**МІНІСТЕРСТВО ОСВІТИ І НАУКИ УКРАЇНИ**

**НАЦІОНАЛЬНИЙ ТЕХНІЧНИЙ УНІВЕРСИТЕТ**

**«ХАРКІВСЬКИЙ ПОЛІТЕХНІЧНИЙ ІНСТИТУТ»**

Кафедра             соціології і публічного управління

(назва)

«**ЗАТВЕРДЖУЮ**»

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 (ініціали та прізвище) (підпис)

«31» серпня 2022 року

**ПЛАНИ СЕМІНАРСЬКИХ ЗАНЯТЬ З НАВЧАЛЬНОЇ ДИСЦИПЛІНИ**

**Іноземна мова за професійним спрямуванням** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

(назва навчальної дисципліни)

рівень вищої освіти другий (магістерській)

перший (бакалаврський) / другий (магістерський)

галузь знань 05 Соціальні та поведінкові науки

(шифр і назва)

спеціальність 054 Соціологія

(шифр і назва )

освітня програма Соціологічне забезпечення економічної діяльності

(назви освітніх програм спеціальностей )

вид дисципліни загальна підготовка (обов’язкова)

(загальна підготовка (обов’язкова/вибіркова) / професійна підготовка (обов’язкова/вибіркова))

форма навчання денна

(денна/заочна)

## Харків – 2022 рікЗмістовий модуль № 1 Organizational Communication

**Перший модуль** включає в себе питання, що стосуються формування у майбутніх спеціалістів  фундаментальні знання з теорії організаційної та бізнес-комунікації та дати студентам уявлення про існуючі індивідуальні особливості і властивості людини, що впливають на індивідуальний стиль спілкування; розвиток навиків організації ефективних форм індивідуальних і групових комунікацій. Також значна увага приділяється сучасним тенденціям розвитку комунікативних соціальних практик в умовах поглиблення глобалізаційних трендів у модерному суспільстві та покращення мовленнєвих навичок у англомовному бізнес-середовищі.

**Тема 1.** Foundations of Organizational Communication

1. [Organizational Communication: Everything You Need to Know](https://www.upcounsel.com/organizational-communication#organizational-communication-everything-you-need-to-know)
2. [How Field of Organizational Communication Began](https://www.upcounsel.com/organizational-communication#how-field-of-organizational-communication-began)
3. [Organizational Communication Today](https://www.upcounsel.com/organizational-communication#organizational-communication-today)
4. [Studying Organizational Communication](https://www.upcounsel.com/organizational-communication#studying-organizational-communication)
5. [Organizational Communication Structure](https://www.upcounsel.com/organizational-communication#organizational-communication-structure)
6. [Organizational Culture](https://www.upcounsel.com/organizational-communication#organizational-culture)
7. Review of Tenses: Active Voice in English
8. ABC of Business Communication

Mako is an international student enrolled in a post-degree program in Vancouver. She has been working at a grocery store for the past three months on Tuesdays, Thursdays and Fridays when she doesn’t have class. Mako enjoys working at the grocery store and gets along well with her colleagues and supervisor. Customers often comment on her professionalism and friendliness and she has noticed that her communication skills have improved.

When she applied for the job and filled out her available hours, she made sure to state that she could only work a maximum of 20 hours per week as an international student. She mentioned it once more during the interview and was told it would not be a problem.

Since then her supervisor has asked her to work overtime in a few instances to accommodate a colleague who was running late. That was not a problem. However, recently her supervisor asked if she could pick up an extra shift for two weeks because one colleague was out sick. Mako is not comfortable working so many hours over her maximum, but she is worried her supervisor might be upset and think she is not a team player.

What should Mako do? How should she communicate her decision to her supervisor?

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**Література:** 1-6

**Тема 2.** Business Communication

## Independent

## Matrix

## Entrepreneurial

## Pyramid

## Communication Channels

* Review of Tenses: Passive Voice in English
* The Structure of Typical Business Letter

EXERCISE: What is your preferred leadership style?

Consider each of the situations, and choose which action you would normally take:

 A. One of your employees has been working enthusiastically and performing her work effectively and achieving targets. You have let her work with little supervision. Recently you have assigned her new tasks which you felt she would be able to handle. Her performance has dropped and she is taking a lot of time off on sick leave. What would you do?

1. Tell her specifically what to do and monitor her work closely.
2. Tell her what to do and how to do it but try to find out what her problems are.
3. Keep supporting her and work through the problems with her.
4. Let her work through for herself the best way to cope with the new tasks.

