

**ENGLISH FOR BUSINESS
COMMUNICATION**

**АНГЛІЙСЬКА МОВА ДЛЯ ДІЛОВОГО
СПІЛКУВАННЯ.**

*Методичні вказівки з розвитку усного і
писемного мовлення. Для студентів усіх
спеціальностей.*

*Затверджено на засіданні
кафедри іноземних мов.
Протокол № 10 від 22.05.2013.*

English for business communication. Англійська мова для ділового спілкування. Методичні вказівки з розвитку усного і писемного мовлення. Для студентів усіх спеціальностей. /Автори: І.В.Сніцар., О.С. Пасічник, Н.В.Школяр. – Хмельницький: ХНУ, 2013. – 83 с. (англ).

Укладачі: Сніцар І.В., к. пед. н., доц.;
Пасічник О.С., ст.викл.,
Школяр Н.В., ст.викл.

Відповідальний за випуск: Ємець О.В., к. філол. н., доц.

UNIT 1. THE WORLD OF JOBS

Task 1. Learn the following words and phrases:

work	робота
job	професія, робота
apply for (a job)	подавати заяву на (працевлаштування)
employer	роботодавець
employee	працівник
unemployed	безробітний
do/work overtime	працювати надурочно
experience	досвід; стаж роботи
permanent	постійний
temporary	тимчасовий
resign	піти у відставку
retire	піти на пенсію
be fired/ be sacked/ be dismissed	бути звільненим
be promoted	отримати підвищення (на посаді)
salary	зарплатня (за місяць)
wage(s)	зарплатня (погодинна)
career prospects	перспектива кар'єрного зростання
part-time job	робота неповний робочий день
full-time job	робота на повний робочий день
staff	штат працівників
executive	керівник, адміністратор
hire	наймати, працевлаштовувати
night shift	нічна зміна
interview	співбесіда
be satisfied with	бути задоволеним
probationary period	випробувальний термін

Task 2. Match the words to their definitions:

- | | |
|---------------------|--|
| 1. executive | a) to leave your job because you want to go |
| 2. to resign | b) a form person fills in when he/she wants to get job or a place in a university |
| 3. to retire | c) a group of people who represent workers and protect their rights |
| 4. staff | d) payment for work or services made to workmen on a daily, hourly or weekly basis |
| 5. trade union | e) a person who is hired to work for a company in return for payment |
| 6. application form | f) all people who work in a company |
| 7. employer | g) a fixed monthly payment for professional or office |

Task 4. Read and translate the text:

Are you happy with your work-life balance?

Although majority of people say that they work “for the money”, salary isn’t actually the only thing that they think about. Recently, research has shown that people consider many different factors to be of importance when they make their career choice. A worldwide survey of students showed that after graduation they would be looking for jobs that allowed them to balance their personal lives with their work lives, so it’s not always a full-time job. They are ambitious and optimistic about their prospects, and look at their working future in a different way to their parents.

For example, **Yoshi**, a shop assistant from Japan, says: I am happy with my life because I've chosen a lifestyle that gives me quite a lot of free time as I have a part-time job. But my father, on the other hand, works more than 70 hours a week for a car company. Sometimes he has to work night shifts, which I think is madness. Lots of Japanese people do overtime. There's an expression in Japanese, *karoshi*, which means dying because you work too hard. A lot of people in Japan get ill or die because they work too. I think my generation is different. We don't want our lives to be ruled by work. I work a few hours a day and that gives me enough money to live. I spend the rest of my time seeing my friends and playing baseball.

It’s not just the younger generation who think like this either. There has been an increase in the number of middle-aged employees who are moving away from highly-paid executive positions into less stressful jobs.

Dan, a project manager for a software company in the USA, says: I'm not satisfied with my work-life balance at all. I work overtime – at least 50 or 60 hours a week so I don't have any time for myself or to see my children. I communicate with my wife by leaving messages on the fridge. We almost don't see each other because we work different hours and I never have time to see my friends or keep fit. Also, I eat very badly because I have only 10 minutes for lunch. It's not enough for me to have a proper meal. I earn a lot of money but I don't have enough time for my private life. Is it worth it?

(Adapted from English File)

Task 5. Answer the following questions:

1. What is the difference between young and old generation in Japan?
2. Is Dan satisfied with his work-life balance? Why?
3. Which of the two situations is more typical for your country?
4. Are you sure/unsure about your career path?

5. Are you optimistic about your prospects? Why?
6. Would you prefer a part-time or a full-time job?
7. Do you want to be self-employed or work as an employee?

Task 6. Complete the text with the given words:

conditions	hours	part time	temporary
experience	job	qualifications	work

Nowadays in many countries there is not enough _____ for everybody and many people are looking for a _____. If they are lucky enough to find one it is often _____ (only a few hours a day) not full time, or it is a _____ job (only for a few months) not a permanent one. Many jobs involve working long _____ and often the working _____ (e.g. salary, holidays) are not good. To get a good job, it's important to have _____ (e.g. a university degree) and some _____.

Task 7. A few friends discuss working conditions. Choose the right options for these short dialogues:

Hours

Roger: We have *flexihours* / *flexitime* here. I often work late on Monday, so I can leave early another day.

Brenda: That's great. I have to work *shifts* / *steps*. I have to work a lot *overtime* / *afterhours*, too.

Clothes

Robert: Is there a *dress code* / *clothes code* there?

Roger: Yes, I have to wear a *suite* / *suit* and tie.

Family

Roger: There is a *childcare* / *child-mind* facility on the company premises.

Colleen: Great! That helps you get your *life-work* / *work-life* balance right.

Holidays

Julia: When will you go *on* / *in* holiday?

Roger: I can't take any days *free* / *off* for six months because of the *probationary* / *provisional* period.

Food

Roger: The company *canteen* / *casino* is great.

Doug: Oh, I'm so busy that I often *skip* / *jump* lunch.

Task 8. Translate the following sentences into English:

1. Працівники, які працюють в нічну зміну, отримують вищу зарплатню.
2. Прем'єр міністр подав у відставку, тому що його уряд не зміг вирішити економічні проблеми країни.
3. Коли Майк був студентом він працював неповний робочий день, щоб оплатити навчання в коледжі.

4. Багато українців їде на роботу закордон. Зазвичай це тимчасова робота, однак вона дає гарний зарібок.
5. Він часто запізнився на роботу і не виконував свої обов'язки належним чином, тому його звільнили.
6. Після того, як він запропонував нові способи збільшення прибутків компанії, він отримав підвищення на посаді.
7. Вона не задоволена своєю новою роботою, оскільки їй часто доводиться працювати надурочно.
8. В європейських країнах профспілки відіграють важливу роль у захисті прав працівників.

Task 9. Look at the pictures and match them to professions:

- chef
- lawyer
- real estate agent
- DJ
- broker
- dentist



Task 10. Which of the above mentioned jobs:

- are done indoors / outdoors?
- require qualification?
- have career prospects?
- are well-paid / poorly-paid?

- need the most training?
- is the hardest?
- have flexible hours?

Task 11. Some friends are talking about their jobs. Decide whether the adjectives they use are positive or negative:

Boring, challenging, demanding, enjoyable, hazardous, repetitive, creative, secure, rewarding, routine, satisfying stimulating, tiring, stressful.

Task 12. Who would you contact in the situation given below? Match the situations in the left column with the name of the job in the right column:

- | | |
|---|---------------------------|
| 1) a filling has come out of one of your teeth | a) a driving instructor |
| 2) you need to have your hair cut | b) a lawyer |
| 3) you need a legal advice | c) a dentist |
| 4) your house is on fire | d) a psychologist |
| 5) you want to learn to drive | e) a fireman |
| 6) in the shop you want advice on what sort of coffee to buy | f) a barber / hairdresser |
| 7) all the lights in your house have gone out | g) a shop assistant |
| 8) you have decided to sell your house | h) an accountant |
| 9) you don't get on with your parents | i) an electrician |
| 10) you father needs somebody to help his firm with money problem | j) an estate agent |

Task 13. Discuss the following questions and read the text:

1. Do you have any work experience? What were you doing? Did you like it?
2. Have you ever thought of working abroad?
3. Why do people sometimes go to work abroad?
4. How the following skills are important when looking for employment abroad:
 - language
 - driving
 - managerial
 - social

Working abroad

According to the latest statistics, young men and women from the UK are leaving their country in large numbers because they want to work abroad. As many as one million of them have left Britain in the last 10 years. In the past, most of them headed for English-speaking countries like Australia and America. Now, things have changed and more of them are working in the European Union. Thanks to new work regulations it is much easier now to work in any country within the EU. But is the idea of mobile European workers fact or fiction and what is it like to work in another country?

In order to find answers to these questions, the Guardian newspaper recently interviewed British workers in European countries. Their survey showed that if you have a marketable skill and can speak the language of the country you will have no problem finding work. Let's take the following examples:

Peter Tate, 44, moved to France in 1991. He had studied lighting design in England and had worked for eleven years in theatres around the country. But he wanted a different lifestyle and certainly didn't expect to get a job in his field immediately. He did a number of different jobs until he was finally hired by Disneyland Paris in 1992. First he worked there as a lighting technician, then he eventually got a job in design. After all his experience, he says that you have to be realistic about finding exactly the kind of job you want abroad.

He admits that his poor level of French was a big problem. He did a three-month language course before he moved to France permanently, but this still was not enough. He says that if you want to get a good job in another country, you have to be able to speak the language well.

Jonathan Palmer, 40, is a graphic designer. He moved to Germany four years ago and set up his own company. He says that Germany is a good place to work in advertising because the Germans think the British are very creative. He didn't speak German when he first arrived in the country, but being a languages graduate, he learnt it quickly. He said that he couldn't compete with other companies without a good knowledge of German. Another problem he had there was getting used to new traffic rules as in Britain you have to drive on your left while in other countries of Europe you have to do it on the right.

(from Upstream)

Task 14. Decide if the following statements are true (T) or false (F) according to the text:

1. Until recently British preferred to work in English speaking countries.
2. Now British choose Europe for work because all its citizens speak English fluently.
3. Before moving to France Peter Tate worked in Disneyland.
4. The main problem for Peter Tate was his poor level of French.
5. Jonathan Palmer knew German well.
6. British think Germans are very creative.
7. Britain and Germany have different traffic rules.

Task 15. Discuss the following work-related aspects:

1. Speak on work-related problems in your country (level of unemployment, salary, working conditions, rights of employees, work-life balance etc).
2. Do students work in summer in your country? What kind of a summer job would you consider applying for?
3. What professions are prestigious nowadays? Which will be prestigious in the future? Comment on your opinion.
4. Why do people go to work abroad? Who benefits from this?

UNIT 2. APPLYING FOR A JOB

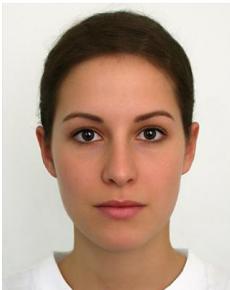
Task 1. Learn the following words and phrases:

CV (curriculum vitae)	резюме
covering letter	супровідний лист
reference(s)	рекомендації
respect	поважати
degree	(науковий) ступінь
establish relations	встановити стосунки
quality	якість
strengths	сильні сторони
weaknesses	слабкі сторони
resolution	вирішення
accomplish	завершувати
decisive	рішучий
impatient	неспокійний, дратівливий
common goal	спільна мета
achievement	досягнення
recruitment	набір персоналу, кадрів

Task 2. Match the words to their definitions:

- | | |
|-----------------|---|
| 1) achievement | a) dislike having to wait |
| 2) weakness | b) a person who likes being with other people |
| 3) reference(s) | c) an aim or objective shared with other people |
| 4) sociable | d) something good that you have managed to do |
| 5) decisive | e) deficiency in person's character |
| 6) common goal | f) good at making decisions quickly |
| 7) impatient | g) testimonial of person's character |
| 8) degree | h) something that has been done by hard work and brought positive effect(s) |
| 9) achievement | i) positive aspects of person's character |
| 10) strengths | j) academic qualification given by University after graduating |

Task 3. Read information about Kate and complete her CV:



Kate Watson is a young person who wants to actively and efficiently spend his free time. He has prepared a CV for a possible job.

Write the headings from the table in the correct spaces in the CV:

Profile	Additional information
Education	Name
References	Work experience
Personal details	Interests

CURRICULUM VITAE

Name	Kate Watson
Address	31 Rendlesham Way Watford Herts WD3 5GT
Mobile	07764 733689
E-mail	kate_w87@hotmail.com
	A highly-motivated, well-travelled graduate, with practical experience of working with children of all ages.
	Watford Grammar School 8 GCSEs 3 A-levels
	Bristol University BA (Hons) Psychology and Education June 2000
	Life guard and supervisor at KLC Leisure Centre July 2001 Athletics coach at training centre June 2003 Teaching assistant at secondary school Dance, athletics, volleyball, travel, cinema
	One of my main interests is dance, which I have done since I was three, passing many exams, and performing in annual dance festivals. I have organized sports events and training sessions for dance, athletics, and trampoline. I have traveled widely throughout the world, in Europe, the Far East, and the USA
	Prof Jane Curtis Dept of Education Bristol University

Task 3. Answer the questions:

1. Where did Kate go to school?
2. What exams did she take at school?
3. What did she study at university?
4. What is Kate's degree at the university?
5. Who is Prof Jane Curtis?
6. Does she have a lot of work experience?

Task 4. Read the job advertisement. Is Kate well qualified for it?

ACTIVITY HOLIDAY ORGANIZER IN THE CANARY ISLANDS

Do you ...

- *like kids*
- *like sport*

Are you ...

- *aged between 18-30?*
- *energetic?*
- *good at organizing people?*

Then come and join us as a leader for an Easter holiday of fun, looking after groups of kids at sports camp!

Send your CV to Mark Sullivan at 106 Piccadilly, Bristol BS8 7TQ

Task 5. a) Read Kate's covering letter. What do you think of its style?

31 Rendlesham Way
Watford
Herts
WD3 5GT
01923984663

Mark Sullivan
106 Piccadilly Bristol BS8 7TQ
17 March 2004

Dear Mark

I am applying for the post of camp leader, which I saw advertised somewhere recently. Here's my CV.

I reckon I have just about everything needed for this job. I have worked loads with kids, doing all kinds of stuff. They generally do what I tell them, and we manage to have a great time together. Having studied psychology and education at university, I know quite a bit about the behaviour of kids.

I am really into sport, and have lots of experience of organizing training events. I am a very practical person, easy-going, and it's no problem for me to make friends. I've been all over the place, and enjoy meeting new people.

I can't wait to hear from you.

Best wishes

Kate Watson

b) The letter is written in an informal style. Make it sound more formal by replacing some parts with the following words and phrases:

- extensively with children
- respect my leadership abilities
- I find it easy
- very interested in
- have a certain understanding of
- Please find enclosed

- look forward to hearing
- considerable
- many of the relevant
- qualifications
- have travelled widely
- Mr Sullivan
- Yours sincerely
- in the March edition of the magazine *Holiday Jobs for Graduates*
- feel
- organizing a variety of activities
- establish a good working relationship
(from *Headway*)

Task 6. Look at the following recommendations for writing CV. Which of them do you agree or disagree with? Why?

1. Include a lot of detail – a good CV must be as long as possible.
2. List your education and work experience in reverse order – start with the most recent job.
3. Always attach your photo to the CV.
4. References are not important.
5. Mention your interests, hobbies even if they are not relevant for the job.
6. Don't send a covering letter – no one reads it.

Task 7. Prepare your CV and a covering letter for a job that you would really like to do and are well qualified for.

Task 8. a) Read the text below and choose the best option from: A, B, C, or D:

Job interview: before, during, after

Interviews can be nerve-wracking and preparation is very important. You will be better equipped to answer questions and you will walk in to the interview feeling more confident. Here are some tips for preparing for an interview.

If you have 1) _____ the interview stage, your CV and letter of application must have been 2) _____! The company now wants to know more about you. But there is still more work to do if you want to get that job! Make sure you have 3) _____ the company as thoroughly as possible – use the Internet, company reports, recruitment literature etc. 4) _____ yourself of why you applied to this company. Make a list of the skills, experience, and interests you can 5) _____ the organization.

Prepare a one-minute answer to “Tell us about yourself”. It would be also good for you to prepare several PAR stories: a **P**roblem you faced at work, how you **A**pproached it, and its positive **R**esolution. Finally, try to 6) _____ the questions you will be expected to answer - imagine you are the interviewer!

At the beginning of the interview, it is recommended to ask the following questions: “What would you expect me to accomplish during my first month of work?” Tell the interviewer about your 7) _____ that might be relevant to the job but do not criticize yourself. For example you may say, “I’m not a team player. Give me something to do on my own and you will be 8) _____ with my results”.

