**Guidelines for the organization of the SSW (tasks for the SSW, a timetable for their implementation)**

Lecturer: Nurlangazykyzy Balnur

***Guidelines for IWS 1 (Essay Writing)***

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| **ISW** | **Task** | **Objectives of ISW** | **Recommendations for Students** |
| **IWS 1** | Write an essay (250–300 words) on one of the topics:  1. *First Impressions in Friendships*  2. *First Impressions in Digital Communication*  3. *The Role of Stereotypes in Shaping First Impressions* | - Develop academic writing and argumentation skills.  - Structure ideas logically with coherence and cohesion.  - Apply correct vocabulary and grammar in written form.  - Encourage critical thinking and personal reflection. | - Choose one topic and brainstorm before writing.  - Follow essay structure: introduction, body, conclusion.  - Use linking devices (e.g., however, therefore, in addition).  - Support arguments with examples and explanations.  - Revise and proofread for grammar, spelling, and vocabulary.  - Stay within the word limit (250–300 words). |

***Guidelines for IWS 2 (Group Presentation)***

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| **ISW** | **Task** | **Objectives of ISW** | **Recommendations for Students** |
| **IWS 2** | Prepare a group presentation (8–10 minutes) on one of the topics:  1. *How Ads Affect Our Choices*  2. *Influencers and Ads on Social Media*  3. *Gender Stereotypes in Advertisements* | - Foster teamwork and collaborative learning.  - Develop presentation and public speaking skills.  - Analyze the impact of advertising in modern society.  - Improve vocabulary and grammar use in oral communication. | - Work in groups and assign roles (researcher, speaker, designer, etc.).  - Create visual aids (slides, posters, videos) to support points.  - Rehearse as a group for fluency, timing, and coordination.  - Ensure equal participation of all members.  - Engage the audience with questions, examples, or short discussions.  - Focus on clear pronunciation, fluency, and confidence. |