B. You have just taken over as a section head. Productivity was moderately good before you were appointed, but it has dropped now, so you want to introduce some changes in work procedures and assignments. Your staff have been uncooperative, muttering about how things were better under their old boss.

What would you do?

* Implement the changes and closely monitor performance.
* Tell them why you want to make the changes, explain the benefits to them and listen to their concerns.
* Discuss the proposed changes with them and ask for their suggestions for improved productivity.

Leave the group to work out for itself what it needs to do to meet its targets.

**Література:** 1-3, 5-7

**Тема 3.** Business Communication Skills in Global Perspectives

# [Hard Skills Vs. Soft Skills: Examples And Definitions](https://www.edgepointlearning.com/blog/hard-skills-vs-soft-skills/)

## What are soft skills?

### What are examples of soft skills?

### Why are soft skills important to train for?

## What are hard skills?

### What are examples of hard skills?

### Why are hard skills important to train for?

## Blending hard skills and soft skills

1. Revision: Use of Modals in English
2. How to write essay in the Subject Area of Sociology
3. Hard skills are those talents and abilities that can be measured. They are usually specific to a particular job, and they can be learned through schooling or on the-job-training. Soft skills are less defined skills that often apply not only to one specific job but are universal.
4. When considering new hires, many companies look first to see if that employee has the practical knowledge to do the job. After all, you wouldn’t hire a master gardener to fight fires in high-rise buildings, would you? However, while the hard skills are important, savvy companies know that excellent employees have another skillset that may be harder to cultivate: soft skills. What’s the difference between the two? Turns out, hard skills vs soft skills aren’t an either/or proposition. It’s a both/and package worth cultivating in potential and long-term employees alike.

**Література:** 1-3, 5-6, 9, 10

**Тема 4.** Verbal and Non-verbal Communication

* [Verbal and non-verbal communication](https://www.google.com/search?client=firefox-b-d&sxsrf=ALiCzsZ4J0o_0GN2TWF6vLtxAGGhdzhA6Q%3A1662812061123&lei=nX8cY-ORB7q-xc8PzO-P0Ak&q=Verbal%20and%20non%20verbal%20communication&ved=2ahUKEwij1OzRmYr6AhU6X_EDHcz3A5oQsKwBKAB6BAhCEAE)
* [Types of verbal communication](https://www.google.com/search?client=firefox-b-d&sxsrf=ALiCzsZ4J0o_0GN2TWF6vLtxAGGhdzhA6Q%3A1662812061123&lei=nX8cY-ORB7q-xc8PzO-P0Ak&q=Types%20of%20verbal%20communication&ved=2ahUKEwij1OzRmYr6AhU6X_EDHcz3A5oQsKwBKAF6BAhCEAI)
* [what is verbal and non-verbal communication](https://www.google.com/search?client=firefox-b-d&sxsrf=ALiCzsZ4J0o_0GN2TWF6vLtxAGGhdzhA6Q%3A1662812061123&lei=nX8cY-ORB7q-xc8PzO-P0Ak&q=what%20is%20verbal%20and%20non%20verbal%20communication&ved=2ahUKEwij1OzRmYr6AhU6X_EDHcz3A5oQsKwBKAJ6BAhCEAM)
* [similarities of verbal non-verbal and written communication](https://www.google.com/search?client=firefox-b-d&sxsrf=ALiCzsZ4J0o_0GN2TWF6vLtxAGGhdzhA6Q%3A1662812061123&lei=nX8cY-ORB7q-xc8PzO-P0Ak&q=similarities%20of%20verbal%20non%20verbal%20and%20written%20communication&ved=2ahUKEwij1OzRmYr6AhU6X_EDHcz3A5oQsKwBKAN6BAhCEAQ)
* Differences between verbal and non-verbal communication
* Review of Non-finite forms of the Verb: Participle
* Introduction to Business Writing Skills
* **Module 1 Test**

Introductions capture audience attention and draw the listener into the topic of the presentation, but they also set the tone for the overall speech. Appropriate humor attracts interest, but using an inappropriate joke as an introduction distracts from serious business topics. Introductions for business speeches must attract audience interest and focus the listener on the overall tone for the speech. The audience must view the speaker as a qualified presenter representing products or a business firm, and the introduction must reflect this expertise.

**Nonverbal Messages**

Nonverbal messages help set the tone of a business presentation. Nonverbal communication includes gestures, body posture, facial expressions, time management and use of space, said Cynthia Burggraf Torppa, assistant professor of Human Communication and Family Science at Ohio State University. Large, uncontrolled gestures and presenting the speech from a chair, rather than standing, send casual nonverbal messages during formal business presentations. Rushing quickly through the speech also signals lack of confidence or a tone of impatience.