After the interview write a thank-you letter, in which you remind the 9) _____ of things he or she liked. End by saying something like, "I'm enthusiastic about the position and look forward to working with you."

If you don't get the job, don't call to ask why. 10) _____, call to say, "I'd love to work for your company and want to let you know that if a similar position comes up, I'd welcome the opportunity to interview for it."

- | | | | | |
|-----|---------------|----------------|---------------|----------------|
| 1. | A) gained | B) reached | C) arrived | D) acheived |
| 2. | A) effective | B) important | C) impressive | D) significant |
| 3. | A) researched | B) discovered | C) inquired | D) examined |
| 4. | A) remember | B) imagine | C) remind | D) summarize |
| 5. | A) show | B) present | C) offer | D) tell |
| 6. | A) ask | B) suggest | C) give | D) predict |
| 7. | A) mistakes | B) weaknesses | C) interests | D) likes |
| 8. | A) satisfied | B) boring | C) great | D) nervous |
| 9. | A) staff | B) interviewer | C) employer | D) employee |
| 10. | A) instead | B) despite | C) because | D) only |

b) Reproduce the text.

Task 9. Translate and match the common interview question on the left with the suitable response from the list on the right:

Question	Response
1. Чому ви обрали саме нашу компанію?	A. People say I'm sociable, organized, and decisive.
2. Які ваші сильні й слабкі сторони,	B. My aim is to have a position in the Management Team.
3. Як ваші друзі можуть вас охарактеризувати?	C. I have excellent time management, but I can be impatient for results.
4. Яке ваше найвагоміше досягнення?	D. Because I think I will find the work environment both challenging and rewarding.
5. Наскільки добре ви працюєте в команді?	E. I always support my colleagues and believe we should work towards a common goal.
6. Ким/Де ви бачите себе через 5 років?	F. Leading the University football team to the national Championships.

Task 10. Use your CV and covering letter and role play a job interview with your group mate.

Task 11. Read the text about modern trends in applying for a job:

You and your CV

Information is everything in the modern world: the Internet has changed a lot of things for job-seekers as well as for employers. New trends show that more and more companies are advertising for positions online. Also now they require online job

applications, instead of traditional paper CVs. This information normally goes into the company's database. Employers then search their databases for keywords that fit the skills and experience needed for the job. This method is attractive to employers because it reduces the time spent reading applications from candidates.

For multinational companies like Procter & Gamble, online job applications are the norm. When applying for a position in P&G people are also asked to do a questionnaire. This helps the company make an informed decision on whether your skills meet the requirements of the position you have applied for. The candidate who successfully completes the online application and questionnaire may then have to do problem-solving tests. Only after completing these steps the job-hunter is invited for a telephone or face to face interview.

Some companies are using video CVs. It is a one-minute video presentation of candidates looking for a position. In several minutes video CV makes easy for recruiters to validate the candidate's language skills, their motivation to work in a specific field, and also to get a good sample of their personality and professionalism.

But what are the rules for applying online? As Rick Bacon (CEO of iProfile) says people should put their achievements on their CVs and not just job titles. These could be things like "developed a new product or its design", "helped the company increase profits", "reduced costs", "developed a new piece of software" and so on. This can also include voluntary work and other non-work related achievements, such as running in a marathon. Employers do look for more than the ability to write a software code or upgrading a factory's machinery. They want well-rounded people. Other achievements could be things like successful PowerPoint presentations or interview techniques, or learning negotiating skills. Lots of those things people get through training at work or outside work from training companies. And these are often the things that employers are looking for. Employers have in mind a very specific type of person who will fit their culture and also fit the needs of the job they're looking to fill.

One should also keep in mind that there's a lot of information them online in blogs, social networks or personal web-pages. That is why employees often google the Internet looking for names of possible workers. That is why one has to be careful when putting information about himself or herself online.

(Adapted from Business Spotlight)

Task 12. Answer the following questions:

1. Companies use online applications because they saves natural resources.
2. Small companies use online applications as well as big ones.
3. Online applications are stored in company's databases.
4. Online applicants are often asked to do some work-related tasks.
5. Video CV is a short recorded video of an applicant telling about himself or herself.
6. Non work related achievements are not interesting for employers.
7. Companies check the information about future employers in social networks

UNIT 3.
BUSINESS STRUCTURE, STAFF OF THE ENTERPRISE

Task 1. What is the structure of a modern business? What positions are necessary at a developing enterprise? Every successful businessman knows it. What do you know about it?

Task 2. Learn the following words and phrases:

joint venture	спільне підприємство
run a company	керувати компанією
be in charge of	бути відповідальним за
supervise	спостерігати, бути головою, керувати
maintain relations	підтримувати стосунки
compete	конкурувати
competitor	конкурент
competitive	конкурентоспроможний
negotiate	вести переговори
Chief Executive	керівник
Board of Directors	рада директорів, правління
Chairman of the Board of Directors	голова ради директорів
Vice-President	віце-президент
Supervisor інспектор,	керівник
Sales Representative	представник з реалізації
Chief Accountant	головний бухгалтер
Business Information Analyst	аналітик бізнес-інформації
Public Relations Specialist	спеціаліст по зв'язках з громадськістю
Network Administrator	адміністратор комп'ютерної мережі
Finance Department	фінансовий відділ
Sales Department	відділ торгівлі і реалізації
Marketing Department	відділ маркетингу
Research and Development Department	відділ фінансового прогнозування та розвитку
Personnel Department	відділ кадрів
Tax Department	податковий відділ
Logistics Department	транспортний відділ

Task 3. Translate the words and phrases into Ukrainian:

Chief Accountant, Personal Assistant, be in charge of, Finance Department, Sales Representative, Board of Directors, Vice-President, Public Relations Specialist, Tax Department, Vice-Chairman, run a company, Logistics Department, competitor, Merchandiser, Business Information Analyst, Network Administrator, joint venture, Supervisor, negotiate, Research and Development Department, Board of Directors, competitive, maintain relations, supervise.

Task 4. Translate the words and phrases into English:

Керівник, представник з реалізації, рада директорів, агент з нерухомості, заступник голови, голова ради директорів, аналітик бізнес-інформації, спеціаліст по зв'язках з громадськістю, інспектор, конкурент, бути відповідальним за щось, конкурентоспроможний, головний бухгалтер, спеціаліст з податків, відділ фінансового прогнозування та розвитку, особистий помічник, податковий відділ, відділ кадрів, відділ торгівлі і реалізації, віце-президент, вести переговори, підтримувати стосунки, керувати компанією, адміністратор комп'ютерної мережі, спільне підприємство.

Task 5. Compound the sentences with the words and word combinations:

Report to, be in charge of, execute, forecast, regarding, satisfy (needs, requirements), compete, negotiate, conduct negotiations, ensure, insurance.

Task 6. Read the notes and make a scheme of business structure.

Business Structure

Each company, firm, joint venture, stock-holding company, concern, bank, fund has its own complicated business structure and the staff which is necessary for the work. But still there are some general principles how to organize the work at the enterprise.

The Managing Director or the Chief Executive or President is the head of the company. The company is usually run by a Board of Directors — each Director is in charge of a department. The Chairman of the Boards is in overall control and may not be the head of any one department.

Vice-President or Vice-Chairman is at the head of the company if the President or the Chairman is absent or ill.

Most companies have Finance, Sales, Marketing, Production, Research and Development, Personnel, Tax, Logistics Departments. These are the most common departments, but some companies have others as well.

Most departments have a Manager, who is in charge of its day-to-day running, and who reports to the Director. The Director is responsible for strategic planning and for making decisions. Various personnel in each Department report to the Manager.

General Manager — Supervises and leads the company's employees. Maintains relations with customers, executes sales contracts and provides problem analysis and resolutions.

Sales Manager — Manages the sales staff of a company, supervises sales activity including a staff of sales representatives, plans and achieves target sales revenues and maintains a positive relationship between the company and its clients.

Finance and Administration Manager - Must have strong accounting experience including maintenance of Internal Controls, costing, budgeting, forecasting and the development of Management Information Systems.

Marketing Manager — Manages marketing department. Plans, directs and executes all marketing and related activities. Initiates and/or implements advertising strategy and promotional programs.

Training Manager — Organizes and supervises trainers, develops and implements training courses for distributors, directors, staff, etc. Learns the existing training practice

in other countries with the aim to extract, develop and implement the best ideas in Ukraine.

Forecast, Supply and Transport Supervisor — Makes monthly forecasts of all products. Provides logistics, works with suppliers concerning shipments of product to Ukraine. Arranges shipments to Service Centers in Ukraine.

Treasury, Budget Specialist — Realizes treasury and cash flow management. Prepares, reviews and monitors reports on all capital expenditure projects. Provides budget cycle and management reporting. Ensures the company's costing system.

Sales Representative — Realizes coordination of commercial activities. Conducts negotiations with customers. Is responsible on and controls the selling activities in the frame of the regional strategy. Frequently travels to customers.

Task 7. Answer the following questions:

1. Who is the head of the company?
2. Who is the company run by?
3. Who is at the head of the company if the President or the Chairman is absent or ill?
4. What are the departments of the most companies?
5. What is the director responsible for?
6. What are the duties of a manager?
7. Who conducts negotiations with customers?
8. Who plans, directs and executes all marketing and related activities?

Task 8. Translate the sentences into Ukrainian:

- 1) Our company is a big enterprise with complicated structure.
- 2) The Managing Director runs this firm successfully.
- 3) The Board of Directors at the bank consists of 17 persons.
- 4) Mr. Williams, the Chairman of the Board of Directors, is in overall control of our bank.
- 5) Have you met Mrs. Fox, the Vice-President of the joint venture?
- 6) There are 8 departments at our stock-holding company. The biggest is Sales Department.
- 7) He has a great experience in developing food products that's why he's the head of the Research and Development Department, and also one of the creators of our branded products.
- 8) Who leads your company and supervises everyday activities?
- 9) She is the Manager of Logistics Department, don't you know?
- 10) Will your company participate in the next fair and maintain relations with your old partners?

Task 9. What would you say if you took part in this dialogue? Dramatize it:

A.: I don't know personally the Managing Director of your company, but I've heard that he is a perfect specialist with big experience. Can you tell me what his responsibilities include now?

B.: I'm pleased to help you understand

A.: I can understand why you have so many departments: Finance, Sales, Marketing, Production, Research and Development, Personnel. But who leads their work in the company?

B.: It's very simple.....

A.: You are a Sales Manager at this firm. I see that every day you work since morning till night, you travel frequently to the customers. What duties do you have at the firm? Who is your chief?

B.: I agree with you, it's a hard work but very interesting...

A.: Why do you have such a big Finance Department at your company? I counted 12 people there. I know who is the Chief Accountant and what are his responsibilities. But I see you have also the Cash Accountant, the Treasurer, the Statutory Accountant, etc. What do all the people do there?

B.: You are quite right but don't forget that.....

Task 10. Act as an interpreter at a big enterprise. The Managing Director has a meeting with a new partner and wants him to get acquainted with the structure of the enterprise, and staff responsibilities:

A.: Добрий день. Радий зустрічі з Вами. Я директор цього підприємства. Ми чули багато схвальних відгуків про Вашу фірму як постачальника найновітніших комп'ютерних технологій.

Interpreter:.....

A.: Сподіваємось, що після знайомства з нашим підприємством та його працівниками у Вас складеться вірне уявлення про стиль нашої роботи. Це буде підготовкою до підписання майбутніх контрактів та успішного співробітництва.

Interpreter:.....

B.: Good morning. Nice to meet you, I'm a Sales Manager at "Apple Computers, Inc." It's a well-known English computer company with clients all over the world and good reputation as a reliable partner. Thank you for warm reception and the possibility to get general information about your enterprise and staff. It will be very useful for me.

Interpreter:.....

A.: На нашому підприємстві працює 500 робітників. Керує його діяльністю правління, що складається з одинадцяти осіб на чолі з головою. На нашому підприємстві існує десять відділів, серед них: виробничий відділ, відділ реалізації, фінансовий відділ, відділ фінансового прогнозування та розвитку, відділ кадрів, транспортний відділ, відділ маркетингу, юридичний відділ.

Interpreter:.....

B.: I see that you have a sufficient staff to work successfully at the computer market. As we are dealing with computer technologies to achieve best results it's necessary to organize the work of Finance, Sales, Research and Development Departments at the high level. Could you dwell on some details of the work of these Departments at your enterprise?

Interpreter:.....

A.: Наш фінансовий відділ займається всіма питаннями фінансового забезпечення роботи підприємства. До його складу входять: головний бухгалтер, касир, спеціаліст з фінансового прогнозування та розвитку роботи підприємства.

Interpreter:.....

B: As I know you have excellent specialists in this sphere. They are experienced and skillful persons in the questions of finance and tax legislation.

Interpreter:.....

Task 11. The successful business is not only the structure of the company, but first of all, relations inside the company, company's spirit, excellent team work. How to achieve it? What to do first? What are the keys to successful problem solving?

What are the keys to successful problem solving?

1. Use employees' suggestions. You may well believe you have a better one but keep your goal in mind. You want to encourage risk taking as well as solving problems. The path employees choose to reach the goal may be different from the one you would select however, if their method solves the problem, let them try in their way. Work together to foresee the possible results if the plan is put into action. Share some standards for what you consider a good plan.

2. Insist that employees contribute their suggestions. If your employees respond with shuffling feet, averted eyes and a mumbled "I don't know", let them know that you really want their help. Make them believe this is the case by not answering your own question, even if the silence gets uncomfortable.

3. Agree on the plan. Ask your employees what they will do that will be different next time. When employees make choices, they select the option they see as the best at the time. Your job as coach is to help them see other alternatives.

4. Follow up the results. After employees have had time to put a solution in place, follow up to see how it's going. You want to follow up to make sure things are going the way you want them to go. If they are not, you need further problem solving. By noticing that the problem has been resolved through employees' efforts, you help them keep that change in place. Notice and say something to the effect of. "I see you are working on changing — I appreciate the effort. Keep up the good work."

Change doesn't happen in quantum leaps. It stalls small and grows as employees get used to operating differently. Help them make the complete change by recognizing their efforts along the way.

Task 12. Translate the sentences into Ukrainian:

- 1) What's your attitude towards the employees' suggestions concerning this problem?
- 2) She has been keeping it in her mind all the time.
- 3) The manager has encouraged us today.
- 4) His shuffling feet and averted eyes showed that something was wrong.
- 5) Did you make a choice yesterday?
- 6) He followed up the results achieved by us.
- 7) Why did he change his behaviour towards you?
- 8) The manager appreciated the employees' efforts.
- 9) The productivity was increased due to the efforts of our manufacturing team.
- 10) It's a temporary merger to realize the new project.

Task 13. Translate the following sentences into English:

1. Концепція ситуативного керівництва використовується у багатьох країнах та організаціях.
2. Для того, щоб досягнути найкращих результатів дана програма забезпечує керівників практичними порадами.
3. Продуктивність зросла завдяки спільним зусиллям працівників спільного підприємства.
4. Наша фірма відома в усіх країнах світу завдяки високій якості товарів та хорошій репутації.
5. Дана компанія співробітничав майже з усіма фірмами нашої області.
6. Він був незадоволений ставленням керівника.
7. У поточному році нашою фірмою було зменшено відвантаження товарів.
8. Гнучкість, взаємини, відповідальність – це фактори, які впливають на роботу у колективі.
9. Я помітив незадоволення покупця нашим обслуговуванням.
10. Тимчасове злиття компаній допоможе нам здійснити новий проект.
11. Які умови є необхідними для створення успішної роботи персоналу?

Task 14. Discuss the following topics in groups:

- 1) How would you organize the work of the enterprise if you were the Managing Director?
- 2) What departments are necessary at every enterprise?
- 3) What responsibilities and duties are essential for the staff of each department?
- 4) Give an example of the successful business. Try to analyse its structure and staff.
- 5) What does "a successful business" mean to you?
- 6) What role does the Manager play in everyday life of a company?
- 7) What strategies in managing employees would you choose if you were the Managing Director of a company.
- 8) Is it important to have followers or to work in a well-organized team to solve different tasks? Why do you think so? Give your arguments.

