

MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE  
WEST UKRAINIAN NATIONAL UNIVERSITY  
FACULTY OF LAW

Approved

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WUNU

Nadna MOSKALYUK

« \_\_\_\_\_ » 2023



Approved

Acting Vice-Rector for Academic Affairs and Research

Viktor OSTROVERKHOV

« \_\_\_\_\_ » 2023



## Work Program

Course «**Business Communication in English**»

Master's degree

Speciality - 29 "International Relations"

Field of study - 293 "International Law"

Education professional program – "International Law"

Department of Foreign Languages, Information and Communication Technologies

Form of study	Year of study	Semester	Lectures	Pract.	IWS	Training	IWS	Total	Type of control
Full-time	1	1	15	30	5	4	96	150	Credit, 1

31.08.2023  
*[Signature]*

Ternopil, WUNU - 2023

The work program is prepared on the basis of the education professional program for Master's field of knowledge - 29 "International Relations" speciality 293 "International Law" approved by the West Ukrainian National University Academic Council (minute № 10, 23.06.2023).

The work program is prepared by the associate professors of the Department of foreign languages, information and communication technologies, PhD, Nataliia RYBINA and Tetyana PIATNYCHKA

The work program was approved at the meeting of the department of foreign languages and information and communication technologies, minute № 1 dated August 29, 2023.

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Considered and approved by the scientific and methodical commission on "International Law", minute № 1 dated August 29, 2023.

Head of Support Group  
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Yaryna ZHUKORSKA

Guarantor EP



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## STRUCTURE OF THE WORK PROGRAMME OF EDUCATIONAL COURSE "BUSINESS COMMUNICATION IN ENGLISH"

### 1. Description of the course "Business Communication in English"

<b>Course "Business Communication in English "</b>	<b>Field of study, speciality, education professional program, degree</b>	<b>Characteristics of the course</b>
Number of credits – 4	Field of study 29 "International Relations"	Course status Compulsory discipline of the cycle of general training Language of insrtuuction English
Number of scoring modules – 4	Speciality - 293 "International Law"	Year of training: daytime mode - 1  Semester: daytime mode – 1
Number of content modules – 2	Education professional programme – "International Law"	Lectures: <i>Daytime mode – 15</i> Practicals: <i>Daytime mode – 30</i>
Total number of hours – 120	Degree - master	Independent work: <i>Daytime mode – 70, including professional training - 4</i> Individual work: <i>Daytime mode – 5.</i>
Week hours – 9 Classroom hours – 3		Type of final control - credit

## **2. The objectives and tasks of the course "Business Communication in English"**

### ***The objective of the course studying***

The program and thematic plan of the course are focused on the development of professional and communicative competence (linguistic, sociolinguistic and pragmatic) of masters to ensure their effective communication in the academic and professional environment. The aim of the course is to form general competencies in masters; to promote the development of abilities for self-esteem and the ability to learn independently; to involve masters in such academic activities that activate and further develop the full range of their cognitive abilities; achieve a broad understanding of important and diverse international socio-cultural issues in order to act appropriately in the cultural diversity of professional and academic situations.

### ***Name and description of competencies, the formation of which provides the study of the course:***

1. The ability to adapt and act in a new situation
2. The ability to work effectively in an intercultural environment, in particular to develop and manage international projects.
3. The ability to learn and possess modern knowledge with a high degree of autonomy.
4. The ability to communicate freely in a foreign language, both orally and in writing, in the professional sphere.

### ***Prerequisites for studying the course***

A prerequisite for studying the course in the 4th year is the successful completion of the entrance test for a master's degree in English (level B2), however, this exam was canceled in 2022 due to the difficult situation in Ukraine. Within the program of the 1st and 2nd years of foreign language study there are a number of topics after which master's students must have vocabulary, according to their specialty, understand normative spoken and professional English on known and relevant topics related to personal experience, social, educational and cultural activities; use the correct

normative pronunciation of the English language; freely use grammatically correct and communicatively effective language models in discussions at practical classes, conferences, presentations, etc.; understand the content of professional texts; to express one's thoughts clearly and unambiguously in simple genres of written discourse; perform the necessary translation of literature on the specialty, using a dictionary.

### ***Learning outcomes***

1. To communicate in a foreign language, both orally and in writing, in professional legal activities.
2. To demonstrate communication skills with representatives of various types of legal activity at the national and international levels, as well as organize and conduct negotiations.
3. To maintain an appropriate level of knowledge, to acquire new knowledge throughout life, to increase the level of one's own qualifications.

