselves did not provide the court with any facts confirming that the managers were aware of this. 5. His assigned tasks were performed well.

7. Insert the missing vowels.

An ... logia, v...rnisazh, d...fit, leg...timny, br...sh...ra, ult...matum, ant ... gonism, b...ll ... shadow, par...tet.

Standard version of the test

1. Speech culture is...

- 1) the activity of a speaker who uses the means of language to communicate with other members of the language team and to address himself;
- 2) knowledge of the norms of the literary language, the ability to use expressive means of the language in different communication conditions;
- 3) the speech of one person addressed to other members of the language team or to himself.
- 4) a set of principles and practical measures for solving language problems in the state.

2. Language is...

- 1) a certain number of people gathered to listen to a public speech addressed to them.
- 2) teaching about speech styles that are determined by the conditions, situation, and goals of communication and differ in language means.
- 3) a system of stable communication formulas prescribed by society for establishing speech contact between interlocutors;
- 4) a system of phonetic, lexical, and grammatical means that are tools for expressing thoughts and feelings and serve as the most important means of communication between people.

3. Speech is...

- 1) a system of stable communication formulas for establishing speech contact;
- 2) compliance of language forms with the conditions and goals of communication;

- 3) the activity of a speaker using language tools.
- 4) a type of language characterized by the selection of language tools.

4. A verbal statement, explanation in support of any thought, idea is...

- 1) narration.
- 2) description.
- 3) reasoning.

5. Normality, general obligation and commonality, the presence of functional styles, written fixation-these are signs...

- 1) the national language.
- 2) a dialect language.
- 3) literary language.
- 4) spoken language.

6. The norm is...

- 1) how it is customary to speak and write in a given society, in a given era;
- 2) use of the language style in a given speech situation.
- 3) a set of principles and practical measures for solving language problems;
- 4) a form of speech that is characterized by changing the utterances of the speakers.

7. Codification is...

- 1) alphabetical order of words in dictionaries.
- 2) fixing the norms and rules of using the language in dictionaries and grammars;
- 3) explanation of the word's meaning.
- 4) correct pronunciation of words.

8. Phonetic norms regulate...

- 1) word usage and stylistic coloring of the word.
- 2) writing words and building word combinations.
- 3) pronunciation of sounds, sound combinations, and stress setting.
- 4) use of case forms and verb conjugation forms.

9. Lexical norms are linked...

- 1) with the pronunciation of words and phrases.
- 2) with the emphasis placed on the word.
- 3) with word usage and meaning of words.
- 4) with stylistic coloring of the word.

10. Morphological norms are related to...

- 1) pronunciation of words.
- 2) meaning of words.
- 3) stylistic coloring of the word.

- 4) forms of declension and conjugation of the word.

11. Syntactic norms regulate ...

- 1) functional and stylistic coloring of words.
- 2) meaning and word usage.
- 3) building sentences and phrases.
- 4) pronunciation and stress with lov.

12. Style is...

- 1) a normalized language that serves the diverse cultural needs of the people.
- 2) knowledge of the norms of the literary language, the ability to use expressive means in different communication conditions;
- 3) a functional type of literary language characterized by the selection of language tools in connection with the situation and tasks of communication.
- 4) correct speech that follows the norms of the modern literary language.

13. Spontaneity, ease, immediacy of speech communication, irreversibility of deployment in time-these are signs of...

- 1) journalistic speech.
- 2) artistic speech.
- 3) spoken language.
- 4) scientific speech.

14. Define the style of the following passage.

The main source of financial resources of Western private equity funds is long-term resources of foreign pension funds and insurance companies. This type of financial market participant usually works with the least risky government securities. However, in order to increase the overall level of profitability, they allocate certain limits for investment through the FPI, while taking into account not only the macroeconomic and political situation in each recipient country, but also the history of this direct investment fund.

- 1) artistic style.
- 2) journalistic style.
- 3) scientific style.

15. Monographs, articles, reports, research papers, textbooks - this is a genre...

- 1) artistic style;
- 2) scientific style.
- 3) business style;
- 4) journalistic style.

16. What type of document should you use when you are late for work?

- 1) application form;
- 2) an explanatory note.
- 3) attorney.

17. What type of document should you use when your relatives ask you to help them sell or purchase an apartment?

- 1) application form;
- 2) an explanatory note.
- 3) attorney.

18. The system of stable communication formulas prescribed by society for establishing speech contact between interlocutors, maintaining communication in the chosen key in accordance with their social roles is...

- 1) business communication;
- 2) speech etiquette;
- 3) communication competence;
- 4) communicative intent.

19. A multi-level regulatory and ethical system for regulating relationships in a virtual environment is called ...

- 1) general civil etiquette.
- 2) digital etiquette;
- 3) state etiquette;
- 4) diplomatic etiquette.

20. Do I need to introduce myself if you write to a stranger in a social network messenger?

- 1) depends on whether your profile has your name in it.
- 2) depends on the message content.
- 3) Yes, absolutely.
- 4) No, not necessarily.

Intermediate certification of students is carried out in the form of a test using the following assessment materials: *a list of questions for the test.*

Questions for the test
(2nd semester, full-time study)

1. Language and speech. Language functions.
2. Normative, communicative, and ethical aspects of speech culture.
3. Communicative qualities of speech: accuracy, logic, purity, clarity, expressiveness, richness, relevance.
4. Oral and written forms of speech.
5. Monologue, dialogue, polylogue.
6. Description, narration, and reasoning.
7. Literary language as the highest form of the national language. Signs of a literary language.
8. The concept of a *language norm*. The nature of literary language norms. Types of language norms.
9. Orthoepical norms.