UNIT 4.
TELEPHONE CONVERSATION

Task 1. Learn the following words and word combinations:

answering machine	автовідповідач
give sb. a ring	зателефонувати
ring back later	передзвонити пізніше
dial	набирати (номер)
line is free	лінія незайнята
line is engaged/ busy	лінія зайнята
hold on/hang on	почекати
hang up	повісити слухавку
put sb. through	з'єднати
telephone directory	телефонна книга
local call	дзвінок у межах міста
long distance call	міжміський дзвінок
dialing code	телефонний код
prevent	запобігати, заважати
involve	залучати
participant	учасник
conference call	телеконференція
fluent	вільний
mirror sth.	відображати
nod one's head	кивати головою
overdo sth.	перебільшувати
second-language speaker	неносій мови
quick stretch	коротка перерва
chair	головуючий
add	додавати
confirm	підтвердити
conclusion	висновок

Task 2. Fill in the words from the active vocabulary:

1. Yesterday I tried to phone my friend Jo but the ... was
2. What is the for the police, fire brigade or ambulance?
3. What is the for Kyiv?
4. How often do you have to pay your?
5. Can you, please? Mr. Smith won't be long. He knows you are waiting.

6. I am afraid you will have to this afternoon. Mrs. Dubois won't be in the office until after three o'clock.
7. I can't call back later, as I am going out. Can I for Mr. Giles?
8. You can make an appointment now, and then call nearer the time to

Task 3. Match the definitions to each of word from the right-hand column:

- | | |
|------------------------|---|
| 1) dial | a) a machine that answers your telephone and records messages that people leave for you; |
| 2) chair | b) able to speak a foreign language very well; |
| 3) add | c) to do, say, use etc. more of something that you should; |
| 4) telephone directory | d) the person who is in charge of a meeting, committee, or company; |
| 5) mirror | e) to press the buttons on a telephone in order to call someone; |
| 6) involve | f) a book containing the names, telephone numbers, and addresses of people and businesses in a particular area; |
| 7) answering machine | g) to match or express the qualities, features, or feelings of someone or something; |
| 8) overdo | h) to encourage or allow someone to take part in something; |
| 9) fluent | i) to say something more that is related to what has been said already. |

Task 4. Read and translate the text:

Five steps to effective calls

There are five main things you can do to make sure that: your telephone calls in English are effective:

1. Have an agenda: Think about the key points of the call right from the start. Discuss what you want to get out of the call and add anything the other person thinks should be discussed. Let's imagine you are going to discuss some matters about the delivery. "John, I think there are three things we need to discuss about the deliveries — quantities, frequency and delivery points. Do you have anything you would like to add?"

If you introduce and create an agenda for the call, it has two positive effects. First, it puts you in control. Second, it limits the call to those areas where you feel linguistically prepared.

2. Have a time limit: We are all busy. So tell the other person how much time you think the call should take:

"Hi, John. I'm just calling about the arrangements for your visit. Do you have the time now? It should take about 15 minutes."

But this may not be appropriate if you are phoning someone at a much higher level — the chairman of your company, for example. In that case, ask the other person how much time he or she has.

3. Ask questions: By asking the right questions, you can focus the other person's thoughts and start coming to conclusions: "What if we deliver to three warehouses rather than four?" "Wouldn't that be just as effective?"

You can now use the answers to this type of question to move towards an agreement and conclusion.

4. Mini-summaries: Summarize the call at regular intervals. This is good telephone practice in any language, but it is very important when you are working in a second language:

"So what we've said so far is..."

"I just need to make sure I've understood everything you've said..."

After summarizing, get the agreement of the other person that your summary was correct:

"Have I missed anything?"

You might have missed something important that the other person can then add to your summary.

5. E-mail follow-up: At the end of your conversation tell your partner that you will send him or her e-mail to confirm "what we have just discussed." This way, you can check that you have both understood your conversation.

By using these simple tools, you can make effective and time-saving calls. This is what you usually want in your busy working life – and the person at the other end of the line will also appreciate it.

(From Business Spotlight)

Task 5. Answer the questions to the text:

1. What positive effects has an agenda for the call?
2. Why should you set a time limit? Is a time limit always appropriate?
3. What can help you to focus the other person's thoughts?
4. When is summarizing the calls especially important? How can it help?
5. How can you check that your conversation has been understood by both of you?

Task 6. Translate the following sentences into English:

1. Секретар попросила мене почекати, доки директор буде готовим прийняти дзвінок.
2. Я втратив самовладання і поклав слухавку.
3. Ця дівчина знову зателефонувала, але я сказав щось грубе і поклав слухавку посеред розмови з нею.
4. Скільки коштує зробити міжміський дзвінок?
5. Який телефонний код Лондона?
6. Не вішайте слухавку, я вас з'єднаю з містером Грантом за мить.
7. Якщо ти не заперечуєш, я передзвоню тобі пізніше. Зараз я маю зустрітися з родичами.

Task 7. Read the additional text:

Making the best of conference calls

Taking part in an international telephone conference is hard work. Here are some tips to help you:

1. Call from a quiet location.

This is very important when there are several second-language speakers from different parts of the world involved. Background noise can prevent us understanding each other.

2. Speak slowly.

Speak at the speed you want to be spoken to. This is important when you have native-speaker participants. They will often mirror the speed of the other participants. Give them a good example to follow, so that you are not continually asking them to slow down. But if participants do speak too quickly, don't wait – get them to slow down, and ask them to repeat or explain:

- Could you say that again more slowly, please?

- I'm afraid I didn't understand that. Could you explain it in another way?

If necessary, get the chair to remind the native speakers that there are also second-language speakers in the meeting. Be insistent. Don't let the more fluent speakers dominate the conference call.

3. Speak clearly.

Everyone has an accent. Your accent can be difficult to understand if the other participants are not used to it. Accents sound more extreme over the phone, so speak clearly. Get some feedback on how you sound on the phone. If you have a strong accent, slow down and try to articulate your words carefully.

4. Speak with energy.

Put some energy and enthusiasm into your voice. The others cannot see your face, so you have to show your enthusiasm by the way you speak. Energetic voices energize the other participants. Energetic voices are easier to listen to. Energetic voices strengthen the key messages, so that misunderstandings are less frequent. Describe your body language. Tell the others what you are doing:

- I'm nodding my head in agreement with Frank.

- I'm smiling at what Marianne said there.

You shouldn't overdo it, of course. But it is sometimes helpful to describe your body language to reinforce a message.

5. Tell others when you are leaving/returning.

Make sure the other participants know if you have to leave the call or when you are entering or returning to the conference. You need to tell them this, because they can't see you leave or return:

- I just need to get some papers. I'll be back in a couple of minutes.

- Hi, this is Andreas. I'm back.

6. Ask for breaks.

In long telephone conferences, you should ask for "bio breaks" or for "quick stretches". We are not just ears! The rest of our bodies need attention, too. Short breaks help the concentration and give you time to reflect on how the call is going:

- Could we take a five-minute break here?

- How about a short break so we can stretch our legs?

If you follow these rules, your participation in telephone conferences is sure to be a success, and other participants will be glad you took part.

Task 8. Here are the answers to some questions. Work out the questions:

1. Speak at the speed you want to be spoken to.
2. If you have a strong accent, slow down and try to articulate your words carefully.
3. Native-speaker participants often mirror the speed of the other participants.
4. The others cannot see your face, so you should tell the others what you are doing.
5. You need to tell the other participants when you are entering or returning to the conference because they can't see you leave or return.
6. Short breaks help the concentration and give you time to reflect on how the call is going.

Task 9. How do you contact your friends, your parents, your groupmates? Choose from the list and discuss in pairs:

- send an email;
- write a letter;
- send a text message;
- make a phone call;
- meet face to face;
- send a postcard;
- write a memo;
- leave a message (on the answering machine);
- jot down a note.

Task 10. Complete the telephone conversation with sentences A – E:

- A. Hold the line, please.
- B. May I help you?
- C. I'm putting you through.
- D. Can I take a message?
- E. Who is calling, please?

A: Hello, Susan Pelly speaking. 1) ?

B: Yes, can I speak to Mrs. Mitchell please?

A: Sorry sir, but Mrs. Mitchell is not here at the moment. 2) ?

B: No thank you. Can I speak to Mr. Smith please?

A: Mr. Smith, right. 3) ?

B: This is Mr. Franklin from the Jackson & Perkins Law firm.

A: All right Mr. Franklin. 4) ?

B: Is it going to be long?

A: No. 5) right now.

B: Ok. Thank you very much.

Task 11. Complete the telephone conversation with sentences A – I. There are four sentences you don't need to use:

- A. Is there a problem?
- B. The line is busy.

- C. How may I help you?
- D. One moment, please.
- E. You're welcome.
- F. Who is calling, please?
- G. I'll you through.
- H. Hold on a minute.
- I. I won't be able to come tomorrow.

A: Good afternoon, Yan's Pizzas. 1).....?

B: Hello, I have an interview with Mr. Black at 4:30pm tomorrow for a part-time summer job.

A: 2).....?

B: It's Ken Bowman.

A: Ah yes, Mr. Bowman.3).....?

B: Well, unfortunately I won't be able to come tomorrow. Could I possibly have another appointment for 12:30 on Thursday instead?

A: 4)..... . I'll just check. Yes, that'll be fine.

B: Thank you very much.

A: 5)..... . I'll inform Mr. Black of the change. Thank you for calling.

Task 12. Work in pairs. Imagine you have an appointment with your business partner that you need to change. Using the ideas below, act out a dialogue:

You: live out of town and are cut off due to a sudden snow storm;

are unable to keep an appointment tomorrow at 11am;

need another appointment a few days later when the weather will hopefully be better.

Task 13. Make a summary of the text in English:

Етикет телефонної розмови

У наш час значну частину ділових проблем вирішують по телефону.

У структурі телефонної розмови можна виокремити кілька етапів:

- взаємне представлення;
- введення співрозмовника у курс справи;
- обговорення питання;
- підведення підсумків розмови, заключні слова.

Кожний з цих етапів виконує певні функції і не може бути випущений.

Формули вітання, як і формули прощання, залежать від статусу співрозмовників і характеру їхніх стосунків. Почати розмову необхідно з привітання і представлення. Перший представляється той, кому телефонують. По зовнішньому, не персональному телефону той, хто знімає слухавку, зазвичай називає не своє прізвище, а назву організації або підрозділу організації. По внутрішньому ж телефону називається підрозділ і прізвище того, хто підняв слухавку. Відповідаючи по персональному телефону, називають своє прізвище. Нейтральні відповіді "так", "алло", "слухаю" не припустимі в діловому спілкуванні.

Звичайно, перехід до другого етапу розмови ініціює особа, яка зателефонувала. Розмовляти по телефону необхідно ввічливо, чітко, розбірливо, енергійно. При поганій чутності, великому обсязі інформації можливі репліки коригуючого характеру: "Ви не могли би повторити...", "Ви зрозуміли моє повідомлення?", "Вибачте, я не розчув...". Для того щоб спрямувати розмову в потрібне русло або перехопити ініціативу, допускаються регулювальні репліки: "Вибачте, я б хотіла уточнити...".

Етикетні формули, які завершують телефонну розмову, повинні використовуватися адекватно до ситуації. Зазвичай, це подяка за інформацію, пропозиції, допомогу: "Дуже вдячний Вам за допомогу", "Дякую Вам за інформацію", "Дякую за пропозиції". Для того, щоб бути повністю впевненим у досягнутих результатах бесіди, потрібно в кінці розмови обов'язково підвести підсумки, ще раз повторити висновки. Якщо в розмові називались цифри й дати, слід ще раз їх уточнити й зафіксувати, щоб не було непорозумінь.

Якщо під час телефонної розмови дзвонить інший телефон, необхідно вибачитись перед першим співрозмовником, зняти слухавку, повідомити про свою зайнятість і з'ясувати в іншого співрозмовника, чи він буде очікувати завершення розмови, чи ви самі зателефонуйте йому через деякий час. Не можна примушувати співрозмовника очікувати більше, ніж 30-60 секунд, доки ви відповідаєте на інший дзвінок або дістаєте досьє. Якщо зв'язок переривається, то знову набирає номер той, хто телефонував.

В етикеті телефонної розмови заборонено у випадку помилки з набором телефонного номеру запитувати: "Який це номер?", або "Куди я потрапив?". Необхідно спитати: "Це номер такий-то...?". Не можна, взявши слухавку, казати: "Хвилинку!", примушуючи очікувати того, хто зателефонував. Якщо абонент відсутній, не можна розпитувати, де він знаходиться.

З появою мобільного телефону з'явилися й нові правила телефонного етикету. Основне правило – розмова по мобільному телефону не повинна заважати іншим, та й особа, яка телефонує, не повинна робити свою розмову доступною широкому колу осіб. Оптимальний варіант: йдучи на нараду, у театр, концертну залу, ресторан, відключити мобільний телефон. Чинникам і бізнесменам не рекомендується обговорювати по мобільному телефону тему, яка може складати державну або комерційну таємницю. У будь-якому випадку, обрати правильну форму поведінки допоможе дотримання принципу доцільності, заснованому на повазі до оточуючих.

UNIT 5.
BUSINESS MEETING

Task 1. Learn the following words and word combinations:

agenda	порядок денний
apology	вибачення
assume (that)	виходити (з того, що)
consultancy	консалтингова компанія
controversial	спірний, неоднозначний
clear	очевидний
facilitator	ведучий наради
follow sth. up	виконувати подальші дії
heading	заголовок
item	пункт порядку денного
participant	учасник
previous	попередній
purchase	купувати
time limit	обмеження у часі
state	визначати, стверджувати
put pressure on	тиснути
in advance	заздалегідь
memo	меморандум, директива
АОБ (any other business)	різне
brainstorming	мозкова атака
minutes	протокол
board room	зал засідань ради директорів
overview	огляд
voting	голосування
chairperson	голова
decision-making	прийняття рішення

Task 2. Fill in the words from the active vocabulary:

1. This issue was discussed at the ... meeting.
2. He ... that the project would be completed on time.
3. Let's move to the last item on the
4. Details of the meeting were circulated well
5. He did not on her to take the job.
6. Mention your sources at the end, under the ... 'Bibliography'.
7. She ... shares in the company.
8. The prescribed ... must be strictly complied with.

Task 3. Match the definitions to each of word from the right-hand column:

- | | |
|-------------|---|
| 1) to state | a) a statement that tells someone that you are sorry for doing sth. wrong or causing a problem; |
|-------------|---|

- | | |
|----------------|--|
| 2) pressure | b) a company with expert knowledge about a particular subject that provides professional help and advice to other companies; |
| 3) apology | c) to express sth. in speech or writing, especially in a definite or formal way;) |
| 4) agenda | d) the largest or smallest amount; |
| 5) participant | e) obvious and impossible to doubt; |
| 6) limit | f) someone who takes part in sth.; |
| 7) consultancy | g) attempts to persuade, threaten or force someone to do sth.; |
| 8) clear | h) a list of things that people will discuss at a meeting. |

Task 4. Give the words which correspond to the definitions:

- Notes explaining what was discussed in a meeting.
- The person who leads the discussion in a meeting.
- A process which sometimes takes a long time in meetings.
- A note which is distributed in a company to remind staff of something.
- A method of decision-making used in some meetings.
- The process of collecting ideas at the start of a meeting.
- A room where important meetings are held in a company.
- An abbreviation for the topics which are discussed at the end of a meeting.
- A brief introduction which is given at the beginning of a meeting.

Task 5. Read and translate the text:

Organizing an effective agenda

The agenda is a key tool for successful meetings. It is especially important when the participants come from different cultural and linguistic backgrounds, because it helps prevent misunderstandings. A good agenda, sent out before the meeting, allows participants to prepare themselves properly. And during the meeting, it is the main tool to help the facilitator keep control of the meeting process.

Here are six tips on what to think about when you are preparing the agenda for your international meeting.

List the names of those expected to attend. Include apologies for absences if already known in advance. It is important for everyone to know who will be there. People can then contact each other before the meeting.

Have a heading called "Action points" to follow up decisions made in any previous meeting. It is important in regular meetings to make sure that all actions agreed upon are carried out. It also puts some pressure on participants to actually do what they said they would do.

Make it crystal clear what each heading on the agenda means. Sometimes we assume that the participants know the background to everything, but this may not be the case. When you write "New software", is it clear that you want to discuss buying new

software for sales support, for example? Or might some participants think you are looking at other software recently bought by your team? Perhaps the heading should read: "Proposal to purchase new software for sales support". This is longer, but now people know what to prepare for.

After the heading, it is good practice to state who is responsible for introducing it, and to say what type of item it is (information, a decision, brainstorming, a report, etc.). For example: "3. Proposal to purchase new software for sales support. Responsible: Klaus Jensen (Decision)".

Set a time limit for the discussion to help focus people's minds: "3. Proposal to purchase new software for sales support. Responsible: Klaus Jensen (Decision / 30 minutes)".