Nonverbal spatial use involves the area around the speaker and the space between the speaker and the audience. Speakers standing too far away from the audience or moving too close to individual audience members create an uncomfortable feeling during the speech. Using a podium or speaking stand creates a physical barrier between the audience and the speaker, resulting in a formal tone for the speech.

**Література: 1-2**

**Змістовий модуль 2. Skills in Action**

**Другий модуль** включає в себе питання, що стосуються розвитку м’яких навичок. Також модуль спрямовано **на формування таких компетентностей**: здатність здійснювати комунікаційну діяльність, уміння працювати у колективі та команді; вміння створювати та організовувати ефективні комунікації в процесі управління; здатність формувати лідерські  якості та демонструвати їх у процесі управління людьми; здатність розробляти систему заходів щодо забезпечення позитивного іміджу людини, власного бренду або підприємства; кросс-культурні навички спілкування у іншомовному середовищі.

**Тема 5.** Negotiation Skills

## What makes a good negotiation?

## **The negotiating process is continual, not an individual event**

## **Think positive**

## **Prepare**

## **Think about the best & worst outcome before the negotiations begin**

## **Be articulate & build value**

## **Give & Take**

## What is the first rule of negotiation?

## How do you negotiate professionally?

## How do you start a negotiation?

* Review of Non-finite forms of the Verb: Gerund
* Writing for Social Media

## What does it mean to be a patient person?

A patient person can face tedious or uncomfortable situations without losing control of their emotions or giving up in defeat. They understand that these situations will pass and can tolerate the time between waiting and achieving. It may take years to achieve your career goals, and a patient person realizes that being proactive and persistent will help them succeed.

## What are the career benefits of being patient?

Patience has endless benefits, from making you a better team player to being more successful in your own career. It’s a valuable skill that pays dividends throughout your career. And the best news of all, the more you practice patience, the easier it becomes.

Here are some ways that becoming more patient overall will benefit your career:

* Achieving your goals: One of the most important benefits of patience in your career is that it allows you to achieve your goals. Facing and overcoming obstacles builds endurance and confidence. And the satisfaction you receive from achieving each milestone goal helps you to stay motivated in your career.
* Learning valuable skills/lessons: Patience gives you the endurance necessary to learn difficult skills. Challenging work is rewarding when you have a method of approaching it. Patience can help you maintain the positive mindset necessary for improvement.
* Helping others reach their goals: Patience is a necessary trait for a mentor, teacher or leader. When you are patient with other people, you allow them room to learn and grow. This results in students, employees and coworkers that are patient with themselves. Their improvements make for a healthy work environment.
* Encouraging collaboration: Working with a team involves listening to others’ ideas and suggestions and respecting their workflow. Patience will make working with others vastly more enjoyable and fluid. Problem-solving becomes a more efficient process when you work well together.

### The five Whys technique

Asking yourself “why” five times may help you get to the root of your irritation. When you recognize that you are becoming frustrated with a situation, take a moment to recover alone. Keep a list of the things that trigger you so that you are more aware of them and can be proactive about the problem.

To use the 5 Whys technique, follow these steps:

1. Identify the problem: Determine the immediate problem you’re facing. Sometimes it can help to write it down.
* Example: “I am frustrated with my work.”
1. Ask your first “why:” Ask yourself why you feel the way you do. Your answer should be based on what is actually happening. There should be concrete things you can identify.
* Example: “I am frustrated with my work because the end-user did not like the design.”
1. Follow-up with four more “whys:” You may have many reasons why you are feeling angered or anxious. For each of those reasons, ask “why.” At the end of a series of “whys,” you should come to the root cause of your frustration. At that time you can implement a productive solution to the issue.
* Example: “The end-user did not like the designs and now I’m worried that I will lose the promotion I was expecting to receive.”

**Література:** 1-6, 11-12

**Тема 6.** Conflict – Resolution and Cross-Cultural Skills

* What are the 5 main structures of conflict?
* How do you structure conflict resolution?
* 7 Steps to Conflict Resolution (Without the Dread)
* Set a Discussion Time. ...
* Invite a Third Party. ...
* Figure Out the Main Issue. ...
* Establish Common Goals. ...
* Discuss how to Meet Goals. ...
* Agree on a Way Forward. ...
* Determine Resolution Roles.

