

ПРОГРАМОВІ ВИМОГИ З ІНОЗЕМНОЇ МОВИ ДО ІСПИТУ

II курс

II семестр

1. Vocabulary - Headway (Unit 7, 8)

2. Grammar

- 1) Present Perfect
- 2) Past Perfect
- 3) Sequence of tenses
- 4) Past participles
- 5) Short answers
- 6) Perfect continuous
- 7) Relative clauses (who/ which/ that as the object)

3. Topics

1. Advertising
2. Advertising manager
3. Advertising brief
4. Advertisement
5. The choice of the style of the advertisement
6. The four P's
7. Types of advertising
8. Roles of advertising
9. Functions of advertising
10. Advertising in early Western history
11. Components of advertising