

# BUNIN YELETS STATE UNIVERSITY

"APPROVED"  
Director of the Institute of Culture, History  
and Law / I. A. Karpacheva/



## THE WORK PROGRAMME OF THE DISCIPLINE B1.C.02.01 Russian language and speech culture

**Direction of training:** 44.03.01 Pedagogical Education

**Programme:** *Fine Arts*

**Qualification (degree):** *bachelor*

**Mode of study:** *full-time*

**Institute of Culture, History and Law**

**Department:** *Russian Philology and Journalism*

	full-time form	full-time and part-time form	part-time form
Study course	1		
Term	1		
Lectures	18		
Laboratory work			
Seminars (practical work)	36		
including practical training			
Form(s) of control	Credit test		
Control	-		
Other forms of work			
Independent work	54		

**Total number of academic hours: 108**

**Labour intensity: 3 credits**

*Developer of the work programme:*

*Candidate of Philological Sciences, Associate Professor Turko U.I.*

## I. ORGANIZATIONAL AND METHODOLOGICAL SECTION

### **The purpose of studying the discipline:**

- formation of a culture of speech behavior;
- formation of the ability to freely use various linguistic means in various communicative and speech conditions;
- formation of skills of impeccably clear, correct, terminologically precise and expressive speech;
- preparation for awareness of the social significance of one's future profession, possession of motivation for the implementation of professional activities;
- preparation for the use of systematized theoretical and practical knowledge of the humanities, social and economic sciences in solving social and professional problems.

### **Objectives of studying the discipline:**

- to acquaint students with the basics of speech, speech qualities (such as correctness, purity, accuracy, expressiveness, communicative expediency), with the main norms of the modern Russian literary language; to ensure their observance;
- to acquaint with the features of the functional styles of the modern Russian language and to teach how to use elements of various language levels in scientific and business speech;
- to prepare students to create professionally significant speech works;
- to improve the skills of literate writing and speaking;
- to master the skills of working with electronic educational resources on the Russian language, with scientific electronic libraries and electronic library systems.

**The place of the discipline in the structure of the basic professional educational program:** it is implemented within the framework of the basic (compulsory) part of block B1. Disciplines (modules).

### **Planned learning outcomes for the discipline:**

Competence code	Indicators of competence achievement	Planned learning outcomes for the discipline
UC-3	<b>To know:</b> <ul style="list-style-type: none"><li>– strategies of cooperation to achieve the set goal;</li><li>– behavioral characteristics of different groups of people with whom he/she works/interacts;</li><li>– assess the consequences of personal actions and plan a sequence of steps to achieve the set result.</li></ul>	Knows: <ul style="list-style-type: none"><li>- cooperation strategies and rules of speech interaction to achieve the set goal;</li><li>- speech behavioral features of different groups of people with whom he/she works/interacts, taking into account the normative, communicative and ethical aspects of speech culture.</li></ul>
	<b>To be able to:</b> <ul style="list-style-type: none"><li>– define his/her role in the team;</li><li>– establish different types of communi-</li></ul>	Is able to: <ul style="list-style-type: none"><li>- determine his/her role in the team during speech interaction;</li><li>- establish different types of communica-</li></ul>

