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

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***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. |