### **3. The program of the course "Business Communications in English"**

#### ***Content module 1.***

Topic 1. Cross-cultural communications, their role in society

1. Cultural influence on socialization.
2. Cultural diversity, significance and role in society.
3. Advantages and problems of cultural diversity.
4. Communication and its impact on human relations.

Sources: [1; 2; 3; 4; 5; 7; 10; 11]

Topic 2. Types of negotiations and mediation in the sphere of law

1. Negotiation and mediation as a kind of communication in the sphere of law.
2. Negotiation.
3. Types of negotiations and analysis of the results of negotiations.
4. The process and conditions of mediation.
5. Types of mediation.

Sources: [2; 4; 5; 7; 9; 10]

Topic 3. Business correspondence in the sphere of law.

1. Classification of business correspondence.
2. The structure and design of the business letter.
3. Style and language of business correspondence.
4. Short dictionary of terms of business correspondence.

Sources: [2; 8; 10; 11]

Topic 4. The art of presentation as a means of successful reporting in modern society.

1. The main stages of preparation of the presentation.
2. Analysis of the specifics of the audience.
3. Development of presentation structure.
4. Determining the scope and content of the presentation.
5. Development of slides for presentation.

Sources: [2; 4; 5; 10; 11]

Topic 5. Ethics of business communications in the sphere of law.

1. Features of business etiquette.
2. General ethical principles of business etiquette.
3. Business communication and modern dress code.
4. Email etiquette.
5. Ethics of cross-cultural and international business communications.

Sources: [1; 2; 3; 6; 11]

## ***Content module 2.***

Topic 6. The main English-language genres of written communication in science and education.

1. The specifics of writing an annotation on professional achievements in the field of Law.

2. Review as a genre of English academic writing
3. Response as a genre of English academic writing
4. Theses as a genre of English academic writing
5. Language clichés for writing English scientific text

Sources: [2; 8; 10; 11; 12]

#### Topic 7. Academic writing and legal professional terminology

1. The main categories of academic writing.
2. Types of academic texts in the form of communication and method of presentation.
3. Language and style of scientific work.
4. Logical and syntactic difficulties of the English text and dictionary of terms of academic writing.

Sources: [2; 8; 10; 11; 12]

#### Topic 8. Features of translation techniques

1. The concept of translation as a special type of communication.
2. The importance of translation in modern society.
3. Types of translation.
4. The main types of translation.
5. Descriptive and antonymous translation.

Sources: [2; 8; 10; 11; 12]

### **4. The structure of the credit in the course**

#### **"Business Communication in English"**

<b>Topic</b>	<i>Number of hours</i>				
	<b>Lectures</b>	<b>Seminars</b>	<b>Independent work</b>	<b>Individual work</b>	<b>Type of control</b>
<i>Content module № 1</i>					

Topic 1. Cross-cultural communications, their role in society	1	2	8	2	Modulus №1
Topic 2. Types of negotiations and Mediation in the sphere of law	2	4	8		
Topic 3. Business correspondence in the sphere of law	2	4	8		
Topic 4. The art of presentation as a means of successful reporting in modern society.	2	4	8		
Topic 5. Ethics of business communications in the sphere of law	2	4	8		
<b>Content module № 2</b>					
Topic 6. The main English-language genres of written communication in science and education.	2	4	10	2	Final test paper
Topic 7. Academic writing and professional terminology	2	4	8	1	
Topic 8. Features of translation techniques.	2	4	8		
<b>TOTAL</b>	<b>15</b>	<b>30</b>	<b>100</b>	<b>5</b>	

## 5. Topics for seminars in the course "Business Communication in English"

### Practical 1.

Topic: Cross-cultural communications, their role in society.

*Objective: Introduction to the types of cross-cultural communications, their role in society.*

*Questions for discussion:*

1. Cultural influence on socialization. Cultural diversity, significance and role in society. Advantages and problems of cultural diversity. Communication and its impact on human relations.



2. Basic lexical units and language clichés on the topic of the lesson. Performing tasks to develop speech skills (lexical tools for expressing logical connections).

3. Grammatical material: Present tenses.

Sources: [1; 2; 3; 4; 5; 7; 10; 11]

### **Practical 2.**

Topic: Types of negotiations and mediation in the sphere of law.

*Objective: To get acquainted with the process of negotiation and mediation*

*Questions for discussion:*

1. The social nature of the phenomenon of negotiations. Characteristic features of the negotiation process and principles of negotiation. Types of negotiations. Preparation for negotiations. Actually the negotiation process. Completion of negotiations and analysis of their results. Negotiation styles and tactics. Process, conditions and types of mediation.