	<p>cation (educational, business, informal, etc.).</p>	<p>tion (educational, business, informal, etc.) taking into account the rules of speech communication;</p> <ul style="list-style-type: none"> <li>- assess the consequences of personal actions and plan a sequence of steps to achieve a given result in the process of speech interaction.</li> </ul>
	<p><b>To possess:</b></p> <ul style="list-style-type: none"> <li>- 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.</li> </ul>	<p>Possesses:</p> <ul style="list-style-type: none"> <li>- 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.</li> </ul>
<b>UC-4</b>	<p>To know:</p> <ul style="list-style-type: none"> <li>- communicatively acceptable styles of business communication in the state and foreign languages;</li> <li>- verbal and non-verbal means of interaction with partners.</li> </ul>	<p>Knows:</p> <ul style="list-style-type: none"> <li>- rules of speech communication, styles of business communication in the state language;</li> <li>- verbal and non-verbal means of interaction with participants in educational relations.</li> </ul>
	<p>To be able to:</p> <ul style="list-style-type: none"> <li>- communicatively and culturally acceptable conduct oral business conversations in the state and foreign languages;</li> <li>- conduct business correspondence, taking into account the stylistic features of official and unofficial letters, socio-cultural differences in the format of correspondence in the state and foreign languages.</li> </ul>	<p>Is able to:</p> <ul style="list-style-type: none"> <li>- effectively and culturally acceptably conduct a dialogue, conversation, discussion, debate, etc. in the state language;</li> <li>- carry out business correspondence, taking into account the specifics of the style of official and unofficial letters, as well as socio-cultural differences in the format of correspondence in the state language.</li> </ul>
	<p>To possess:</p> <ul style="list-style-type: none"> <li>- skills in using information and communication technologies when searching for the necessary information in the process of solving various communication problems in the state and foreign languages;</li> <li>- skills in translating academic texts from a foreign language into the state language.</li> </ul>	<p>Possesses:</p> <ul style="list-style-type: none"> <li>- skills in using information and communication technologies when searching for the necessary information in the process of solving various communication problems in the state language;</li> <li>- skills in working with Internet resources in the Russian language, with scientific electronic libraries and electronic library systems.</li> </ul>
<b>GPC-7</b>	<p>To know:</p> <ul style="list-style-type: none"> <li>- laws and features of building interactions between participants in educational relations;</li> <li>- basic patterns of family relations that allow for effective work with the parent community;</li> <li>- patterns of formation of children-adult communities, their socio-</li> </ul>	<p>Knows:</p> <ul style="list-style-type: none"> <li>- the basics of speech culture, methods of its formation and development in the structure of the formation of the basic culture of the individual for the purpose of interaction of participants in educational relations;</li> <li>- methods, forms and techniques of intra-organizational and interdepartmental communications in the sphere of public</li> </ul>

	psychological characteristics and patterns of development of children's and adolescent communities.	administration, as well as communications with non-governmental institutions, mass media and citizens; - various forms, types of oral and written communication taking into account the normative, communicative and ethical aspects of speech culture.
	To be able to: – select forms, methods, techniques of interaction with different participants in the educational process (students, parents, teachers, administration) in accordance with the context of the situation; – cooperate with other teaching staff and specialists in solving educational problems.	Is able to: - use the norms of the Russian language and techniques, methods of interaction with different participants in the educational process
	To possess: – actions to identify behavioral and personal problems of students related to the peculiarities of their development; – actions to interact with other specialists within the framework of a psychological, medical and pedagogical council; – skills of building (or constructing) interactions with different participants in educational relations (students, parents, teachers, administration) within the framework of the implementation of educational programs.	Possesses: - strategies and tactics of communication in accordance with the norms of speech etiquette, verbal methods and skills of constructive interaction with different participants in educational relations in order to identify behavioral and personal problems of students associated with the peculiarities of their development; - skills of effective interaction with different participants in communication.

## II. CONTENT AND SCOPE OF THE DISCIPLINE

indicating the number of hours allocated for contact work of students with the teacher (by type of class) and for independent work

### Full-time education

№	Name of sections and topics	Total	Classroom lessons			Ind. work.
			Lec.	Sem. (pract.)	Lab.	
	<b>Section 1. Speech culture as a scientific and academic discipline</b>	<b>22</b>	<b>4</b>	<b>6</b>		<b>12</b>
1.	Topic 1. Modern theoretical concept of speech culture. Modern speech situation.	8	2	2		4
2	Topic 2. Language and speech. Types of speech.	7	1	2		4
3	Topic 3. Literary language as the basis of	7	1	2		4