Think carefully about the order of the items on the agenda. Often you will need to get a decision on one item before you can discuss another. Then it would be silly to put them in the wrong order. But there are other considerations besides these practical, logical ones. You could order the items like this:

- Let people warm up their language skills in international meetings by starting with the easy but urgent items. This creates an atmosphere of agreement.
- Then go on to the more difficult, urgent items.
- Now have a couple of easy items again to bring back the atmosphere of agreement.
- Next, deal with the really difficult, controversial items.
- End with one or two easy items on which you know there will be agreement, so you can finish on a positive note.

Remember, the agenda is not simply a list of items to be discussed at the meeting. It is a cross-cultural tool to help you make sure that your international meetings work even more effectively.

(from Business Spotlight)

Task 6. Answer the questions to the text:

- 1) When is agenda especially important? Why?
- 2) Who keeps control of the meeting process?
- 3) Why is it important for the participants to know who will be at the meeting?
- 4) Do the participants always know the background to each heading?
- 5) What should be stated after the heading?
- 6) What is a time limit set for?
- 7) What should be the order of the items on the agenda?

Task 7. Translate the following sentences into English:

1. Під час наради один учасник може виконувати декілька функцій.
2. Тривалість наради залежить від цілей та порядку денного.
3. У ведучого наради окрім власної ролі є ще й додаткові функції: спостерігати, захищати свою точку зору, будувати консенсус, здійснювати підтримку та розряджати ситуацію.
4. Готуючись до проведення наради обов'язково слід підготувати заздалегідь порядок денний.

5. Наряду без порядку денного можна порівняти з пошуковою експедицією без карти.
6. Якщо ви хочете збільшити ліміт часу для прийняття рішення, ви повинні отримати згоду групи.
7. Порядок денний – це не лише список пунктів, які мають обговорюватися на нараді.

Task 8. Complete the short text below, using the following words:

voting, chairperson, brainstorming, board room, decision-making, overview, memo, agenda, minutes, AOB

The (1)..... is an essential part of any meeting. Usually a (2)..... is sent around prior to the meeting, informing them of the date, time and location of the meeting. Important meetings may be held in the (3)..... During the meeting the (4)..... leads the discussion, which often kicks off with an (5).....of the situation to be discussed or a short (6)..... session, to collect ideas from the team. The most difficult aspect of any meeting is the (7)..... process, which can sometimes take a long time. Sometimes key decisions are made by taking a (8)During the meeting, notes, called the (9)..... are taken of the key points in order to keep a record of the issues which were discussed. Finally, some general topics are discussed and this part of a meeting is referred to as (10)..... .

Task 9. Read tips (1 – 8) and match them to the headings:

- A. Encourage everyone present to speak
- B. Publish an orderly agenda at least a week before the meeting
- C. Announce meetings well in advance of the date
- D. Promote meeting information via different media
- E. Attach pertinent documents, handouts, or support information to the agenda
- F. Keep files for copies of the agendas and minutes
- G. Start and end at odd hours
- H. Arrange for someone to take minutes

Research suggests that up to half of all business meetings result in minimal productivity and are considered by participants to be of little value. Here are a few tips that can help.

1. _____

Two weeks' notice may give participants enough time to work the meeting into a busy schedule.

2. _____

For example, send an interoffice memorandum to each participant, followed by email reminders a few days before the date. Larger organizations occasionally have an administrative assistant telephone each member with a reminder.

3. _____

Instead of beginning the meeting at 1:30 p.m., for example, publish the time as 1:35 p.m., which is bound to get people's attention and make them more aware of the clock.

4. _____

List items to be covered in priority order, along with extra or discretionary items if time permits. You also may want to list desirable objectives for the meeting so comers understand in advance what you hope to accomplish and how they should prepare to participate.

5. _____

This provides comers an opportunity for reviewing key facts in anticipation of discussion during the meeting.

6. _____

In some cases the chair will do this. At other times members may delegate the task. Distribute minutes well in advance of the next meeting for revision.

7. _____

Shy people can share opinions by mailing list if they prefer, but all should have a voice in the proceedings.

8. _____

These can be passed along to new or replacement members in the future.

Task 10. Match the pictures to meeting rooms:

- 1) theater style meeting room;
- 2) boardroom style meeting room;
- 3) banqueting room;
- 4) classroom style meeting room.



Task 11. The following is the opening of a meeting between the managers of different departments in a large company. Many of them have not met each other before, so the atmosphere is polite but informal. Complete the following using the following phrases:

Would you like to start;
I'd like to hear what you all think;
let's begin;
the purpose of this meeting;
start by welcoming you all;
As you'll see from the agenda;
I would like to finish by.

Right, it everyone is here I'd like to to this first meeting of the Bay Project Management Group.

As you all know, is to discuss the initial feasibility report which was completed last week. At the end of the meeting we should have a clear idea of how to proceed, but before we make any decisions., there are four items for us to discuss. In terms of timing, I know you are all busy with other projects, too, so by 3.30. OK, the first item on the agenda is an overview of the project plan.

“Alain,”

Task 12. Imagine you are managers in a new hotel and you have to decide how to promote it before a holiday season. Plan and role-play your business meeting.

UNIT 6. PRESENTATIONS

Task 1. Learn the following words and phrases:

venue	місце (проведення конференції, презентації)
objective	ціль, мета
feedback	відгук
AV (audiovisual) aids	аудіовізуальні засоби
flip chart	фліп-чарт (лекційний плакат)
whiteboard	дошка
appropriate	відповідний, належний
audience	аудиторія
informative	інформативний
structure	структура
fail	провалити
get one's point across	<i>розм.</i> донести свою думку
speech	промова
keep sb's attention	тримати увагу
recite	декламувати
handout(s)	роздавальний матеріал
signpost phrase	"вказівні" слова
summarize	узагальнювати
conclude	закінчувати
convince	переконувати

Task 2. Fill the gaps in the sentences with words and phrases from active vocabulary:

1. I felt really nervous, because there were over a hundred people in the
2. At the start of your presentation, explain your ... , so people know why you are talking to them.
3. Using ... will make your presentation more interesting and animated.
4. At our English classes we use not only books, the teacher also brings a lot of his own
5. While making his presentation the manager drew some charts and figures on the ... with a marker.
6. Knowing your audience will help you choose material that is ... for their interests.
7. They ... their business project, because they didn't pay attention to changes on the market.
8. If you want to know if your presentation was interesting, ask the audience for their

Task 3. Match the words to their definitions:

- | | |
|---------------|--|
| 1) flip chart | a) reaction of people on the quality of a presentation; |
| 2) whiteboard | b) a person who delivers a presentation; |
| 3) presenter | c) a device that shows an enlarged image onto a wall above and |

- behind the person who uses it;
- 4) audience d) a white surface that is used for writing on it during classes, presentations etc.;
 - 5) feedback e) paper materials that contain important points of a presentation or lesson materials and are given to the audience or students;
 - 6) AV aids f) a place where organized meetings e.g. conferences and presentations are held;
 - 7) projector g) a big pad that has many sheets of paper and is attached to a stand. It is used to present reports, data, etc.;
 - 8) venue h) devices that help visualize verbal information;
 - 9) handout(s) i) a group of listeners or spectators at a public event;

Task 4. Before reading the text discuss the following questions:

1. Do you have experience of speaking in front of a large group of people? How did you feel?
2. What is a presentation? Why do people make presentations? List some reasons.

Presentations

A presentation is a formal talk to one or more people that “presents” ideas or information in a clear, structured way. People are sometimes afraid of speaking in public, but if you follow a few simple rules, giving a presentation is actually very easy.

First of all it's important to know your audience: who are these people, how many, and what they already know. The venue is not less important. If possible, visit it before your presentation to find out where the audience will sit and where you will stand.

While preparing your presentation, make sure your objectives are clear. A well-organized presentation is easier to understand. Give it a beginning, middle and an end. Make notes of the most important points and number them. This structure will help your audience to follow what you are saying. It is important to speak to your audience and not to read. Otherwise they will fall asleep. If you are a beginner in giving presentations and want to see how well you have prepared, practice giving your talk out loud and check how much time it takes. Ask a friend to listen and give you feedback.

Nowadays a good presentation is almost impossible without different kinds of AV (audiovisual) aids. You can use a simple flip chart and whiteboard for spontaneous writing or show prepared slides on an overhead projector. Computer software, like Microsoft PowerPoint can make your presentation look professional. Choose AV aids that are appropriate for your audience. And make sure you know how they work!

Unfortunately many people think that once they've organized all the information they need for a presentation, their work is over. In reality preparing is only half the work. The real work is holding people's interest long enough to deliver your message to them. You can write the greatest speech in history but if you can't keep your audience's attention, you are likely to fail.

You can greatly improve your presentations with your body language. Are you standing in the same spot for the entire presentation? Is your voice flat and uninteresting? Or maybe you aren't using any hand gestures to get your point across. All of these things can make a presentation a little boring.

One of the keys to keeping your audience interested is making eye contact with your entire audience, not just one or two people. This draws the audience into your presentation and allows you to make an interpersonal connection with them. Remember to move around! You don't have to do zigzags movements from one area of the room to another periodically. You might also try moving forward so you're closer to your audience instead of hiding out behind your podium.

Don't speak in a monotone voice as if you're reciting your speech word for word. You have to be enthusiastic and animated. The best speakers make you feel as if they're having a normal conversation – not reciting a memorized speech. So before you hold a speech, relax and think of do's and don'ts concerning your presentation.

Task 5. Make a list of DO'S and DON'TS for making a good presentation. Add your own ideas. Comment on them:

DO's	DON'Ts

Task 6. Match words to make word combinations. Make up your own sentences using them:

- | A | B |
|-------------------|-----------------|
| 1. eye | a. gestures |
| 2. important | b. periodically |
| 3. hand | c. attention |
| 4. well-organized | d. contact |
| 5. fall | e. point(s) |
| 6. move | f. presentation |
| 7. keep | g. asleep |

Task 7. Look at Appendix A “Preparing for a Presentation” and do the suggested exercise.

Task 8. Read and translate the following text:

What is signpost language

A good way to make your presentations effective, interesting and easy to follow is to use **signpost language**. “Signpost language” is the words and phrases that people use to tell the listener what has just happened, and what is going to happen next.

In other words, it guides the listener through the presentation. A good presenter usually uses a lot of signpost language. So it is a good idea to learn a few of the common phrases, even if you spend more time listening to presentations than giving them! Signpost language is usually informal and easy to understand.

Section of presentation	Signpost language
Introducing the topic	The subject/topic of my talk is ...

	I'm going to talk about ... My topic today is... My talk is concerned with ...
Overview (outline of presentation)	Basically/ Briefly, I have three things to say. I'd like to begin/start by ... First of all, I'll... Finally/ Lastly ...
Analysing a point and giving recommendations	Let's consider this in more detail... Translated into real terms... Why is this important? The significance of this is...
Giving examples	A good example of this is... As an illustration,... To illustrate this point...
Summarising and concluding	To sum up ... If I can just sum up the main points... Finally, let me remind you of some of the issues we've covered... In conclusion ... Unfortunately, I seem to have run out of time, so I'll conclude very briefly by saying that I'd like now to recap...
Invitation to discuss / ask questions	I'm happy to answer your questions. Does anyone have any questions or comments? Please feel free to ask questions. Any questions?

Task 9. Sell your business idea:

You want to give a presentation to potential investors who might put up the venture capital for your new business. You need to convince them that your business will be a good investment.

Use the information below, but feel free to add or remove any information you'd like. Address the following points:

- Thoroughly describe your business. What will you sell? Who is your target group? Where will your premises be? How many employees will you hire? etc.
- Explain why you will be successful. Is there a market niche for your product? How will you reach your target group? Why is your business the best idea since sliced bread? What experience do you have in this field?
- Outline your future start-up costs (equipment, materials, employees' salaries, advertising, etc.) Give a total.
- Outline your anticipated earnings. Give your potential lenders a detailed repayment plan.

Give your presentation a clear structure and attractive visuals. Make sure to use active, dynamic language and rhetorical style. You are selling your idea, so be persuasive!!!

UNIT 7. DRESS CODE

Task 1. Learn the following words and phrases:

casual clothes	повсякденний одяг
attitude	ставлення
sloppy	неохайний
smart clothes	офіційний (діловий) одяг
casual Friday	неформальна п'ятниця
ripped jeans	рвані джинси
reflect	відображати
credible	надійний
company executive	керівник компанії
confident	впевнений
promotion	підвищення на посаді
make sense	мати сенс, бути раціональним
hard hats	каска
safety reasons	міркування безпеки
(name) tag	бейджик
offend	ображати

Task 2. Fill the gaps in the sentences with words and phrases from active vocabulary:

1. Very often clothes people wear ... their social status, style of life as well as their feelings.
2. ... is a day in a company when employees are allowed to wear non formal clothes.
3. For ... workers of construction companies have to wear ... and protective clothing.
4. Wearing ... for an interview will help you make positive impression.
5. He didn't mean to ... you when he told that today you have crazy hairstyle.
6. Sometimes I think modern teenagers have no taste about clothes. I just cannot understand why they spend loads of money on things like ... and don't buy normal trousers.
7. If you want to be noticed by your company managers and get ... you should work as hard as possible.
8. In our bank it is compulsory to wear company shirt with ... where your name and position are written.

Task 3. Read two opinions about advantages and disadvantages of dress code and discuss the following questions:

1. What is a dress code?
2. Do companies in your country have a dress code?
3. Do companies in your country have any rules about the clothes their workers have to wear?
4. Do you think a dress code is a must at work place?

AMANDA BEYLES: The workplace is not the place for wild clothes.

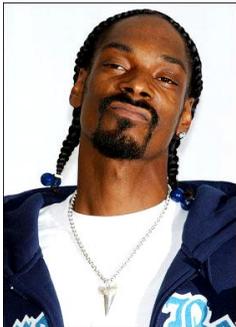


Studies have shown that when people wear casual clothes at work, their attitude becomes more casual, their work becomes sloppy, and their behavior becomes unprofessional. The workplace is not the place for wild clothes, tattoos, or piercing. It's the place to work hard and look professional. Companies made a big mistake when they introduced casual Fridays. They gave employees the idea that it was OK to wear casual clothes to work. Many people don't understand what "business casual" means. They wear ripped jeans and tight shirts on casual Fridays and other days, too.

As Amanda Beyles says now many companies want their employees to reflect who they are and what they stand for. They want them to look smart and professional. That's why they're introducing dress codes. She believes every company should have a dress code. A good dress code tells people what they should and should not wear. It says no to flip-flops, and open-toe shoes, no to bare legs and wild haircuts. It doesn't allow nose or tongue piercing and tattoos must be covered up. It tells employees have no facial hair and no strong perfume. When you're at work, you are more credible when you wear a suit than when you wear casual clothes.

Her message is to dress for the job that you want, not the job that you have. Dressing for success can help you to become successful. Company executives feel most comfortable around people who look and act like they do. Besides, when you're wearing a nice suit, you are more confident, and you are more likely to attract the job or promotion that you want.

JIM DAVIS: Employers should respect the way their staff look.



People are most productive when they're happy and when they feel good about themselves. Trying to change them can make them feel unhappy and, therefore, become less productive. I think most companies use dress codes to control their employees. Of course there are some places where a dress code makes sense. For example, workers in a construction company should wear hard hats for safety reasons. However, it doesn't make sense for a firm to ask all its male employees to have short hair and wear a tie. At the same time companies allow women to wear long hair, but not men. Also, wearing a tie does not make a man more productive. It has no function. It's just a piece of cloth

tied around your neck.

Wearing a suit does not make someone more professional. Those who believe this have the wrong idea of professionalism. It should be defined by someone's character and the work they do, not the clothes they wear.

People have the right to express themselves anywhere and at any time. At the same time, employers have the right to ask someone to look a certain way at work. The problem is that some people can't change the way they look very easily, especially those who express themselves through tattoos, piercing, and crazy hairstyles. Very often

employers who ask staff to remove these expressions of their individuality are also asking them to stop expressing themselves outside of work.

Every company I've ever worked for has had some kind of dress code. I've never had a problem with wearing a company shirt or a name tag. But I have a big problem with employers asking me to cut my hair or take out my earrings for no reason except that it might offend someone. If someone can give me a good explanation of how earrings offend people, I'll take them out. Until then, they're staying in.

(from Business Spotlight)

Task 4. Who says this: Amanda (A), Eric (E), both (B) or none of them (N):

1. Wearing smart clothes helps you get promotion.
2. Tattoos and earrings may offend other people.
3. Trying to change people's appearance might cause emotional problems.
4. People have right to wear what they like.
5. Companies did well when they introduced casual Fridays.
6. Most companies want their employers have some kind of dress code.
7. Smart clothes help you make a positive impression at job interview.
8. Employers have no right to tell their workers what to wear.
9. Dress code is compulsory in some spheres.
10. When people wear clothes and styles they like they show better results at work place.

