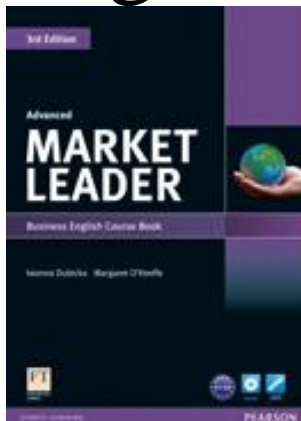


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# English for Media



**Instructor:** Nadia D. Zasanska

**Email:** zasanska@ucu.edu

**Office Hours:**

Monday 13:00 -13:30, or by appointment

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## Business English+ Media English

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**Textbook:** Market Leader Advanced, 3d edition

**Class website:** <https://quizlet.com/join/CzBctTf5A>

**Main course:** cms.ucu.edu.ua

**Objectives:** This course is intended to improve their English communication skills. *Market Leader* combines some of the most stimulating recent ideas from the world of business with a strongly task-based approach. Role plays and case studies are regular features of each unit. Throughout the course, students are encouraged to use their own experience and opinions in order to maximise involvement and learning

This course helps students to develop their spoken and written communication skills in the key business areas, such as presentations, meetings, negotiations, telephoning, problem-solving, social English, business correspondence and report writing. Each section contains a Useful language box, which provides you with the support and phrases they need to carry out the business tasks in the regular role-play activities.

## Evaluation

YOUR GRADE FOR ONE MODULE			
<b>1</b>	<b>Class work</b>	<b>15 points</b>	(participation in the class + home assignments)
<b>2</b>	<b>Final test on the units from the course book "Market leader advanced"</b>	<b>10 points</b>	
<b>3</b>	<b>Your Personal Input in the class</b>	<b>5 points</b>	<p>You will present 5-10 mnt videos or articles about the latest achievements in the media communications).</p> <p>Your presentation has to be logical and focus on the topic relevant to the media communication studies.</p> <p>First, introduce new words/phrases/collocations.</p> <p>Prepare at least 5 questions for a discussion (individual/group work).</p> <p>Your time for everything - 15-20 mnt</p> <p>Send the article or transcript of the video to me - I will add the words to the file on Quizlet "Vocabulary for Media communication"</p>
<b>4</b>	<b>Media vocabulary Test</b>	<b>10 points</b>	<p>This final module test will be based on the vocabulary from the students' presentations in the class / articles/videos</p> <p>Here is the link to join Quizlet module for training <a href="https://quizlet.com/join/CzBctTf5A">https://quizlet.com/join/CzBctTf5A</a></p>
<b>5</b>	<b>Project work (group work)</b>	<b>10 points</b>	This task is aimed at demonstration of your creativity, new approaches and understanding of the media tendencies in Ukraine and the world.
<b>Total</b>	<b>5</b>	<b>50 points (maximum) / module</b> <b>minimum - 30 points/ module</b>	<p>A few additional points may be given for:</p> <ul style="list-style-type: none"> <li>- Participation in the UCU students' conference</li> <li>- Finishing a course at the Future Learn platform with the certificate (!!! during the module)</li> <li>- Participation in Ukrainian or world writing/speaking contests</li> </ul>

**Attendance and participation:** Classes are conducted in a discussion/workshop format and depend on your active learning. Therefore, regular attendance and productive, courteous participation with classmates and the instructor are important. Absences damage your grade and too many may result in you having to drop the course. To ensure that you stay on track with your attendance and assignments, the following policies will be enforced in all sections of English for Media Communication:

- *1 missed class*= 0.5 point from the 15 points in the “Class work” grade
- Working out a missed class = watching a 20 mnt video, learn 10 new words and write a short summary (5-6 sentences) on the video

**Grading and evaluation:** While it is assumed that students admitted to the university can perform satisfactorily most of the time, earning As and Bs will require strong, consistent effort. To make sure you know what is expected, you should read all assignment sheets carefully, especially the evaluation criteria, and pay close attention to the feedback you receive. Start assignments early and work steadily to avoid last-minute rushing. If you do not understand an assignment, the evaluation criteria or feedback, or if you have a question about your grade on an assignment, come see me during office hours.

**Mobile phone policy:** Please turn off or silence your cell phone before class begins.

**If you need help, remember ...**

- 1) Write to me [zasanska@ucu.edu.ua](mailto:zasanska@ucu.edu.ua)
- 2) Come see me, in room 306 during office hours or make an appointment to see me at another time if you have questions about the course or other issues.