

<u>Study course title</u>	<i>Business Russian language</i>
Study course code	Valo2146
Credits	3
European Credit Transfer and Accumulation System Credits	4.50
Total Number of Contact Hours	48
Number of Lecture Hours	16
Number of hours for practical assignments	32

Course developer

Gajina Pitkeviča
Elvira Isajeva

Study course abstract

Russian business language text style and linguistic peculiarities. Sentence structure and text formation characteristics, punctuation, spelling, language rules, typical errors, etiquette requirements of business language style. Russian business language text forming requirements.

Course plan

Lecture topics - 28 h:

1. Business language literary language system. Social context, usage of business language.
2. History of the business language
3. Key terms of the business language. Business language style properties. Business language linguistic structure.
4. Business communication. Verbal - written, dialogue -speech, personal - public, direct - indirect, contact - no contact business communication. . Written and oral communication genres. Traditional and innovative genres.
5. Business communication structure. Business communication culture. Written and oral communication genres. Traditional and innovative genres.
6. Business language linguistic characteristics.
7. Business language lexical system specifics.
8. Nomenclature lexicon. Technical terms. Abbreviations.
9. Business language syntactic characteristics. Unification of grammatical word group structure, word forms. Dominance of simple sentences. Problems with the equal members of a participle and participle/indeclinable participle clauses.
10. Business language morphological features
11. Business language word-formation characteristics.
12. Text as basic unit of the written business language. Documentation. The main types of documents. Business language as a document language.
13. Business language substyles.
14. Diplomatic language. Its structure and basic genres.
15. Business language diplomatic substyle speech characteristics. Diplomatic document.
16. Legislative language. Its structure and genres.
17. Business language legislative substyle speech characteristics. Legislative document.
18. Office language. Its structure and basic genres.

Seminar topics - 28 h:

- Topic 1. Business language office substyle speech characteristics.
- Topic 2 Business language and business management substyles.
- Topic 3 Basic documents: typology, examples, linguistic processing.
- Topic 4 Text organization types. Stencil. Questionnaire. Table. Model block concept.
- Topic 5. Material presentation and logical construction of text in business language
- Topic 6. Business communication structure. Business communication culture.
- Topic 7. Complex orthography and punctuation in the document language.
- Topic 8. Written and oral business speech norm violation. Codified forms of speech.
- Topic 9. Verbal business language culture. Businessmen speech. Businessmen dictionary. Conditions of successful business communication .
- Topic 10. Verbal business communication genres. Dialogue. Interviews. Business conversation. Consultations. Conference.
- Topic 11. Business Etiquette. Etiquette varieties. Speech etiquette. Etiquette formula.
- Topic 12. Business communication national characteristics.
- Topic 13. Business language rhetorical foundations.

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

Students' independent work:

Business document form filling. Document text drafting - laboratory work

Business speech style observations -laboratory work

Business communication situations and speech genres

Typical error prevention and editing business documents -laboratory work

Report on business cultures in international business environment

Work with literature and periodicals: theoretical and other literature analyse

Preparing for seminars and practical lessons

Theoretical studies

Exercises dealing with Russian business language Extending vocabulary

Learning outcomes

Upon successful completion of the course students are able

-to use oral and written Russian business language -to recognize and use the business language speech regulations and etiquette.

Requirements for awarding credits

Prepare a report; provide homework on the practical questions, write one test in the class (70% of the total assessment); examination (30%).

Course content

Lectures - 28 h:

1. Business language literary language system. Social context, useage of business language.
2. History of the business language
3. Key terms of the business language . Business language style properties. Business language linguistic structure.
4. Business communication. Verbal - written, dialogue -speech, personal - public, direct - indirect, contact - no contact business communication. . Written and oral communication genres. Traditional and innovative genres.
5. Business communication structure. Business communication culture. Written and oral communication genres. Traditional and innovative genres.
6. Business language linguistic characteristics.
7. Business language lexical system specifics.
8. Nomenclature lexicon. Technical terms. Abbreviations.
9. Business language syntactic characteristics. Unification of grammatical word group structure, word forms. Dominance of simple sentences . Problems with the equal members of a participle and participle/indeclinable participle clauses.
10. Business language morphological features
11. Business language word-formation characteristics.
12. Text as basic unit of the written business language. Documentation. The main types of documents. Business language as a document language.
13. Business language substyles.
14. Diplomatic language. Its structure and basic genres.
15. Business language diplomatic substyle speech characteristics. Diplomatic document.
16. Legislative language. Its structure and genres.
17. Business language legislative substyle speech characteristics. Legislative document.
18. Office language. Its structure and basic genres.

Seminars - 28 h:

Topic 1. Business language office substyle speech characteristics.

Topic 2 Business language and business management substyles.

Topic 3 Basic documents: typology, examples, linguistic processing.

Topic 4 Text organization types. Stencil. Questionnaire. Table. Model block concept.

Topic 5. Material presentation and logical construction of text in business language

Topic 6. Business communication structure. Business communication culture.

Topic 7. Complex orthography and punctuation in the document language.

Topic 8. Written and oral business speech norm violation. Codified forms of speech.

Topic 9. Verbal business language culture. Businessmen speech. Businessmen dictionary.

Conditions of successful busination .

Topic 10. Verbal business communication genres. Dialogue. Interviews. Business conversation.

Consultations. Conference.

Topic 11. Business Etiquette. Etiquette varieties. Speech etiquette. Etiquette formula.

Topic 12. Business communication national characteristics.

Topic 13. Business language rhetorical foundations. Topic 14. Non-verbal means of

communication. Human voice characteristics. Gestures. Speech rate. Articulation. Voice height. Speech mode.

Compulsory Reading List

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 List

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. Ключев 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

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)