Task 5. Do you agree or disagree with the following statements. Comment on your opinion:

1. When people wear casual clothes at work, their work becomes sloppy.
2. Companies made a big mistake when they introduced casual Fridays.
3. Dress for the job that you want, not the job that you have.
4. People have the right to express themselves anywhere and at any time.
5. Most companies use dress codes to control their employees.
6. Wearing a suit does not make someone more professional.

Task 6. Match words to make word combinations. Make up your own sentences using them:

- | A | B |
|------------|--------------|
| 1. name | a. reasons |
| 2. safety | b. tag |
| 3. make | c. executive |
| 4. job | d. credible |
| 5. look | e. sense |
| 6. company | f. promotion |

Task 7. Look at Appendix B "Business Clothing" and do the suggested exercise.

Task 8. Translate the following sentences into English:

1. На переконання експертів, запровадження «неформальних п'ятниць» шкодить репутації компанії, оскільки працівники починають щодня носити повсякденний одяг.
2. Вам може подобатися будь-який одяг, але наша компанія – це не місце для самовираження.
3. Для зручності спілкування з продавцями, деякі магазини запровадили бейджики з їхніми іменами як обов'язків елемент дрес-коду.
4. Я вважаю, що до дрес-коду необхідно привчати ще під час навчання у ВНЗ, як це, наприклад, роблять в юридичних університетах.
5. Відповідний одяг дозволяє справити позитивне враження на роботодавців під час співбесіди.
6. В Японії вважається ознакою поганого тону щодня ходити на роботу в тому самому одязі.
7. Носіння однакового одягу має психологічний ефект, оскільки дозволяє створенню командного духу й підвищенню продуктивності праці.

Task 9. Make the summary of the following text in English:

Dress-code - це код одягу, який змінюється в залежності від того, де людина перебуває: в офісі, клубі або на вечірці. При цьому, якщо ваш код одягу відповідає тій чи іншій ситуації, вас відповідним чином сприймають.

Навіщо потрібен офісний стиль? Офісний стиль тому й офісний, що має налаштовувати людину на роботу, дотримання ділового етикету і правил компанії. Для нього характерні зібраність і стриманість. При цьому працівник, одягнений в офісному стилі, відчуває себе цілеспрямованим і енергійним. При цьому зачіска відіграє не останню роль. Особливо це стосується жінок. Так, з розпущеним волоссям людина відчуває себе розслабленою, а з зібраними – організованим і добре контролює свої емоції. Іншими словами, в офісі потрібно одягатися так, щоб ваш одяг говорив про те, що ви прийшли на роботу займатися справою, а не чимось іншим.

Що представляє офісний стиль? Загалом, для ділового світу прийнято строгий, консервативний стиль. Головне в ньому - добре зшитий костюм з тканини спокійних тонів. Перевага віддається стриманим колірним поєднанням, класичне взуття. Однак, варто відзначити, що з недавніх часів в офісному стилі з'явилися деякі послаблення. Наприклад, тепер допустимо не тільки строгий діловий стиль, але й *bisness-casual*.

Бізнес-леді повністю відмовлятися від усього жіночною не варто. Так, згідно з результатами досліджень, проведених на Заході, більш успішними виявляються жінки, одягнені в спідничні костюм. Жінок у брючні костюмах чоловіки чомусь вважають поверхневими. Швидше за все, це пов'язано з тим, що несвідомо штани сприймаються, як претензія жінки на чоловічу роль. У підсумку, з одягненими в штани жінками чоловіки починають грати за чоловічими правилами: влаштовувати перевірку кордонів, оцінювати як фахівця.

Хто визначає дрес-код? Вимоги до одягу та аксесуарів, як правило, прописано в корпоративних кодексах компанії. Якщо у вашій фірмі немає такого документа, варто дивитися на колег і відстежувати нюанси корпоративного стилю

(якщо він є). У будь-якому випадку, якщо вам треба показати себе як професіонала, краще дотримуватися ділового стилю.

Чим вища ваша посада, тим більша вірогідність того, що вам треба буде відповідати діловому стилю, підтверджуючи свій професіоналізм, серйозність намірів по відношенню до своїх обов'язків і компанії, в цілому. Тому, якщо ви будете великі кар'єрні плани, починайте привчати себе до ділового стилю практично відразу.

Task 10. Play the following situations with your partner:

1. You are a dress code specialist, who has been asked to introduce a dress code for a) a real estate company, b) university, c) chain of pizza restaurants etc.
2. Your employer doesn't like the way you dress for work. Prove that the style of clothes you wear doesn't affect you productivity and other people's feelings.
3. Discuss advantages and disadvantages of introducing dress code in your University.

UNIT 8. BUSINESS TRIP ABROAD

Task 1. Learn the following words and phrases:

air terminal	аеровокзал
checking-time	час реєстрації
concourse	зал очікування
long-distance flight	дальній рейс
forced landing	вимушена посадка
boarding pass	посадковий талон
be airsick	страждати повітряною
customs house	митниця
customs officer	митник
country of residence	країна проживання
fill in	заповнювати
passport check-point	паспортний контроль
customs duty	митний збір
customs regulations	митні правила
go through formalities	пройти формальності
smuggle sth in (into the country, out of the country)	провезти щось контрабандою
grant a visa	надати візу
pay duty	мито
these are my personal effects	це мої особисті речі

Task 2. Translate the words and phrases into Ukrainian:

Customs house, boarding pass, country of residence, air terminal, forced landing, customs officer, be airsick, customs regulations, concourse, grant a visa, long-distance flight, checking-time, customs duty, fill in, smuggle sth in (into the country, out of the country), foreign passport, check-point, go through formalities, pay duty.

Task 3. Translate the words and phrases into English:

Вимушена посадка, страждати повітряною, митні правила, дальній рейс, час реєстрації, посадковий талон, митниця, заповнювати, провезти щось контрабандою, паспортний контроль, митник, країна проживання, зала очікування, митний збір, надати візу, пройти формальності, мито.

Task 4. Match the sentences with their translation:

I'd like to make a reservation on the	Я б хотів замовити квиток на...
How much is overweight?	Де знаходиться вихід 32?
Here's your boarding pass	Пришпилить паски безпеки.
Where would you like to sit?	Яке місце Ви любляєте?
Where is Gate 32?	Літак прибуває о 8 годині вечора.
Do you want first class or economy?	Ось ваш посадковий талон

The plane arrives at 8 p.m.

Коли мені потрібно прибути на реєстрацію?

The plane takes off at 7 a.m.

Вам квиток першого чи туркласу?

Fasten seatbelts

Скільки потрібно платити за зайву вагу?

When am I supposed to check in?

Літак відлітає о 7 годині ранку.

Task 5. Read and translate the text:

Business trip abroad

The day before your journey, study again the data in your ticket: airport of departure, the airline you are going to fly by (your carrier), flight number, departure check-in time (the time by which passengers should be at the airline check-in desk to be accepted for the flight), the departure time for the aircraft.

If you fail to arrive at the check-in in due time, you will not be accepted for transportation on the flight for which you have reserved a seat.

The outgoing passengers may leave the country only if they have an exit visa and a foreign passport. At every international airport there is a customs control. A passenger may carry duty free articles if they are for personal use. Restricted articles may be imported, but in this case they liable the customs duty.

When you arrive abroad the first thing you will think about is where to stay. Almost always people stay at hotels or guest-houses. It is necessary to book a room in advance by letter, telephone or telegram. Otherwise you may arrive at the hotel and be told that there are no rooms available. On arrival at the hotel go to the reception desk and confirm your reservation. The clerk will then give you a registration form to fill in and sign (the form is usually filled in block letters). At large hotels you may ask for any service by telephone. You tell the operator if you wish to be called at a certain time, you call room service when you want a meal or drinks sent up to your room, valet or maid service if you need something (a suit or dress) cleaned or pressed. Let the hotel management know well in advance the day and the time of your departure.

Task 6. Answer the following questions:

1. What problem will you face if you fail to arrive at the check in due time?
2. What condition can the out-going passengers leave the country on?
3. What do you call the card they give you with the seat number on it?
4. What do you call the part of the airport you walk through when you arrive or depart?
5. What do you call the people who look after you on the plane?
6. What do you call the place where you collect your luggage after you land?
7. What cards do you show when passing through customs?
8. What is the most interesting and the most boring part of flying (from check in to the time you leave the airport at your destination)?

Task 7. Where do you go first when you travel by plane? Put these places in the correct order. Write 1-6 on the left:

___ passport control ___

___	baggage reclaim	___
1	the check-in desk	___
___	the plane	___
___	the arrival hall	___
___	the departure lounge	a_

Task 8. Read the conversations. Where are they? Write the letter next to the correct place on the right in Task 7:

- a) A Ah! ... BA 476 to Madrid. That's our flight.
 B Was it gate 4 or 14?
 A I couldn't hear. I think it was 4.
 B Ssssh! There it is again. It *is* gate 4.
 A OK. Come on!
- b) A Can I see your passport, please?
 B Yes, of course. Here you are. A Thank you very much. That's fine.
- c) A Can I have your ticket, please?
 B Yes, of course. Here you are.
 A Do you have just one suitcase?
 B Yes. This bag is hand luggage.
 A That's fine. Smoking or non-smoking?
 B Non-smoking, please. Oh ... and can I have a seat next to the window?
 A Yes, that's OK. Here's your boarding pass. Have a nice flight!
- d) A Can I have your tray please, madam?
 B Yes. Here you are.
 A Thank you. And can you fasten your seat belt? We land in ten minutes.
 B Yes, of course.
- e) A Excuse me. I think that's my suitcase.
 B I'm sorry. My suitcase is red, too.
 A Is this yours?
 B Yes, it is. Thank you very much.
- f) A Hello. Are you Marie-Therese Scherer from Switzerland?
 B Yes, I am. Are you Mr and Mrs Barnes?
 A Yes, we are. Welcome to England, Marie-Therese. Was your flight good?
 B Yes, it was, but I don't like flying.
 C Never mind. You're here safely now. Come on, the car's outside.

Task 9. Read the conversations again carefully. Who are the people?

Task 10. Look at Appendix C "At the Airport" and do the suggested exercise.

Task 11. You are working at a big company as a Personal Assistant to Managing Director. In a month two representatives of your company will arrive in Vermont, the USA and plan to be there for a week. Using example given below try to book seats on a plane:

	Win Mouk Co., 302 Ban- Street Rangoon, Burma. 7th July, 2012
Scandinavian Airline System	
12, Chelsey Street, London, W.I., England.	
Dear Sirs:	
Our Technical Director, Mr Thuong, will be arriving in London next week and will then go on to Sweden and Finland. We shall therefore be obliged if you book a seat for him on a plane leaving Britain for Stockholm on or about the 21st. We thank you in advance for your kind attention to this matter.	
Yours faithfully, Win Kyi (Secretary)	

Task 12. Read and translate the text:

A World Guide to Good Manners

Travelling to all countries of the world gets easier and easier. We live in a global village, but how well do we know and understand each other? Here is a simple test. Imagine you have arranged a meeting at four o'clock. What time should you expect your foreign business colleagues to arrive? If they're German, they'll be on time. If they're American, they'll probably be 15 minutes early. If they're British, they'll be 15 minutes late, and you should allow up to an hour for the Italians.

When the European Community began to increase in size several guidebooks appeared giving advice on international etiquette.

- The British are happy to have a business lunch and discuss business matters with a drink during the meal; the Japanese prefer not to work while eating. Lunch is a time to relax and get to know one another, and they rarely drink at lunch time.

- Germans like to talk business before dinner: the French like to eat first and talk afterwards; they have to be well fed and watered before they discuss anything.
- Taking off your jacket and rolling up your sleeves is a sign of getting down to work in Britain and Holland, but in Germany people regard it as taking it easy.
- American executives sometimes signal their feelings of ease and importance in their offices by putting their feet on the desk whilst on the telephone. In Japan, people would be shocked. Showing the soles of your feet is the height of bad manners, it is a social insult only exceeded by blowing your nose in public.

The Japanese have perhaps the strictest rules of social and business behavior. Seniority is very important, and a younger man should never be sent to complete a business deal with an older Japanese man. The Japanese business card almost needs rulebook of its own. You must exchange business cards immediately on meeting because it is essential to establish everyone's status and position. When it is handed to a person in superior position, it must be given and received with both hands, and you must take time to read it carefully, and not just put it into your pocket. Also the bow is a very important part of greeting someone. You should not expect the Japanese to shake hands. Bowing the head is a mark of respect and the first bow of the day should be lower than when you meet thereafter.

Task 13. Are the sentences true or false:

1. Germans are the least punctual.
2. When the European Community began to increase in size, several dictionaries appeared giving advice on international etiquette.
3. The British are happy to have a business lunch and discuss business matters with a drink during the meal.
4. Germans like to talk business after dinner.
5. Taking off your jacket and rolling up your sleeves is a sign of getting down to work in Germany.
6. The Japanese have perhaps the strictest rules of social and business behavior.
7. In Japan you must exchange business cards immediately on meeting because it is essential to establish everyone's duties.
8. Bowing the head is a mark of respect in the USA.
9. A younger man should never be sent to complete a business deal with an older Japanese man.
10. The Japanese usually shake hands while greeting someone.

Task 14. Read the article again and answer the questions. Discuss the questions in pairs:

- 1 Which nationalities are the most and least punctual?
- 2 Why did the British think that everyone understand their customs?

UNIT 9.
AT THE HOTEL

Task 1. Learn the following words and phrases:

receptionist	реєстратор
the reception desk / counter	бюро реєстрації
accommodation	приміщення, номер
reserve	бронювати
book in advance	замовляти заздалегідь
arrive	приїжджати
depart / check out	виїхати з готелю
suite	номер "люкс"
single / double room	номер на одного/двох
fill in a registration form	заповнити реєстраційну картку
confirmation	підтвердження
guest	проживаючий в готелі
hotel clerks / attendants	персонал готелю
chambermaid	покоївка
porter (U. K), doorman	швейцар, носильник
tip (extra pay)	чайові, давати чайові
expensive / cheap	дорогий/дешевий
take things to the left	
luggage room	віднести речі до камери схову
express service / urgent service	термінове обслуговування

Task 2. Translate the words and phrases into Ukrainian:

Arrive, guest, chambermaid, expensive / cheap, fill in a registration form, reserve, express service / urgent service, depart / check out, the reception desk / counter, confirmation, accommodation, single / double room, book in advance, porter (U. K), doorman, suite, hotel clerks / attendants, tip (extra pay), receptionist.

Task 3. Translate the words and phrases into English:

Приїжджати, замовляти, заздалегідь, реєстратор, виїхати з готелю, підтвердження, номер „люкс", номер, швейцар, чайові, заповнити реєстраційну картку, персонал готелю, носильник, бюро реєстрації, дорогий / дешевий, номер на одного/двох, покоївка, проживаючий в готелі, давати чайові, віднести речі до камери схову, бронювати, термінове обслуговування.

Task 4. Match the sentences with their translation:

- | | |
|---|---|
| 1. Have you got any vacant rooms? | a) Будь ласка, поставте підпис в журналі приїжджик. |
| 2. I would like a single room. | b) Ви повинні звільнити кімнату в призначений час. |
| 3. Will you, please, fill in these forms. | c) Коли потрібно звільнити номер? |
| 4. Kindly sign the hotel register | d) Я відїжджаю |
| 5. You must vacate the room in due time | e) Будь ласка, заповніть ці анкети |

6. When must I check out?
7. I am leaving at... o'clock

- f) У вас є вільні місця?
- g) Хотів би замовити одномісний номер.

Task 5. Read and translate the text:

At the hotel

Hotel is an establishment that provides overnight lodging for the public. Its basic service is providing a room to sleep in. But the most hotels also have at least one restaurant. Many hotels offer room and services for meetings, and some have shops and offer entertainment.

Hotels range in size from large buildings with more than 3.000 rooms to small inns that have as few as 8 to 10 rooms. Small hotels don't offer the range of services provided by the large establishments. However, rooms and meals at most small inns generally cost less than these at large hotels.

Hotels in North America employ about one staff members for every two rooms. The hotel staff works around the clock to make the guests comfortable. The housekeeping staff cleans each room daily. Bellhops carry luggage and packages to the guests' rooms. The engineering department keeps the hotel's electricity, plumbing, heat and air conditioning in good working order. The hotel security department works to prevent fire, theft, and other disturbances. Some hotel restaurants provide room service, by which guests can have food and beverages brought to their rooms. In certain hotels, guests also can have clothing laundered by the hotel's valet service.