2. Basic lexical units and language clichés on the topic of the lesson. Performing tasks to develop speech skills (lexical tools for expressing logical connections).

3. Grammatical material: Past tenses.

Sources: [1; 2; 3; 4; 5; 7; 10; 11]

### **Practical 3.**

Topic: Business correspondence in the sphere of law.

*Objective: To study the principles of correct registration of business correspondence*

*Questions for discussion:*

1. Understanding and compiling business documentation (reports, letters, supporting notes, etc.). Work with correspondence (letters, e-mails, etc.). Officialese. Elements of business activity and communication. Business letters (structure, location of details, appeals, signature, necessary language stamps and abbreviations). Writing business correspondence: requests and requests for information; letters concerning meetings and visits.

2. Basic lexical units and language clichés on the topic of the lesson. Performing tasks to develop speech skills (lexical tools for expressing logical connections).

3. Grammatical material: Future tenses.

Sources: [2; 8; 10; 11]

#### **Practical 4.**

Topic: The art of presentation as a means of successful reporting in modern society.

*Objective: To study the principles of correct presentations*

*Questions for discussion:*

1. Types of public broadcasting, the structure of professional public speech. Strategy and tactics of the speaker. Elaboration of language clichés to complete the speech and formulate conclusions. Effective presentations. Principles of structuring and design elements of multimedia presentations.

2. Lexical tools for discussion and answers to questions. The art of argumentation.

3. Grammatical material: Coordination of tenses.

Sources: [2; 4; 5; 10; 11]

#### **Practical 5.**

Topic: Ethics of business communications in the sphere of law.

*Objective: Acquaintance with ethical norms of conducting business communications*

*Questions for discussion:*

1. Features of business etiquette. General ethical principles of business etiquette. Business communication and modern dress code. Email etiquette. Ethics of cross-cultural and interethnic business communications.

2. Basic lexical units and language clichés on the topic of the lesson. Performing tasks to develop speech skills (lexical tools for expressing logical connections).

3. Grammatical material: Passive form of the verb.

Sources: [1; 2; 3; 6; 11]

## **Practical 6.**

Topic: The main English-language genres of written communication in science and education.

*Objective: To study English-language genres of written communication in the field of science and education.*

*Questions for discussion:*

1. Rules for writing annotations, responses to professional developments. The main methodological parameters of scientific research in foreign language scientific texts. Writing an annotation in a foreign language for a master's thesis. Annotation composition, lexical and phraseological clichés, grammatical register of annotation. Types of annotations.

2. Basic lexical units and language clichés on the topic of the lesson. Performing tasks to develop speech skills (lexical tools for expressing logical connections).

3. Grammatical material: Conditional sentences.

Sources: [2; 8; 10; 11; 12]

## **Practical 7.**

Topic: Academic writing and professional terminology.

*Objective: To study the norms of academic writing*

*Questions for discussion:*

1. Types of academic texts in the form of communication and method of presentation. Language and style of scientific work. Logical and syntactic difficulties of the English text.

2. Basic lexical units and language clichés on the topic of the lesson. Performing tasks for the formation of writing skills (lexical means for expressing logical connections).

3. Grammatical material: Impersonal forms of verbs: Infinitive, gerund, adjective.

Sources: [2; 8; 10; 11; 12]

## **Practical 8.**

Topic: Features of translation techniques.

*Objective: Introduction to translation techniques*

*Questions for discussion:*

1. Types of translation. Basic types of translation. Descriptive and antonymous translation.

2. Basic lexical units and language clichés on the topic of the lesson. Completion of tasks for the formation of writing skills (lexical means for expressing logical connections).

3. Grammatical material: Prepositions. Verbs, nouns, adjectives and adjectives with prepositions.

Sources: [2; 8; 10; 11; 12]

## **6. Complex practical individual task**

CPIT on the subject "Business Communications in English" takes the form of educational situational situations that cover all topics. The purpose of CPIT is to demonstrate the ability to conduct a proper search, the ability to critically evaluate and interpret complex patterns of human behavior in organizational settings, as well as convincingly prove their arguments to the listener (reader). CPIT is performed in accordance with the requirements and rules communicated to students in advance and is one of the mandatory components of the credit. CPIT is issued to the student in the first two weeks of study and is performed during the semester in accordance with the established schedule, compliance with which is a necessary prerequisite for admission to the modules. CPIT is evaluated on a 100-point scale and is 30% of the final score.