## Cross-Cultural Communication

## High- vs. Low-Context Culture

## Nonverbal Differences

* Verbal Differences
* Cross-cultural Skills in Use
* Review of Non-finite forms of the Verb: Infinitive

For brainstorming:

* Your parent group wants the local high school to change its American history textbook. You feel that the textbook doesn't represent the history of African-Americans, Latinos, and Asian-Americans in the U.S. adequately. You come to the School Committee and say, "The only textbook that works for us is The People of the United States, and that's final!" You have presented a position rather than your interests. By drawing a bottom line, you're stuck in one position. If you don't convince the School Committee to choose this textbook, you'll lose.
* A more effective way to approach the School Committee would be to state your interests. You might say, "We're concerned about the under-representation of racial minorities in the current U.S. history textbook, and would like to find an alternative." By communicating your interests, rather than one position, you are leaving some room to negotiate while still being firm and clear about your goals.
* Often, the same interest can have many positions. For example, the School Committee might vote to supplement the history textbook with a packet of articles about minorities; add mandatory units on slavery, the Harlem Renaissance, and Japanese internment camps, or offer a new course about minorities in America. These are different positions that address the same interest.
* My opponent is more powerful
* If you have already decided on your best alternative, you have nothing to fear. You can walk away at any time, and go that route instead. Think about everything that you can do, and that your mediator can do. Although you may be less powerful, at least you will be negotiating with all the available information.
* My opponent won't budge
1. In a situation like this, you may be tempted to do the same thing: "If you won't change your mind, neither will I!" However, you will fail if you insist on sticking to your position. Instead, treat your opponent's position as a real possibility. Ask lots of questions. Listen to their logic. Understand what their interests are, and what it is that they really want. Learn what their criticisms of your idea are. The more you know about where they're coming from, the better a resolution you can create.

**Література:** 1-9

**Тема 7.** Leadership and Presentation Skills

1. How to choose and develop your leadership style What do I value more—goals or relationships?
2. Do I believe in structure or freedom of choice?
3. Would I rather make a decision on my own, or collectively?
4. Do I focus on short or long-term goals?
5. Does motivation come from empowerment or direction?
6. What does a healthy team dynamic look like to me?
7. As someone who is interested in the leadership path or looking for more structure in their leadership approach, it can be helpful to choose a leadership style that feels authentic to you. Some questions you may ask yourself when trying to determine which style is right for you include:
8. These are just a few examples of questions to ask yourself while reading through leadership styles to help you decide which style you relate most with. To develop your leadership style, consider these strategies:
9. **Experiment.** Try out varied approaches in different circumstances and pay attention to the outcome. Be flexible in changing out your approach.
10. **Seek a mentor.** Speaking with a leader with more experience than yourself can offer great insight into how they developed their style and what worked for them.
11. **Ask for feedback.** Although sometimes hard to hear, constructive feedback helps you grow into a successful leader. Seek feedback from individuals you trust that will give you an honest answer.
12. **Be authentic.** If you are trying to perfect a leadership style that is in opposition to your personality or morals, it will come across as inauthentic. Try to choose a leadership style that’s in alignment with your strengths and work to improve it.
13. While a certain leadership style may be impactful in a specific job—for example, autocratic leaders tend to do well in military settings—the best leadership is using a blend of these styles. Knowing what style to enforce in workplace situations comes with time, practice and [emotional intelligence](https://www.indeed.com/career-advice/career-development/how-to-improve-emotional-intelligence). Remember, most leaders borrow from a variety of styles to achieve various goals at different times in their careers.
14. While you may have excelled in a role using one type of leadership, another position may require a different set of habits to ensure your team is operating most effectively. By understanding each of these leadership types, and the outcomes they’re designed to achieve, you can select the right leadership style for your current situation.

Review of Articles Use in English

Presentation Skills in Use

**Література:** 1-6, 13

**Тема 8.** Team-working, Team-building, and Time Management Skills

1. Here are seven teamwork skills that are essential for your academic and professional success:
2. Communication. Communication is the foundation of effective teamwork. ...
3. Time management. ...
4. Problem-solving. ...
5. Listening. ...
6. Critical thinking. ...
7. Collaboration. ...
8. Leadership
9. There are three team – building skills for effective management:

### **Communication Skills**

### **Relationship Building**

### **Feedback Exchange**

1. Time-Management Skills
2. Module 2 Test

There are several ways you can integrate team-building questions into your team's normal routine: Write a different question on a whiteboard in the office each day.

Include a question in the weekly company newsletter.

