

целью получения дополнительных профессиональных знаний и формирования профессионально значимых качеств личности. Иностраный язык в данном случае выступает средством повышения профессиональной компетентности и личностно-профессионального развития студентов и является необходимым условием успешной профессиональной деятельности специалиста - выпускника современной высшей школы, способного осуществлять деловые контакты с иноязычными партнерами.

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TRENDS OF BUSINESS WRITING

И.А. Попова popovairina@list.ru

Белорусский национальный технический университет

As the twenty-first century rapidly approaches, the muscularity and quickness of modern word processors, radio communications, TV, motion pictures, video recorders, cellular phones, and now the World Wide Web, have upped the stakes for career professionals. The successful ones realize that in the past few years readers' expectations have fundamentally altered. Business documents today need to be clear, persuasive, elegant -- and, given the speed and pressures of modern corporate life.

For the first time in history we're dealing with an entire generation raised on television, sound bites and the pervasive wiles of the advertising industry. Among readers there is a heightened impatience with excessive length, poor organization, lack of expertise in tone, appearance and presentation.

Your document is a product, and like all successful products should have as its principal purpose pleasing and gratifying its customer. Traditional ways of thinking, seeing and even evaluating knowledge have been profoundly altered. Business reports, manuals, letters and memos are now generally expected to be: **friendly** in approach and manner, yet at the same time

entirely professional, **error-free** and though grammatically correct not pedantic, **relaxed** and articulate but not over colloquial, and often required also to be subtly **persuasive**.

Writing is also among the most expensive business activities. A major industrial request for proposal (RFP) might, for instance, cost several million dollars to prepare. Ninety percent of the effort and money goes into the writing, the equivalent of hundreds and even thousands of hours of valuable non-manufacturing hours. What's more, if it's poorly done, which is not uncommon, the entire venture may be wasted. According to one report, government evaluators who award Federal contracts say that incoming proposals are routinely rejected as technically non compliant, when the real reason is unintelligible writing. Clients frequently judge a company's ability by its written materials. And they notice errors. A misspelled name is bad public relations. Vague phrases hinder productivity. And a condescending tone can cost you business.

Document quality has drastically fallen off. The pressures of corporate life (and the writers' relative lack of skill) are driving managers to get the paper out the door as quickly as possible, and never mind the grammar. The tension between speed, cost and quality has never been greater.

Many recent articles describe a relaxation of formality in America's workplace, in everything from dress to writing styles. These articles urge professionals and workers to use simple words in company correspondence and to dispense with formality. While it is true that formality in the workplace has relaxed somewhat in the past ten years, a word of caution is in order. First, many of these articles are not written by business professionals. Although some industries have relaxed formality in dress and in writing styles, many have not -- especially those in the financial, banking and legal worlds.

The best approach is to obtain writing samples written by the top officers of your company. Are they formal in style? The tone of a company is set by the person or persons at the top of the company. You should tailor your writing style to match this style, just as you would tailor your dress to the style of the company for which you work. Some firms pride themselves on the fact that their employees do not wear suits - computer companies and companies in the graphic arts often follow this creed. Others, such as those in the financial services industry, pride themselves on the fact that they have not relaxed any formality requirements even though the world around them has changed.

The best rule is to follow the style of your company's upper-echelon leaders. If they use a formal style for inter-office memos, you should too. If they subscribe to the new rules of simple, more direct business writing, then you should as well. If in doubt, always use the more formal approach in a memo or letter, especially when writing to your superior officers in a corporation.

Remember, writing in the workplace is not the same as writing for a scholarly journal or writing for a newspaper or magazine, although the goal is the same. The goal is communication, and communication is best achieved by writing in the preferred style of the recipient of your document -- especially if the recipient has anything to do with your chances of promotion.

Any business communication should follow some basic principles of composition, organization, wording, tone, persuasion and basic ones of punctuation, grammar, abbreviation, capitalization, and spelling.

Now with Emails replacing all paper memos, minutes of meetings and all other official communication, it is essential that the senders know how to follow the trends and adhere to principles at the same time. In Email communication format and content both should be carefully examined before hitting the send button. Effective business writing can promote positive business results in many ways, including: creating value for stakeholders, helping to align stakeholders with company strategies and goals, allowing the writer to engage in continuous learning.

ИНДИВИДУАЛЬНО-ТИПОЛОГИЧЕСКИЙ ПОДХОД И ПУТИ ЕГО РЕАЛИЗАЦИИ В ОБРАЗОВАТЕЛЬНОМ ПРОЦЕССЕ ВУЗА.

*О.Ю. Пятецкая olgapiatetskaia@yandex.by
Белорусский национальный технический университет*

Как известно, высшей ценностью общества является человек. Существование индивидуальных различий между людьми – факт очевидный. Внимание к воспитанию индивида, забота о всестороннем развитии его способностей, совершенствование личных качеств входит в круг проблем современной системы образования.

Актуальность применения данного подхода в учебном процессе ВУЗа обусловлена, с одной стороны, тем, что восприятие будущего специалиста как какой-то усредненной единицы не приносит результатов, и с другой стороны, наличием множества индивидуальных особенностей, влияющих на становление студента.

Таким образом, обнаруживается необходимость моделирования ситуации становления личностного самоопределения подрастающего поколения в работе педагога.

В основе индивидуально-типологического подхода лежит соотнесение обучаемых с определенным типом, т.е. *типология* (систематизация исследуемых объектов с целью выявления закономерностей их функционирования и последующего прогнозирования их развития). Итак, индивидуально-типологический подход – это система