Hotels in Britain are graded with stars from one-star to five-star, which are the best and most expensive. You can also stay in a Bed & Breakfast (B&B) (also called Guest Houses) where you pay for a bedroom, possibly an ensuite (= room with private bathroom) and breakfast.

Types of hotel accommodation are as follows:

- a single room: for one person with a single bed;
- a double room: for two people with one double bed;
- a twin room: for two people with two single beds;
- full board: includes breakfast, lunch and dinner;
- half board: includes breakfast and dinner;
- B&B: just the room and breakfast.

Task 6. Answer the following questions:

1. What kind of establishment is a hotel?
2. What is its basic service?
3. What additional services does a hotel provide its customers with?
4. What are the duties of the hotel staff?
5. What 3 main types of hotels are there in North America?
6. What hotels do businessmen book rooms at? What makes them choose this kind of hotel?
7. What hotels do holiday-makers go to as a rule?
8. What types of hotel and hotel accommodation do you know?

9. Why is it necessary to reserve a room in a hotel in advance?

Task 7. Look at the Appendix D “At the Hotel” and do the suggested exercises.

Task 8. In a month two representatives of your company will arrive in Vermont, the USA and plan to be there for a week. Using examples given below try to write your own letter of inquiry to the best hotel in the city:

<p>6th May, 2012. The Manager, Park Hotel, 26, Irvin Str, Brighton, England</p> <p>Dear Sir:</p> <p>The name of your hotel has been given to me by the Hotel Association, and I shall be very much obliged if you let me know whether you have the following accommodation available for 3 weeks, from 15th July: One double room, if possible with private bathroom, and one single room.</p> <p>Thank you in advance for your reply</p> <p>Yours faithfully, W.D.Throp</p>	<p>15 Maple Street, Montpeher, Vermont, USA.</p>
---	--

Task 9. Read this conversation in a hotel and put the lines in the correct order:

- Certainly. A single room or double?
- Just this one bag
- Yes, sure. Do you want my address too?
- Here is your key. Your room number is 311. I hope you enjoy your stay.
- Single, please.
- Good evening. Can I help you?
- A shower. How much is the room?
- Yes, please. Can I have a room for the night?

- No, thanks. Just breakfast. Can I pay by credit card?
- No. Just a signature. Do you have any luggage?
- Yes, of course. We take Visa and Access. Could you sign the register, please?
- Would you like a room with a shower or a bath?
- 72 pounds for the room and breakfast. Would you like an evening meal?
- Thanks.

UNIT 10.

BUSINESS COMMUNICATION

Task 1. Learn the following words and phrases:

envelope	конверт
address	адресувати
intend	мати намір
otherwise	в іншому разі
prompt	спонукати
inquire	з'ясовувати
be unable	бути не в змозі
subsequent	наступний
polite	ввічливий
accept apologies	прийняти вибачення
cause trouble	завдавати клопоту
apologize	вибачатися
take steps	вживати заходів
occur (about the mistake)	траплятися (про помилку)
Yours faithfully	Щиро Ваш
Yours sincerely	Щиро Ваш
owing to	завдяки
unfortunately	на жаль
be delighted	бути у захваті
regret	шкодувати
take into account	брати до уваги

Task 2. Translate the words and phrases into Ukrainian:

Yours sincerely, accept apologies, occur (about the mistake), cause trouble, prompt, unfortunately, envelope, intend, Yours faithfully, subsequent, otherwise, take steps, polite, regret, be unable be delighted, apologize, address, take into account, owing to.

Task 3. Translate the words and phrases into English:

Щиро Ваш, наступний, на жаль, конверт, спонукати, вживати заходів, бути у захваті, брати до уваги, вибачатися, завдавати клопоту, з'ясовувати, траплятися (про помилку), шкодувати, бути не в змозі, в іншому разі, прийняти вибачення, ввічливий, адресувати, мати намір, завдяки.

Task 4. Learn the following tips for the business letter writing:

The lay-out of the business letter differs in some respects from that of the personal letter.

Not only the sender's address is given (as in personal letter) but also the name and address of the person or organization to which the letter is being sent. This is written on the left-hand side of the page against the margin slightly lower than the date (which is on the opposite side). It should be the same as the name and address on the envelope.

A letter written to a man should be addressed to, for example, *Mr. D.Smith or to D.Smith (Esquire)*. A letter to a woman, should be addressed to, for example, *Mrs.C.Jones or Miss C.Jones*. If you do not know the name of the person for whom your letter is intended you may address it directly to the company, e.g.:

The Branded Boot Co.Ltd., 5 Rubberheel Road, Wellingborough, Northants, England.

Co. and **Ltd.** are the usual abbreviations for Company and **Limited**. However it's better to address your letter to some individual — The Managing Director, The Personnel Manager, The Secretary, The Branch Manager, The Export Manager — followed by the name of the company.

If the person you are writing to is known to you, you should begin with, for example, *Dear Mr.Thompson, Dear Mrs.Warren, etc.* Otherwise you should begin *Dear Sir(s), Dear Madam, or Gentlemen:* (Am.).Note that Gentlemen is followed by a colon.

The body of the business letter usually includes: **a) Reference, b) Information, c) Purpose, d) Conclusion.**

You should begin your letter with a **reference** to a letter you have received, an advertisement you have seen, or an event which has prompted the writing of your letter.

e.g.: *Thank you for your letter of May 3 rd. In your letter of January 13th you inquire about....*

It was a great pleasure to receive your letter of July 1st that..... I recently called your agent in this country to ask about but he was unable to help me.

It is sometimes necessary to add some detailed **information** related to the reference, in a subsequent paragraph.

Purpose is the most important part of the letter, where you are expected to state clearly and concisely what you want and answer carefully and clearly all the questions that you have been asked.

Conclusion usually consists of some polite remark to round the letter off.

e.g.: *I look (I am looking) forward to hearing from you soon.*

I sincerely hope you will be able to help me in this matter.

I should greatly appreciate an early reply.

Please accept our sincere apologies for the trouble this mistake has caused you.

We apologize sincerely for the trouble caused to you, and will take all possible steps to ensure that such a mistake does not occur.

Then usually follows **the complimentary close**. If you begin your letter with *Dear Sir(s) or Dear Madam* you may end it with the words "Yours faithfully". If you address a person by name the words "*Yours sincerely*" are preferable. There is a modern tendency however to use "*Yours sincerely*" even to people you have never met.

The signature: sign you name clearly, in full, as it should appear on the envelope of the letter addressed to you.

The connectives play an outstanding role in writing a business letter. They are used for better comprehension of the contents.

e.g.: *Owing to, Unfortunately, However, We should be delighted, We do hope. It is possible that. We should be pleased, For this reason, We regret about, Taking into account that, Hopefully.*

Summarizing all the above said it should be stressed that any business letter can be written using the following general scheme:

1. **Heading (writer's address, date of the letter)**
2. **Inside address (name and address of the person or company receiving the letter)**
3. **Greeting (Dear Sir:)**
4. **Body of the letter (reference, information, purpose, conclusion)**
5. **Closing or complimentary close (saying good-bye)**
6. **Signature.**

Task.5. You have found different parts of many letters; choose what phrases you should use: a) at the beginning of a business letter b) in the middle c) at the end. Complete the phrases where it is necessary:

We have pleasure in informing you

Yours sincerely

In reply to your letter dated

We look forward to a visit of the President

We wish to inform you

Further to our telephone conversation

Yours faithfully

We thank you for your letter dated 23rd March, 2012.

We have to inform you

I'm looking forward to meeting you soon

We enclose with the letter the design documents

Best regards

We highly appreciate the work you have done for us

It allows us to make a decision

Please, contact us as soon as possible

You are kindly requested to study this material and inform us about the decision at your earliest convenience.

I look forward to hearing from you.

We are ready to assist you in this endeavor.

We have attached the payment documents to the letter.

We should like to stipulate the fact that

Task 6. Join the ideas using the connectives:

e.g. We should be delighted to take a group of your students/ Our company regulations limit maximum numbers of groups to twenty.

We should be delighted to take a group of your students, however (please, take into account that) our company regulations limit maximum number of groups to twenty.

- We should like visiting groups to report to our office on the date of the visit/ Do please contact at the above address at 8 am.

- We have received your message concerning the date of the visit/ Arrange your visit for early 1999.

- Our company makes a small visiting charge/This includes the price of lunch.
- Our company reserves the right to send off the premises any members of the group who misbehave/ It should not happen.

Task 7. You work at the Organizing Committee of International Finance Conference which will take place in Kyiv, September 25-30, 2009. Write the letters of invitation to the participant of the conference using the model given below:

A LETTER OF INVITATION

United States Department of Commerce
International Finance Conference
Washington, D C.,
20658, USA.
June 2nd, 2012

Prof. Petrov,
Finance Manager,
Zepter Inc , Kyiv branch,
63, Volodymirska Str,
Kyiv
Ukraine

Dear Professor Petrov.

On behalf of the American Finance Society it is an honour for us to welcome you and to be your host in Washington during the International Finance Conference, May 20-27.

It is a pleasure for us not only to invite you to a conference of the highest scientific standard but also to present Washington and, if you wish, other exciting places in the USA.

The scientific planning of the conference has resulted in a most exciting program with more than 40 major and assembly symposia not including the numerous free communication sessions.

I am glad to inform you that your abstract was accepted by our Committee, N 2256 for poster presentation.

We attach with the letter of invitation Reservation and Registration Form. The deadline for its submission: March 15, 2012. If you have any questions or need additional information please contact us without hesitation.

Yours sincerely,
Jim Smith
Chairman

Task 8. Translate the following letter of invitation into English:

**ХМЕЛЬНИЦЬКИЙ ІНСТИТУТ РЕГІОНАЛЬНОГО
УПРАВЛІННЯ ТА ПРАВА**

Україна, 29000 м.Хмельницький, вул.Театральна.8.

Тел. (038-2) 76-42-70 Факс (0382)

ШАНОВНІ КОЛЕГИ!

Щиро запрошуємо Вас взяти участь у *Всеукраїнській науково-практичній конференції "Актуальні проблеми державної регіональної політики в умовах проведення адміністративної реформи в Україні"*, яка відбудеться 16 травня 2012 року у Хмельницькому інституті регіонального управління та права. Співорганізаторами проведення конференції виступили:

Адміністрація Президента України, Верховна Рада України, Кабінет Міністрів України, Головне управління державної служби України, Інститут законодавства Верховної Ради України, Українська Академія державного управління при Президентові України, Хмельницька обласна державна адміністрація, Хмельницька обласна рада та Хмельницька міська рада.

Основні тематичні напрямки конференції:

1. Реформування державного управління.
2. Нова регіональна політика та організація місцевого самоврядування.
3. Структурні зміни в економіці та проблеми соціально-економічного розвитку регіону.
4. Фінансово-бюджетне забезпечення розвитку регіону.
5. Правові засади державного управління та забезпечення адміністративної реформи в Україні.

Робоча мова конференції: українська, російська, англійська/

У разі виникнення поточних питань, оргкомітет допоможе їх вирішити, якщо Ви зателефонуєте за номером: (0382) 76-57-95, факс (0382) 76-57-67 або звернетесь за електронною адресою: hirup@ukr.net

Task 9. Translate the following sentences into English:

1. Я був би вам дуже вдячний, якщо б ви поінформували про те чи можливо відвідати цю конференцію.
2. Ми б дуже хотіли взяти участь у Вашій конференції. Я знаю, що час попередньої реєстрації вже закінчився, однак, я сподіваюсь на можливість її відвідання.
3. Якщо це можливо, то надішліть нам необхідну інформацію та анкети.
4. Я Вам дуже дякую за люб'язне запрошення та із задоволенням приймаю його.
5. Для мене є великою честю отримати ваше запрошення.
6. Я радий отримати Ваше люб'язне запрошення та з великим нетерпінням чекаю нагоди взяти участь у конференції.

7. Тема конференції є цікавою, а тому я приймаю запрошення взяти у ній участь.
8. Якщо Вам потрібен рукопис мого виступу, то я надішлю його електронною поштою.
9. На жаль, відвідання даної конференції для мене є неможливим.
10. Через поганий стан мого здоров'я я змушений відхилити Ваше запрошення.
11. Пробачте, однак, я не зможу взяти участь у конференції. Вилучіть, якщо це можливо, моє прізвище із програми.

Task 10. You work at a big bank as a Computer Specialist. Let the company-supplier of the computers know that their terms of payment and delivery suit you, but you cannot place an order with them as their prices are too high. Use the following words and word combinations.

Company: Apple Computers, Inc., 32 5th Avenue, New York, USA.

Further to our discussion

We wish to inform you.....

We highly appreciate

full contract value

make a decision

unfortunately.....

competitive prices.....

terms of delivery

reduce the prices

Yours sincerely

Task 11. You work at a food company as a Sales Manager. Inform your partners that the prices went up and you developed the new items which would be presented at the International Autumn Fair, November 2-10, 2012. Use the words and word combinations given below.

Company: Thomas & Co. 25 Ashley Str., Cornwall, U.K.

We have to inform you

revise export prices.....

make necessary.....

increased cost of the production

as a result.....

enclose a copy of our price-list.....

draw sb's attention to the new items.....

exhibit at the fair

We thank you for your support in the past.....

hope to be of service to sb.....

Yours faithfully

Task 12. Translate the following letter into English:

Шановні пані та панове

Дійсним повідомляємо Вам про те, що ми закінчуємо виконання контрактних зобов'язань відповідно до нашого контракту на будівництво гідроелектростанції у Вашій країні і проводимо роботи щодо підготовки до відправлення до України частини будівельного обладнання та невикористаних матеріалів, які було ввезено до Вашої країни на умовах тимчасового ввозу.

Як Вам відомо, за останній час існує практика продажу будівельного обладнання та невикористаних матеріалів у країні Замовника по закінченні робіт, що виконуються на умовах „під ключ”. Ми також маємо намір продати частину обладнання та матеріалів у Вашій країні. Оскільки Ви виявили бажання на право першого вбору щодо купівлі нашого обладнання, надаємо Вам перелік обладнання та матеріалів, які ми хотіли б продати у Вашій країні.

Все обладнання у робочому стані та буде продаватись із комплектам запчастин. Обладнання буде реалізоване за доступними цінами з урахуванням амортизації обладнання.

Ціни не включають імпортне мито. Воно повинне бути сплачене покупцем обладнання згідно з митними правилами, що існують у Вашій країні.

Огляд обладнання та матеріалів можна здійснити у будь-який зручний для Вас час.

З повагою

Task 13. Discuss the following topics in groups:

- 1) What layout should a business letter have?
- 2) What parts are necessary in any business letter?
- 3) How often do you write business letters?
- 4) Do you use connectives in the text of a business letter?
- 5) Do you often send or receive fax messages?

UNIT 11. CONFERENCE

Task 1. Learn the following words and phrases:

under the auspices of	при сприянні; за підтримки
invite	запрошувати
invitation	запрошення (to - на)
take part in	брати участь у
take place	проходити, відбуватись
represent different fields	представляти різноманітні галузі
session	засідання
honour	удостоювати
noted	відомий
congress venue	місце проведення конгресу
convenient facilities	зручні засоби обслуговування (зручності)
organizing committee	організаційний комітет
chair	голова
deputy chairs	заступники голови
scientific committee	науковий комітет
executive	виконавчий
Secretary – General	генеральний ссекретар
call for papers	вимоги щодо подання наукових статей
submission	представлення подання, передача на розгляд статей)
provide	подавати
abstract	резюме, короткий огляд
deadline	крайній термін
acceptance notice	повідомлення про прийом/прийняття статті

Task 2. Translate the words and word-combinations from Ukrainian into English:

при сприянні (за підтримки), запрошувати, брати участь у чомусь; запрошення на; відбуватись; всесвітньо визначні вчені; представляти різноманітні галузі психології; засідання; взаємний; удостоювати; відомий; місце проведення конгресу; зручні засоби обслуговування, радо приймати; щиро Ваш; організаційний комітет; голова організаційного комітету; науковий комітет; виконавчий комітет; генеральний секретар; заступник генерального секретаря; вимоги щодо подання наукових статей; резюме (короткий огляд); крайній термін; повідомлення про прийняття статті; подавати на розгляд.