	speech culture.					
	<b>Section 2. Normative aspect of speech culture</b>	<b>38</b>	<b>6</b>	<b>12</b>		<b>20</b>
4.	Topic 4. Norms of the modern Russian language. Normalization and codification.	6	2	2		2
5.	Topic 5. Orthoepic norms	7	1	2		4
6.	Topic 6. Lexical norms	5	1	2		2
7.	Topic 7. Grammatical norms. Difficult cases of formation and use of parts of speech and sentences	12	2	4		6
8.	Topic 8. Orthographic and punctuation norms	8		2		6
	<b>Section 3. Communicative aspect of speech culture</b>	<b>28</b>	<b>4</b>	<b>10</b>		<b>14</b>
9.	Topic 9. Functional styles of the modern Russian literary language.	12	2	4		6
10.	Topic 10. Features of scientific style.	6	1	2		3
11.	Topic 11. General characteristics of the official business style	6	1	2		3
12.	Topic 12. Features of the journalistic style.	4		2		2
	<b>Section 4. Ethical aspect of speech culture</b>	<b>20</b>	<b>4</b>	<b>8</b>		<b>8</b>
13	Topic 13. Basics of etiquette and speech etiquette.	10	2	4		4
14	Topic 14. Genres of speech communication. Rules of speech communication, styles of business communication. Business correspondence.	4		2		2
15	Topic 15. Culture of public speaking. Oral public speaking	6	2	2		2
	<i>Credit test</i>	-				
	<i>Total for 1 term</i>	108	18	36		54
	<b>Total number of academic hours:</b>	<b>108</b>	<b>18</b>	<b>36</b>		<b>54</b>

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

#### **Part-time education (not implemented)**

### **III. EVALUATION MATERIALS FOR CONDUCTING CURRENT AND INTER-IM CERTIFICATION OF STUDENTS IN THE DISCIPLINE**

Current certification is carried out in the form of a test, abstracts, cases.

#### **Standard version of the test**

1. Speech culture is...

1) speech of one person addressed to other members of the language community or to oneself;

- 2) mastery of the norms of literary language, the ability to use expressive means of language in different spheres of communication;
- 3) a criterion for assessing a person's general culture;
- 4) a set of principles and practical measures to solve language problems in the state

2. The aspects of speech culture include:

- 1) normative;
- 2) communicative;
- 3) ethical;
- 4) logical.

4. When guests at a wedding shout "Bitter!", this can be considered a manifestation of which aspect of speech culture? Why?

5. Specify the characteristics characteristic of speech:

- 1) has a leveled organization
- 2) reflects the experience of the individual
- 3) is situationally conditioned
- 4) is unsystematic

6. Language is...

- 1) a system of signs that have developed in the process of historical development of society and serve as the most important means of communication between people
- 2) the doctrine of speech styles determined by conditions, situation, goals of communication and differing in linguistic means;
- 3) a system of stable communication formulas prescribed by society to establish speech contact between interlocutors;
- 4) a product of speech activity

7. The main exemplary form of existence of a national language is:

- 1) dialect language;
- 2) spoken language;
- 3) bookish language;
- 4) literary language.

8. A territorially limited form of a national language is:

- 1) slang language
- 2) literary language;
- 3) colloquial speech;
- 4) dialect language

9. Literary language functions:

- 1) only in written form
- 2) only in spoken form
- 3) both in written and spoken forms

10. Uniform, exemplary, generally accepted use of language elements in a certain period of its development is:

- 1) norm
- 2) figure of speech
- 3) book unit of language
- 4) diglossia

11. Codification is...

- 1) explanation of word meanings;
- 2) alphabetical arrangement of words in dictionaries;
- 3) recording in dictionaries and grammar of norms and rules for using language;
- 4) the process of formation, approval of a norm.

12. Establish a correspondence between the norms and the areas of language in which they operate:

A. Phonetic	1) Use of speech means in accordance with the speech situation
B. Orthographic	2) Correct formation and use of word forms
C. Word-formation	3) Correct construction of phrases, sentences, text
D. Lexical	4) Use of words in accordance with their meanings
E. Morphological	5) Spelling of words
F. Syntactic	6) Punctuation
G. Stylistic	7) Correct formation of words
H. Punctuation	8) Pronunciation of words and stress

13. 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 situations;
- 3) a functional variety of literary language, characterized by the selection of linguistic means in connection with the situation and tasks of communication;
- 4) correct speech, in which the norms of modern literary language are observed.