10. Accentological norms.
11. Lexical norms.
12. Word-forming norms.
13. Morphological norms.
14. Syntactic norms.
15. Spelling standards.
16. Punctuation standards.
17. Stylistic coloring of language units. The concept of *style*.
18. Functional styles of the modern Russian language. Conversational style.
19. Functional styles of the modern Russian language. Scientific style.
20. Functional styles of the modern Russian language. Official-business style.
21. Functional styles of the modern Russian language. Journalistic style.
22. Functional styles of the modern Russian language. Artistic style.
23. The concept of *speech etiquette*. Speech etiquette functions. Formulas of speech etiquette. *You / You-forms* of communication and address in Russian speech etiquette.
24. Speech aggression and violation of speech etiquette norms.
25. The courtesy principle by J. Leach. G. Grice's principle of cooperation.
26. Digital etiquette and Internet communication.
27. The concept of *oratory (rhetoric)*. Speaker and audience.
28. Genera and types of rhetoric.
29. Five-part structure of public speaking.
30. Dispute, discussion, polemic.

IV. LIST OF LITERATURE REQUIRED FOR MASTERING THE DISCIPLINE

4.1. Basic literature

1. Russkiy yazyk i kul'tura rechi: uchebnik i praktikum dlya vuzov [Russian language and Speech culture: textbook and practice for universities.]; edited by V. D. Chernyak, 3rd ed., reprint. Moscow: Yurayt Publishing House, 2024. - 363 p. - URL: <https://urait.ru/bcode/535767> (accessed: 18.04.2024).

4.2. Additional literature

1. Bozhenkova R. K., Bozhenkova N. A., Shaklein V. M. Russkiy yazyk i kul'tura rechi: uchebnik [Russian language and Speech Culture: textbook]. - Moscow: Flinta Publ., 2019. - 320 p. - URL: <https://biblioclub.ru/index.php?page=book&id=603178> (accessed: 18.04.2024).

2. Буторина, Е.П. 2. Butorina E. P., Evgrafova S. M. Russkiy yazyk i kul'tura rechi: uchebnik dlya vuzov [Russian language and –Speech culture: a textbook for universities].– <https://urait.ru/bcode/538753>– 261 c. – URL: <https://urait.ru/bcode/538753> (accessed: 18.04.2024).

3. Russkiy yazyk i kul'tura rechi: uchebnik i praktikum dlya vuzov [Russian language and Speech culture: textbook and practice for universities].edited by A.V. Golubeva and

V. I. Maksimov—, 4th ed., reprint. –Moscow: Yurayt Publishing House, 2024. - 291 p. - URL: <https://urait.ru/bcode/534418>(accessed: 18.04.2024).

4.Shtreker, N. Yu. Russkiy yazyk i kul'tura rechi: uchebnoe posobie dlya studentov vuzov [Russian Language and Speech Culture: a textbook for university students]. Moscow: Unity-Dana Publ., 2017, 352 p. (in Russian). <https://biblioclub.ru/index.php?page=book&id=683304> (accessed: 18.04.2024).

V. LIST OF RESOURCES OF THE INFORMATION AND TELECOMMUNICATION NETWORK "INTERNET" REQUIRED FOR MASTERING THE discipline

Item No	. Link to the information resource	Name of the development in electronic form	Availability
1.	http://window.edu.ru/library	Information system "Single window of access to educational resources"	Free access
2.	http:// gramota. ru /	Reference and information portal GRAMOTA.<url> –	Free access to the Russian language for everyone.
3.	http:// gramma. ru	Project "CULTURE OF WRITTEN SPEECH". Russian language and Literature	Free access

VI. MODERN PROFESSIONAL DATABASES AND INFORMATION REFERENCE SYSTEMS

1	http://www.biblioclub.ru.biblioclub.ru	Electronic Library System (EBS) University Library online	Registration via any university computer. In the future, unlimited individual access is provided from any point where there is access to the Internet.
2	http://urait.ruurait.ru	Yurite is an educational platform. Electronic library and online store of educational literature	Registration via any university computer. In the future, unlimited individual access is provided from any point where there is access to the Internet.
3	http://www.iprbookshop.ru	Electronic Library System (EBS) IPRbooks	Registration via any university computer. In the future, unlimited individual access is provided from any point where there is access to the Internet.

4	www.elibrary.ru	Russian information portal in the field of science, technology, medicine and education	Free access
5	https://cyberleninka.ru/	CyberLeninka Scientific https://cyberleninka.ru/Научная CyberLeninka Electronic library КиберЛенинка	Free access

VII. LICENSED AND FREELY DISTRIBUTED SOFTWARE software

When implementing an academic discipline, the following licensed and freely distributed software is used:

- Microsoft Windows;
- Microsoft Office;
- LibreOffice, etc..

VIII. EQUIPMENT AND TECHNICAL MEANS OF TRAINING, REQUIRED FOR THE IMPLEMENTATION OF AN EDUCATIONAL PROJECT PROCESS BY DISCIPLINE

Training sessions are held in classrooms equipped with specialized furniture, including stationary or portable teaching equipment (projector, screen, computer / laptop).

Independent work is carried out in classrooms equipped with computer equipment with the ability to connect to the Internet and provide access to the electronic information and educational environment of the university.