Task 3. Translate the following lexical units from English into Ukrainian:

submission; a call for; deputy; the chair of the organizing committee; invite sb to do sth; under the auspices of sb/sth; session; psychology; deadline; interaction; abstract; expected attendance; welcome; sincerely yours; convenient facilities; congress venue; deputy chairs; scientific committee; Secretary General; Deputy Secretary General;

executive committee; a call for papers; state paper; affiliation; acceptance notice; invitation; to take place; internationally renowned scientists; to take part in; interactive; the 28th International Congress of Psychology; it gives me great pleasure to invite you; a large number of thematic oral sessions

Task 4. Match a line in A with a line in B:

№	A	B
1	under the auspices of sb/sth	b) well-known especially because of some special quality or ability
2	invite sb to do sth	c) rooms, equipment or services that are provided for a particular purpose
3	session	d) to be very glad that someone has come
4	interaction	e) in a sincere way
5	attendance	f) a group of people appointed to deal with a particular matter
6	honour	g) someone who is directly below a manager in rank, and who is officially in charge when the manager is not there
7	noted	h) (act of) presenting sth for consideration, a decision, etc.
8	venue	i) to ask sb formally to go somewhere or do sth
9	facilities	j) the number of people present
10	sincerely	k) a short written statement of the most important ideas in a article, etc.
11	committee	l) mutual influence by two or more persons via communication process
12	welcome	m) request or demand for sth
13	deputy	n) point in time by which sth must be done
14	a call for	o) helped and supported by sb/sth
15	submission	p) position of the person in charge of a meeting, a committee, etc.
16	abstract	q) a place where something such as a congress, or a meeting is arranged
17	deadline	r) 1) to show publicly that someone is respected and admired; 2) to show great respect for sb/sth.
18	psychology	s) a meeting or series of meetings for discussing or deciding sth.

Task 5. Translate the words and word-combinations in a proper tempo:

internationally renowned scientists; місце проведення конгресу психологів; honour; передбачувана кількість присутніх; interactive; засідання; present different fields; відбутись; take part in sth; запрошення взяти участь у конгресі психологів в Китаї; under the auspices of; подавати на розгляд; acceptance notice; deadline; відомості щодо місця роботи та займаної посади; abstract; вимоги щодо наукових статей; Deputy Secretary-General; виконавчий комітет; the chair; scientific committee; заступник голови; sincerely yours; радо приймати; convenient facilities.

Task 6. Translate the text from English into Ukrainian:

First Announcement and Call for Papers

28th International Congress of Psychology (ICP2012)

Beijing, August 8-13, 2012

Under the auspices of:

International Union of Psychological Science

Sponsored by:

Chinese Psychological Society

Professional Congress Agency:

China International Conference Center for Science and Technology

CONTACT

28th International Congress of Psychology (ICP2012)

10ADatun Rd Beijing 100101 China

Tel/Fax 86-10-64855830

E-mail icp2012@psych.ac.cn

[Http://www.ICP2012.org](http://www.ICP2012.org)

INVITATION FROM THE PRESIDENT

Dear Colleagues and Friends

It gives me great pleasure to invite you to participate in the 28th International Congress of Psychology (ICP2012), which will take place in Beijing August 8-13, 2012. The Congress has invited more than 60 internationally renowned scientists as Keynote Speakers and State of the Art Lecturers representing different fields of psychology and related disciplines. The expected attendance is around 4,500.

Your participation is highly welcomed, either in presenting a paper or by taking part in a poster session or to be present at the Congress. We would be honored by your participation.

China is a fast developing country with both ancient cultural heritages and modern achievements. Beijing is especially noted for its many historical sites such as the Great Wall and Imperial Palace. The Congress venue is the Beijing International Convention Center, surrounded by many good hotels with convenient facilities. We warmly welcome colleagues from all over the world to Beijing for this important event.

Sincerely,

Qicheng Jing

CALL FOR PAPERS

1. For submission of papers please provide the following information a) Title of presentation (state paper or poster submission) mark Topic Category List number to which your paper belongs b) Author name(s) (first name last name) c) Affiliation(s) d) Address e) An abstract no more than 100 words.

2. The language should be in English.

3. The deadline is Dec 31 2011. The Acceptance Notice will be sent to you by E mail or post 6 weeks after receiving your submission.

4. We cannot guarantee your abstract will be included in the Abstract Book if it arrives later than the deadline date. The Abstract Book includes papers in which at least one of the authors will register for the Congress.

TOURS INFORMATION

Local and Post-Congress Tours will be organized for participants and offering the unique opportunity to enjoy the oriental scenery, culture and ancient civilization in China.

The Local Tours include the Great Wall, Summer Palace, Imperial Palace, and the Temple of Heaven.

Reply Form

28th International Congress of Psychology

Augusts-13,2012 Beijing, China

Please type or write in block letters and return the form to our Website (downloadable), or by E-mail, or Fax, before August 1, 2012

Title: Prof. Dr Mr. Mrs. Ms.

Family/Last Name: _____

First Name: _____

Institution: _____

Mailing Address: _____

City: _____ Zip: _____

State: _____ Country: _____

Tel/Fax: _____

E-mail: _____

I am interested in: _____

Attending the Congress Presenting a paper entitled: _____

Topic Category List No. _____

Please return this form before August 1,2012

Task 7. Do the two-way translation:

1. Чи отримали Ви запрошення щодо участі у 28-му Міжнародному конгресі психологів?	1. Yes, I have just received it.
2. Коли і де відбудеться ця значна подія?	2. The 28 th International Congress of Psychology (ICP 2012) will take place in August, 8-13, 2012, in Beijing, China.

3. При сприяттні якої організації буде проведено 28-й Міжнародний конгрес психологів?	3. I'd like to mention that it will be held under the auspices of the International Union of Psychological Science.
4. Хто виступає в якості спонсора цього Конгресу?	4. This congress will be sponsored by the Chinese Psychological Society.
5. Скільки всесвітньо визначних вчених запрошено для участі в всесвітньому конгресі психологів?	5. The Congress has invited more than 60 internationally renowned scientists.
6. Які галузі психології вони будуть представляти?	6. These noted scientists will represent different fields of psychology and related disciplines.
7. Щодо місця проведення міжнародного конгресу психологів, мене цікавить, по-перше, де саме він відбуватиметься, а по-друге, чи є в запрошенні відомості про засоби обслуговування (зручності)?	7. According to the letter of invitation the Congress venue is the Beijing International Convention Center, surrounded by many good hotels with convenient facilities.
8. А чи є у листі-запрошенні інформація щодо культурної програми, що буде проведена у рамках 28-го Міжнародного Конгресу психологів?	8. Oh, yes. Local and Post-Congress Tours will be organized for the participants and offering the unique opportunity to enjoy the oriental scenery, culture and ancient civilization in China.
9. Наприкінці поясні мені, будь-ласка, які вимоги висуваються до подання статей на конгрес?	9. For submission of papers, please provide the following information: a) title of presentation; mark Topic Category List number to which your paper belongs; b) author's name (s) (first name, last name); c) affiliation/s; d) address: mailing address, E-mail, Fax; e) An abstract no more than 100 words.
10. Робоча мова конгресу– англійська?	10. Yes. The language should be in English.
11. А коли крайній термін подання статей?	11. The deadline is December 31, 2011.

Task 8. Translate the following Reply Form into English:

Заявка (Зразок)

на участь у міжнародній

науково-практичній конференції

“Сучасні інформаційні технології та інноваційні методики навчання у підготовці фахівців: методологія, теорія, досвід, проблеми”

(м.Вінниця, 13-15 травня 2012р):

Прізвище _____

Ім'я _____

По-батькові _____

Місце роботи _____

Науковий ступінь _____ Вчене звання _____

Організація (установа) _____

Посада _____

Адреса для листування _____

Телефон/факс дом. _____ служб. _____

E-mail _____

Планую (потрібне підкреслити)

Виступити з доповіддю:

на пленарному засіданні (до 20хв)

на секції (до 10хв)

Виступити з інформацією (до 5хв)

Взяти участь як слухач

Тема доповіді або повідомлення: _____

Власні методичні розробки для науково-методичної виставки, назва

Потреба в житлі (так, ні) _____

Підпис _____

UNIT 12. ADVERTISING

Task 1. Learn the following words and phrases:

advertisement / advert / ad

advertising agency

advertise

brief

commercial

classified advertisement

sandwich-board man

announcement

headline

cartoon

publish

income

advantage

consumer

benefit

реклама

рекламне агентство

рекламувати

короткий

реклама (на радіо)

тематична реклама/оголошення

подвійний рекламний щит, який на собі носить людина

оголошення, повідомлення

заголовок

комікс

публікувати

прибуток

перевага

споживач

перевага

Task 2. Identify these different advertising media. Which of them is the cheapest and the most expensive, in your opinion?

a)



b)



c)



d)



e)



f)



g)



h)



Task 3. Which of described above ways of advertising do you think is most suitable for these situations?

1. a travel company selling last-minute trips;
- 2 a car company launching a new model;
- 3 a bank telling customers about a new kind of bank account;
4. a local politician who wants people to vote for him/her.

Task 4 Match the words to their definitions:

- | | |
|-----------------------|---|
| 1. announcement | a) an ad on television or radio |
| 2. cartoon | b) the good side of something |
| 3. slogan | c) a short film that is made up of many drawings or pictures |
| 4. commercial | d) an important and official statement |
| 5. headline | e) an ad that is shown over the top of a web page |
| 6. flyer | f) a short phrase that is easy to remember |
| 7. advantage | g) title of a newspaper report that is printed in large letters |
| 8. advertising agency | h) a person who acquires goods and services for his or her own personal needs |
| 9. consumer | i) an organization that creates advertising material, contracts for publication space |

Task 5. Match a part of each section to make a full sentence:

1. Billboards are owned	a. that can be used	a. of their papers.
2. An ad could try	b. a lot of people	b. shop windows.
3. Product placements are ads	c. commercials	c. that rent them to advertisers.
4. Some ads use slogans	d. send information	d. a candidate for president.
5. Newspapers sell advertising space	e. in charge of creating	e. can advertise the product best.
6. Advertisers often broadcast	f. that appear	f. only to a certain group of people.
7. Some mailing lists	g. by companies	g. many times a day.
8. Television can reach	h. to make voters choose	h. very quickly.
9. Many stores have their own department	i. which type of media	i. in a TV show or series.
10. It is very important to find out	j. in all sections	j. over and over again.

Task 6. Read and translate the text:

How companies advertise

Advertising informs consumers about the existence and benefits of products and services and tries to make them buy them. The best form of advertising is probably word-of-mouth advertising, which happens when people tell their friends about the benefits of products or services that they have bought. But, of course, no providers of goods and services rely on this alone, but use paid advertising instead.

Many of them use the services of large advertising agencies which have more knowledge about all aspects of advertising and advertising media than a single company.

But how advertisers win our hearts and minds and get our money? They may do their jobs in many different ways, even using some “tricks”:

You can get it for free!

“Get a free camera when you subscribe to our magazine for two years.” There’s something about the word “free” that immediately attracts us – something for nothing – I want it! The idea makes us feel clever. But that camera (which will probably break as soon as you get it out of the box) wasn’t a gift at all. In spite of the advert saying it was free, its price was really included in the magazine subscription.

Buy now! You won’t find it tomorrow!

“There are only a few DVDs left. And after they’ve been sold there won’t be any more available.” What happens when we read or hear these words? Even though we don’t really need the products, may be don’t even like them we immediately want to be among the lucky few who have them. Do you really think the manufacturers of that “limited edition” DVD couldn’t produce a few more, if they thought they could sell them?

The TV never lies or does it?

Adverts frequently use “real” people to demonstrate the amazing effects of their products on our health or fitness. But of course the person in the advert or TV commercial is just a model or an athlete.

Trust me I am a doctor (or a celebrity).

If a celebrity is using the product, it must be fantastic. If a doctor recommends it, it must work. The bigger the authority, the more powerful the advertising message is. But be careful. Although the actress is holding the product in the photo, do you really think she uses it at home? Do the authorities mentioned really exist?

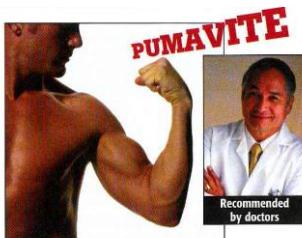
(Adapted from English File)

Task 7. Answer the following questions:

1. What is the best kind of advertising according to the text? Do you agree with it?
2. Why do most companies use advertising agencies?
3. What marketing techniques can be used by advertising agencies? Which of them might influence you to buy the product?
4. Are there any products that you have bought recently because of the adverts?
5. Have you bought something recently which wasn’t as good as the advertisement made you think?
6. Think of adverts which use the following to sell a product:
 - a celebrity
 - an authority (e.g. a doctor)
 - a good song

- something free
- humor
- a good slogan
- a story
- animals or nature

Task 8. Read the advert below. Would you try *Pumavite*? Why (not)? Tick the “tricks” that the *Pumavite* advert uses:



**'I slept my way
to fitness'
No exercise -
but now Simon has muscles
to die for!**

Simon Sloth had never been a great one for exercise. With three children and a busy job there was very little time for the gym.

But then Simon discovered PUMAVITE tablets, an exclusive product marketed by Cure Everything Pharmaceuticals. A three-month course of the tablets has transformed him!

'You take it at night' explains Simon, 'and its special secret ingredient gets to work immediately.' **PUMAVITE** contains plant extracts from the Andes and complex vitamins. Together these produce exactly the same effect as a two-hour workout at the gym or swimming pool.

'Pumavite is absolutely fantastic and a miracle cure for people like me. It is guaranteed to work and is the best investment I have ever made/ says Simon. 'I slept my way to fitness!'

**Only £500
for a three-month supply Limited stocks -
offer closes on March 31st!**

Task 9. Do you agree or disagree with the following statements. Comment on your opinion:

1. Advertising is essential for business, especially for launching new consumer products.

2. Advertising often persuades people to buy things they don't need.
3. Advertising often persuades people to buy things they don't want.
4. Advertising lowers the public's taste.
5. One of the advantages of the advertising industry is that it creates new jobs.
6. Advertising raises prices.
7. Advertising does not present a true picture of products.
8. Advertising has a bad influence on children.

Task 10. Fill in the blanks with words from the box:

Appear, athlete, attention, broadcast, cartoon, catchy, consumer, creative, customers, decide, develop, famous, habits, headlines, product, remember, repetition, services, special, status

Advertising tells people about products and _____ and tries to make them buy a _____. Ads do their jobs in many different ways. _____ are words in big letters that try to get the _____ of the readers.

Some ads use slogans or _____ phrases that are easy to _____. Advertising agencies often get a famous person, like an actor or _____, to talk about a product. _____ characters are often connected to a certain product and become _____ with it.

One of the most important techniques of advertising is _____. Ads are _____ many times a week for weeks or months. When people see them they might want the product.

Advertising is often done by _____ firms. First they try to get information about the buying _____ of their _____ - who buys a certain product and why. The age, sex and social _____ of a _____ are also important.

The people in the _____ department _____ ideas and themes. They prepare images, photos and text and _____ where the ad should _____.

Task 11. Make the summary of the following text in English:

Реклама на телебаченні

Коли Ви приходите в рекламну агенцію, швидше за все, не маєте уявлення про те, що таке реклама на телебаченні, як вибрати правильні програми, рекламні блоки і як її правильно й грамотно розрахувати. Ви просто приносите фахівцям агенції Ваш бренд, що вимагає рекламної підтримки на телебаченні. Рекламна агенція допоможе виділити й прорахувати цільову аудиторію рекламованого товару або послуги, правильно спланує рекламну кампанію, що включає рекламу на телебаченні, на радіо, у пресі й т.д.

З яким рекламним бюджетом варто йти на телебачення? Це залежить від цілей і завдання рекламної кампанії й звичайно ж від бюджету. Наприклад, рекламувати жувальну гумку з бюджетом в 100 тис. у.о. марно, тому що це продукт широкого вживання й "піймати" цільову аудиторію за таку суму просто неможливо. Ви просто не досягнете тієї кількості контактів, яких необхідно, щоб вона продавалася.

Якщо це ексклюзивний продукт, наприклад антени-тарілки “НТВ-Плюс”, у яких 250-300 тисяч користувачів, то це реально.

Отже, Ви вирішили все-таки розмістити рекламу свого товару на телебаченні. Із чого почати? Світова практика показує, що на розвинених ринках клієнти користуються послугами рекламних агенцій. У принципі, логіка зрозуміла: агенції тільки тим і займаються, що вивчають ринок ЗМІ, розробляють медіастратегії, створюють філософію бренду.

В агенції медіапланери складуть доцільний графік виходу реклами в ЗМІ, що включає основні моменти: рекламу на телебаченні, на радіо й т.п. Професійні креатори розроблять концепцію рекламного ролика й напишуть його сценарій. Знову ж агентство з досить істотними знижками купить для Вашої компанії ефірний час у відповідній компанії.

