



The “Learn Russian in the European Union” project
 Daugavpils University
 Academic Course “Russian as a Foreign Language”

Course title	<i>Business Russian [Eastern Europe]</i>
Course code	Valo2146
Branch of science	Linguistics
Credits	3
ECTS	4:50
The total audience hours	48
Number of lectures	16
Seminars and practical work hours	32
Course developer (s) Dr. philol., doc. Galina Pitkeviča Dr. philol., doc. Elvira Isajeva	
Course summary	
Applied Russian style of text and applied linguistic peculiarities. Sentence structure and text formation characteristics, punctuation, spelling, etc. language rules, typical errors, labeling requirements of applied style. Applied Russian text forming requirements.	
Results	
At the end of the course students have to consider an article and interpretation of applied language learning, the ability to recognize and use the language applied to speech rules of procedure and etiquette.	
Course plan	
Lectures - 28 h: 1. Business language literary language system. Social context, where using a businesslike language. 2. Business-style building history. 3. Applied Language key terms. Business style properties. Applied linguistic structure. 4. Business communication. Business Communication: verbal - written dialogue -Run, personal - public, direct - indirect, contact - no contact. Written and oral communication genres. Traditionally, innovation and genres. 5. Applied negotiating body. Applied communication culture. Written and oral communication genres. Traditionally, innovation and genres. 6. Total business style of speech of linguistic signs. 7. Applied language lexical system specifics. 8. Nomenclature vocabulary. Technical terms. Abbreviations. 9. Business style sintaksiskie characteristics. Literal meaning of the term structure of unification, words forms. A simple sentence dominance. Problems with the equal members of the participle and the participle firm sayings. Word order. 11. Applied Language word-formation characteristics. 12. Text as applied basic unit of written language. Documentation. The main types of documents. Applied document as a style of language. 13. Applied Language substyles. 14. Diplomatic language. Its structure and basic genres.	

15. Applied Language diplomatic substyles speech characteristics. Diplomatic document.
16. Legislative language. Its structure and genres.
17. Applied Language legislative substyle speech characteristics. Legislative document.
18. Stationery language. Its structure and basic genres.

Seminars - 28 h:

- Theme 1. Applied Language stationery substyle speech characteristics.
- Theme 2 Applied languages and business management substyle.
- Theme 3 The basic working documents: typology, examples of linguistic processing.
- Theme 4 Text organization types. Stencil. Questionnaire. Table. Typical block concept.
- Theme 5. Material presentation of text and logical design rules in business language.
- Theme 6. Applied negotiating body. Applied communication culture.
- Theme 7. Orthography and punctuation complex cases the document language.
- Theme 8. Written and oral business speech norms violation. Codified forms of speech.
- Theme 9. Interpretation of applied language culture. Business people talking. Businessmen dictionary. Successful business communication conditions.
- Theme 10. Oral business communication genres. Dialogs. Interviews. Business conversation. Consultations. The consultation, etc.
- Theme 11. Business Etiquette. Labels varieties. Speech etiquette. Label formula.
- Theme 12. Business communication national characteristics.
- Theme 13. Applied Language rhetorical foundations.
- Theme 14. Non-verbal means of communication. Human voice characteristics. Gestures. Speech rate. Articulation. Voice height. Speech mode.

Independent work:

- Applied diplomatic language and the legislative text analysis, laboratory work
- Applied document form filling. Documentary drafting, laboratory work
- Applied speech different styles observations, laboratory work
- Applied communicative situations and speech genres of applied modeling.
- Speech training laboratory work typical error prevention and editing business documents in a language, laboratory work
- Polemic craftsmanship report public speaking design law report businesslike culture in international business report business communication ethics and conflict of Applied Psychology paper and its disposal routes.
- Speech behavior strategy conflict report elocution basics, paper

Requirements for credits

1 Prepare reports; provide 1 home examination on practical questions, write one test audience (70% of the total assessment); pass the examination (30%).

Basic Training

1. Введенская Л.А., Павлова Л.Г. Деловая риторика. – Москва - Ростов-на-Дону: «МарТ», 2008.
2. Красивова А. Деловой русский язык. – Москва: МФА, 2001.
3. Колтунова М.В. Язык и деловое общение: нормы, риторика, этикет. – Москва: Логос, 2005.
4. Максимов В.И. Стилистика и литературное редактирование.- Москва: ГАРДАРИКИ, 2007.
5. Максимов В.И. Стилистика и литературное редактирование. Практикум по курсу.- Москва: ГАРДАРИКИ, 2004.
6. Культура устной и письменной речи делового человека. Справочник-практикум.- Москва: Флинта, Наука, 2008.