### **Options for Complex Practical Individual Task**

Choose a country / nationality (or even a group of countries e.g. Scandinavian) and write a report (approx. 20 pages) about specific cultural differences in communication:

- 1) Verbal Communication
- 2) Nonverbal Communication\*

*Eye*  
*contact*  
*Touch*  
*Gestures*

*Physical*

*Space*

*Facial*

*Expressions*

*Posture*

*Paralanguage*

Present the report to your teacher with Power Point Presentation (10-15 slides, 7minutes for your presenting). Be ready to ask and answer questions.

*\* Nonverbal Communication*

Nonverbal communication can take many forms. Effectiveness as an international professional often hinges on understanding what these forms might be and how their meanings may differ between countries. Below are samples of seven forms of nonverbal communication, as well as specific cultural variances.

*Eye contact*

Whether or not eye contact is made, who makes it and how long it lasts vary tremendously in meaning. In many Asian cultures, avoiding eye contact is seen as a sign of respect. However, those in Latin and North America consider eye contact important for conveying equality among individuals. In Ghana, if a young child looks an adult in the eye, it is considered an act of defiance.

*Touch*

A great number of cultural expressions are achieved through touch. In America, for example, using a firm handshake is considered appropriate to greet a stranger or another business professional. In France, however, it is common to kiss someone you greet on both cheeks. Touching children on the head is fine in North America. Yet in Asia, this is considered highly inappropriate, as the head is considered a sacred part of the body. In the Middle East, the left hand is customarily used to handle bodily hygiene. Therefore, using that hand to accept a gift or shake hands is considered extremely rude. There are also a wide range of cultural viewpoints on the appropriate rules regarding physical contact between both similar and opposite genders.

*Gestures*

Gestures can convey wildly different meanings. Individuals in the United States use the “OK” sign to convey that something is acceptable. In Japan, the same hand symbol means “money”. Argentineans, Belgians, the French and the Portuguese all use the symbol to mean “zero” or “nothing”. Still other countries in eastern Europe consider that same sign an offensive swear.

*Physical Space*

Countries that are densely populated generally have much less need for personal space than those that are not. The Japanese, for example, are less likely to react strongly to an accidental touch by a stranger than Americans. Less personal space is also needed in areas such as Latin America, and, in the context of one-on-one conversations, the Middle East.

*Facial Expressions*

Winking is a facial expression particularly varied in meaning. In Latin America, for example, the gesture is often considered a romantic or sexual invitation. The

Yoruba people in Nigeria wink at their children if they want them to leave the room. And the Chinese consider the gesture rude.

### *Posture*

Posture can convey power structures, attitudes and levels of civility. Slouching in Taiwan is considered disrespectful, while other parts of the world may not think much of it one way or another. In America, standing with hands on the hips may suggest power or pride, but in Argentina, it may suggest anger or a challenge.

Many cultures also frown upon showing the bottom of the shoe, something that is considered dirty. Therefore, sitting with the foot resting on the opposite knee is strongly discouraged in places such as many Arab countries.

### *Paralanguage*

“Paralanguage” refers to factors of speech such as accent, pitch range, volume or articulation. In Britain, for example, people use volume to convey anger, while in India, they use it to command attention. Japanese women make a point of raising the pitch of their voices to differentiate themselves from men. In America, voice pitch between genders remains comparably the same.

The use and attitude toward silence can also be considered as a type of paralanguage. The Greeks use silence as a way to refuse things, while Egyptians use it to consent. Some cultures (such as those in Asia) are generally more comfortable with long bouts of silence than others.

## **7. Independent Work of Students**

### *Instructions*

With the limitation of study time, as well as taking into account the mandatory condition of intensive nature of exercises for mastering a foreign language, there is a need to teach students to work independently in extracurricular time. Independent and individual work of students is an important component of effective training of specialists of any educational and qualification level and any specialty. As the interests of economic students are concentrated around their future profession, the content and nature of independent extracurricular activities are consistent with the deepest and most significant motives of their activities related to the specialty.

The set of stable leading motives that guide students to creative work and express their desire to improve themselves, to grow professionally in their chosen field, allow us to understand the existence of a close relationship between a foreign language and future profession, through which they have the opportunity to multiply and deepen their knowledge in the specialty. Therefore, independent work on the subject "Business Communications in English" is carried out in two forms that require significant time and effort: - reading for professional and academic needs;

- a letter for professional activities and academic needs.

Additionally, students can be offered participation in the club of English language experts, participation in seminars, round table meetings, meetings of the scientific student society, conferences, competitions.

For self-study by students and their individual work, a number of tasks are offered, listed in Table A. They are subject to study in the recommended sequence after careful study of the material provided for classroom work. The basis for acquaintance is the literature sources listed. If there are any unclear questions, students are advised to seek advice from the teacher in order to obtain the necessary clarifications on the organization of independent work and the possible expansion of the list of literature sources.