Крім того, самі по собі і прямі реклами, і спонсорство, і product placement неефективні, а тільки в міксі (тобто в сполученні з іншими формами рекламної присутності, з іншими медіа й різними акціями). Телебачення - це завжди шматочок великої кампанії.

Notes:

цільова аудиторію – target group

продукт широкого вживання – product of wide consumption

знижка – discount

ефірний час – air time

акція – special offer

Task 12. Write an advert about any product. Use pictures, slogans and text to make it as interesting as possible. Include the following points:

- what is good about the product;
- why people should buy it;
- why it is better than a different product;
- the price.

UNIT 13. MONEY

Task 1. Learn the following words and phrases:

afford	дозволити собі
barter	бартер, товарообмін
borrow	позичати
charge	призначати ціну
commodity	товар
converge	об'єднуватися, зливатися
convert sth.	конвертувати, обмінювати
cover sth.	покрити, погасити
currency	валюта
fiat money	незабезпечені паперові гроші
in circulation	в обігу
legal tender	законний засіб платежу
lend	давати у борг
monetary base	монетарна база
connect	пов'язувати
privacy	конфіденційність
promissory note	боргове зобов'язання
reserves	резерви, запаси
save (up)	заощаджувати
smart card	кредитна картка з мікропроцесором
token	символ, знак
track	відслідковувати
trade	обмінювати
account	рахунок
reduce	зменшити
waste	марнувати

Task 2. Translate into Ukrainian:

to depend on trust, means of payment, to receive a promissory note, different currencies converged into one, to have no value, to convert currency, to track payments, digital cash transactions, loss of privacy, to cover demands, to waste money.

Task 3. Give the English equivalents:

втратити конфіденційність, довіряти системі, мати віру, призначити ціну за послугу, оплатити рахунок, витратити гроші даремно, позичити гроші у друга, валюта, дати у борг, банкнота у 10 фунтів.

Task 4. Fill in the words from the active vocabulary:

1. The value of a country's ... is extremely important to all businesses engaged in international trade.

2. Currency speculation was greatly ... by the adoption of a common currency, the euro, by twelve countries in 2002.
3. Some currencies are ... with the US dollar.
4. Banks are willing to ... large amounts of money to people starting up businesses.
5. They ... freedom for security.
6. When was the 100-franc note put into ...?
7. We need \$300 a month to ... the rent.

Task 5. Match the definitions to each word from the right-hand column:

- | | |
|----------------|---|
| 1) to afford | a) to make something smaller or less in size, amount, importance etc.; |
| 2) to waste | b) to ask someone to pay an amount of money for something you are selling to them or doing for them; |
| 3) account | c) the freedom to do things without other people watching you or knowing what you are doing; |
| 4) commodity | d) to have enough money to be able to pay for the thing you want to get; |
| 5) privacy | e) the process by which something such as money passes from one person to another; |
| 6) to reduce | f) an arrangement in which a bank looks after your money; |
| 7) circulation | g) something that can be bought and sold; |
| 8) to charge | h) to use more of something than is necessary, or use it in a way that does not produce the best results. |

Task 6. Answer the questions. (Write down answers to all of them in one minute, then compare your answers with your groupmates' ones.):

1. Is the currency in Canada called dollar?
2. Is a five-pound note worth less than a fifty-pence piece?
3. If you lend something to somebody, do they borrow it?
4. If you waste money, do you use it well?
5. If you 'can't afford' something, do you have enough money for it?
6. Does the 'cost of living' means the same as 'standard of living'?
7. If somebody tells you a hotel is reasonable, is it very expensive?

Task 7. Translate the following sentences into English:

1. Експортери почали продавати валюту зі своїх рахунків у закордонних банках.
2. На банківському рахунку залишилися лише 50 доларів.
3. Самі по собі монети та банкноти не є цінними, це – лише знаки.
4. Батьки часто думають, що діти марно витрачають гроші.

5. Кредитні картки дають нам можливість здійснювати транзакції без використання готівки.
6. Майкл завжди платить готівкою. Він просто терпіти не може кредитні картки.
7. Коли вперше з'явилися паперові гроші?

Task 8. Read and translate the text:

What is money?

Money is a product of the human imagination, and it is an invention that depends totally on trust. In classic economic theory, money has three functions: it is a means of payment; a unit of account for measuring buying power; a record of wealth for future spending. The coins and banknotes we use have no value in themselves – they are simply tokens. But we have faith that we can exchange such tokens for the goods and services that we want.

Civilizations use money to make transactions easier. Barter is not practical, as you cannot always be sure that you've got something that your business partner wants in exchange for his or her product. Paper money first appeared in China nearly 1,300 years ago to deal with the problem caused by the weight of coins or tokens needed for large transactions.

The earliest banking system had been developed a thousand years earlier in Egypt, where farmers could store grain in a grain bank. In exchange, they received a promissory note that allowed them to collect the grain at a later date. They could also give this note to another person in return for goods or services.

In principle, this is how money works today. A government guarantees that its currency is legal tender and can be used to buy things. In the past, many currencies were connected with a defined amount of a physical commodity such as gold. Modern currencies, however, cannot be converted in this way and are known as fiat money.

The amount of coins and banknotes in circulation, plus reserves held in the central bank from commercial banks, is known as the monetary base. In the US, a bank must have reserves equivalent to ten per cent of the money it lends, but in many countries there is no minimum amount. This system works only as long as people trust it, because no bank could cover demands on its reserves if everyone wanted their money at the same time.

What will happen in the future? A current trend is the disappearance of different currencies. This development can be illustrated by the introduction of the euro in 2002, when 12 currencies converged into one. As other countries join the eurozone, their currencies disappear, too. At some point, there may be only four or five world currencies in use.

Another trend sees coins and banknotes becoming unnecessary; we increasingly carry and transfer our wealth with credit cards, smart cards or mobile phones. These tools allow us to make transactions without the use of cash, but the disadvantage is that sellers and governments can track these payments. Unless we make digital cash transactions anonymous, we can lose privacy about how we spend our money.

(from Business Spotlight)

Task 9. Answer the questions to the text:

1. What functions does money have?
2. Have the coins and banknotes any value?
3. Why is barter not practical?
4. When did paper money first appear?
5. How did the earliest banking system appear?
6. What is the monetary base?
7. What are the current trends in use of money?

Task 10. You are going to read an article about a woman who lives without money. Why do you think she does it? How do you think she survives? Read the article to find out:

My life without money

Heidemarie Schwermer, a 63-year-old German woman, has lived without money for the last ten years. At the age of 54 she gave up her job as a psychologist and gave away all her money and her flat and threw away her credit cards. Today, she does not have anything except a few clothes and a few personal belongings.

It all began as a one-year experiment. In her home city of Dortmund she set up a “swapping circle” where people change services without using money, for example, a haircut for a mathematics class. To prove that this could work she decided to stop using money for a year. But when the year ended she continued and has not used money since then.

At first she looked after a house for friends who were on holiday. She stayed in their house in return for watering the plants and looking after their animals. Now she lives in a student residence where she can sleep, have a shower, or use a computer in return for cooking for the young people who live there. She also works as a psychologist. “Before I treated rich people but now I help anyone who asks me.”

Heidemarie says, “I can live thanks to my contacts. A lot of people who know me understand what I'm doing and want to help me. When I need a bus ticket for example, or a new tube of toothpaste I think, “Who can I ask? What can I give them in return?” If I want to go to the cinema, I might offer to look after somebody's children for the afternoon.”

Heidemarie Schwermer says “It is one of the mistakes of our society that most people do something they don't like just to earn money and spend it on things they don't need”. Now she is writing a book about her life without money.

(From New English File Intermediate)

Task 11. Choose the correct item:

1. Where does Heidemarie Schwermer live now?
 - a) in hostel
 - b) in her friends' house
 - c) in her own home
 - d) now she is looking for a flat
2. What is Heidemarie Schwermer doing now?

- a) she works as a psychologist
 - b) she is looking after her friends' house
 - c) she is writing a book
 - d) she is going to the cinema
3. How long has Heidemarie Schwermer lived without money
- a) 1 year
 - b) 10 years
 - c) 53 years
 - d) less than a year
4. What is "swapping circle"?
- a) process of buying services for money
 - b) process of exchanging services without money
 - c) situation when people use their contacts to get some services
 - d) situation when people help students
5. According to Heidemarie Schwermer mistake of our society is that
- a) people use money
 - b) people use credit cards
 - c) people have a lot of useless things
 - d) people do work they don't like

Task 12. Answer the questions and test your memory:

1. Can you think of ...?
 - a) five things you can do with money;
 - b) two places where you can keep money.
2. What do you call ...?
 - a) the money you borrow from the bank;
 - b) the money you get from a job;
 - c) the money you pay the government;
 - d) all the money you receive in a year.
3. What is the difference between ...?
 - a) lend/ borrow;
 - b) win/ earn;
 - c) spend/ waste;
 - d) inherit/ invest;
 - e) wealthy/ broke.
4. Explain ...
 - a) I *can't afford* to buy a new coat.
 - b) He has *given* all his money *away*.
 - c) I *owe* you \$5. I'll *pay* you *back* later.

Task 13. Work in pairs. Give each other some advice on:

- a) how to manage your budget when you are on holiday;
- b) how to save up money for buying something very expensive.

Task 14. Translate the text into English:

Коротка історія грошей

До появи грошей був бартер – прямий безгрошовий обмін товарами. Поступово золоті і срібні монети витіснили такий обмін. Це пов'язано із зручністю їх зберігання, дроблення і з'єднання, відносною великою вартістю при невеликій вазі і об'ємі, що дуже зручно для обміну.

В середні віки з'явилися перші банки, які були посередниками між вкладниками з одного боку і тими, хто хотів позичити гроші, з іншого боку. Банкіри брали у вкладників реальні монети під певний відсоток і позичали їх під вищий відсоток, отримуючи від цього прибуток. Вкладник отримував сертифікат про внесок, який засвідчував, що реальні гроші знаходяться на внеску і пред'явник цього паперу отримує певну суму реальних грошей. З часом ці сертифікати почали мати таку ж силу, як і реальні гроші.

Люди, які позичали гроші у банку, писали розписку, що вони зобов'язуються повернути борг разом з відсотками. У обмін на цю розписку вони отримували або реальні гроші, або сертифікати. Багато людей вважали за краще узяти паперовий сертифікат, а не реальні гроші. Реальні гроші тільки лежали мертвим вантажем у банкірів.

Так з'явилися перші паперові гроші, що виникли з практики використання банківських сертифікатів. Саме слово "банкнота" походить від англійських слів "bank note", що означає "банківська записка".

APPENDIXES

Appendix A “Preparing for a Presentation”:



- | | |
|------------------------------|-----------------------|
| 1. flip chart | фліпчарт |
| 2. stand/tripod | тринога |
| 3. pie chart | кругова діаграма |
| 4. table | таблиця |
| 5. microphone | мікрофон |
| 6. speaker/presenter | дповідач |
| 7. remote control | пульт |
| 8. laser pointer | лазерна указка |
| 9. loudspeaker | гучномовець |
| 10.(pull-down) screen | підвісний екран |
| 11.slide | слайд |
| 12.graph | діаграма |
| 13.podium | трибуна |
| 14.participant | учасник зборів |
| 15.refreshments | напої і легка закуска |
| 16.(data) projector | проектор |
| 17.extension cord | шнур |
| 18.socket | розетка |
| 19.handout | роздавальний матеріал |
| 20. mobile phone, cell phone | мобільний телефон |

Andrea Alberts is a bit nervous because she'll be the first a) ___ at the meeting, so she checks that she has everything she needs. Her presentation is on her laptop, which will be connected to a b) ___ at the centre of the room. This allows her to show her presentation on the c) ___ at the front wall. She'll use a d) ___ to switch from one Power-point e) ___ to the next. By speaking into a f) ___, she can be sure everyone will be able to hear her, and a set of external g) ___ will carry the sound to the back of the room. In case her computer should fail, Andrea has set up a h) ___ in the corner. On it, she has the main elements of her talk; the product names are arranged in a i) ___ and the market share is illustrated with a j) ___. She'll also distribute the information in her presentation on a three-page k) ___.

Appendix B “Business Clothing”:



- | | |
|------------------|---------------|
| 1. suit | костюм |
| 2. lapel | лацкан |
| 3. collar | комір |
| 4. shirt | сорочка |
| 5. tie | краватка |
| 6. cuff | манжет |
| 7. belt | пояс |
| 8. trousers | штани |
| 9. leather shoes | шкіряні туфлі |
| 10. blouse | блузка |
| 11. button | гудзик |
| 12. sleeve | рукав |
| 13. jacket | піджак |
| 14. skirt | спідниця |
| 15. hem | край (одежі) |
| 16. tights | колготки |
| 17. court shoes | туфлі-човники |
| 18. top | топ |
| 19. neckline | виріз |
| 20. slacks | брюки |
| 21. lapel | лацкан |
| 22. collar | комір |

Fill the gaps with suitable words:

Our company has a very strict dress code. Because we deal with high-income customers, we must look very successful. A male must wear a dark-coloured a) ____, preferably in blue or grey. The socks should be dark-coloured, too. The b) ____ should be white, with long c) _____. A d) ____ is required; it is recommended that this be dark red or blue. It can have stripes or a pattern but no pictures. The top e) ____ should be closed at the f) ____ around the neck. A female employee must wear a dark-coloured pair of g) ____ or a dark blue or grey knee-length h) _____. She should wear a jacket and a white blouse or a i) ____ that does not have a low j) _____. In summer, women needn't wear k) _____, but any shoe with an open toe is not acceptable. No hats, jeans, T-shirts, shorts, sports clothes or sports shoes must be worn.

Appendix C “At the Airport”:



- | | |
|-------------------------|---------------------|
| 1. arrivals | прибуття |
| 2. baggage reclaim | отримання багажу |
| 3. border agency | паспортний контроль |
| 4. customs | митниця |
| 5. check-in | реєстрація |
| 6. suitcase | валіза |
| 7. hand luggage | ручний багаж |
| 8. trolley, cart | візок |
| 9. luggage | багаж |
| 10. bulky luggage | громіздкий багаж |
| 11. passport control | паспортний контроль |
| 12. conveyor belt | конвейер |
| 13. security checkpoint | контрольний пункт |
| 14. X-ray machine | рентген |
| 15. metal detector | металодетектор |
| 16. ground transport | наземний транспорт |
| 17. domestic flights | внутрішні рейси |
| 18. connecting flights | сполучувальні рейси |
| 19. departures | відправлення |

Fill the gaps with suitable words:

To save time at the airport, have your flight details ready when you go to the a) ____ . Make sure your b) ____ contains no sharp objects, such as knives or scissors. Please be aware that there are limits on the weight and size of each c) ____ . There is a charge of £90 for overweight bags or d) ____ . Once your e) ____ is checked in, you can continue to f) ____ . Have your passport and boarding pass ready. At the g) _____ you will, pass through a(n) h) _____ and be asked to place coats, shoes and bags on the i) ____ . Your personal items will pass through a(n) j) ____ . Cameras, laptops and electronic equipment will not be damaged by it.

Appendix D “In a hotel room”:



- | | |
|--------------------|-------------------|
| 1. pillowcase | наволочка |
| 2. dressing gown | халат |
| 3. pillow | подушка |
| 4. sheet | простінь |
| 5. mattress | матрац |
| 6. duvet (UK), | пухова ковдра |
| 7. blanket | ковдра |
| 8. queen-sized bed | 2-спальне ліжко |
| 9. kettle | чайник |
| 10. ironing board | прасувальна дошка |
| 11. hanger | вішалка |
| 12. iron | праска |
| 13. wardrobe | гардероб |
| 14. bathroom | ванна кімната |
| 15. toiletries | туалетні |
| 16. hairdryer | фен |
| 17. shower | душ |
| 18. bath | ванна |
| 19. desk | стіл |
| 20. mirror | дзеркало |
| 21. towel | рушник |
| 22. armchair | крісло |

Fill the gaps with suitable words:

Settle into one of our 60 comfortable guest rooms. For a good night's sleep, we offer single (twin) beds or a) _____. Each bed has an extra-firm b)____, covered in the finest cotton c) _____. Rest your head on feather-soft d) _____. All rooms offer clean, modern e) _____, with a(n) f) _____ or bath, where you'll find complimentary soap and other g) _____. We provide a(n) h) _____ for drying your hair quickly. For visits to the hotel sauna, extra i) _____ are available on request. Each room has a(n) j)____, so you won't have to wait for your morning cup of coffee or tea. An iron and k) _____ are provided, should your clothing be creased from travelling.