14. Determine the style of the following passage.

In recent years, there has been a tendency to identify stress with nervous tension. But stress is not just excitement or nervous tension. Stress is a systemic neuroendocrine response, which primarily involves the sympathetic nervous and endocrine systems. It is a health risk factor and is involved (directly or indirectly) in the development and maintenance of a wide range of somatic, mental and behavioral disorders.

- 1) artistic style;

- 2) journalistic style;
- 3) official business style;
- 4) scientific style.

15. Specify the genres of the official business style of speech:

- 1) autobiography;
- 2) charter;
- 3) communiqué;
- 4) essay;
- 5) abstract;
- 6) note
- 7) term paper.

16. Indicate the words in which the stress is indicated incorrectly:

- 1) quarter 2) means 3) beautiful 4) sentence 5) statue 6) provision 7) cakes 8) blinds 9) sorrel 10) plum 11) dremota 12) to deepen 13) to force

17. Violation of morphological norms is allowed in phrases:

- 1) inflamed gums
- 2) three students
- 3) new drivers
- 4) a stack of towels
- 5) to shoot two ducks
- 6) a pack of waffles
- 7) many oranges

18. Determine in which phrases there is a pleonasm:

- 1) Free vacancy;
- 2) to discuss issues;
- 3) price list;
- 4) abandoned park;
- 5) souvenirs
- 6) gathered for a meeting
- 7) opening of the season's vernissage

19. Indicate in which cases the paronyms master - master are used correctly:

- 1) While studying at the university, I learned two foreign languages;
- 2) Mastering the cultural heritage of the past is one of the tasks of humanitarian knowledge;
- 3) Some younger students have difficulty mastering the multiplication table;
- 4) On vacation, we would like to master the rules of the game of bridge.

20. Form the genitive case singular and plural, putting the correct stress: BRIDGE, LANGUAGE, BANT, BINT, GERB, DOOR, GULYASH, GUS, FONT, CAKE, UNT, MANAGER, NETWORK.

### **Sample topics for abstracts**

1. Communicative qualities of speech in the work of a teacher.
2. Pronunciation of borrowed words in the Russian literary language.
3. Organization of speech interaction: principles of communication of J. Leach and G. Grice.
4. Composition of public speaking.
5. Language norms and the Internet.
6. Culture of business writing
7. Culture of speech and professional ethics of a teacher.
8. Psychology of business communication.
9. Typical language errors in official business texts.
10. Factors influencing changes in the Russian language.
11. Modern speech situation
12. Problems and ways of improving speech culture
13. Ways of forming the speech culture of an individual

### **Sample topics for educational cases**

Case 1. Write a convincing letter on one of the suggested situations using e-mail, a chat message, or a messenger.

1. Your school has introduced a new rule: children are prohibited from using mobile phones on school grounds. You need to explain this decision to your parents.

2. You need to ask a colleague to take your class to a museum on Sunday instead of you because you have unforeseen circumstances and you will not be able to take the children to the museum, but you cannot cancel the excursion either.

Case 2. I suggest that you, using your personal experience, develop a Memo "Netiquette or HOW TO COMMUNICATE ONLINE".

Case 3. Compose a coherent text with the leading type of speech, an argument on the topic "Teacher is my future profession".

Interim assessment of students is carried out in the form of a credit test using the following assessment materials: list of questions for a credit test.

### **List of questions for the credit test (1 term, Full-time education)**

1. The concept of speech culture as a scientific discipline.
2. Language and speech. Functions of language. Types of speech.