Individual work is designed for a more in-depth study of the most important issues of the course. They are additionally studied by students who are particularly interested in the course. The teacher provides appropriate additional individual consultations that expand the professional worldview.

Table A

№	Topics for independent work of students	hours
1.	Theoretical prerequisites of the discipline "Business Communications".	4
2.	Concepts, types and process of communications.	4
3.	Business communications and their role in the management of the organization.	4
4.	Intercultural responsibility.	4
5.	Multicultural cooperation.	4
6.	Business conversations and meetings.	4
7.	Written communication in business.	4
8.	Business ethics, etiquette and culture in the field of business communication	4
9.	Presentation of business communication skills in design to work.	5
10.	Business communication skills and competencies when applying for a job.	5
11.	Business correspondence.	5
12.	Business negotiations.	5

13.	Speeches to the audience.	15
14.	Presentations, their place in management communication.	15
15.	Conducting seminars and conferences, symposia.	14
	TOTAL	96

## **8. Training in the course "Business Communications in English"**

**(4 hours)**

Training is a planned process of modifying (changing) the learner's attitude, knowledge or behavioral skills through the acquisition of learning experience to achieve effective performance in one activity or in a particular field.

### ***Training 1. Business negotiations.***

The purpose of the training: to teach students to get the planned result in the negotiation process, to take a "strong" position in the negotiations; improve the ability to obtain the best opportunities for their company as a result of negotiations.

Goals and objectives of the training:

Practice the skills of effective behavior in the negotiation process. Uncover the possibilities of negotiation strategies.

Improve the use of non-verbal and paraverbal components of negotiations

Improve ways of responding to objections.

Master the techniques of persuasion and effective argumentation. Learn to present and defend your position vividly.

### ***Training 2. Debate.***

The purpose of the training: development and improvement of argumentation skills. Procedure:

1. Acquaintance with the task, short repetition of material.

2. Distribution of roles.

3. Debate. The debate consists of two parts. During the first part there are three main speakers. Speakers take turns speaking. Each of the speakers plays a clearly defined role. After the speeches of the main speakers, a debate begins in the hall, in which everyone (also the main speakers) can take part. It is started by the speaker from the side of the sentence. Each speaker has 3 minutes, and the chairman has the right to reduce the rules of these speeches. The debate continues until there are no more people



willing to speak. Speakers from the hall should take turns - first the speaker from the proposal, and then from the opposition. The chairperson has the right to interrupt the debate as soon as he considers that it has lasted too long.

After the debate in the hall, the voting takes place. The subject of the vote is the arguments, not the thesis. Vote for arguments, not theses.

During the debate, the speakers do not stand behind the rostrum, but stand next to it - the speakers who support the proposal - to the right of the chairman, the opposition - to the left. The secretary puts on the podium cards with the recorded time left until the end of the speech.

Summing up.

### **9. Assessment tools and methods for monitoring learning outcomes**

In the process of studying the discipline "Business Communications in English" the following assessment tools and methods of demonstrating learning outcomes are used:

- standardized tests;
- current survey;
- modulus testing and survey;
- essays;
- evaluation of CPIT results;
- final test paper;
- other types of individual and group tasks;
- credit.

### **10. Criteria, forms of current and final control**

The final score (on a 100-point scale) in the course "Business Communications in English" is defined as a weighted average, depending on the proportion of each component of the credit:

Scoring modulus 1	Scoring modulus 2 (final test paper)	Scoring modulus 3 (final score for CPIT)
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30%	40%	30%
1. Continuing assessment during the lesson (4 topics of 10 points = 40 points) 2. Written work = 60 points	1. Continuing assessment during the lesson (4 topics of 10 points = 40 points) 2. Written work = 40 points 3. Individual presentations = 20 points	1. Writing and defense CPIT = 80 points. 2. Performing of tasks during training workshops = 20 points

### Score scale

According to WUNU scale	According to the national scale	According to the national scale
90-100	excellent	A (excellent)
85-89	good	B (very good)
75-84		C (good)
65-74	satisfactory	D (satisfactory)
60-64		E (enough)
35-59	unsatisfactory	FX (unsatisfactory with the possibility of retake option)
1-34		F (unsatisfactory with obligatory repeat course)

### 11. List of visual materials and methodical instructions

N <sup>o</sup>	Name	Topics
1.	E-mode of lecturers	1-8
2.	General application software purpose (Microsoft Office tools)	1-8

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