Add a question to the company’s social Slack channel.

Post a question on the conference room door before a meeting.

Start a friendly contest to create a trivia question about the company.

Explore some different options, and find out which format appeals the most to your team.

**Література: 1-6**

Основна література:

**Базова література**

|  |  |
| --- | --- |
| 1 | [Argenti](https://www.textbooks.com/Author/Argenti.php?CSID=2OCBCBJDT3ZKODQ2TUDAM2SMB), P., (2016). Strategic Communication In Business and Professions (Looseleaf) - 8th edition, Pearson. |
| 2 | Business Writing and Communication (2010). 256 Pages https://www.pdfdrive.com/business-writing-and-communicationpdf-e33410233.html |
| 3 | Chang, E., K., (2019), The Best English Grammar Book Ever. Pearson. |
| 4 | O'Hair, D. (2011). Organizational Communication: Approaches and Processes 6th Edition Cengage Learning; 6th edition (January 6, 2011) 336 pages |
| 5 | Murphy R. (2019). English Grammar in Use. - Cambridge University Press, 2019. |
| 6 | Online English Grammar Book https://www.englishpage.com/grammar/ |

**Допоміжна література**

|  |  |
| --- | --- |
| 7 | Верба Г.В. (2007). Довідник з граматики англійської мови. – К.: Освіта, 2007. – 341 с. |
| 8 | Горошко, О.І., Гребінник, Г.Ю., Дідович, Г.В., Комова, Г.В. (2011). Анотування та реферування англійською мовою загальнонаукової та фахової літератури. Навчальний посібник для студентів, магістрів та аспірантів економічних, соціологічних та комп’ютерних спеціальностей. Харків:НТУ «ХПІ». |
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| 10 | Bailey, S. (2015). The Essentials of Academic Writing for International Students, Longman. |
| 11 | Clarke, T. (2022). Writing for Social Media: 7 Tips and Tools Available at: https://blog.hootsuite.com/writing-for-social-media/ |
| 12 | Day, Ch., (2021). 10 Helpful Social Media Writing Tips For Businesses. Available at: [https://www.agorapulse.com/blog/social-media-writing-tips/](https://www.agorapulse.com/blog/social-media-writing-tips/%0DLast%20modified%20Jul.%2031%202021%20%C2%B7%2010%20min%20read%0D) |
| 13 | Davis, M.(1997). Scientific papers and presentations. – San Diego: Academic Press, |

**ІНФОРМАЦІЙНІ РЕСУРСИ В ІНТЕРНЕТІ**

Topic #1

* <https://blog.smarp.com/11-reasons-why-business-communication-is-crucial-for-companys-success>
* <https://www.businessinsider.com/communication-business-skill-2018-5>
* <https://www.youtube.com/watch?v=WESGDi_ajUU>
* <https://www.youtube.com/watch?v=Tuw8hxrFBH8>
* <https://www.vskills.in/practice/business-communication-mock-test>
* <https://www.eguardian.co.in/business-communication-multiple-choice-questions-and-answers-pdf/>
* <https://www.objectivequiz.com/objective-questions/business-management/business-communication>

Topic #2

* https://www.testgorilla.com/test-library/situational-judgment-tests/communication-test/?utm\_term=communication%20skills%20test&utm\_campaign=Campaign+%7C+Situational+Judgement+%7C+World+-+10+%7C+Test+Page&utm\_source=adwords&utm\_medium=ppc&hsa\_acc=4932434860&hsa\_cam=10829556628&hsa\_grp=115519565164&hsa\_ad=481288874364&hsa\_src=g&hsa\_tgt=aud-922641844703:kwd-295612405159&hsa\_kw=communication%20skills%20test&hsa\_mt=b&hsa\_net=adwords&hsa\_ver=3&gclid=CjwKCAjwyvaJBhBpEiwA8d38vCN-526i4FAAmYM\_DDIGJ53lMb2LtVOAB1-aWVvWV9mZxFK1SA8fkhoCuhUQAvD\_BwE
* <https://online.jefferson.edu/business/5-critical-business-communication-skills/>
* <https://www.mindtools.com/page8.html>
* <https://www.mindtools.com/pages/article/newCS_85.htm>
* <https://www.indeed.com/career-advice/resumes-cover-letters/communication-skills>
* <https://www.ted.com/talks/don_tapscott_four_principles_for_the_open_world>

Topic #3

* <https://www.cnbc.com/2019/01/04/the-30-most-in-demand-skills-in-2019-according-to-linkedin-.html>
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