3. Normative, communicative and ethical aspects of speech culture.
4. Communicative qualities of speech: accuracy, logic, purity, clarity, expressiveness, richness, relevance.
5. Oral and written forms of speech. Dialogue, monologue, polylogue.
6. Literary language as the highest form of national language. Signs of literary language.
7. Functional varieties of language, their characteristics.
8. The concept of language norm. The nature of literary language norms. Types of language norms.
9. Orthoepic norms. Features of stress in the Russian language, the main trends in its development.
10. Lexical norms. Lexical errors.
10. Morphological norms.
11. Syntactic norms.
12. Stylistic coloring of language units. The concept of style.
13. Functional styles of the modern Russian language. Conversational style.
14. Functional styles of the modern Russian language. Scientific style.
15. Functional styles of the modern Russian language. Official business style.
16. Functional styles of the modern Russian language. Journalistic style.
17. Functional styles of the modern Russian language. Artistic style.
18. The concept of speech etiquette. Functions of speech etiquette. Formulas of speech etiquette. You/You-forms of communication and address in Russian speech etiquette.
19. Preparation for a public speech. Composition of a speech. Argument, discussion, polemic.
20. J. Leach's principle of politeness. G. Grice's principle of cooperation.
21. The concept of oratory (rhetoric). The speaker and the audience.

#### **IV. LIST OF REFERENCES REQUIRED FOR MASTERING THE DISCIPLINE**

##### **4.1. Main literature**

1. Golubeva, A. V. Russian language and culture of speech. Workshop: a textbook for universities / A. V. Golubeva, Z. N. Ponomareva, L. P. Stychishina; edited by A. V. Golubeva. - Moscow: Yurait Publishing House, 2023. - 256 p. - (Higher education). - ISBN 978-5-534-00954-5. - Text: electronic // Educational platform Yurait [website]. - URL: <https://urait.ru/bcode/511309> (date of access: 04 April 2025).
2. Russian language and culture of speech: a textbook and workshop for universities / V. D. Chernyak [et al.]; edited by V. D. Chernyak. - 3rd ed., revised. and additional. - Moscow: Yurait Publishing House, 2023. - 363 p. — (Higher education). — ISBN 978-5-534-02663-4. — Text: electronic // Educational platform Urait [site]. — URL: <https://urait.ru/bcode/510790> (date of access: 04 April 2025).

##### **4.2. Additional literature**

1. Golubeva, A. V. Russian language and culture of speech. Workshop: a teaching aid for universities / A. V. Golubeva, Z. N. Ponomareva, L. P. Stychishina; edited by A. V.

Golubeva. - Moscow: Publishing house Yurait, 2020. - 256 p. - (Higher education). - ISBN 978-5-534-00954-5. - Text: electronic // Educational platform Yurait [site]. - URL: <https://urait.ru/bcode/450441> (date of access: 04 April 2025).

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

№	Link to information resource	Name of the development in electronic form	Availability
1.	<a href="http://edu.ru/">http://edu.ru/</a>	<b>Russian Education: Federal Portal.</b> Includes links to portals and websites of educational institutions; state educational standards; regulatory documents; catalog of excursions and educational programs.	Free access
2.	<a href="http://www.gramota.ru">www.gramota.ru</a>	Reference and information portal "Russian language"	Free access

## VI. MODERN PROFESSIONAL DATABASES AND INFORMATION REFERENCE SYSTEMS

1.	<a href="http://www.biblioclub.ru">http://www.biblioclub.ru</a>	Electronic library system (ELS) University library online	Registration via the university computer. In the future, unlimited individual access is provided from any point where there is access to the Internet.
2.	<a href="https://e.lanbook.com/">https://e.lanbook.com/</a>	Electronic library system (ELS) Lan	Registration via the university computer. In the future, unlimited individual access is provided from any point where there is access to the Internet.
3.	<a href="https://urait.ru/">https://urait.ru/</a>	Educational platform Yurait	Registration via the university computer. In the future, unlimited individual access is provided from any point where there is access to the Internet.

## VII. LICENSED AND FREELY DISTRIBUTABLE SOFTWARE

The following licensed and freely distributed software is used in the implementation of the academic discipline:

- Microsoft Windows;
- Microsoft Office;

- LibreOffice and others.

## **VIII. EQUIPMENT AND TECHNICAL TEACHING AIDS REQUIRED FOR THE IMPLEMENTATION OF THE EDUCATIONAL PROCESS IN THE DISCIPLINE**

Classes are held in classrooms equipped with specialized furniture, including stationary or portable technical teaching aids (projector, screen, computer/laptop).

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