7. Культура русской речи: Учебник для вузов / Отв. Ред. Л.К. Граудина, Е.Н. Ширяев. – Москва: Норма, 2008.

Further reading

1. Аррендодо Л. Искусство деловой презентации. – Челябинск: Урал LTD. – 1998.
2. Бенни М. Как развить навыки делового общения: Пер. С англ.- Челябинск, 1999.
3. Бельчиков Ю.А. Стилистика и культура речи. – Москва, 2000.
4. Иссерс О.С. Коммуникативные стратегии и тактики русской речи.- Москва: URSS, 2006.
5. Колтунова М.В. Деловое письмо. – Москва: Дело. – 1998.
6. Мескон М.Х., Альберт М., Хедоури Ф. Основы менеджмента: Пер. С англ.. – Москва, 1992.
7. Психология и этика делового общения: Учебник для вузов / Под ред. В.Н.Лавриненко. –Москва, 1997.
8. Руденский Е.В. Основы психотехнологии общения менеджера: Учебное пособие.- Москва, 1998.
9. Стернин И.А. Практическая риторика.- Москва: Академия, 2005.
10. Холопова Т.И., Лебедева М.М. Протокол и этикет для деловых людей. – Москва, 1994.
11. Лапинская И.П. Русский язык для менеджеров.- Воронеж: ВГУ, 1994.
12. Клюев В.В. Культура делового общения: Практическое пособие. – Москва, 1996.
13. Леммерман Х. Уроки риторики и дебатов.- Москва, 2002.
14. Паневчик В.В. Деловое письмо.- Минск, 2000.

Periodicals and other sources of information

http://www.gumer.info/bibliotek_Buks/Linguist/krasiv/intro.php

[http://www.hf.uio.no/ilos/english/research/projects/run/docs/Booklet_\(RUS2129\)_Smirnova.pdf](http://www.hf.uio.no/ilos/english/research/projects/run/docs/Booklet_(RUS2129)_Smirnova.pdf)

Remarks

Not

Course content

- Theme 1. Business language literary language system. Social context, where using a businesslike language.
- Theme 2. Business-style building history.
- Theme 3. Applied Language key terms. Business style properties. Applied linguistic structure.
- Theme 4. Business communication. Business Communication: verbal - written dialogue -Run, personal - public, direct - indirect, contact - no contact. Written and oral communication genres. Traditionally, innovation and genres.
- Theme 5. Applied negotiating body. Applied communication culture. Written and oral communication genres. Traditionally, innovation and genres.
- Theme 6. Total business style of speech of linguistic signs.
- Theme 7. Applied language lexical system specifics.
- Theme 8. Nomenclature vocabulary. Technical terms. Abbreviations.
- Theme 9. Business style sintaksiskie characteristics. Literal meaning of the term structure of unification, vārdformas. A simple sentence dominance. Problems with the equal members of the participle and the participle firm sayings. Word order. Parallel to syntax constructs.
- Theme 10. Business style morphological characteristics.
- Theme 11. Applied Language word-formation characteristics.
- Theme 12. Text as applied basic unit of written language. Documentation. The main types of documents. Applied as a document style language.
- Theme 13. Applied Language substyles.

Theme 14. Diplomatic language. Its structure and basic genres.

Theme 15. Applied Language diplomatic substyles speech characteristics. Diplomatic document.

Theme 16. Legislative language. Its structure and genres.

Theme 17. Applied Language legislative substyles speech characteristics. Legislative document.

Theme 18. Stationery language. Its structure and basic genres.

Seminars - 28 h:

Theme 1. Applied Language stationery substyle speech characteristics.

Theme 2. Applied languages and business management substyle.

Theme 3. The basic working documents: typology, examples of linguistic processing.

Theme 4. Text organization types. Stencil. Questionnaire. Table. Typical block concept.

Theme 5. Material presentation of text and logical design rules in business language.

Theme 6. Applied negotiating body. Applied communication culture.

Theme 7. Orthography and punctuation complex cases the document language.

Theme 8. Written and oral business speech norms violation. Codified forms of speech.

Theme 9. Interpretation of applied language culture. Business people talking. Businessmen dictionary. Successful business communication conditions.

Theme 10. Oral business communication genres. Dialogue. Interviews. Business conversation. Consultations. The consultation, etc.

Theme 11. Business Etiquette. Labels varieties. Speech etiquette. Label formula.

Theme 12. Business communication national characteristics.

Theme 13. Applied Language rhetorical foundations.

Theme 14. Non-verbal means of communication. Human voice characteristics. Gestures. Speech rate. Articulation. Voice height. Speech mode.